

RFCI Fall Meeting Achieves Record Attendance and Announces New Officers for 2026–2027

The Resilient Floor Covering Institute celebrated strategic achievements, strong industry engagement, and membership innovation and growth at the Ritz-Carlton Dove Mountain gathering.

Marana, AZ — October 29, 2025 — The Resilient Floor Covering Institute (RFCI) concluded its 2025 Fall Board of Directors and Associate Member Meeting today at the Ritz-Carlton Dove Mountain in Marana, Arizona, marking the largest Fall Meeting attendance in the organization’s history.

The three-day event, held October 27–29, highlighted the continued momentum of the resilient flooring category and showcased RFCI’s incredible membership, the association’s strategic accomplishments, and key speakers on targeted topics. The Board also reviewed and approved an aggressive 2026 strategic business plan.

“This year’s Fall Meeting underscores the remarkable strength of our industry and members,” said Bill Blackstock, President & CEO of RFCI. “I am continually amazed at the dedication of our members to constant innovation and the massive investments they make to continue the growth of the resilient sector. We are honored to serve them.”

Industry Momentum and Communications

Achievements Members were briefed on significant organizational milestones, including:

- Major accomplishments in RFCI’s strategic plan
- Membership growth over the past year
- Record social media engagement and trade communications performance
- Continued success of the Beautifully Responsible® digital campaign, expanding consumer interest in resilient flooring’s many strengths

2026–2027 RFCI Officers Announced

RFCI announced its new slate of officers for the 2026–2027 term:

- Chairman: Barron Frith, President, CFL Flooring NA
- Vice Chair: Roxane Spears, Vice President Sustainability, North America, Tarkett
- Treasurer: Zack Zehner, VP, Hard Surface Commercial at Mannington Mills
- Secretary: Jennifer Zimmerman, Chief Commercial Officer at AHF Products

RFCI also recognized outgoing officers: RFCI Chairman Russ Rogg, President, HMTX Contract & Trade, and RFCI Treasurer, Bart Rogers, VP Sales & Marketing, Roppe Holding Company, for their exceptional leadership and longstanding contributions to the Institute and to the resilient flooring industry.

Program Highlights

Attendees engaged in a forward-looking agenda featuring expert presentations on key market and policy issues, including:

- U.S. Residential Market Conditions with a Detailed Look at 2026
- Commercial Market Performance by Sector
- Regulatory and Policy Developments on the Federal and State Fronts
- A Recently Completed Residential Consumer Market Study on Sustainability
- Components of the Vinyl Institute’s Strategic Initiatives

Keynote speaker Owen Fitzpatrick, acclaimed psychologist and author, inspired attendees with his address, “Leading Hearts and Minds Through Turbulent Times.”

The RFCI Board of Directors at the 2025 Fall All-Member Meeting



The RFCI Board Officers for 2026-2027 (left to right):

- Roxane Spears, Vice Chair
- Zach Zehner, Treasurer
- Jennifer Zimmerman, Secretary
- Barron Frith, Chairman

For more information or to schedule an interview, please contact Paul Friederichsen at 404-642-3357

About RFCI

The Resilient Floor Covering Institute (RFCI), based in LaGrange, GA, is the resilient flooring industry’s association that provides support for a network of global resilient flooring manufacturers and companies 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’s goals include embracing key strategic industry issues, engaging federal and state government agencies in policy discussions, developing meaningful certification programs that are valued by all parties, contributing to technical considerations, and promoting the resilient flooring category. <https://www.rfci.com/>