



**WORLD FLOOR COVERING  
ASSOCIATION**

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## **Kathy Young to Receive World Floor Covering Association's Luminary Award for 45 Years of Industry Excellence**

January 18, 2024 - Dalton, GA - The World Floor Covering Association (WFCA) proudly announces Kathy Young as the recipient of the esteemed Luminary Award in recognition of her exceptional contributions and remarkable 45-year career in the floor covering industry. The Luminary Award ceremony is scheduled for Thursday, January 25, at 3:30 pm during the International Surface Event in Las Vegas, hosted at the WFCA booth #2413.

Young, the former Vice President of Marketing Services at Shaw Industries, embarked on her professional journey in 1975 during high school. Starting in a vocational office training position, she diligently worked through various administrative roles, including reception, inventory control, project planner, and customer service representative.

In 1988, Young's career reached a pivotal juncture as she transitioned into sales assistant and product management roles at Sutton Carpet Mills, later acquired by Salem Carpets and Shaw Industries. Throughout this transformative period, Young exhibited exceptional resilience, accountability, and reliability, persevering during a male-dominated era in the industry.

Her career progressed into product marketing and Creative Director, eventually reaching the position of VP of Marketing for 15+ years. Young played a crucial role in Shaw's growth, overseeing retail licensing programs for prominent brands like Kathy Ireland, Martha Stewart, and HGTV. Leveraging her position as a woman in an industry typically led by men, Young recognized the importance of understanding the female consumer in marketing, given that women make the majority of flooring purchases.

"I am proud to have been known as an important voice, both for the female consumer and my peers. Contributing to women's inclusion in the traditionally male-dominated residential flooring market has been an honor. It is deeply gratifying to witness the thriving of diversity and inclusion as I pass the torch after 45 years," expressed Young.

Her leadership exceeded beyond corporate success, as Young spearheaded Shaw's efforts, making the company the top sponsor for St. Jude Marathon fundraising, raising over \$700,000.

"I am thrilled to announce that Kathy Young, an esteemed female leader within the floor covering industry, has been awarded the Luminary Award by the World Floor Covering Association," stated Freida Staten, WFCA VP of Marketing, Communications & Membership. "Kathy's unwavering commitment, innovative spirit, and transformative leadership have shaped companies and left an indelible mark on the floor covering industry."

Scott Sandlin, former EVP Residential Division at Shaw, also admired Young's exceptional leadership, emphasizing her impact on the industry and the positive changes she brought: "Kathy was a great leader in our industry. She had it all stacked against her and essentially led through her innate spirit for making great things happen. The details of her early days in the industry were alarming to hear what she was up against. There was no way she would be held back by tradition. When the rooster crowed, she went to work and used her charm, street sense, intelligence, and genuine

empathy for our customers as her guiding light. Young is a fighter and made a better future for all. Her impact on me and my family has been a true gift."

In celebration of Young's remarkable career, the Luminary Award ceremony promises to be a highlight during the International Surface Event, showcasing her lasting impact on the floor covering industry.

### **About WFCA**

The World Floor Covering Association (WFCA), the official sponsor of The International Surface Event (TISE), is the floorcovering industry's largest advocacy organization, representing floorcovering 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 floorcovering industry and consumers. For more information about the WFCA, visit [WFCA.org](http://WFCA.org).

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