



# NAFCD

# NBMDA

## 2017 Annual Convention

Advance Program | Tabletop Networking Forum  
November 14-16 | The Broadmoor | Colorado Springs, CO

## About the Convention

This is not a traditional trade show format; this is an intimate and focused event with many opportunities to build relationships between distributors and manufacturers. The NAFCD + NBMDA Annual Convention unites the top distributors, suppliers and service providers from the floor covering, specialty building material, cabinetry and woodworking industries to network, engage, learn and grow their businesses

## About the Hosts



### North American Association of Floor Covering Distributors

The North American Association of Floor Covering Distributors serves distributors, manufacturers, suppliers and service providers of floor covering materials and related products. The volunteer organization enables the leaders of 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 satisfaction from manufacturers to customers. Learn more at [www.nafcd.org](http://www.nafcd.org).



### North American Building Material Distribution Association

The North American Building Material Distribution Association is a trade association representing the leading wholesale distributors of wood panels, surfacing materials, cabinet hardware, finishes and related products. Membership is comprised of distributors and manufacturers that serve the independent building material, lumber, and kitchen and bath dealer, regional and national home centers, as well as those that serve production companies involved in cabinetry, architectural woodwork, stock woodwork, store fixtures, solid surface fabricating, plastics fabricating, general and specialty woodworking industries. Learn more at [www.nbmda.org](http://www.nbmda.org).

### Business Meetings

Table tops offer a private and comfortable setting in which to interact with others, providing the ideal environment for establishing and strengthening partnerships and building your business network. Attendees are encouraged to reach out to exhibitors ahead of time to set up appointments and business meetings, guaranteeing productivity.



### Education to Evolve Profitable Distribution

Are you ready to evolve? Is your team? Bring your team to Colorado Springs for educational sessions including the latest political, economic, sales and technological trends that will equip them with the intel they need to be successful and meet your business' goals.




### Best Practices

Networking receptions and happy hour events provide opportunities for more informal conversations with industry colleagues and reconnecting with old friends. Sharing ideas and lessons learned will add to the value of your overall convention experience and the knowledge gained can apply directly to your business.

# Schedule of Events

Schedule is tentative and subject to change. View the most up-to-date schedule at [www.distributorconvention.org/schedule](http://www.distributorconvention.org/schedule).

## Tuesday, November 14

- 9:00 a.m. – 4:00 p.m.  Distribution Management University (DMU), Jim Pancero
- 8:00 a.m. – 5:00 p.m. Optional: Manufacturer-Hosted Meetings
- 4:30 p.m. – 5:30 p.m. NAFCD Leadership and First Time Attendee Reception *(Invite Only)*
- 5:30 p.m. – 6:30 p.m. NAFCD Networking Reception *(NAFCD members only)*
- 5:30 p.m. – 6:30 p.m. NBMDA First Time Attendee Reception *(Invite Only)*
- Evening Optional: Manufacturer-Hosted Receptions and Dinners

## Wednesday, November 15

- 8:00 a.m. – 9:15 a.m. NAFCD Breakfast and Member Meeting  
NBMDA Breakfast and Member Meeting
- 9:30 a.m. – 10:45 a.m. Opening General Session, Gene Marks
- 11:00 a.m. – 12:30 p.m. General Session, Jaynie Smith
- 12:30 p.m. - 2:30 p.m. General Luncheon & Roundtable Discussion
- 2:45 p.m. – 3:45 p.m. Concurrent General Sessions, Jim Pancero & Mark Herbek
- 4:00 p.m. – 5:00 p.m. Concurrent General Sessions, Paul Gillin & Trevor Shylock
- 5:30 p.m. – 7:30 p.m. Welcome Reception in Exhibit Hall
- Evening Optional: Manufacturer-Hosted Receptions and Dinners

## Thursday, November 16

- 7:00 a.m. – 8:00 a.m. Optional Information Sessions: Yuki Conlon & Santo Torcivia
- 8:00 a.m. – 8:30 a.m. All-Attendee Breakfast
- 8:30 a.m. – 10:00 a.m. General Session, Brian Beaulieu
- 10:15 a.m. – 4:30 p.m. Exhibit Hall Open
- 11:30 a.m. – 1:30 p.m. Working Lunch in the Exhibit Hall
- 4:30 p.m. – 6:00 p.m. Networking Happy Hour: Beers with Peers
- 6:30 p.m. – 8:30 p.m. Closing Reception and Dinner

## NAFCD Specific Functions



### Tuesday, November 14

- 10:30 a.m. – 12:30 p.m. NAFCD Executive Committee Meeting *(Invite Only)*
- 1:00 p.m. – 3:30 p.m. NAFCD Board of Directors Meeting *(Invite Only)*
- 4:30 p.m. – 5:30 p.m. NAFCD First Time Attendee Reception *(Invite Only)*
- 5:30 p.m. – 6:30 p.m. NAFCD General Networking Reception

### Wednesday, November 15

- 8:00 a.m. – 9:15 a.m. NAFCD Breakfast and Member Meeting

## NBMDA Specific Functions



### Monday, November 13

- 12:30 p.m. – 2:30 p.m. NBMDA Executive Committee Meeting and Lunch *(Invite Only)*
- 3:00 p.m. – 5:00 p.m. NBMDA Board of Directors Meeting *(Invite Only)*

### Tuesday, November 14

- 2:00 p.m. – 4:00 p.m. Steering Committee Meeting *(Invite Only)*
- 5:30 p.m. – 6:30 p.m. NBMDA First Time Attendee Reception *(Invite Only)*

### Wednesday, November 15

- 8:00 a.m. – 9:15 a.m. NBMDA Breakfast and Member Meeting

## Exhibit Hall Hours

### Wednesday, November 14

- 5:30 p.m. – 7:30 p.m. Welcome Reception in Exhibit Hall

### Thursday, November 15

- 10:15 a.m. – 4:30 p.m. Exhibit Hall Open
- 11:30 a.m. – 1:30 p.m. Working Lunch in the Exhibit Hall

# Education to Evolve Profitable Distribution

## DMU

### "How to Lead Your Sales and Service Teams to a Competitive Advantage"

Tuesday, November 14, 9:00 a.m. – 4:00 p.m.



#### Jim Pancero, Distribution Sales and Service Expert

This one-day advanced leadership training program will show you, step-by-step, how to become a stronger and more effective leader of your sales and service teams."

## Keynote Speaker

### "The Latest Political, Technological, Economic and Management Trends That Will Dominate Your Business Through the Next Two Years"

Wednesday, November 15, 9:30 a.m. – 10:45 a.m.



#### Gene Marks, Columnist, Author and Small Business Owner

There are political, economic and technology trends and events occurring right now that will impact your business over the next 3–5 years. Do you know what they are? And if you do, have you thought about what your actions will be?

## General Sessions

### "Think You Know Your Competitive Advantage? THINK AGAIN!"

Wednesday, November 15, 11:00 a.m. – 12:30 p.m.



#### Jaynie Smith, Founder and CEO of Smart Advantage, Inc.

This presentation will demonstrate how to discover the Competitive Advantages which you did not even know you had, as well as how to dynamically communicate those statements to your customers and prospects.

### "A New World?"

Thursday, November 16, 8:30 a.m. – 10:00 a.m.



#### Brian Beaulieu, President, ITR Economics

Changes are occurring in Europe, the UK, China, commodity prices, oil prices and in other key sectors of the US and global economy. This session will look at these changes with an eye to what they will mean to the US economy and to your business.

## Concurrent Sessions

### "We Need Arsonists... Not Firefighters!" Shifting Your Sales Team From Reactive Supporters Into Proactive Initiators

Wednesday, November 15, 2:45 p.m. – 3:45 p.m.



#### Jim Pancero, Distribution Sales and Service Expert

Learn how you can lead even your experienced reps to sell more (and at higher margins) by showing them how to bring your best customers new solutions and challenging the way your buyers have done business in the past.

### Trends in the Building Product Supply Chain

Wednesday, November 15, 2:45 p.m. – 3:45 p.m.



#### Mark Herbek, Sr. Analyst, Cleveland Research Company

Join Mark for detailed overview and new insights on key customers including home improvement, homebuilders, and distribution. Attendees will receive analysis of the growing influence of e-Commerce within floorcovering and building product supply chain. Key takeaways from the NAFCO and NBMDA 2017 Quarterly Sales Trend Reports will be explored.

## Concurrent Sessions

### "Tech Trends That Will Rock Your World"

Wednesday, November 15, 4:00 p.m. – 5:00 p.m.



#### Paul Gillin, TSL Marketing

This fast-moving presentation covers some of the major technology forces that are reshaping our world and the paths they are paving to new growth opportunities for small and midsize companies

### Hiring Trends, Best Practices, and Cautions in today's World of Work

Wednesday, November 15, 4:00 p.m. – 5:00 p.m.



#### Trevor J. Shylock, M.S. Industrial/Organizational Psychologist, Research and Development, Caliper Management Inc.

We will discuss trends, best practices, and cautions in order to put participants' organizations in the most favorable situation possible to attract, retain, and get the best performance out of their employees.

## Optional Information Sessions

### B2B Marketing in a B2C World: 5 Effective Strategies

Thursday, November 16, 7:00a.m. – 8:00a.m.



#### Yuki Conlon, President, JAST Media

If you've ever told a marketer or sales rep "That's great, but you haven't shown me how that's relevant to our customer base or how it will affect our bottom line," this workshop is for you!

### Financial Analysis of Direct Distribution for Flooring

Thursday, November 16, 7:00a.m. – 8:00a.m.



#### Santo Torcivia, President, Market Insights LLC

Santo will review his recent research which analyzed flooring distribution costs to service independent retailers comparing the independent flooring model to the manufacturer direction distribution channel. His presentation will focus on looking at key ratios of both models including gross margin, general and sales expenses, and operating profit.

Visit [distributorconvention.org](http://distributorconvention.org) to view full session descriptions and speaker biographies

# Special Events at the 2017 NAFCD + NBMDA Annual Convention

## Distribution Management University



The 2017 Distribution Management University is held in conjunction with the NAFCD + NBMDA Annual Convention. This is the perfect opportunity for branch and operation managers to improve their market knowledge and productivity.

## Pre-Convention Manufacturer-Distributor Business Enhancement Meetings

Several manufacturers will be hosting private meetings or functions with invited distributors in the days prior to the Annual Convention. Ask your primary suppliers if they are planning a meeting or function for distributors, so that you may plan your travel itinerary accordingly.



## Closing Reception and Dinner at the Cheyenne Lodge

End your convention experience on a high note with a Thursday night reception and celebration featuring a raffle drawing, fire pits, food stations, entertainment and can't-miss mountain views. Celebrate a successful week with your friends and business partners, while enjoying entertainment and interactive activities taking place, as well as delicious food & drinks. Do not miss this opportunity to celebrate the conclusion of another successful convention.

# Annual Convention Exhibiting Companies

As of July 24, 2017

Visit [www.distributorconvention.org](http://www.distributorconvention.org) for a current list of 2017 exhibitors.

3B S.P.A.  
3M / NorthStar Chemical  
Accuride International, Inc.  
Advanced Adhesive Technologies, Inc.  
Alpha Floors Inc.  
All Covering Evolutions (ACE)  
American Business Software, Inc.  
American OEM Wood Floors  
ARAUCO North America  
ARDEX Americas  
Ark Floors\*  
Armstrong Ceilings  
Artistic Finishes, Inc.  
Ashawa Bay Hardwood Floors  
Beauflor USA, LLC  
Beaulieu Canada\*  
Berenson Corp.  
Birchland Plywood  
Blum, Inc.  
Bona US  
Bostik, Inc.  
C.A Technologies  
Carpenter Co.  
Chemcraft  
Chemetal  
Choice Brands Adhesives  
Clarke Veneers and Plywood  
CollegeWood, Inc.\*  
Columbia Forest Products  
COROB North America  
D&M Flooring  
Dancik International, LTD.  
Darlington Veneer Company Co., Inc.  
Deerwood Fasteners  
Dinoflex Group LP  
DMSi Software  
Doellken Woodtape  
DriTac Flooring Products  
Element Designs  
Elite Flooring Solutions  
Far East American  
Flooring Pro Fasteners LLC  
Forestry Timber Resources SDN BHD\*  
Formica Corporation  
FormWood Industries, Inc.  
Foss Manufacturing  
FP Bois, Inc.  
Fulterer USA  
Futura Industries\*  
Fuzion Flooring Canada  
Garnica Plywood  
Gemini Coatings  
Grass America, Inc.  
Greenfield Floors (Elite Flooring)

Greenline Industries  
Habitat for Humanity  
Hafele America Co.  
Hallex Corporation  
Hallmark Floors\*  
Hartson-Kennedy Cabinet Top Co., Inc.  
Hettich America LP  
HF Design LLC  
HPS North America  
Hutton Forest Products  
IMG International Markets Group  
IndusParquet USA  
Inhaus Surfaces Limited  
ITW Polymers Sealants North America  
JAST Media  
John Boos & Company  
Johnson Premium Hardwood Flooring  
Kaindl Flooring GmbH  
Karran USA  
Kerfkore Company  
Kessebohmer USA, Inc.  
King Plastic Corporation  
Kitchen Compact, Inc.\*  
Knape & Vogt  
Kraus  
L.W. Mountain, Inc.  
Lauzon Hardwood Flooring  
Liberty Woods International  
M.L. Campbell  
Majure Data  
M-D Pro  
MEGANITE Solid Surface  
Mercier Wood Flooring  
Metroflor Corporation  
Milesi Wood Coatings - IVM Chemicals Inc.  
MP Global Products, LLC  
Murphy Company  
National Wood Flooring Association  
Next Floor, Inc.  
Northwest Hardwoods  
Novalis International  
NOX-US Corporation  
Panaget  
Panel Processing, Inc.  
Peter Meier, Inc.  
Precision Flooring Products  
PRIMATECH  
Prime Supply Flooring  
Proflex Products, Inc.  
Pro-Ply Custom Plywood  
Protect-All Flooring  
QEP Co, Inc.

Quality Craft LTD.  
Quick-Step  
QuickScrews International Corporation  
Raskin Industries  
REHAU Industries LLC  
Rev-A-Shelf  
Richwood Industries, Inc - Makers of PolyBak  
Rockford Process Control, Inc.  
Roseburg Forest Products  
Rubio Monocoat USA  
Sales-i  
Salice America, Inc.  
Seneca Millwork  
Shamrock Plank Flooring  
ShawMark  
Sika Corporation  
Sound Seal  
States Industries  
Stauf USA LLC  
SURFACES - The International Surface Event  
Swift Train  
Tafisa Canada, Inc.  
Tarkett  
Tego Systems Corp. (Floor Dot)  
Teragren Bamboo\*  
Timber Products Company  
Titebond  
Traxx Corporation  
Tredsafe LTD  
Trimaco  
Tuff Industries (Prodexs)\*  
U.S. Futaba, Inc.  
Ultimate RB  
Uniboard, Inc.  
UPG (Unified Purchasing Group)  
USG Corporation  
Valspar  
Vauth-Sagel USA  
Veneer Technologies, Inc.  
Venture Carpets  
Versatrim, Inc.  
VT Industries Inc.  
wedi Corporation  
Wego International/South Mountain Flooring  
Weyerhaeuser MDF  
Wickham Hardwood Flooring  
Wilsonart  
World Product Sourcing, Inc. (US Floors)  
Zamma Corporation  
Zhejiang Rexin Decorative Material Co. Ltd.\*

\*Denotes first-time exhibitor

For more information on exhibit/sponsor opportunities contact Robb Shrader, NAFCD + NBMDA Director of Sales at (312) 673-5581 or [rshrader@distributorconvention.org](mailto:rshrader@distributorconvention.org).

# Experience the Beauty of The Broadmoor



## Registration

Register for the 2017 NAFCD + NBMDA Annual Convention online at <http://www.distributorconvention.org/page/registration>

Register by September 15 and save \$100!



## The Broadmoor

1 Lake Avenue, Colorado Springs, Colorado

Hike through scenic trails and lush valleys. Try your hand at authentic Western adventures from horseback riding and mountain biking, to archery or canoeing on Cheyenne Lake. Weather permitting, the golf course will be open for you to hit the links. If you're seeking a more tranquil retreat, you can enjoy resort pools and pampering treatments.



## Hotel Reservations

Discounted room rates are available for convention attendees. The rate for a standard room (single/double) is **\$215/night** plus applicable taxes. Note: there is a \$32/day Resort Fee added to the room rate which includes internet access. Complimentary internet access will be available throughout the meeting space. Make your hotel reservations:

+ Online: Via your registration confirmation email

Please be aware that if you receive an email or phone call from anyone claiming to represent NAFCD, NBMDA or The Broadmoor, it is likely a scam. We highly recommend that you book your room directly through the official hotel or by calling the hotel.

Reservations must be made by **October 16, 2017**. Availability and rates cannot be guaranteed after this date.



## Ground Transportation

Several transportation options are available to/from the airport including taxi service, airport shuttle service, or limousines. Approximate pricing may be found at [www.distributorconvention.org](http://www.distributorconvention.org).



## Directions and Parking

The hotel offers both valet and self-parking. Driving directions and parking rates may be viewed at [www.distributorconvention.org](http://www.distributorconvention.org).



## Attire

The dress code for the NAFCD + NBMDA Annual Conference is business casual. Meeting rooms are often cool, so dressing in layers is recommended.



*We, at Metro Hardwoods, look forward to the NBMDA Annual Convention because of the great learning opportunities that are offered. We can take back with us tangible and practical ideas and actions that aid our bottom line year after year!*

2016 Attendee, Michael Donnelly, Metro Hardwoods

Use **#DistConv17** to join the conversation on social media and receive the latest updates on the 2017 NAFCD + NBMDA Annual Convention.

# Sponsors and Partners

As of July 24, 2017

## Annual Convention Diamond Level Sponsors



## NAFCD Education Supporters



## NBMDA Education Gold Level Donors



For more information on sponsorship opportunities, contact Robb Shrader,  
NAFCD + NBMDA Sales Coordinator at (312) 673-5581 or [rshrader@distributorconvention.org](mailto:rshrader@distributorconvention.org).

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**North American Association  
of Floor Covering Distributors**

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info@nafcd.org  
www.nafcd.org



**North American Building  
Material Distribution Association**

312-321-6845  
info@nbmda.org  
www.nbmda.org

Register by September 15 and **save \$100!**



# NAFCD

# NBMDA



*The education I receive at the Annual Convention is priceless. Having access to other distributors who share best practices, gaining insights on the economy, and hearing market trends from speakers, are all aspects that make this event worthwhile year over year.*

**2015 Attendee, Heidi Cronin, President, The Cronin Company**

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