



**WORLD FLOOR COVERING  
ASSOCIATION**

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## **World Floor Covering Association Announces Addition of Josh Young, Engagement Specialist**

June 7, 2021 - Dalton, GA – World Floor Covering Association (WFCA) today announced that Josh Young has joined the team as engagement specialist, a newly established position within the organization.

Young joins WFCA to strengthen relationships with its existing 10,000-plus members to better understand their unique needs and to increase engagement and participation within the association and its programs. In addition, he will foster communications with vendors and suppliers and explore ways to expand WFCA's offerings based upon the communities' needs.

Young brings over 16 years of experience in the flooring industry with him and has an extensive background in business development and customer relations.

“Because of the significant growth of membership, we established this position to ensure our members continue to come first,” said Freida Staten, Vice President of Marketing, Communications and Membership. “Josh’s background of providing superior

service to customers and clients will be incredibly valuable to help us elevate our membership engagement and value.”

### **About WFCA**

The World Floor Covering Association (WFCA), the official sponsor of The International Surface Event (TISE), is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. As part of its mission to enhance the business environment for the independent flooring retailer the WFCA acquired the Certified Floorcovering Installers Association (CFI) to resolve the industry's largest issue - the shortage of qualified installers. The WFCA runs fcB2B, a program committed to helping businesses in the industry transition to an e-commerce platform for all business transactions. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [WFCA.org](http://WFCA.org).

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