



**WORLD FLOOR COVERING
ASSOCIATION**

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WFCA Begins Search for New Executive Director of CFI

April 11, 2022 – *Dalton, GA* — The World Floor Covering Association (WFCA) announced today it has officially begun its nationwide search for an executive director of Certified Floorcovering Installer's Association.

Reporting to the WFCA, the executive director will work with the executive leadership of the WFCA and the CFI Advisory Board to carry out CFI's mission and to develop and implement a vision for the future growth and positive impact of CFI on the flooring industry. The position is responsible for strategic planning, resource management, program development, board relations, and organizational governance. The [job announcement](#) outlines the expectations for the position and the qualifications for those interested in submitting their application for consideration.

Until a new executive director is named, WFCA's Chief Executive Officer Scott Humphrey will serve as the lead for the organization.

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About WFCFA

The World Floor Covering Association (WFCFA), 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 WFCFA 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 WFCFA acquired the Certified Floorcovering Installers Association (CFI) to resolve the industry's largest issue - the shortage of qualified installers. The WFCFA runs fcB2B, a program committed to helping businesses in the industry transition to an e-commerce platform for all business transactions. The WFCFA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCFA, visit WFCFA.org.

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