



**WORLD FLOOR COVERING
ASSOCIATION**

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WFCA CEO Scott Humphrey Celebrates 10 Years of Visionary Leadership

Humphrey's transformational leadership has driven organizational impact and growth

April 11, 2023 – Dalton, GA – The World Floor Covering Association (WFCA) announced today that Scott Humphrey reached his 10-year milestone of service as CEO of the Association on March 28. Since joining the WFCA in 2013, Humphrey's focus on making an impact in the industry has shaped the organization's DNA.

Over the past decade, the WFCA has grown in influence and expanded its network. Now spanning 10,000+ members and reaching 95% of independent floor covering retailers in the industry, WFCA continues to be the voice of the industry, supported by manufacturers and distributors who recognize the vital role of the WFCA in driving positive change. Under his guidance and leadership, the Association's charge is crystal-clear: to ensure the success and profitability of professional flooring dealers and to represent the industry's common interests.

Humphrey is a tireless advocate who puts his personal "why" at the forefront of everything he does. His unwavering determination to establish a lasting impact and to make a difference has propelled the WFCA to revolutionize the Association and ignited

a momentum for change, achieving countless milestones and accolades. The organization has become an industry activist, spearheading impactful initiatives committed to addressing critical issues that impact professional flooring dealers and the overall industry.

During his tenure, Humphrey successfully broadened WFCA's influence and tackled industry-related concerns by incorporating other entities such as fcB2b, CFI, and FCIF management under the WFCA umbrella; they offered free membership to all primary members with the aim of increasing its standing as the preeminent voice of the flooring industry in Washington D.C.; they formed FCEF, the first industrywide initiative to address the installation crisis, and they guided the industry with crisis-management during the pandemic. The last decade has been a transformative one for both the WFCA and the industry overall.

"The WFCA has been fortunate to have Scott at the helm for 10 years," said Dean Howell, WFCA Board Chair and owner of Moda Floors and Interiors. "His energy, passion, and leadership are infectious and unparalleled."

"One of the best decisions that the WFCA ever made was asking Scott Humphrey to be the chief executive officer ten years ago," said Sam O'Krent, WFCA Chair-Elect and owner of O'Krent Floors. "He has led the organization, and its ever-changing volunteer board, with skill and charm and has created a truly powerful and respected organization that is having a dramatic impact on the floor covering industry today that will last well into the future. To know Scott is to know his true passion is leadership, which he has instilled in his staff and all those who meet him. Thank you, Scott, for your dedication to our industry and for our friendship."

Mitchell Brown, WFCA Past Chairman CEO/President of French-Brown Floors, added, "Scott personifies a quote by Donald McGannon, "Leadership is an action, not a position."

Beyond WFCA's impressive achievements, Humphrey is a dynamic, charismatic, and inspirational leader who is renowned for delivering powerful presentations. As a voracious reader and collector of tales, Scott often uses storytelling to inspire and teach, sharing weekly insights with his recurring series, Leadership Live.

Humphrey's advocacy work goes far beyond WFCA's walls. He currently serves the industry in many capacities, including on the board of directors for the Floor Covering Industry Foundation and Floor Covering Education Foundation.

Deb DeGraaf, past WFCA Immediate Past Chairman and co-owner of DeGraaf Interiors reflects on Humphrey's career, sharing, "Having been a part of the WFCA for longer than a decade I have seen a lot of transformation and change in leadership over the years. When we were in search of our new CEO, Scott was a name that rose to the top of the list. He has brought his knowledge of the industry and his passion for leadership to the WFCA, which has had a substantial impact for independent retailers. I know he is always there to answer the challenging questions I run into as a business owner. He genuinely cares about the membership, our industry, and the legacy he will one day leave behind. He embraces his faith and is proud to live it out in his daily responsibilities at the WFCA. All of this is to be admired and why I am honored to call Scott my friend."

"Scott Humphrey has played a crucial role in propelling our organization and the flooring industry to success through his exceptional leadership," said Freida Staten, WFCA VP of Marketing, Communications and Membership. "He is more than just a remarkable CEO; he serves as a mentor, friend, and champion for his team's well-being. It's an honor to work with someone who embodies such a perfect balance of vision, passion, and empathy."

Kay Wiley, WFCA Executive Assistant to the CEO, continued, "Whether you call him friend, leader, or Boss, you should consider yourself blessed to know him."

When asked about his 10 years with the Association, Humphrey said, “It has been an amazing experience to serve with talented leaders on our staff, our Board, and throughout our industry. I am humbled to see what we have accomplished and motivated to ensure that the WFCA continues to make a lasting impact on the flooring Industry and those who work in it.”

Always looking forward, Humphrey continued, “We are committed to ensuring that the association remains focused on the current and future issues facing the flooring industry, prioritizing growing the number of skilled installation professionals, advocating for the widespread integration of technology, and fostering the development of prospective leaders.”

WFCA Board Secretary and CEO/President of Nonn’s Flooring, Adam Nonn, remarked, “Scott's done an amazing job leading the organization to new heights. I can't wait to see what the next decade brings as well.”

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.