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For Immediate Release
January 14, 2009

NAFCD to Host Business Enhancement Day for Distributors and Manufacturers

Chicago, IL – The North American Association of Floor Covering Distributors (NAFCD) has announced a first-of-its-kind Business Enhancement Day, which will take place during NAFCD's 2009 Annual Meeting. The day is one of the new features being added to this year's meeting, and will take place Tuesday, September 22, 2009 at the Renaissance Glendale Hotel in Glendale, Arizona.

The purpose of the Business Enhancement Day is to encourage manufacturers and allied members to host private meetings or events at the NAFCD conference. Manufacturers choose what they wish to offer to distributor members, i.e. training sessions, social events, sales meetings or product updates.

“This day allows non-competitive time for manufacturers to hold vendor type meetings at the conference,” says Executive Vice President Maurice Desmarais. “Manufacturers can have a training session, meet privately with their distributor base or host a social function. This will significantly save them money since they already have the products and people there for display, and it saves on sending representatives to each distributor. Also, if they have a new process or product, this day allows them to meet with their distributor base only.”

The events will take place following a golf tournament hosted by NAFCD on September 22, 2009. NAFCD benefactors will be given priority consideration for time slots and meeting rooms. It is also hoped that this new program will help avoid any possible meeting conflicts during NAFCD's Distributor Marketplace which will be held on O 23rd and 24th.

Manufacturers and allied members interested in participating in NAFCD's Business Enhancement Day should contact Iain Thomas, NAFCD Sales Manager at 312-673-4816 or by email at ithomas@smithbucklin.com

The North American Association of Floor Covering Distributors is the leading trade association for distribution of all floor covering materials in North America. Membership includes distributors, manufacturers and service providers to the industry.