

NWFA Leadership Directory 2025 - 2026

nwfa
National Wood
Flooring Association

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NWFA Committee Goals & Objectives

COMMITTEE	GOALS/OBJECTIVES	MEMBER	STAFF LIAISON
Emerging Leaders	Oversee the strategy and activities of the Emerging Leaders Network	Reid Lambright, Chair Alex Hamilton Alex Smith Allyson Gates Caleb Unruh Carlos Mongalo Grace Lukens Izaiah Barrow Lawrence Skutelsky Lee Hoggard Luis Perez Matt Bruno Megan Giberti Oliver Barajas Osiel Betancourt Rachel Bilchak Schawn Lawson Vito Brattin Zach Muhl	Katie Schenk Bridget Norlie
Expo Task Force	Determine strategies for maintaining/growing the value of the Wood Flooring Expo	Bryan Park, Chair Amber Stringer Ashley Docarmo Mike Totta	Penny Key Stephanie Owen Anita Howard
Finance	- Provide financial oversight and recommendations to the Board of Directors - Review quarterly financials - Participate in quarterly conference calls to monitor financials - Provide oversight for Investment Policy Statement	Sam Cobb, Chair Julie Russell Kevin Murphy Raymond Mancini, Jr. Steve Brattin	Stephanie Owen Dana Rogers
Government Relations	- Monitor legislation affecting the wood flooring industry - Advocate and inform membership of legislation they should be active in - Participate in coalitions addressing issues affecting members	Dan Natkin, Chair (HF Rep) Brenda Cashion Dana Lee Cole Darwin Murray Elizabeth Baldwin Jennifer Zimmerman Jesse Joyce (HF Rep) Kyle Evans Rick Hooper Steve Merrick (HF Rep) Steven Skutelsky Wil Maxwell (HF Rep)	John Forbes Stephanie Owen

COMMITTEE	GOALS/OBJECTIVES	MEMBER	STAFF LIAISON
<i>Hardwood Floors Magazine</i>	Work with <i>Hardwood Floors</i> magazine and NWFA staff to review magazine and online content for technical accuracy	Robert McNamara, Chair Jason Elquest Jim Schumacher Kevin Mullany Lenny Hall	Libby Johnston
Membership Steering Committee	- Review membership programs for enhancements - Develop and suggest new membership recruitment activities - Work to retain existing members - Reach out to existing members to keep them engaged with the association	Steve Brattin, Chair Carl Hawkinson Drew Kern James Toal Jason Carter Josh Hansman Josh Renner Julia Valenti Kelly Ragalie Kirk Roberts Laura Schafer Matt Thrane Mike Glavin Rose Fall Steven Skutelsky Willie Short	Sharon Schaller Brett Miller
Nominating Committee	- Review Board candidates nominated by the general membership - Develop an ongoing list of potential Board Directors for NWFA, NWFACP and NERF Boards - Review and revise nomination processes and procedures as needed - Review performance of Directors and Committee Chairs	Julie Russell, Chair Bryan Park Dan Natkin Kirk Roberts Lenny Hall	Stephanie Owen Debbie Edgar
NWFA/NOFMA Solid Wood Flooring Standards Task Force	- Promote, enlist, review, and monitor NOFMA grading standards for unfinished & factory-finished solid hardwood flooring - Host a U.S. & Canadian Solid Wood Flooring annual summit	Tommy Maxwell, Chair Jesse Joyce, Board Liaison Bill Buchanan Gerald Roberts Greg Burleson Justin Spivey	John Forbes Terry Patton
Technical Standards & Publications Committee	- Review current standards and explore needed changes - Promote funding for necessary testing - Development of new or refined publications - Final review of all technical publications & guidelines prior to publishing	Charlie Peterson Hank Adams Joe Audino Jon Namba Kevin Mullany Mike Harde Steve Marley Tony Miraldi	Brett Miller Kjell Nymark

COMMITTEE	GOALS/OBJECTIVES	MEMBER	STAFF LIAISON
Women's Industry Network	• Unite women throughout the wood flooring supply chain • Provide opportunities to network, support, and learn from each other • Develop programs and resources to address the needs of women in the industry • Identify ways to recruit, retain, and advance women in the industry • Define career paths and educational opportunities specific to women in the industry • Recognize the outstanding achievements and contributions of women in the industry	Brenda Cashion, Chair Barbara Titus Dana Lee Cole Debra Kirschnick Donna Millard Jessica Hickman-Fresch Julie Russell Kristi Maxwell Prince Lisa Horvath Marlene Redus Melissa Hoffmeyer Monica Stell Rachel Bilchak	Libby Johnston

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COMMITTEE	GOALS/OBJECTIVES	MEMBER	STAFF LIAISON
Appeal	Review all appeals for inspector, installation, sand/finish, and sales advisor complaints	Todd Weldon, Chair Richard Kass, Vice Chair Don Zimmerman Jack Freedman Jason Cantin Joe Szenyeri John Jarnagin Kenny Nguyen Steve Agius Steven Rockfeld Tim Moore	Kjell Nymark Brett Miller
Hearing	Review all complaints for inspector, installer, sand/finish, and sales advisor	Billy Simmons, Chair Andrew Fonczek, Co-Chair Andy Campbell Barry Flath Carl Mattingly Darek Zukowski Dave Darche David Barkstedt Don Sgroi Jack Freedman Jason Austen Jason Elquest Joe Audino John Dailey John Kirec John Mace Jon Namba Kelly Regalie Michael Longshore Rob Zehnder Scott Vitus Sharlene Lacroix Steve Marley Steve Rockfeld Tom Owen Tony Miraldi Tucker Lamberton Wayne Cooper	Kjell Nymark Brett Miller Katie Norton

COMMITTEE	GOALS/OBJECTIVES	MEMBER	STAFF LIAISON
Inspector Certification	Review and approve any non-NWFA education programs seeking CEUs for retaining certifications	Tim Moore, Chair Andrew Fonczek Andy Campbell Billy Simmons Chad Bulen Jason Austen Jon Namba Richard Kass Scott Taylor Steve Marley	Kjell Nymark Brett Miller Katie Norton
Install, Sand/Finish Certification Committee	- Review certifications and make any adjustments as necessary - Develop new certification programs - Judge all incoming Master Craftsman submissions	Jason Elquest, Chair Avi Hadad Ben Totta Bill Harrington John Alford Jon Namba Lenny Hall Matt Casey Matt Thrane Michael Dittmer Steve Brattin Toby Merrill Todd McDonald	Katie Norton Brett Miller Kjell Nymark
Wood Floor of the Year	Judge the WFOY contest submissions, and assess the contest categories.	Avi Hadad Ben Totta Bill Harrington Billy Simmons Cash Pyle Daniel Moore Jared Fitzgerald Jason Elquest Joe Rocco John Alford Jon Namba Kevin Mullany Lenny Hall Mark Whatley Matt Thrane Michael Dittmer Mike Somodean Phil Valenti RJ Symalla Rob Zehnder Scott Taylor Sprigg Lynn Steve Brattin	Amy Burris Burt Bollinger Brett Miller

Wood Floor of the Year	Judge the WFOY contest submissions, and assess the contest categories.	Steve Seabaugh Toby Merrill Todd McDonald Wayne Highlander Wayne Lee Willie Short	Amy Burris Burt Bollinger Brett Miller
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NWFA Education & Research Foundation

Committee Goals & Objectives

COMMITTEE	GOALS/OBJECTIVES	MEMBER	STAFF LIAISON
Golf Tournament	- Support the execution of ERF Annual Golf Tournament - Support the sponsorship outreach for the ERF Annual Golf Tournament	Steve Brattin Chris Zizza Kevin Mullany	Stephanie Owen
Scholarship	Develop and oversee the scholarship programs	Kristi Maxwell-Prince, Chair Ashley Carter Todd McDonald Todd Anstett	Stephanie Owen Katie Norton

NWFA Education & Research Foundation

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Committee & Task Force Chair

Consistent with the Association's policy and strategic plan, the Committee/Taskforce Chair guides the Committee/Taskforce in its work as outlined by the scope of work and charge of the Board of Directors.

The Committee/Taskforce Chair and Staff Liaison, working in partnership, are responsible for facilitating the work of the Committee/Taskforce, providing oversight, and ensuring timely communications within the Committee/Taskforce and between the Committee/Taskforce and other components of the Association. The Staff Liaison also provides logistical support for the Committee/Taskforce's work.

SPECIFIC RESPONSIBILITIES

- With staff, develops a work plan that will allow the Committee/Taskforce to effectively and efficiently discharge its responsibilities for the year.
- With staff, develops agendas and conducts Committee meetings.
- Approves reports of Committee/Taskforce meetings before their distribution.
- Ensures that the work of the Committee/Taskforce is carried out between meetings.
- Approves reports on Committee/Taskforce activities, including requests to the Board of Directors for action.
- Reports to the Committee/Taskforce on decisions of the Board of Directors or the Executive Committee that affect the Committee/Taskforce's work or activities.
- Where appropriate, guides the Committee/Taskforce in proposing products and services that will further the goals and objectives of the Association.
- Where appropriate, makes policy recommendations to the Board of Directors.

Board Liaison

Each Committee/Taskforce has a Board member who serves as its liaison to the Board of Directors. This person is a leadership resource for the Committee/Taskforce Chair and Staff Liaison. The Board liaison serves as the communications channel to the Board of Directors regarding the Committee/Taskforce's activities.

Staff Liaison

The Staff Liaison serves as an informed resource person to the Chair and members of the Committee/Taskforce. This person assists the Chair in facilitating Committee/Taskforce discussions and activities, which address the Committee/Taskforce's charge. The Staff Liaison also works with the Chair to ensure that all Committee/Taskforce work is consistent with the Association's goals and objectives.

SPECIFIC RESPONSIBILITIES:

- Assists the Chair with scheduling dates and times for committee teleconference meetings.
- Provides committee members with a meeting schedule for their year of service.
- Assists the Chair with the preparation of meeting agendas and conducts effective meetings of the Committee/Taskforce.
- Provides administrative support for planning and execution of all Committee/Taskforce meetings.
- Drafts reports of Committee/Taskforce meetings for review and approval by the Committee/Taskforce Chair.
- Works with the President/Chief Executive Officer, Committee/Taskforce Chair, and other Committee/Taskforce members to ensure that the work of the Committee/Taskforce is carried forward between Committee/Taskforce meetings.
- Reports to the Committee/Taskforce on decisions of the Board of Directors, Executive Committee, or other Association Committees/Taskforces, which impact the Committee/Taskforce's activities.
- Where appropriate, assists the Committee/Taskforce in proposing products and services that will further the goals and objectives of the Association.
- Be thoroughly familiar with all aspects of the Committee/Taskforce's work including the scope of work, subjects under discussion, and Association policies related to the Committee/Taskforce's work.
- Answers questions, offers suggestions, and raises questions.
- Provides administrative support.

Committee Member

Committee members are responsible for conducting the work necessary to achieve the goals and objectives of the Committee as approved by the Board of Directors.

SPECIFIC RESPONSIBILITIES:

- Attend Committee/Taskforce meetings.
- Discharge responsibilities diligently.
- Disclose any actual or perceived conflicts of interest and do not vote on such Committee/Taskforce matters.
- Review all relevant material before Committee/Taskforce meetings. Make contributions and voice objective opinions on issues.
- Carry out individual assignments made by the Committee/Taskforce Chair.
- Work as part of the Committee/Taskforce and staff team to ensure that the Committee/Taskforce proposes policies and/or develops products and services that help Association members and staff who are responsible for programs within the scope of interest of the Committee/Taskforce.
- Represent the Committee/Taskforce in meetings of other Association groups.

Committee Administration

The Committee/Taskforce Chair and Staff Liaison, working in partnership, are responsible for facilitating the work of the Committee/Taskforce, providing oversight, and ensuring timely communications within the Committee/Taskforce and between the Committee/Taskforce and other components of the Association. The Staff Liaison also provides logistical support for the Committee/Taskforce's work.

Committee/Taskforce Meetings

- Committee/Taskforces report to and make recommendations to the Board of Directors.
- Committee/Taskforce meetings shall be conducted face-to-face or by telephone conference call and be scheduled so that all reports and recommendations to the Board are sent to the President/Chief Executive Officer 2-3 weeks prior to the scheduled Board meeting.

Committee/Taskforce Reports

- The Committee/Taskforce Chair and Staff Liaison are responsible for keeping the Board of Director and President/Chief Executive Officer fully informed of Committee/Taskforce activities.
- A written report of goals and achievements should be provided to President/Chief Executive Officer 2 weeks prior to all scheduled Board meetings and periodically throughout the year.

Developing and Structuring the Meeting Agenda

- Provide each Committee/Taskforce member with a copy of the agenda of topics to be discussed and/or acted on at the meeting.
- Provide each Committee/Taskforce member notice of the meeting time and location, and a list of Committee/Taskforce members.
- Sequence agenda items thoughtfully.
 - Start the meeting with agenda topics that will unify the Committee/Taskforce; this sets the stage for working together.
 - Early in the meeting is a good time to discuss topics that require mental energy, creativity, and clear thinking.
 - Do not put difficult topics back-to-back.
 - End the meeting with topics that will unify the Committee/Taskforce; people like to leave meetings feeling that they are part of a productive team.

Chair's Role as Facilitator

Lead by example.

The presiding officer who sets a tone of reasonableness and fairness, with equal regard for the rights of each member, will lead by example. In reinforcing the rules for the benefit of all, he or she will show the way and will provide a model the others will wish to emulate. A well-run meeting allows members to go away feeling glad that they came and gives them the satisfaction of having contributed something of value to the organization.

- Be a facilitator of meetings; don't "hold court." The Committee/Taskforce belongs to the Association, not the Chair.
- Open the meeting on time.
- Announce the business to be conducted.
- Follow the agenda.
- Encourage an exchange of ideas, but not a clash of personalities. Good decisions are made when Committee/Taskforces examine all sides of an issue, but don't let members personalize the debate. Emotional discussion of an idea is good, but an emotional reaction to a person is not. When emotions are too high, return the floor to a neutral person, seek a purely factual answer, or take a break.
- Prevent one-sided discussions.
- Restate the issue to be voted on before calling for a vote; explain the consequences of the vote.
- Announce the results of actions taken and explain the follow-through to be taken and by whom.
- Help expedite business. Don't let discussions drift or go on too long.
- Don't let a person who is blocking constructive discussion ruin the Committee/Taskforce meeting for everyone else. Strategies for dealing with this behavior include confronting the person privately in a caring manner, pointing out the effects of the behavior, and suggesting alternative behaviors.
- Monitor participation; control talkative members and draw out silent members.
- Close the meeting on time. Seek the Committee/Taskforce's agreement regarding extending the meeting if necessary.

Conference Call Protocols

Preparation

1. Decide who's in on the call.
2. Establish a clear set of desired outcomes.
3. Create and distribute an agenda.
4. Provide clear instructions on how to dial into the call.

Facilitation

1. Designate a timekeeper and note taker.
2. Ask members to identify themselves each time they speak.
3. If a vote is taken, poll each member.
4. Watch the clock.
5. Consider alternatives for difficult issues.
6. Review assignments and close positively.

Follow-up

Immediately after adjournment, the Chair and Staff Liaison should meet briefly to agree on what follow-up actions are required and who is responsible for them.

Meeting Minutes Guidelines

The Staff Liaison is responsible for collaborating with the Committee Chair for the preparation of the meeting minutes.

Report of the Committee Meeting

The minutes are the official corporate record of what was done. As a general rule, such reports should contain only action items, with little or no discussion. Having in the report a discussion of reasons for actions can sometimes be useful in subsequent proceedings and meetings. However, these should be kept to a minimum since the effect of such discussions on litigation is impossible to predict.

The meeting minutes of the Committee meeting should include:

- Date, time, and place of meeting. Note Chairperson's name, members present and absent, and other key people in attendance.
- All formal motions and passages or defeats.
- All decisions reached, including motions passed and follow-up actions to be taken, with deadlines for implementation.
- A brief summary of discussions. Do not attribute comments to members, except where formal motions are introduced.
- Provide information on the time and place of the next meeting.
- Distribute the report to all Committee members, including those who did not attend, within 3-4 weeks of the meeting.
- Distribute the report with a statement to contact the Chair or Staff Liaison if errors are noted.

Meeting Agenda Format

[Committee Name]
Meeting Agenda
[Date & Time]

1. Call to Order

Chairperson announces the beginning of the meeting.

2. Roll Call

Staff Liaison checks attendance.

3. NWFA's Anti-Trust Policy

Chairperson advises the committee of NWFA's Anti-Trust Policy.

4. Approval of Minutes From Last Meeting

Minutes of the last meeting are provided to the committee prior to the scheduled meeting. If there are no corrections or additions, the minutes stand approved. If there are any corrections or additions to the minutes, they stand approved as corrected.

5. Meeting Agenda Items

Committee members report to the group on the progress of any activities in which they are involved.

6. Old Business

Old business includes any action items pending from the last committee meeting, or anything from the last session that was not completed.

7. New Business

New items of business should be presented at this time.

8. Announcements

Any announcements should be presented on time.

9. Adjournment

Call for adjournment.

Meeting Minutes Format

[Committee Name]
Meeting Minutes
[Date & Time]

Committee Members Present:

Committee Members Absent:

Staff Present:

I. The [Committee Name] was called to order at [Time].

II. The Committee was advised of NWFA's Anti-Trust Policy.

III. Approval of Minutes

IV. Agenda Item

[Summarize the discussion for each existing agenda item, state the outcome and assign any action item(s).]

Action Item:

V. Agenda Item

[Summarize the discussion for each existing agenda item, state the outcome and assign any action item(s).]

Action Item:

VI. Agenda Item

[Summarize the discussion for each existing agenda item, state the outcome and assign any action item(s).]

Action Item:

VII. Date & Time of Next Scheduled Committee Meeting [set date and time for next meeting]

VIII. With no other business to discuss, [Insert Name] made the motion to adjourn. [Insert Name] seconded. All in favor; none opposed. The meeting was adjourned at [Time].

Anti-Trust Policy Statement

“On behalf of the NWFA, I want to welcome you to this meeting of the **[Name of Committee]**.”

It is essential that we observe certain ground rules as we participate in this meeting. As you know, the Anti-Trust laws prohibit, or make highly imprudent, the discussion of a number of matters at a meeting such as this.

The following subjects should not be discussed at meetings or elsewhere or be the subject of any type of agreement, whether formal or informal, expressed, or implied, among competitors:

1. prices to be charged;
2. methods by which prices are to be determined;
3. terms and conditions of sale, such as credit or discount terms;
4. profit levels;
5. whether another company’s pricing practices are unethical, improper, etc.;
6. coordination of bids or requests for bids or proposals;
7. production levels or schedules;
8. division or allocation of markets, territories, or customers;
9. refusal to deal with a customer or supplier;
10. approved list of customers or suppliers; and
11. anything that could restrict free and open trade in the marketplace.

Any departure from these ground rules could result in severe civil and criminal penalties to you as individuals, to your companies, and to the NWFA. Federal sentencing guidelines mandate jail sentences for Anti-Trust violations and call for criminal fines that may range into the millions of dollars.

If you have any questions about these Anti-Trust limitations, the office will be happy to give you a copy of the Association’s Anti-Trust Detailed Guidelines.”