



**WORLD FLOOR COVERING  
ASSOCIATION**

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## **Steve Abernathy Steps into New COO Position at the World Floor Covering Association**

*Abernathy will oversee operations across all of WFCA's divisions*

February 13, 2023 – Dalton, GA – World Floor Covering Association (WFCA) announced today the promotion of Steve Abernathy to chief operating officer (COO), effective January 1, 2023. In his new role as COO, Abernathy will be responsible for overseeing the execution of the strategic vision of the organization and its divisions, as well as leading forward-thinking operational strategy and performance. As COO, he will continue to report to WFCA's CEO, Scott Humphrey.

Abernathy has 39 years of senior leadership experience and a proven track record of accomplishments deploying a unique combination of skills, including business strategy and planning, financial and accounting expertise, technology experience, and marketing savvy to drive growth and improvement across a wide variety of functional disciplines. He joined the World Floor Covering Association in 2015 as vice president of finance and was subsequently promoted to chief financial officer later that year.

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Prior to joining WFCA, Abernathy spent 28 years with Shaw Industries in various roles, including industrial engineer, director of retail operations, and director of marketing technology. He holds a Bachelor of Science in Industrial Engineering Technology from Southern Polytechnic State University in Marietta, GA. Abernathy has served on the board of directors of the Floor Covering Education Foundation since its inception in 2019.

WFCA president Scott Humphrey said, "Steve is a well-respected leader at the WFCA and has been a vital part of our growth and success. With his elevated responsibilities spearheading CFI and a deep understanding of our business, Steve is uniquely suited for his role."

### **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](http://WFCA.org).

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