



**WORLD FLOOR COVERING  
ASSOCIATION**

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## **World Floor Covering Association Announces New Executive Committee & Sam O’Krent as Association Chairman**

January 16, 2024 – Dalton, GA – The World Floor Covering Association (WFCA) is pleased to unveil its new Board Chairman and Executive Committee members, following their confirmation during a virtual board meeting held on December 15, 2023. Sam O’Krent, CEO of O’Krent Floors in San Antonio, TX, assumes the role of the 60th Chairman of the Board, marking the beginning of a new era in the organization's leadership. O’Krent, embarking on a two-year term, succeeds Dean Howell of Moda Floors & Interiors, Atlanta, GA, who now takes on the role of Immediate Past Chairman.

Expressing his enthusiasm, O’Krent said, "I am honored to serve as the new chair of the WFCA Board of Directors. I look forward to collaborating with this talented group of individuals as we continue to empower WFCA to serve and represent our flooring industry with impact and significance. In my time with the association, I've witnessed various changes and challenges in the industry. Moving forward, I am committed to finding innovative ways to unite our members and collectively address these challenges."

O’Krent, a seasoned veteran with over 41 years with his family’s 5<sup>th</sup> generation business, has been at the helm of O’Krent Floors since 1997. Continuing the legacy started by his great grandfather Samuel O’Krent in 1915, O’Krent prioritizes creating a welcoming environment and adapting the business with new services and technologies. As President and Owner, he

remains committed to offering quality products at fair prices, treating customers like trusted friends, and delivering exceptional customer service—a tradition upheld for over 100 years in San Antonio and South Texas. O’Krent Floors is a member of the National Floorcovering Alliance.

Additionally, the following were elected to serve on the 2024 WFCA Executive Committee:

- **Immediate Past Chair:** Dean Howell, president, Moda Floors & Interiors
- **Chair-Elect:** Lauren Voit, president, Great Western Flooring
- **CFO/Treasurer:** Adam Nonn, president, Nonn’s Kitchen Bath & Flooring
- **Secretary:** Typhannie Harker, chief executive officer, Carpeting by Mike Inc
- **Vice Chair:** Janice Clifton, owner of Abbey Carpets Unlimited

The WFCA membership has elected Darren Harrison, vice president of Sunshine Interiors, as the newest addition to the Board of Directors. The WFCA Board of Directors comprises industry professionals representing a broad spectrum of interests in the flooring industry. The full list of current board members can be found [here](#).

“I congratulate and welcome our new board members and those returning,” comments WFCA CEO Scott Humphrey, “the WFCA has proudly been member-led and relied upon their unique industry knowledge and leadership strengths to guide the association. Chairman O’Krent, a passionate and dynamic leader, is a prime example of the proven leadership that has sustained our industry’s growth and challenges. We look forward to how he will build off the momentum sustained by Immediate Past Chairman Dean Howell, tackling current and future challenges. I am confident about the future, our strategic direction, and what we can achieve together to drive our industry forward.”

## **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, 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 floor covering industry and consumers. For more information about the WFCA, visit [WFCA.org](http://WFCA.org).

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