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WFCA.org Enhanced by a Designer's Touch

Seasoned Interior Designer to Provide Content for World Floor Covering Association's Consumer Awareness Campaign

Anaheim, CA – April 29, 2009 – Today the World Floor Covering Association (WFCA) announced a new relationship with veteran Southern California-based interior designer, Annette Callari, A.S.I.D., C.M.G. Callari will contribute content to WFCA's renowned consumer blog "Floor Talk," the association's consumer magazine *Beautiful Flooring*, as well as the "Designer's Corner" on the WFCA's award-winning website, WFCA.org.

Callari's extensive experience in both commercial and residential interior design spans over two decades. She received her initial training at Fullerton College in California and completed her advanced studies at California State University Fullerton. Presently, Callari is a marketing specialist and staff designer with Leonard's Services & Design Centers headquartered in Anaheim, California. She also oversees key design projects for the company.

In addition to her educational and professional background, Callari also earned chair holder status with Color Marketing Group International and is an active member in determining color directions and design trends nationally. She has also been the featured keynote speaker in the field of color and design trends for numerous floor covering associations throughout the United States, including such California-based organizations as Laguna Design Center South and San Diego State University. She is a featured columnist for *National Floor Trends Magazine* and has had numerous articles published nationally on the topics of retail marketing and color and design.

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PAGE 2

“Annette has an amazing track record and a great eye for design. She brings with her the insight and professional outlook that our consumer readers have come to expect from WFCAs.org and Floor Talk,” said Chris Davis, President and Chief Executive Officer, World Floor Covering Association. “Annette has a fresh approach to home fashion and a style that’s all her own. We look forward to working with her to help give our website and consumer materials and magazine an exciting new point of view.”

For more information about the website and blog check out WFCAs.org and FLOORTALK.WFCAs.org.

About WFCAs

The WFCAs, 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, WFCAs.org, providing unbiased information about every type of floor covering and connecting customers to member retail stores. The WFCAs also influences public policy affecting the floor covering industry and consumers. For more information about the WFCAs, visit WFCAs.org and WFCAs-PRO.org.

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