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NAFCD ADJUSTING TO MEET MEMBER NEEDS IN EVOLVING FLOOR COVERING MARKET

CHICAGO, IL – The North American Association of Floor Covering Distributors (NAFCD) is reaching out to its members this summer to learn about their greatest needs, and to explore innovative ways to help members succeed.

The survey comes at a time of volatility throughout the flooring supply chain, from manufacturers to end users. Serving as a check-up for the industry, data from the survey will be critical in helping NAFCD meet the changing needs of its members.

“This survey will give us a chance to look in the mirror and see exactly how things have changed, what’s going well, and what needs attention in the floor covering industry,” said Robert Wagner, NAFCD President. “As the economy continues to sort itself out, we want to be in step with our members so that we’re in a position to help them survive and grow in any climate.”

NAFCD has brought value to its members in many ways over the years, facilitating business partnerships, delivering practical education, and providing economic forecasting data. All of these offerings have been offered as a result of identifying member needs. The upcoming survey will help NAFCD assess the most pressing issues that members currently face.

“This is a critical time to assess what our members need the most from the organization,” said Michelle Miller, Executive Director of NAFCD. “As the economy heads in a new direction, receiving candid input from distributors and manufacturers will allow us to offer meaningful services and products that will benefit the industry and give members many more reasons to stay with us.”

The decision to invest in this member needs survey is a direct result of strategic planning conducted recently by the NAFCD Board of Directors. Information from the survey will help the organization refine its strategic objectives with member-focused goals and offerings.

NAFCD selected an independent market research firm with experience in the floor covering industry to conduct the survey and analyze the data. Members can expect to see a survey request in late July, and will have the opportunity to confidentially share their thoughts with an outside researcher through a short phone interview. The organization plans to roll out its updated strategy by the fall of 2011.

NAFCD is a North American, 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.

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