



**WORLD FLOOR COVERING
ASSOCIATION**



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World Floor Covering Association Receives Prestigious 2023 Power of Associations Silver Award for We Are Part of the Solution

Power of Associations Awards recognize associations working to improve communities and ensure a better quality of life

August 14, 2023 – Dalton, GA – The World Floor Covering Association (WFCA) proudly announces the receipt of the esteemed Power of Associations Silver Award from the American Society of Association Executives (ASAE) for its We Are Part of the Solution campaign. The accolade showcases how associations leverage their resources to drive positive change, advance industry standards, foster innovation, and improve communities worldwide.

The We Are Part of the Solution campaign marks a significant milestone as the first-ever industry-wide initiative to address the critical shortage of skilled floorcovering installation professionals. At the helm of this visionary effort, WFCA spearheaded the creation of the Floor

Covering Education Foundation (FCEF), a strategic platform that plays a pivotal role in recruiting, offering scholarships, and facilitating the placement of future installers, thereby ensuring the industry's long-term sustainability and growth.

"As the world's largest organization representing the flooring covering industry, the WFCA is dedicated to being a strong advocate on issues that profoundly impact our profession, the customers we serve, and the unified voices of our community and workforce, particularly in addressing the critical challenge of workforce shortages," said WFCA CEO Scott Humphrey. "We Are Part of the Solution exemplifies the power of collaboration and dedication within our industry. It is an honor to be recognized by ASAE."

"Congratulations to WFCA for exemplifying the impact associations have on the industries and professions they represent and on society at large," said ASAE President and CEO Michelle Mason, FASAE, CAE. "It's always so incredibly satisfying to see associations going above and beyond their everyday mission to change the world. We're very proud to spotlight this award-winning initiative."

With an unwavering dedication to solving industry challenges, WFCA's We Are Part of the Solution campaign continues to serve as a driving force for positive change. It embodies an inspiring call to action, urging the flooring industry to unite and foster a strong and skilled workforce, ensuring a brighter future for all.

To learn more about FCEF, visit the [FCEF website](#).

About WFCA

The World Floor Covering Association (WFCA), the official sponsor of The International Surface Event (TISE), is the floorcovering industry's largest advocacy organization, representing floorcovering 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 Flooring Installers Association (CFI) to resolve the industry's largest issue - the shortage of qualified installers. The WFCA runs fcB2B, a program 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 floorcovering industry and consumers. For more information about the WFCA, visit WFCA.org.

About The Power of Associations Awards

ASAE's Power of Associations Awards recognizes the associations' economic and societal contributions locally, nationally, and globally. ASAE will celebrate The Power of Associations Award winners during its annual Summit Awards Dinner on September 28, 2023, at the National Building Museum in Washington, DC.

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