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World Floor Covering Association's Consumer Blog **'Floor Talk' Gains Ground**

Nationally Recognized Home Editor and Author of Award-Winning Book Series Joins Seasoned WFCA Writing Team

Anaheim, CA – October 12, 2010 – Today the World Floor Covering Association (WFCA) announced a new relationship with veteran Des Moines-based home writer Steven Cooper. Cooper will be an ongoing contributor to “Floor Talk,” the WFCA’s renowned consumer blog.

Cooper’s extensive journalistic career spans over two decades. His experience includes authoring multiple books on home renovation and home care and serving as home editor for many Meredith Publishing Corporation magazines under the *Better Homes & Gardens* banner.

An admitted home renovation enthusiast since early childhood, Cooper has spent more hours than he cares to count restoring, reviving and rebuilding. Whether it’s writing feature articles and book series on design and renovation or spending time updating his own Carpenter Gothic home, Cooper remains true to his craft and greatest passion.

Cooper joins other WFCA contributors, including renowned interior designer and Color Marketing Group International chair Annette Callari, A.S.I.D., C.M.G., and other guest writers contributing to Floor Talk.

“We’ve worked with Steve for many years on writing projects in multiple capacities,” said D. Christopher Davis, Chief Executive Officer and President, World Floor Covering Association. “He brings with him the insight and professional outlook that our consumer readers have come to expect from Floor Talk. We look forward to working with him to give our blog an exciting new point of view.”

For more information about the WFCA blog check out floortalk.wfca.org.

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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