

FOR IMMEDIATE RELEASE



RFCI Fall Meeting looks forward to 2024

LA GRANGE Ga. October 29, 2023— The annual Fall Board of Directors and Associate Member Meeting was held in Sarasota, FL, with approximately 150 in attendance from across the resilient flooring category. The 2-1/2 day event covered a number of topics important to the continued growth of the industry. Among those topics were: Analysis of trends in the flooring industry, the critical role of American chemistry, development of business strategy in ambiguous times, climate accounting based on the latest science, and the construction outlook by economist, Dr. Kermit Baker.



Highlights of the meeting included the formal presentation of the new Board Officers and the rotation off of current Board Chairman Herb Upton of Shaw Industries. Teresa Williford, RFCI Director of Programs and Services, was honored for her 15 years of service. The Board Officers participated in a round table discussion of topics that are key to resilient flooring, and former NFL star and ESPN personality Merrill Hoge gave an inspirational presentation entitled “Find a Way Every Day” from his book of the same title.



The RFCI Board of Directors at the Fall Meeting in Sarasota, FL.

RFCI Board Officers for 2024 and 2025: Bart Rogers, Treasurer (left), Barron Frith, Vice-Chairman (Back, center), Russ Rogg, Chairman (Back, right), and Roxane Spears, Secretary (Front).



Passing the baton ... Current Chairman Herb Upton welcomes Russ Rogg as the new Chairman for '24-'25.

Teresa Williford received special recognition for her 15 years of service as the Director of Programs and Services for RFCI. Also, on hand for the presentation was Teresa's husband, Ken.



For more information or to schedule an interview, please contact Paul Friederichsen at 404-642-3357 • paul@brandbizinc.com

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>