



**WORLD FLOOR COVERING
ASSOCIATION**

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The World Floor Covering Association Appoints Two New Directors

June 18, 2024 – Dalton, GA – The World Floor Covering Association (WFCA) proudly announces the appointment of two distinguished industry leaders to its Board of Directors: Doug Jackson, CEO of Cali Bamboo, and Dani Brock, Vice President of Retail Experience at Shaw Industries. The decision, made during a vote at the WFCA board meeting on May 2, 2024, expands the board's composition to 17 members.

The Board of Directors is pivotal in the WFCA, guiding strategic objectives and ensuring professional management while upholding the organization's mission of ensuring the success, profitability, and representation of professional flooring dealers' common interests within the industry.

Sam O'Krent, Chair of the WFCA Board, expressed his enthusiasm for the new appointments: "We are thrilled to welcome Doug Jackson and Dani Brock to our leadership team. Their diverse expertise and forward-thinking perspectives will enrich our discussions and strategic initiatives. We're excited about the fresh perspectives they bring, and I'm confident they will make significant contributions to advancing our mission and serving the needs of our members."

Doug Jackson's journey in the flooring industry spans nearly three decades of dedicated leadership and strategic vision. Beginning at Tuflex before its acquisition by Queen and Shaw, Doug accumulated 21 years of invaluable experience. As Vice President of Sales & Marketing, he developed long-term business relationships and honed his strategic acumen. Transitioning to Cali in 2017, he swiftly ascended to the roles of Chief Revenue Officer and later President and CEO. Throughout his tenure, Doug has been instrumental in driving accelerated growth and innovation within Cali. His emphasis on fostering genuine relationships and crafting authentic brand experiences has played a pivotal role in shaping Cali's trajectory.

Dani Brock is a seasoned retail marketing strategist with over 20 years of experience at Shaw Industries, recently promoted to Vice President of Retail Experience. Previously, she has been serving as the Director of Retail Marketing since August 2013. With an innate understanding of consumer behavior and market dynamics, Dani specializes in cultivating unwavering preference for Shaw's diverse product portfolio among retailers and sales associates. Before her current role, she served as Manager of Advertising in Sales & Marketing and Manager of Customer Relations at Shaw Industries. Her passion for retail marketing drives her commitment to Shaw Industries' brand growth and success.

Jackson and Brock will serve three-year terms on the WFCA Board of Directors. To learn more about our esteemed board, please visit [WFCA Board of Directors](#).

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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