

# JOIN OUR COMMUNITY



The North American Association of Floor Covering Distributors (NAFCD) is a network of distributors, suppliers and service providers dedicated to pursuing the association's mission of developing and promoting wholesale distribution in the floor covering industry and to providing members with resources for enhancing performance and profitability.

**NAFCD is where distributors grow!**



## Distributors

*Maximize Success With NAFCD Membership*

### 5 REASONS TO JOIN NAFCD:

1. Connections & Business Contacts
2. Education and Training
3. Benchmarking
4. Thought Leadership
5. Trend Data & Analysis

## Suppliers

*Bank on the Benefits of NAFCD Membership*

### TOP 5 OPPORTUNITIES FOR NAFCD SUPPLIERS BEYOND THE ANNUAL CONVENTION

1. Access Exclusive Research
2. Make Year-Round Distributor Connections
3. Educate Your Staff
4. Stay Informed
5. Share Your Knowledge

## Who Are NAFCD Members?

NAFCD represents the wholesale distribution channel for floor coverings throughout the United States and Canada. Our members include distributors that serve independent floor covering retailers, contractors, and installers; suppliers of manufactured and imported products who go to market through distribution; and allied technology and services companies who support distributor operations.

## Primary Product Categories

- |            |             |               |                |
|------------|-------------|---------------|----------------|
| • Wood     | • Tile      | • Coatings    | • Tools        |
| • Vinyl    | • Abrasives | • Finishes    | • Underlayment |
| • Laminate | • Adhesives | • Moldings    | • Vents        |
| • Carpet   | • Cleaners  | • Stair parts |                |

**Invest in Your Company with an NAFCD Membership**

[www.nafcd.com](http://www.nafcd.com) | [info@nafcd.org](mailto:info@nafcd.org) | 312.321.6836

# MEMBER BENEFITS



## CONNECTIONS & BUSINESS CONTACTS

Our members are the movers and shakers of distribution in our channel. These executives bring a wealth of knowledge and experience that creates continuity in industry best practices. Members of NAFCD are always looking for ways to deepen existing partnerships and develop new business opportunities.



## EDUCATION & TRAINING

Education is the cornerstone to our work. Industry-specific topics are rotated in each year and delivered to our members through live events, webinars, regional meetings and online programs. Core topics include sales, branch management, human resources, inventory, warehousing, purchasing, transportation, marketing and technology.



## BENCHMARKING

If you can't measure it, you can't improve on it, so we help you understand how your distributorship stacks-up against others in the channel. Our benchmarking program covers financial metrics and sales, as well as compensation and benefits programs. These reports are available exclusively to NAFCD members and cannot be found anywhere else at any cost.



## THOUGHT LEADERSHIP

We provide access to fellow industry leaders as well as distribution management consultants who share their ideas, experiences and predictions on the topics that are impacting your business now and in the future.



## TREND DATA & ANALYSIS

Change is constant within our distribution channel and executives need to be continually monitoring trends. We provide a number of reports on a regular basis covering economic trends, sales trends and labor trends. Guest speakers provide analysis of these trends at our events.



## ACCESS TO EXPERTS

Distribution executives have a lot on their plate and cannot be experts in everything. We have partnership agreements with leading experts who are available to help our members navigate a variety of business complexities.



## RESEARCH

We provide our members with an ongoing series of exclusive research reports and white papers on relevant channel topics and dynamics. The reports are of high value to both distributors and suppliers, covering topics such as home building, commercial construction, home centers, e-commerce, transportation and labor.



## SAVINGS PROGRAMS

We help improve your bottom line through our extensive cost-saving programs designed specifically for distributors and manufacturers. Core programs include talent recruitment, employee testing, truck leasing, payroll services, uniforms, credit card processing, propane and many others.



## FUTURE WORKFORCE

How are you and your customers going to find and train the talent to replace your aging workers? This is a growing challenge that is only going to get more difficult. We have resources to help support a number of industry initiatives that are working on the issue.

To learn more about NAFCD's member benefits and strategic partners, visit [nafcd.org](http://nafcd.org).

# YEAR-ROUND CONNECTIONS



## NAFCD ANNUAL CONVENTION

The NAFCD Annual Convention is the best investment in the success of your business. Join us each fall for access to the top distributors, suppliers and service providers across the channel. You'll establish new relationships, enhance your business strategy with insights from recognized business experts and learn about what others are doing to run their businesses effectively.



## EMERGING DISTRIBUTION LEADERS PROGRAM

The NAFCD Emerging Distribution Leaders Program is a curated, professional development program centered on up-and-coming distribution professionals. The program is designed to give a voice to emerging industry leaders within the wholesale distribution channel and provides opportunities to grow in their role and build relationships through education and networking.



## THE INTERNATIONAL SURFACE EVENT

The International Surface Event (TISE) is the leading floor covering industry event, bringing together thousands of retailers, distributors, installers, designers and home builders for four days of face-to-face networking, education and product sourcing. Each year, NAFCD hosts the NAFCD Distributor Lounge at the event, where members can hold meetings, connect with other NAFCD members and learn about NAFCD programs.



## NWFA WOOD FLOORING EXPO

The NWFA's Annual Wood Flooring Expo is the only specialized convention and trade show that is dedicated solely to wood flooring. NAFCD hosts the Annual Distributor-Manufacturer Reception that unites distributors and suppliers at the event as well as a booth on the showfloor where you can learn about NAFCD resources and connect with other members.



## UNIVERSITY OF INNOVATIVE DISTRIBUTION (UID)

For 30 years, the University of Innovative Distribution (UID) has provided education focused on the needs of wholesale distribution professionals and companies. With its concentrated three-day format, UID has helped increase the effectiveness of hundreds of our members.



## GET SOCIAL WITH NAFCD

Stay up to date on the latest, including Hub & Spoke articles, industry news and new offerings and reports for members, by connecting with NAFCD on social media. Follow LinkedIn here: **NAFCD**

# YOU'RE IN GOOD COMPANY



## NAFCD Education Supporters

The NAFCD Education Supporter Program provides funding to support the industry's strong need for additional training resources at competitive prices. With your support, NAFCD can continue to develop and offer modern, cost-effective and dynamic solutions for employee training that can benefit not only the companies that participate, but also the channel as a whole.



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For a complete list of NAFCD members, visit [nafcd.org](http://nafcd.org).