

FOR IMMEDIATE RELEASE



Another big turnout at RFCI Spring Meeting keeps pace with big resilient growth

BLUFFTON, SC (May 10, 2023) The 2023 Spring Board of Directors and Associate Member Meeting at Montage Palmetto Bluff was a huge success, according to the Resilient Floor Covering Institute (RFCI). Over 100 attended the two-day event May 2–4.

RFCI welcomed Board members, including Herb Upton of Shaw Industries, Chairman; Russ Rogg of HMTX/Metroflor, Vice-Chairman; and Barron Frith of CFL, Secretary/Treasurer. Joining them were representatives from all Manufacturing and Supply Chain members and a roster of top speakers, including: Cliff Pyron, Georgia Ports Authority; Stuart Hirschhorn, Catalina Research; Dr. Tom Kurfess, Georgia Tech; Allison Foley, Venable, LLP; Ned Monroe, The Vinyl Institute; Vicki Worden, Green Building Initiative; Susannah Enkema, Shelton Group; Matt Seaholm, The Plastics Industry Association; and Jay McDonald, Middleton McDonald Group.



Top: The RFCI Board of Directors

Left: Jay McDonald, author of *Strategic Jaywalking*, gives an inspirational talk on leadership

Right: Russ and Kim Rogg, Barron and Sandra Frith, and Herb and Rebecca Upton at the Thursday evening dinner at Montage Palmetto Bluff



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About RFCI

The Resilient Floor Covering Institute (RFCI), based in LaGrange, GA, is the flooring industry's association that provides support for a network of global resilient flooring manufacturers and those in the supply chain. The mission of RFCI is to enhance the long-term growth and well-being of the North American resilient floor covering industry. RFCI strategic goals include managing issues that affect manufacturing, products, and the people who use them, and which typically emanate from federal and state government agencies as well as non-governmental agencies and activist groups. Other key goals include promoting the resilient flooring category, developing guidelines and certification programs to ensure the quality and sustainability of resilient flooring products, their installation, and maintenance, developing and managing technical product performance standards, and market education. <https://rfci.com>