



**WORLD FLOOR COVERING
ASSOCIATION**

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World Floor Covering Association Extends CEO Scott Humphrey's Tenure Through January 2028 with Option for Renewal

April 23, 2024 – Dalton, GA – The World Floor Covering Association (WFCA) proudly announces the extension of CEO Scott Humphrey's leadership through January 2028, with the option for renewal on a yearly basis. This extension underscores the board's confidence in Humphrey's visionary leadership, which has propelled the association's expansion, increased its industry influence, and adeptly navigated challenges and opportunities. It marks a period of unparalleled growth and strategic innovation under his guidance.

"Under Scott Humphrey's leadership, the WFCA has seen unprecedented growth and strategic innovation," stated Sam O'Krent, WFCA's Chairman. "His foresight has not only navigated us through significant industry challenges but also expanded our influence and membership. With the solid team Scott has assembled, we're well-positioned for future success. We look forward to continuing this journey of innovation and industry leadership with him at the helm."

Key Achievements Under Humphrey's Leadership:

- **Strategic Headquarters Relocation:** Moving the WFCA headquarters to Dalton, GA, placed the association at the industry's heart, fostering improved collaboration and access.
- **Expanding Influence:** Successfully integrated fcB2B, CFI, and FCIF under the WFCA umbrella, broadening the association's reach, streamlining operations and addressing key industry challenges.
- **Installation Crisis Initiative:** Spearheaded WFCA's response to the installation crisis, securing funding for critical research that highlighted the challenge and catalyzed the formation of the FCEF to address the skilled labor shortage.
- **Membership Growth Explosion:** By revolutionizing WFCA's membership model to offer free primary membership, Humphrey's vision expanded the association's reach from 3,000 to over 10,000 members, significantly broadening its influence.
- **Pandemic Leadership:** Demonstrated exceptional leadership by steering the industry through the unprecedented challenges of the pandemic, ensuring continuity, support, and guidance for members during tumultuous times.
- **Legislative Achievements:** Advocacy efforts under his guidance were crucial in the passage of the Marketplace Fairness Act, a landmark effort in leveling the playing field for brick-and-mortar and online businesses.
- **Future Workforce Development:** Joining forces with the Tomorrow's Workforce Coalition, Humphrey has underscored the WFCA's dedication to nurturing the next generation of flooring professionals through education and credentialing.
- **Association Recognition:** Under his leadership, the WFCA was honored with the Power of Association award for the "We are Part of the Solution" initiative, showcasing the association's commitment to positive societal impact.
- **Educational Advancements:** The launch of WFCA University and the SEAL-accredited leadership program has significantly contributed to industry-wide professional development.
- **Enhanced Industry Partnerships:** Expanding the WFCA's reach through strategic partnerships has significantly amplified its impact and presence within the flooring community.

Throughout his tenure, Humphrey has prioritized educational initiatives and community engagement, introducing impactful programs like "Tuesday Tips," "Leadership Live," and "Grow with Us" webinars. By leveraging WFCA's industry experts, these efforts have not only enriched the industry's knowledge base but also fostered a collaborative community spirit, setting a standard for professional excellence and unity.

Reflecting on the contract renewal, Humphrey stated, "I am both humbled and excited for the opportunity to continue leading the WFCA. Our achievements over the past decade are just the beginning. We have laid a strong foundation for future growth, innovation, and success. Together, with our dedicated team and passionate members, we will continue to navigate the challenges and seize the opportunities that lie ahead, shaping the future of the flooring industry."

The WFCA invites all who are interested in the growth and success of the flooring industry to join us in its mission. Together, we can make a significant impact.

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 Flooring 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.

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