

EDUCATION TO EVOLVE INNOVATIVE DISTRIBUTION

# 2020 NAFCD x NBMDA VIRTUAL XPERIENCE

November 10-12

[distributorconvention.org](http://distributorconvention.org)

**NEW!**  
**EMERGING**  
Distribution Leaders Program



**NAFCD** x **NBMDA**  
Trends • Education • Leadership • Networking  
North American Building Material Distribution Association

# We're Taking the Distribution Channel Virtual

NAFCD and NBMDA are looking forward to the all-virtual NAFCD x NBMDA Virtual Xperience! While we wish we could see you all in person, we look forward to the opportunities made possible by a move to a virtual experience, including:

- Increased access for a wider network who may not otherwise have been able to travel for an in-person event
- Reduced cost of attending
- A half-day schedule, allowing you to manage your day-to-day tasks while attending
- Top-notch distribution education sessions
- Built-in networking
- An interactive Virtual Exhibit Hall
- On-demand education presentations after the experience has concluded
- And more!



## Register Today

Register for the 2020 NAFCD x NBMDA Virtual Xperience online at [distributorconvention.org/Registration](http://distributorconvention.org/Registration).



## Follow Us on Social Media

Follow us on social media to stay up-to-date before, during and after the Virtual Xperience.  
**Facebook:** @NAFCD; @NBMDA • **LinkedIn:** NAFCD; NBMDA

## Emerging Distribution Leaders Program

### Thursday, November 5

12:00 p.m. – 1:30 p.m. ET

The Evolution of Sales: Web Search Secrets to Find The Right Leads, At the Right Time, With the Right Message

**Sam Richter**

1:30 p.m. – 2:00 p.m. ET

Email Break

2:00 p.m. – 3:00 p.m. ET

The Power of System in Sales Growth: Why Predictable Sales Growth Depends On Your Selling System

**Alex Goldfayn**

### Friday, November 6

12:00 p.m. – 1:30 p.m. ET

Looking Past the Fear and the Noise: 2020-2022

**Alex Chausovsky**

1:30 p.m. – 2:00 p.m. ET

Email Break

2:00 p.m. – 3:30 p.m. ET

Don't Steal the Cheesecake: How Your Digital Reputation Defines Your Personal Brand, and Shapes Your Company Brand

**Sam Richter**

# Schedule At-a-Glance

Schedule subject to change.  
 Visit [distributorconvention.org/schedule](http://distributorconvention.org/schedule) for the latest version.

## Tuesday, November 10

12:00 p.m. – 12:15 p.m. ET

Opening Remarks from Association Presidents



12:15 p.m. – 1:00 p.m. ET  
 NAFCD Membership Meeting



12:15 p.m. – 1:00 p.m. ET  
 NBMDA Membership Meeting

1:00 p.m. – 2:00 p.m. ET

Roundtable Discussions

*Featuring topical breakout rooms*

2:00 p.m. – 3:00 p.m. ET  
 General Session

**Ken Gronbach**

3:00 p.m. – 5:00 p.m. ET

Virtual Exhibit Hall

## Wednesday, November 11

11:00 a.m. – 12:00 p.m. ET

Virtual Exhibit Hall

12:00 p.m. – 1:30 p.m. ET

General Session

**Brian Beaulieu**

1:30 p.m. – 2:00 p.m. ET  
 Email Break

2:00 p.m. – 3:00 p.m. ET  
 General Session

**Ian Heller**

3:00 p.m. – 5:00 p.m. ET

Virtual Exhibit Hall

## Thursday, November 12

11:00 a.m. – 12:00 p.m. ET

Virtual Exhibit Hall

12:00 p.m. – 1:00 p.m. ET

Keynote Address

**Col. Nicole Malachowski (Ret.)**

1:00 p.m. – 1:30 p.m. ET  
 Email Break

1:30 p.m. – 2:30 p.m. ET  
 General Session

**Alex Goldfayn**

2:30 p.m. – 4:30 p.m. ET

Virtual Exhibit Hall

4:30 p.m. – 5:00 p.m. ET

Closing Remarks

*Featuring the NBMDA Education Raffle and Prizes*

# Kick-Start Your Xperience

## Emerging Distribution Leaders Program\*

Thursday, November 5 & Friday, November 6

Over the course of two days, we are offering customized learning designed specifically for career-oriented professionals who are rapidly taking on new responsibility and are being groomed as future leaders within their firms.

\* A separate registration is required to attend the Emerging Distribution Leaders Program.



### Session #1

#### The Evolution of Sales: Web Search Secrets to Find the Right Leads, at the Right Time, With the Right Message

Thursday, November 5 • 12:00 p.m. – 1:30 p.m. ET

This high energy presentation will deliver practical, proven strategies and tactics organizations can immediately implement to dramatically improve sales performance.

#### SAM RICHTER

Founder and CEO

SBR Worldwide/Know More

@SamRichter



### Session #2

#### The Power of System in Sales Growth: Why Predictable Sales Growth Depends On Your Selling System

Thursday, November 5 • 2:00 p.m. – 3:00 p.m. ET

Alex Goldfayn will take you through two simple planners and two trackers on which his newest bestseller, *5-Minute Selling*, is built around.

#### ALEX GOLDFAYN

CEO

Evangelist Marketing Institute, LLC.

@alexgoldfayn



### Session #3

#### Looking Past the Fear and the Noise: 2020-2022

Friday, November 6 • 12:00 p.m. – 1:30 p.m. ET

Alex Chausovsky will help you see what the future holds as you move through the depths of this black swan period and seek the resumption of something approaching normal.

#### ALEX CHAUSOVSKY

Director of Speaking Services

ITR Economics

@achausovsky



### Session #4

#### Don't Steal the Cheesecake: How Your Digital Reputation Defines Your Personal Brand, and Shapes Your Company Brand

Friday, November 6 • 2:00 p.m. – 3:30 p.m. ET

This thought-provoking presentation will provide you with practical and easy-to-implement strategies that will help you manage your reputation and enhance your personal brand.

#### SAM RICHTER

Founder and CEO

SBR Worldwide/Know More

@SamRichter





**Keynote Address**  
**Harnessing Headwinds of Change**

Thursday, November 12 • 12:00 p.m. – 1:00 p.m. ET

A former fighter squadron commander and mission-ready pilot in three operational fighter

squadrons and the first woman to fly on the Air Force Thunderbirds, Nicole has the perfect message to inspire audiences to think differently about the headwinds of change they face – organizationally and personally.

**COL. NICOLE MALACHOWSKI**  
 United States Air Force (Ret.) • @RealMalachowski



**General Session**  
**America’s Business and Demographic Advantages in a Post-COVID-19 Era**

Tuesday, November 10 • 2:00 p.m. – 3:00 p.m. ET

Ken Gronbach is predicting that the United States will excel culturally and economically in the post-Corona era. Find out why during this session.

**KEN GRONBACH**  
 President  
 KGC Direct, LLC  
 @KenGronbach



**General Session**  
**Distribution Disruption and an Industry Call to Arms**

Wednesday, November 11 • 2:00 p.m. – 3:00 p.m. ET

It’s the wholesale distribution industry’s turn to face the powerful forces of disruption. During this session, Ian Heller will explain the strategies, strengths and risks of distribution’s new disruptors.

**IAN HELLER**  
 Co-Founder and Chief Strategy Officer  
 Distribution Strategy Group  
 @IanHeller

**General Session**  
**Economic Guidance in an Uncertain Economy**  
 Wednesday, November 11 • 12:00 p.m. – 1:30 p.m. ET

There are a multitude of forces acting upon all of us as we head toward the end of 2020 and these same forces will shape much of what happens in 2021 and beyond. This session will help you to make the best possible decisions to maximize profits.

**BRIAN BEAULIEU**  
 CEO  
 ITR Economics  
 @ITROutlook



**General Session**  
**How To Create Dramatic and Predictable Sales Growth, Even In A Pandemic**  
 Thursday, November 12 • 1:30 p.m. – 2:30 p.m. ET

Join *Wall Street Journal* bestselling author Alex Goldfayn for this session on how to dramatically grow sales — remotely, with the telephone and other virtual tools, during the pandemic.

**ALEX GOLDFAYN**  
 CEO  
 Evangelist Marketing Institute, LLC.  
 @alexgoldfayn



## TOP 10 REASONS Distributors Should Engage in the 2020 NAFCD x NBMDA Virtual Experience

- 

**This is Your Community:**  
It is more important than ever to stay connected to your peers and trading partners.
- 

**Return on Education Investment:**  
This is a time-efficient and cost-effective means of educating yourself and your team.
- 

**Stay Abreast of Distribution Trends:** Things are changing at an unprecedented rate; you do not want to fall behind.
- 

**Leading Distribution Experts:** An impressive roster of professional speakers will challenge, engage and entertain you and your team.
- 

**Engage Your Emerging Leaders:** We are offering a pre-event designed specifically for this audience and it is included in your corporate registration rate.
- 

**Deepen Relationships with Current Suppliers:**  
This is a great opportunity to learn and expose yourself to new thinking alongside your supplier partners.
- 

**Connect with Potential Suppliers:**  
Efficiently identify sources of supply that are looking for distribution.
- 

**Hear Timely Updates:** The association provides a dynamic roster of member services; important updates and new offerings will be announced during the event.
- 

**There is Nothing Else Like This:**  
This is a unique and exclusive distributor-oriented event.
- 

**We are all in this together!** No one has all the answers during these unpredictable times but one thing is for certain – it is crucial to have a peer group to lean on and learn from during challenging times.

## NAFCD Education Supporters



## NBMDA Education Gold Level Supplier Donors



## Annual Convention Premier Level Sponsors



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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Trends • Education • Leadership • Networking

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