



World Floor Covering Association
2211 E. Howell Avenue
Anaheim, CA 92806
800-624-6880 / 714-978-6440 X17
Fax: 714-978-6066

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For further information contact:
Leah Gross-Harmon
Story Dept.
626-296-3322
leah@storydept.net

World Floor Covering Association
Names Chief Executive Officer

Scott Humphrey to Run Organization

Anaheim, CA – March 13, 2013 - Harold Chapman, Chairman of the Board, World Floor Covering Association (WFCA), announced today that Scott Humphrey has been selected to lead the Association as the chief executive officer effective April 1, 2013. Mr. Humphrey, former Director of the Shaw Flooring Network, fills the position left by the late D. Christopher Davis.

The decision to bring Mr. Humphrey in to lead the organization was made after a thorough search and review by a WFCA board-appointed Search Committee composed of six members, including Mr. Chapman. The WFCA Executive Committee reviewed the recommendation of the Search Committee and unanimously selected Mr. Humphrey to lead the Association.

In his new role, Mr. Humphrey will serve as a visionary leader tasked with developing a long-range plan for the Anaheim, California-based association. He will serve as spokesman for WFCA with media and industry and will be responsible for directing the creation of national trade and consumer advertising campaigns and image-building promotions to raise awareness of targeted WFCA initiatives. In addition, he will be charged with identifying and seeking opportunities to develop alliances and partnerships with other organizations that will drive growth and business for members and the industry overall.

Along with his principal responsibilities, Mr. Humphrey will provide direction to the Board of Directors and committees. He will also be responsible for directing and overseeing staff at WFCA headquarters.

Mr. Humphrey brings to his new role a solid and established background in the flooring industry. For over 25 years, he served in multiple capacities at Shaw Industries, beginning his career as territory sales manager. In his most recent role, as director of the Shaw Flooring Network (SFN), Mr. Humphrey oversaw an \$8-million budget that contributed to several hundred million in sales with a staff comprising a large number of direct and indirect reports. Together, his team was responsible for managing over 2,000 independent Shaw-aligned retailers.

In addition to strategic management and record-setting economic growth of his divisions, Mr. Humphrey was also a visionary behind the Shaw Learning Academy – recognized as one of the top 100 internal training programs worldwide for the last eight years by *Training Magazine*. He also wrote, developed and facilitated S.A.L.T. (Shaw Academy for Leadership Training), a highly successful four day intensive leadership program attended by hundreds of top managers at Shaw and key retail partners.

Mr. Humphrey oversaw the planning of the biennial “family-friendly” SFN convention since 2007. The convention, held since 1998, is designed to showcase the best Shaw has to offer. It hosts approximately 4,000 Shaw customers, potential customers, strategic business partners, and employees. This year’s convention proved to be the largest yet.

Over the past eight years, Mr. Humphrey has written monthly and bi-monthly articles for Shaw’s internal and external marketing publications, as well as serving as a contributing writer for *Floor Focus* magazine.

"Scott came to our attention because of his proven ability as an inspiring leader, his strong execution skills, his phenomenal track record for success and his capacities as a visionary," said Mr. Chapman. "His vast and direct industry experience will be an

invaluable asset for the WFCA. He is a true professional, and I am confident that he will take the WFCA to new heights.”

“I’m passionate about our industry and its future, and I am thrilled to be joining the WFCA at a critical time in its history,” said Mr. Humphrey. “I am confident that with the gifted staff at WFCA, we can drive positive growth and innovation throughout the industry.”

Humphrey graduated from Belmont University in Nashville, Tennessee, and currently lives with his family in Chatsworth, Georgia.

About WFCA

The WFCA, official sponsor of Surfaces, is the floor covering industry’s largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America.

The association is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website, wfca.org, providing unbiased information about every type of floor covering and connecting customers to member retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers.

For more information about the WFCA, visit wfca.org and wfca-pro.org.

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