



**WORLD FLOOR COVERING
ASSOCIATION**

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USFloors Piet Dossche Joins World Floor Covering Association Leadership Webinar Series

WFCA's second installment of "A Leader's Journey" webinar series with powerhouse entrepreneurs is scheduled for November 5

October 28, 2020 - Dalton, GA – The World Floor Covering Association (WFCA) continues its webinar series, ***A Leader's Journey***, with special guest Piet Dossche on November 5 at 2 p.m. ET.

This inspiring webinar series provides a firsthand account of the leadership journeys of prominent entrepreneurs in the industry. Hosted by WFCA CEO Scott Humphrey, the upcoming webinar will feature founder and CEO of USFloors who will share his inspirational leadership insights, everyday leadership knowledge and best practices to lead yourself, lead your teams, and lead your business.

"Whether you're just starting your leadership journey or are a seasoned veteran, these webinars will help you reshape your approach to leadership, refine your skills, and maybe even remind you why you want to lead in the first place." said Humphrey. "Piet is

an iconic leader and visionary entrepreneur. I'm excited to bring his knowledge and unique perspective to our series. "

Attendees can pre-register [here](#) and are invited to ask Piet and Scott questions. A replay of this [event and previous webinars](#) will be available on demand following the webinar.

WFCA launched the "A Leader's Journey" series on Oct 21, featuring CCA Global co-Founder, Chairman, and Co-CEO Howard Brodsky as its first guest.

Humphrey added, "We hope these webinars on leadership give our attendees some powerful knowledge, inspiration, and motivation to take the reins and get going. It's time to make a difference."

ABOUT WFCA

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces tradeshow, 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 Floorcovering Installers Association (CFI) to resolve the industry's largest issue - the shortage of qualified installers. The WFCA runs fcB2B, an organization 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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