



**WORLD FLOOR COVERING
ASSOCIATION**

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FOR IMMEDIATE RELEASE

WFCA Marks Five Years of Leadership Live with Inspiring 2025 Theme: ‘Thrive in 25’

January 6, 2025 - Dalton, GA – The World Floor Covering Association (WFCA) proudly celebrates five years of *Leadership Live* with the launch of Scott Humphrey's latest weekly video series, *Thrive in 25*. Since its inception in April 2020, *Leadership Live* has inspired and empowered audiences with practical wisdom and heartfelt stories of resilience and purpose.

In this milestone year, *Thrive in 25* invites viewers to reflect deeply on how they live their life, asking the question: *How would you live your life differently if you knew your time was limited?* It's a call to action: embrace boldness, take meaningful risks, pursue your purpose—all while helping others achieve theirs. Thriving, after all, is about more than just surviving; it's about living with intention and impact.

Be part of the *Thrive in 25* movement. Tune in weekly for inspiring stories and actionable insights to help you live with purpose, resilience, and kindness. Together, let's make 2025 a year to remember.

Watch the latest episode now at [here](#).

About WFCFA

The World Floor Covering Association (WFCFA), a nonprofit established in 1959, is the leading advocacy organization dedicated to driving the profitability and success of flooring retailers, contractors, and allied professionals across North America. As the official sponsor of The International Surface Event (TISE), the WFCFA champions education, training, and legislative advocacy on behalf of its members. It oversees CFI, NFIC, FCITS, and fcB2B, and drives philanthropic efforts through the Floor Covering Industry Foundation (FCIF). The WFCFA also formed the Floor Covering Education Foundation (FCEF) to address workforce development and ensure the industry's future installation needs. For more information, visit WFCFA.org.

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