



**WORLD FLOOR COVERING
ASSOCIATION**

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World Floor Covering Association Sees Explosive Growth in Membership

***Association membership surpasses 10,000 and sets new record
in its 60-year history***

July 27, 2020 – Dalton, GA – The World Floor Covering Association (WFCA) announced today that it has surpassed 10,000 members, continuing its strong trend of growth, and increasing its standing as the preeminent voice for the floor covering industry.

“This is a remarkable achievement, and it’s just the beginning,” said Scott Humphrey, chief executive officer, World Floor Covering Association. “Reaching this milestone is a clear indicator of the value the industry places on this association, and the rising sense of urgency that our industry colleagues share for steering the strategic direction needed to help shape and secure our collective future.”

The boost in membership figures can be attributed to several things. First, as of January 1, 2020, with the goal of uniting industry voices to combat the floor covering installation crisis, the WFCA offered free membership to all primary members (professional flooring dealers, inspectors, cleaners, designers) and offers a tiered-membership format for others that is more conducive to their individual business needs (manufacturers, suppliers, distributors). Since the outset of the COVID-19 pandemic impact, the WFCA quickly shifted its efforts to focus on the emergent needs of its members, and the industry as a whole, and has led the way in providing a crisis-communications effort offering guidance and resources on how to best navigate the

complicated terrain. This includes leveraging their unique position in the industry and long-standing relationships in Washington D.C. to ensure that their voice is heard as relief legislation is crafted. Membership growth has come from all sectors of the industry, largely fueled by manufacturing and industry groups.

“Our members are at the heart of everything we do,” said Freida Staten, vice president marketing, communications and member relations. “In response to the coronavirus, we jumped into action by creating a [Coronavirus Response Resource Center](#), a [Knowledge is Power: Combating COVID-19 Webinar Series](#) as well as timely direct communications and news. Our lobbying partner, Lobbyit, and legal counsel, Jeffrey King, have worked tirelessly to provide input to lawmakers on important legislation. Regardless of the issue that impacts our members and the industry, our commitment to the success of our members is unwavering.”

WFCA membership represents all aspects of the flooring industry from residential to commercial and includes specialty floor covering retailers, inspectors, installers, designers, manufacturers, suppliers and distributors.

“Our voice is becoming louder, stronger, and more focused,” said Humphrey. “I’d like to thank every new member and every renewing member and invite all those who have not yet joined to be a part of a community who is making a difference. We are an essential and vibrant organization, and we couldn’t do our important work without all of you. Together, we are much stronger.”

Make your voice heard. For more information on becoming a member of the WFCA, please visit <https://wfca.org> or contact our team at 855.330.1183.

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, WFCA 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) in an effort to resolve the industry's largest issue – the shortage of qualified installers. The WFCA oversees the Floor Covering Business to Business (fcB2B) program, helping companies 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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