

FOR IMMEDIATE RELEASE



The Resilient Floor Covering Institute (RFCI) Announces New Officers for 2024

LA GRANGE Ga. (September 25, 2023) With his two-year term as Chairman of the RFCI Board ending in 2023, Herb Upton, VP of Residential at Shaw Industries, presented two new additions to the 2024 RFCI Board Officer team.

“We are pleased to announce that Bart Rogers, VP of Roppe Holding, Company, will become the new Treasurer of RFCI. Bart brings many years of executive leadership in our industry and in RFCI to the Officer team. Roxane Spears, VP of Sustainability Tarkett North America, will become the Secretary of RFCI. Roxane has been a leader on multiple fronts in our industry. Her perspective on sustainability will serve the Officer team well.”

Russ Rogg, President of Metroflor Corporation and current Vice Chair of RFCI, will become the new Chairman of RFCI in 2024. Russ stated, “With the robust strategic plan we have in place for 2024, the addition of Bart and Roxane will bring enormous strength to the Officer team. I am delighted that they will be a part of helping us lead the charge during my coming two years as Chairman.”

Barron Frith, President of CFL North America and the current Secretary/Treasurer of RFCI, becomes Vice Chair in 2024. He noted his enthusiasm for the additions, “With the continued strength of resilient in the market, we felt that it was important to divide my current responsibilities and allow two very talented leaders to join our Officer core.”

Bart Rogers shared, “In addition to the growth of resilient in the marketplace, RFCI has also grown tremendously in its membership and activity. I have been an active member for many years and look forward to serving RFCI in the years ahead.”

Roxane Spears noted, “RFCI is a living and breathing strategic organization that actively embraces the key issues in our industry. It’s great to serve this organization as an officer as we charge toward an exciting future.”

Bill Blackstock, President and CEO of RFCI, concluded. “Having been in our industry for decades, the greatest fulfillment in my job is serving the executives who comprise RFCI. The Officers are a vital group for me in the development and execution of our strategic plan. We will be celebrating Herb’s two years as Chairman at our upcoming Fall All-Member Meeting. Having Herb, Russ, and Barron as Officers during my first two years at RFCI has been absolutely incredible. I look forward to serving the new Officer team in 2024!”



Chairman

Russ Rogg, President of Metroflor Corporation



Vice Chairman

Barron Frith, President of CFL North America



Treasurer

Bart Rogers, VP of Roppe Holding Company



Secretary

Roxane Spears, VP of Sustainability, Tarkett North America



Outgoing Chairman

Herb Upton, VP of Residential, Shaw Industries

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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>