

D. Christopher Davis
President & Chief Executive Officer
World Floor Covering Association (WFCA)

D. Christopher Davis is President & Chief Executive Officer of the World Floor Covering Association, responsible for the entire scope of operations for the organization including overseeing legislative, educational and membership programs and developing strategic initiatives to represent the industry.

Davis became CEO of Western Floor Covering Association in August 1994. He implemented the merger of that organization with the American Floorcovering Association (AFA) in January 1995 that led to the creation of the World Floor Covering Association.

Between 1995 to 2000, Davis oversaw all aspects of Surfaces®, the premier tradeshow marketplace for floor covering and other surfaces materials and supplies, held annually in Las Vegas, NV. During that period, Surfaces® grew to be ranked one of the top 50 largest trade shows in the world, according to *Tradeshow Week*. Davis negotiated the sale of Surfaces® to Hanley-Wood Exhibitions in January 2000 for \$40+ million while retaining WFCA sponsorship rights to the trade show for a minimum of 25 years.

Davis has over thirty-five years executive level experience in association management, community promotion and destination marketing, including management of convention/trade show sales promotion agencies, facilities and programs. He served as president and chief executive officer of convention and visitors bureaus in Long Beach, CA (1988-93); Corpus Christi, TX (1987-88) and Oakland, CA (1981-87). Before working his way up through increasingly responsible positions in the Oakland bureau, he was communications director for the Oakland Chamber of Commerce (1973-78), was an independent commercial photographer (1970-78) and worked for ABC News (1970).

Davis has been involved in directing the strategic planning process and consulted extensively on multi-million dollar convention center development/expansion projects in Oakland and Long Beach, California and Austin and Corpus Christi, Texas. Davis has coordinated logistics and supervised location management for major events including 1984 Democratic National Convention; Super Bowl XIX (1985); MLB All Star Game (1987); World Series (1972-73, 1975); NBA Championship (1974); and American Bowling Congress (1992).

Davis is also President and CEO of WFCA Services, Inc., the for-profit, independent subsidiary of World Floor Covering Association. WFCA Services, Inc. operates a captive insurance company presently offering workers' compensation insurance in California.

Davis currently is President and is the former Chairman of the Board of the Floor Covering Industry Foundation (FCIF), the charitable organization dedicated to assisting members of the floor covering field who experience catastrophic illnesses, severe disabilities or life altering events with which they cannot financially cope. He is also Chairman of the Board of Directors, Floor Covering Business-to-Business Association, fcB2B, which is responsible for managing and coordinating electronic commerce in flooring industry.

An honors graduate of the University of California at Berkeley, Davis was named the "Outstanding Graduate in Journalism" by Sigma Delta Chi, the Society of Professional Journalists.