



**WORLD FLOOR COVERING
ASSOCIATION**

FOR IMMEDIATE RELEASE

Contact:
Freida Staten
VP of Marketing, Communications
& Member Relations
706.217.1183
fstaten@wfca.org

**World Floor Covering Association Bring Together
Industry Luminaires in Webinar Series:
A Leader's Journey**

Through a series of candid conversations, a prestigious group of industry leaders will reveal their greatest insights, successes, challenges, and lessons learned

October 14, 2020 - Dalton, GA – The World Floor Covering Association (WFCA) is set to launch its ***A Leader's Journey*** webinar series, an exclusive line-up of some of the brightest minds in the flooring industry in candid conversations with WFCA President and CEO Scott Humphrey. Sharing their personal stories during this one-on-one, Q&A format, these discussions will focus on their foundational beliefs, approaches to leadership, the importance of mentors, lessons learned from failures, and experiences that shaped them.

A Leader's Journey features an array of inspirational leaders in the industry, including Howard Brodsky, Co-Founder, Chairman, and Co-CEO CCA Global, Piet Dossche,

Founder and CEO US Floors, Keith Campbell, Chairman Mannington Mills, Maryanne Adams, President and CEO Avalon Floors, and more.

“The A Leader’s Journey webinar series is an excellent vehicle for us to engage and inspire as we share insights from some of the industry’s brightest minds and the principles that have served and guided them on their leadership path,” Humphrey.

The series will kick off on Thursday, October 22 at 2:00 pm Eastern with guest Howard Brodsky. All sessions will be recorded and made available on [our website](#). To register and participate, visit the [webinar registration page](#).

Timing for future webinars to be announced.

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.

###