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The North American Association of Floor Covering Distributors Offers Educational Incentive Program for Member Firms

CHICAGO – In an unprecedented move to assist its members, the Board of Directors of the North American Association of Floor Covering Distributors announced a new Educational Incentive Program for its 2009 Annual Conference and Distributor Marketplace.

All members, regardless of their category of membership are eligible to attend NAFCD's Annual Conference for **FREE**. The program is scheduled for September 22-24, 2009, at the Renaissance Glendale Hotel & Spa in Glendale, AZ.

“As your industry association, the NAFCD is committed to helping members through these challenging economic times,” states Jack Lindenschmidt, NAFCD 2009 President and Director of Product Management for ISC Surfaces, St. Louis. “Accordingly, for 2009, we have adopted a change that allows members unprecedented access to core association benefits.” In a letter to all members Lindenschmidt outlined the Association's 2009 Education Incentive Program.

At a recent meeting of the NAFCD Board of Directors, the NAFCD Board voted to allocate a portion of the NAFCD's reserves toward assisting members. “We are fortunate in our ability to take these measures” says Lindenschmidt, “as we are blessed with a vibrant association that for its 38-year history has created and nurtured a positive balance sheet ‘in case of a rainy day.’ To say it is now ‘raining’ economically is perhaps an understatement. Weathering the current storm requires an unprecedented combination of effort, creativity, and know-how.” The program includes:

- (1) All NAFCD members – distributor, allied, or manufacturer – will receive one complimentary conference attendance with their paid 2009 dues. This offer is on top of other dues expense reductions already implemented for member firms.
- (2) All additional attendees from member organizations will receive 50 percent off conference attendance.

(3) Manufacturer members electing to take a booth at the Conference Marketplace will receive an additional complimentary show-only pass for a member of their team.

“We recognize you still have the commitment of hotel and air expense,” Lindenschmidt says, “but we are hopeful our assistance will allow you to come and to bring your key folks. Indeed, when considered in light of the complimentary attendee program, the 50 percent reduction offer effectively allows organizations to send three individuals to the NAFCD conference for the same conference fee that would have covered one. *‘Three-for-one’ at a premium quality program!*”

The financial impact of the fee elimination or reduction of these fees is significant to the revenue/expense base of the organization for 2009, but the NAFCD Board deemed it a worthwhile expenditure. “You are worth it, and we are tapping our rainy-day funds to access this money in order to make the conference happen for you,” stated Lindenschmidt in his letter to member firms.

“We can all best weather this storm together, not alone,” says Fred Reitz, VP of Operations at JJ Haines and Chair of the Annual Conference. The Conference theme: “Leadership 2009 - Survive and Thrive” exemplifies the focus of the conference, which is specifically geared to help all members get through this recession and emerge as strong, vibrant firms.

In a separate announcement to its manufacturers and allied members, NAFCD stated that this offer was extended to the industry in order to bring the decision makers and supporters of the independent floor distribution industry to one location. “We also understand the real value to you, our manufacturer and allied partners, that the importance of bringing the buyers of your products and services to our conference,” says Lindenschmidt. “As such, we are doing everything possible to maximize your exposure to these customers while also offering some incentives to you to be with us in Arizona this coming September.”

Non member distributors and manufacturers who join NAFCD prior to the conference are also eligible for this program. Full details are available on NAFCD’s Web site at www.nafcd.org or by contacting NAFCD at 312-321-6878 or info@nafcd.org.

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NAFCD is a national, not-for-profit trade association serving distributors and suppliers of floor covering materials and related products. Its purpose is to enable wholesale floor covering distributors to be the most efficient, professional and profitable vehicle for bringing their suppliers’ product to market resulting in the highest degree of dealer satisfaction.

