



NAFCD NBMDA

2016 Annual Convention

ADVANCE PROGRAM

November 1-3

Hyatt Regency Chicago

Chicago, IL

Tabletop Networking Forum

NEW!

Access to Complimentary Consultations
with Business Experts in the Partner Lounge

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. This event unites the top distributors, manufacturers 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

NAFCD serves distributors, manufacturers, and service providers of floor covering materials and related products. The 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 customer satisfaction. Learn more at www.nafcd.org.



North American Building Material Distribution Association

NBMDA represents 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.



BUSINESS MEETINGS

Tabletops 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 guaranteeing productivity.



INDUSTRY EDUCATION

Hear nationally recognized speakers share their expertise on economic trends, human resources, logistics, demographics and technology. You will walk away with practical tips and best practices that can be immediately implemented to enhance your business and your personal brand.



BEST PRACTICES

Attend the new panel discussions to hear from your peers on industry topics. Networking receptions and social functions 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.



NEW! PARTNER LOUNGE

Complimentary Consultations for Business Owners

Attendees will have the opportunity to sign-up for private twenty minute consultations with a variety of experts who will be made available to our members to help them grow their businesses and address pressing challenges. Our roster of business consultants are tops in their field and offer attendees valuable ideas, insights and best practices in their individual areas of expertise at no cost. All are available for full engagements at discounted costs exclusively for NBMDA and NAFCD members.

Schedule of Events

Schedule is tentative and subject to change. View the most up-to-date schedule at www.distributorconvention.org/schedule.

Tuesday, November 1

8:30 a.m. – 4:00 p.m.	 Distribution Management University (DMU), Sam Richter
8:00 a.m. – 5:00 p.m.	Optional: Manufacturer-Hosted Receptions and Dinners
4:30 p.m. – 5:30 p.m.	NAFCD Leadership Reception <i>(Invite Only)</i>
5:00 p.m. – 5:30 p.m.	NAFCD First Time Attendee Reception: Meet the NAFCD Board of Directors <i>(Invite Only)</i>
5:30 p.m. – 6:30 p.m.	NAFCD Networking Reception <i>(NAFCD members only)</i>
5:30 p.m. – 6:30 p.m.	NBMDA First Time Attendee Reception <i>(Invite Only)</i>
Evening	Optional: Manufacturer-Hosted Receptions and Dinners

Wednesday, November 2

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, Ken Gronbach
11:00 a.m. – 12:30 p.m.	Concurrent General Session, Mike Regan and Nate Sachs
12:30 p.m. – 2:45 p.m.	NAFCD General Luncheon & Panel Discussion NBMDA General Luncheon & Panel Discussion
2:00 p.m. – 4:00 p.m.	Spouse Activity
3:00 p.m. – 4:30 p.m.	Concurrent General Session, Yuki Conlon and Claudia St. John
5:00 p.m. – 7:00 p.m.	Welcome Reception in Exhibit Hall
Evening	Optional: Manufacturer-Hosted Receptions and Dinners

Thursday, November 3

7:30 a.m. – 8:30 a.m.	Optional Technology Information Session: Stop Making Bad Sales Calls, Kevin McGirl
8:00 a.m. – 8:30 a.m.	All-Attendee Breakfast
8:30 a.m. – 10:00 a.m.	General Session, Alan 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. – 6:30 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 1

10:30 a.m. – 12:30 p.m.	NAFCD Executive Committee Meeting <i>(Invite Only)</i>
1:00 p.m. – 3:30 p.m.	NAFCD Board of Directors Meeting <i>(Invite Only)</i>
4:30 p.m. – 5:30 p.m.	NAFCD Leadership Reception <i>(Invite Only)</i>
5:00 p.m. – 5:30 p.m.	NAFCD First Time Attendee Reception <i>(Invite Only)</i>
5:30 p.m. – 6:30 p.m.	NAFCD Networking Reception

Wednesday, November 2

8:00 a.m. – 9:15 a.m.	NAFCD Breakfast and Member Meeting
12:30 p.m. – 2:45 p.m.	NAFCD Luncheon & Panel Discussion



NBMDA Specific Functions

Monday, October 31

12:30 p.m. – 2:30 p.m.	NBMDA Executive Committee Meeting <i>(Invite Only)</i>
3:00 p.m. – 5:00 p.m.	NBMDA Board of Directors Meeting <i>(Invite Only)</i>

Tuesday, November 1

2:00 p.m. – 4:00 p.m.	Steering Committee Meeting <i>(Invite Only)</i>
5:30 p.m. – 6:30 p.m.	NBMDA First Time Attendee Reception <i>(Invite Only)</i>

Wednesday, November 2

8:00 a.m. – 9:15 a.m.	NBMDA Breakfast and Member Meeting
12:30 p.m. – 2:45 p.m.	NBMDA Luncheon & Panel Discussion



Exhibit Hall Hours

Wednesday, November 2

5:00 p.m. – 7:00 p.m.	Welcome Reception in Exhibit Hall
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Thursday, November 3

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

Keynote Speakers + General Session

The Age Curve: How to Profit from the Coming Demographic Storm

Wednesday, November 2, 9:30 a.m. – 10:45 a.m.



Ken Gronbach, President, KGC Direct, LLC

Come explore the common sense, but very counter-intuitive and fascinating realm of demography. Let Ken bring you into his world of counting people. He is a marketer who has immersed himself in twenty years of proprietary demographic research. He will share his understanding of worldwide demographics, fertility, migration, aging, immigration and dying that have enabled him to forecast societal, political, economic, cultural and commercial phenomena with uncanny accuracy.

Predictable Surprises: The Transportation Disasters You Should Have Seen Coming and How You Can Prevent Them

Wednesday, November 2, 11:00 a.m. – 12:30 p.m.



Mike Regan, Chief of Relationship Development, TranzAct

Join Mike and get insight on reducing transportation costs when capacity is tight and higher rates are on the horizon. This session will cover topics that are affecting transportation costs today, including new government regulation, re-classification of freight, fuel price dropping yet carriers are increasing fuel, carriers requesting multiple increases in a year and “dimensionalizers” at local carrier terminals, which shippers are seeing a rise in costs then what their projecting at the time of tender. Learn how you can proactively reduce your costs and drive efficiencies within your supply chain.

Maximization & Retention of Key Employees

Wednesday, November 2, 11:00 a.m. – 12:30 p.m.



Nate Sachs, Founder and Owner, Blueprints for Tomorrow

Nate will teach attendees how to get to the heart and souls of key employees in an effort to not only retain them but maximize their productivity. This session will focus on exploring unhealthy golden handcuff / incentive plans and building strong company cultures. Gain an understanding of how to hire right, demonstrate recognition and appreciation for key employees, use game-changing assessment tools to get into the hearts and souls of key employees, deal with multigenerational employees with different interests and desires and avoid “energy vampires.”

NEW! Panel Discussions

NAFCD and NBMDA members have an opportunity to hear several knowledgeable people from their industry share insights about specific issues. Join your peers to hear best practices from multiple viewpoints. This public exchange of ideas will allow you to return to your business well informed on new topics! Manufacturers are encouraged to attend.

Managing a Successful Salesforce

Wednesday, November 2, 3:00 p.m. – 4:30 p.m.



Claudia St. John, President, Affinity HR Group, LLC

What minimum knowledge is needed to develop a top sales person? What intuitive behavioral skills are critical for success? This session explores what types of individuals are likely to be successful sales professionals and presents tips for cultivating and managing top performance, including common behavioral traits of top sales professionals, effective commission structures and incentive plans, and tips for managing individual contributors and fostering collaboration.

New Technology: 8 Simple & Effective Ways to Give Yourself an Unfair Advantage

Wednesday, November 2, 3:00 p.m. – 4:30 p.m.



Yuki Conlon, President, JAST Media

“Web marketing? That’s only for retail, our business model doesn’t need it.” See why the fastest growing manufacturers and distributors are changing their tune, and the simple strategies that are helping them grow their market share. In this session, Yuki will explore eight simple ways to drive demand, boost brand name recognition, and increase sales inquiries at the manufacturer and distributor level. This hands-on, interactive workshop will allow you to see how you and your brands stack up against the competition, and learn simple, effective strategies to out-perform them!

A New World?

Thursday, November 3, 8:30 a.m. – 10:00 a.m.



Alan 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. Attendees will be empowered to outperform the economy in the year ahead. There are good days coming – the key will be to ready for them. Alan will review the negatives in the world, but also discuss the positive economic realities, too. Attendees will leave with a solid, positive outlook for their future.

Optional Technology Information Session: “Stop Making Bad Sales Calls”

Thursday, November 3, 7:30 a.m. – 8:30 a.m.



Kevin McGirl, President and Co-founder, sales-i

Are you concerned that your salespeople are making milk-run ‘junk’ sales calls that lack purpose? Meanwhile your competitors are actively eroding your share of customer spend. Attend this session to understand how the latest mobile technology can help your sales teams make smarter sales calls. During this session, delegates will learn how to eradicate the junk sales call once and for all and ensure every customer interaction is purposeful.

Visit distributorconvention.org to view full session descriptions and speaker biographies

Special Events at the 2016 NAFCD + NBMDA Annual Convention

Distribution Management University



The 2016 Distribution Management University is held in conjunction with the NAFCD + NBMDA Annual Convention. This is the perfect opportunity for branch, sales 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.

NEW! Partner Lounge

Take advantage of the new partner lounge and receive complimentary access to business consultants! The roster of 2016 expert resources available to convention attendees include:

Alan Beaulieu, ITR Economics – Economic resources and forecasting

Yuki Conlon, JAST Media – Marketing strategy and digital content

Mary Jawgiel, Industrial Career Pathways – Attracting and training entry level personnel, managing millennials, capitalizing on career fairs, job boards and internships

Mike Regan, TranzAct Technologies – Transportation and freight management

Nate Sachs, Blueprints for Success – Family business management, key employee retention, estate distribution and succession planning

Claudia St. John, Affinity HR Group – Human resource management

Social Media Coaches, Profitecture – LinkedIn profile best practices and social media strategies

Complimentary consultations are provided on a first-come, first-serve basis to 2016 Annual Convention attendees. Sign-up instructions will be distributed to registered attendees in September.

Use #DistConv16 to join the conversation on social media and receive the latest updates on the 2016 NAFCD + NBMDA Annual Convention.

Annual Convention Exhibiting Companies

As of July 7, 2016

Visit www.distributorconvention.org for a current list of 2016 exhibitors.

3M	Happy Feet	PRIMATECH
Aacer Flooring*	Hartson-Kennedy Cabinet Top Co., Inc.	Prime Supply Flooring
Accuride International	Hettich America LP	Pro-Ply Custom Plywood, Inc.
Advanced Adhesive Technologies, Inc.	HF Design LLC	QEP Co, Inc
American OEM Wood Floors	Hutton Forest Products	Quality Craft Ltd.*
American Renolit Corporation	IMG International Markets Group	Rehau Industries, LLC
ARAUCO North America	IndusParquet USA	Relang International*
ARDEX Americas*	Industrial Careers Pathway (ICP)	Rev-A-Shelf
Armstrong Ceilings	Industrial Timber & Lumber	Richwood Industries, Inc. - Makers of PolyBak
Ashawa Bay Hardwood Floors	Inhaus Surfaces Limited	Robinson Lumber Company
Beaufor USA, LLC	Innova-Step Industries	Rockford Process Control, Inc
Benchmark Inc*	ITW Polymers Sealants North America	Roseburg Forest Products
Berenson Corp.	JAST Media	Salice America Inc.
BHK of America	John Boos & Company	Schluter Systems*
Birchland Plywood	Johnson Premium Hardwood Flooring	Seneca Millwork
Blum Inc.	Kaindl Flooring GmbH	Shamrock Plank Flooring
Bona US	Karran USA	Shaw Industries
Bostik, Inc.	Keene Building Products*	Sika Corporation*
Brown Wood Inc	Kerfkore Company	Sound Seal Inc.*
CA Technologies	Kesseböhmer USA Inc.	SR Wood, Inc.
Carpenter Co.	King Plastic Corporation	States Industries
Castlewood	KML Corporation*	Stauf USA LLC
Chemcraft	Knape & Vogt Manufacturing	SURFACES
Chemetal	L.W. Mountain, Inc.	Swiss Krono US
Choice Brands Adhesives	Liberty Woods International	Tafisa Canada, Inc.
Columbia Forest Products	Loxscreen Flooring Group	Tapco Companies
D&M Flooring	M.L. Campbell	Tarkett
Dancik International, LTD.	Majure Data	The Piccolo Group*
Darlington Veneer Company Co., Inc.	Masters Building Products*	Timber Products Company
Deerwood Fasteners	MEGANITE Solid Surface	Titebond
DMSi Software	Metroflor Corporation	Tour de Force, Inc
Doellken Woodtape	Michigan Maple/Bally Block Co.*	Traxx Corporation
DriTac Flooring Products	Milesi Wood Coatings - IVM Chemicals Inc.	Tredsafe LTD*
Element Designs	Mincron Software Systems	Trianco
Far East American	Murphy Company	U.S. Futaba, Inc.
Festool USA	National Wood Flooring Association	Ultimate RB
FloorFX*	NewStar Adhesives Inc	Uniboard
Flooring Pro Fastening	Next Floor Inc.	Unified Purchasing Group
Foam Products Corp.	Novalis International	Unilin Flooring
Formica Corporation	Nox - US Corporation	USG Corporation
FormWood Industries, Inc.	PANAGET*	Valspar
Foss Manufacturing	Panel Processing	Vauth-Sagel USA, LP
Fritz Egger GmbH & Co OG	Panolam Surface Systems	Veneer Technologies, Inc.
Fulterer USA	Pantim Wood Products	Versatrim Inc.
Fuzion Flooring Canada	Patriot Timber Products*	VT Industries
Gemini Coatings	Peter Meier, Inc.	wedi Corporation
Graf Brothers Flooring*	Power Dekor North America	Wickham Hardwood Flooring
Grass America	Precision Flooring Products	Wilsonart
Greenline Industries		World Product Sourcing, Inc.
Habitat for Humanity International		Zamma Corporation

*Denotes first-time exhibitor

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

Explore the Windy City

Registration

Register for the 2016 NAFCD+ NBMDA Annual Convention online at www.distributorconvention.org/register.

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

Hyatt Regency Chicago

**151 East Wacker Drive
Chicago, IL 60601**

Set within the epicenter of the Windy City, the Hyatt Regency Chicago is conveniently connected to the Illinois Center and located steps away from the Magnificent Mile.

Hotel Reservations

Discounted room rates are available for convention attendees. The rate for a standard room (single/double) is \$251/night plus applicable taxes. Make your hotel reservations:

+ **Online:** Visit www.distributorconvention.org/housing

+ **Phone:** Call (312) 565-1234 and reference NAFCD and/or NBMDA when making your reservations.

Please be aware that if you receive an email or phone call from anyone claiming to represent NAFCD, NBMDA or the Hyatt Regency Chicago, 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 **September 15, 2016**. 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. Ride-sharing options are available from and to Chicago airports and throughout the city.

Directions and Parking

The hotel offers both valet and self-parking. Driving directions and parking rates may be viewed at 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.

“*The Annual Convention provided me the chance to meet with fellow distributors and peers to share insights, exchange best practices and develop relationships that last far beyond the three days of the event.*”

2015 Attendee, Bill Sauter, President, OHARCO

Sponsors and Partners

As of July 7, 2016

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.

330 North Wabash Avenue
Suite 2000
Chicago, Illinois 60611



**North American Association of
Floor Covering Distributors**

Phone: 312-321-6836
Email: info@nafcd.org
Website: www.nafcd.org



**North American Building Material
Distribution Association**

Phone: 312-321-6845
Email: info@nbmda.org
Website: www.nbmda.org

Register and book your
hotel room by **September 15**
Visit www.distributorconvention.org/register.



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 Mandell,
President, The Cronin Company

+ **2016 Annual Convention**

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