



*12/12/2024*

To whom it may concern,

Though I have known of Jim Aaron as a highly respected leader in our industry for many years, It has been my privilege to work directly alongside him in his most recent capacity of Executive Director for the Floor Covering Education Foundation (FCEF) for the last 4 years. He is a dedicated hard-working man of integrity with a work ethic equal to any I have known.

Jim left a comfortable position in a highly regarded organization where he was highly valued, and took on the greatest challenge impacting the flooring industry – solving the installation crisis created by the lack of skilled tradespeople. His dedication to the task was unwavering. He worked tirelessly to promote the trade to the industry, trade schools, high schools and any logical party that would give him an audience. Under his leadership the foundations influence has grown dramatically, with accredited training courses now offered in some 20 trade schools in 12 states.

In addition to his unbridled commitment to the industry, he has overseen the procurement of millions of dollars in funding (including 2 large federal grants totaling some \$3 million) to provide scholarships so financial inability would not limit students from receiving the accredited training,

I was fortunate to be a part of the team that hired Jim. I am proud of that decision and even more proud of the foundation he has laid that with the industries support will sustain the organization for years to come.

A decision to bring Jim onto your team is one of which you too will be proud. Please contact me if you have any questions I can answer.

Best,

Scott Humphrey

CEO of WFCA

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