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**The North American Association of Floor Covering Distributors  
Announces Speakers at the 38<sup>th</sup> Annual Meeting**

CHICAGO – The North American Association of Floor Covering Distributors (NAFCD) announces keynote speaker Rob ‘Waldo’ Waldman as well as this year’s education speakers at the 38<sup>th</sup> Annual Meeting taking place September 22-25, 2009, at the Renaissance Glendale Hotel & Spa in Glendale, Arizona.

Rob ‘Waldo’ Waldman will deliver the keynote address on Thursday, September 24, titled “Never Fly Solo.” Waldman, a decorated combat Air Force fighter pilot with real world business experience, teaches association members and corporations how to build trusting, revenue producing relationships with their employees, partners, and customers. Waldman believes that the key to building a culture of trust lies with your wingmen – the men and women in your life who help you to overcome obstacles, adapt to change and achieve success.

Speakers for the Economic and Education track include: Alan Beaulieu and Murray Lyons. Beaulieu, a senior analyst, economist and principal with the Institute for Trend Research (ITR), will provide attendees short-term and long-term economic forecasts, and how those forecasts will impact attendees companies. Lyons is a partner in Lyons and Associates, a firm which specializes in providing consulting, due diligence and business acumen training to the distribution industry. His presentation will help employees in the industry discover how their daily decisions affect profitability and how small changes to key decisions can have a huge multiplier effect on profitability. ITR also produces a quarterly Economic Forecast Report specifically for NAFCDmembers.

Speakers for this year’s Sales track include: Don Buttrey and Chase Kepner. He is the president of Sales Professional Training, Inc. Buttrey, who has a background in manufacturing, industrial distribution and inside/outside sales, will teach practical, hands-on tools for professional selling. Kepner, who has fifty-two years of sales experience was named by *Floor Covering Weekly* as one of six “Floor Covering People of the Year.” He will provide listeners with a sales model and show attendees a way to judge their salespeople against his own. Called the Personal Evaluation Profile (PEP), the tool will help salesperson realize they can be better business people.

A presentation on Legacy and Exit Planning will be led by Kelly Finnell. Finnell is one of the nation's premier ESOP and Ownership Succession Planning consultants and one of the leading speakers and authors on this subject. His speech will focus on developing a strong exit strategy, stressing that failing to do so can result in unnecessary taxes and even business failure.

Jason Bader will lead this year's session on Enhancing the Supply Chain in the Floor Covering Channel. Bader is the managing partner of The Distribution Team, Inc., a firm that specializes in providing excellence in inventory management training, business operations consulting and technology utilization to the wholesale distribution industry.

Additionally, this year's Fall University series will be led by Abe "Walking Bear" Sanchez. Sanchez is an international speaker, trainer and consultant on the subject of cash flow, sales enhancement and business knowledge organization and use. In the last 10 years, Sanchez has spoken to hundreds of CEOs and top manager groups internationally.

"We are excited to have such a strong group of industry leaders and professionals at this year's 38<sup>th</sup> Annual Meeting and Distributor Marketplace," says Maurice A. Desmarais, NAFCD's Executive Vice President. "These experts will provide real-world solutions specifically tailored to help attendees survive and thrive in today's economy." This year's speakers were carefully chosen to inspire and motivate as well as complement this year's conference theme, "Leadership 2009 - Survive and Thrive."

For more information about the NAFCD 38<sup>th</sup> Annual Meeting, contact NAFCD Headquarters, 401 N. Michigan Ave., Chicago, IL 60611-4267; 312.321.6836; email: [info@nafcd.org](mailto:info@nafcd.org) or visit the NAFCD Web site at [www.nafcd.org](http://www.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.