

A large circular graphic with a red background and a dark red mountain range silhouette. A yellow horizontal band across the center contains the event title.

# 2023 *Annual* CONVENTION

The Broadmoor | Colorado Springs, CO

*November 14-16*

Visit [distributorconvention.org](https://distributorconvention.org) to learn more!

# Reach New Heights in *Colorado Springs*

Join your fellow wholesale distributors at the NAFCD + NBMDA Annual Convention, November 14-16, in Colorado Springs for three days of networking, discovering new products and professional growth. Throughout the event, you will be presented with hands-on learning experiences, tools to enhance your business strategy, countless opportunities to collaborate with other industry leaders and good old-fashioned fun!

## Register Today

Register for the 2023 NAFCD + NBMDA Annual Convention at [distributorconvention.org/Registration](https://distributorconvention.org/Registration).



# Secure Your Stay



This year, all programming will take place at Forbes' longest-running, five-star, AAA resort in the world: The Broadmoor. This historic hotel is home to luxurious lounges, picturesque views, delicious dining options and fond memories of successful past NAFCD + NBMDA Annual Conventions.

For more information on hotel amenities, local attractions and transportation, visit [distributorconvention.org/travel-stay](https://distributorconvention.org/travel-stay).

## Additional Hotel Information

Due to popular demand and increase in attendance this year, the NAFCD + NBMDA Convention is securing additional rooms at the Courtyard Colorado Springs South and will provide a shuttle back and forth between to the Broadmoor.



## Show Your Support

NAFCD and NBMDA will make a contribution of \$20 per attendee to their charities of choice as part of their annual Give-Back Programs. To learn more, visit [distributorconvention.org/About/Give-Back-Programs](https://distributorconvention.org/About/Give-Back-Programs)

# Schedule Overview

The schedule below is subject to change. Please visit [distributorconvention.org/schedule](http://distributorconvention.org/schedule) for the latest version.

## Tuesday, November 14

- 8:00 a.m. – 5:00 p.m.  
Supplier-Hosted Distributor Meetings
- 10:00 a.m. – 12:00 p.m.  
NAFCD Executive Committee  

- 10:00 a.m. – 4:00 p.m.  
**University of Innovative  
Distribution In-A-Day**
- 1:30 p.m. – 4:00 p.m.  
NAFCD Board of Directors Meeting  

- 2:00 p.m. – 4:00 p.m.  
NBMDA Steering Committee Meeting  

- 5:00 p.m. – 6:00 p.m.  
NBMDA First-Timer Reception  

- 5:00 p.m. – 6:30 p.m.  
NAFCD Networking Reception  

- Evening  
By Invitation:  
Supplier-Hosted Dinners

## Wednesday, November 15

- 8:00 a.m. – 9:15 a.m.  
Breakfast & Membership Meetings
- 9:30 a.m. – 10:00 a.m.  
Annual Convention Kick-Off &  
Opening Remarks
- 10:00 a.m. – 11:00 a.m.  
Keynote Address: How to Market & Sell to  
People Not Like You  
**Kelly McDonald** | Author

# Schedule Overview

## Wednesday, November 15 *cont.*

- 11:15 a.m. – 12:15 p.m.**  
Making Artificial Intelligence a Competitive Advantage  
**Andrew Creamer** | Proton.ai
- 12:15 p.m. – 1:30 p.m.**  
General Luncheon hosted by First-Time Exhibitors
- 1:45 p.m. – 2:45 p.m.**  
Economic Trends In Construction and Consumer Markets  
**Connor Lokar** | ITR Economics
- 3:00 p.m. – 4:00 p.m.**  
The Science of Persuasion: How to Get What You Want (Without Being a Jerk)  
**Jamie Turner** | 60-Second Marketer
- 4:15 p.m. – 6:45 p.m.**  
Welcome Reception in Exhibit Hall
- Evening**  
By Invitation: Supplier-Hosted Dinners

## Thursday, November 16

- 7:15 a.m. – 8:15 a.m.**  
NAFCD's Women's Breakfast Club  
*In partnership with*
-  **WOMEN IN THE FLOORCOVERING INDUSTRY**
- 8:00 a.m. – 8:30 a.m.**  
General Breakfast
- 8:45 a.m. – 9:45 a.m.**  
Piercing Through the Noise  
**Brian Beaulieu** | ITR Economics
- 10:00 a.m. – 5:00 p.m.**  
Exhibit Hall Open
- 12:00 p.m. – 1:30 p.m.**  
Working Luncheon in Exhibit Hall
- 5:00 p.m. – 6:30 p.m.**  
Networking Happy Hour: Beers with Peers
- 5:00 p.m. – 7:00 p.m.**  
Exhibit Tear-Down
- 6:30 p.m. – 8:30 p.m.**  
Closing Reception and Dinner

# Programming for Your Profession

## Keynote Address



**Kelly McDonald** | Author

### *HOW TO GROW A BUSINESS BY SELLING TO AND SERVING PEOPLE NOT LIKE YOU*

If you could grow your business simply by marketing to your existing customers and raking in more referrals, making money would be a cakewalk. But to generate new revenue, you must win over the customers and prospects you're not getting. Join Kelly McDonald for an educational session centered around how to create deep connections with clients and prospects. Throughout the keynote presentation, you'll learn how to tailor your message and marketing efforts to reflect the values of your target audience.

## General Session



**Andrew Creamer** | Proton.ai

### *MAKING ARTIFICIAL INTELLIGENCE A COMPETITIVE ADVANTAGE*

Join Andrew Creamer, Chief Operating Officer of Proton.ai, as he dives into the transformative role artificial intelligence (AI) has played in shaping business-to-consumer (B2C) markets and propelling companies, like Amazon, Netflix and Spotify to success. By attending this session, you will gain a better understanding of AI and its significance in today's business landscape, while uncovering actionable insights applicable to your day-to-day operations.

# Programming for Your Profession



## General Session

**Connor Lokar** | ITR Economics

### *ECONOMIC TRENDS IN CONSTRUCTION AND CONSUMER MARKETS*

Connor Lokar, a senior forecaster at ITR Economics, has mastered the art of delivering economic intelligence with charm and candor.

This will be apparent as he unveils individual market drivers for the upcoming year for building materials and flooring products during his session at the Annual Convention. Throughout said presentation, Connor will also cover current and expected growth trends, look at the split between residential and commercial construction segments, examine inflammatory pressures specific to building materials, and disclose management objectives that will help distribution pros succeed in the year ahead.



## General Session

**Jamie Turner** | 60-Second Marketer

### *THE SCIENCE OF PERSUASION: HOW TO GET WHAT YOU WANT (WITHOUT BEING A JERK)*

In this fun, engaging, action-oriented presentation, internationally-recognized author, professor and CNN contributor Jamie Turner will take everything you know about persuasive communication and turn it on its head. Throughout the hour-long workshop, Jamie will help you understand the science behind effective persuasion, improve team morale through MindMapping and manage conversations through a “work smarter, not harder” approach.

# Programming for Your Profession



## General Session

**Brian Beaulieu** | ITR Economics

### *PIERCING THROUGH THE NOISE*

There is an extraordinary amount of noise concerning the status of the economy today and what the future will look like. ITR Economics' Brian Beaulieu will present a dispassionate look at the trends that define the economy, look into key industries to determine what phase of the business cycle they are in and what the future looks like for each, assess labor costs and labor availability through 2025, and examine the rate of inflation. The discussion on inflation will flow into a discussion on interest rates through at least the near term. By the end of the presentation, you will gain clear direction regarding what will be and what must be done in order to maximize your revenue and profit growth.

## **UID** **IN-A-DAY**

*BACK BY POPULAR DEMAND*

University of Innovative Distribution (UID) In-A-Day will be held in conjunction with the NAFCD + NBMEDA Annual Convention on Tuesday, November 14. This workshop is dedicated to providing tailored education to those in management positions within wholesale distribution firms as well as their partner suppliers. For a mere additional fee, you can garner the unspoken rules of leadership from 60-Second Marketer's Jamie Turner, and learn how to improve your goal-setting process from the Co-Founder and Chief Executive Officer of GoalMakers: Jeremy Wall.

# Supporters

This year's education programming is brought to you thanks to the generous support of our education supporters.

## NAFCD Education Supporters



## NBMDA Education Supporters:



# Event Sponsors

## NAFCD Sponsors

ANCHOR]]PEABODY



## NBMDA Sponsors



For more information on sponsorship opportunities, contact  
Scott Narug at (312) 673-5974 or [snarug@distributorconvention.org](mailto:snarug@distributorconvention.org).

# Relationships Start Here

Exhibitor tabletops offer a private and comfortable setting to establish and strengthen partnerships.

## Welcome First-Time Exhibitors

We are always excited to welcome new suppliers to the Annual Convention! Make sure to stop by their booths to give a warm welcome and build new relationships. (List as of 09/11/2023)

### NAFCD

- Alexandria International
- Con-Dri
- DAEJIN Co., Ltd.
- Diamond Living
- Domfoam Inc.
- DwellScape
- Ekowood International Berhad
- Evolutions Floors
- Fine Floors Co.
- Foam Solutions Inc.
- Gilardino Flooring
- HMI Performance Incentives
- Integra Wood International
- NorthStar Flooring
- Peerless Flooring
- SLCC Flooring
- Stair Shoppe
- TCP Co, Ltd.
- White Oak Display & Design
- XGS

### NBMDA

- Arkopa Ahsap Panel San A.S.
- Designs of Distinction by Brown Wood
- DTC
- Durante Adesivi Spa
- Evolve Surfaces India
- Frama-Tech, Inc.
- Nuvo
- Premium Rock
- Rockshield Engineered Wood Products
- Salt International
- Trimble

# NAFCD Exhibitors

Visit [distributorconvention.org/Exhibit/Current-Exhibitors](https://distributorconvention.org/Exhibit/Current-Exhibitors) to see the current list. The following displays exhibitors as of 09/11/2023.

\*Denotes first-time exhibitor

## NAFCD

Adore Floors	Elite Florng LLC	LP Building Solutions	Schluter Systems
Advanced Adhesive Technologies, Inc.	Eternity Flooring	LX Hausys	Shaw Ind.
Alexandria Int. *	Evolutions Floors *	MAPEI Corporation	SLCC Flooring *
All Covering Evolutions (ACE)	Fine Floors *	Maxxon	Stair Shoppe *
Amorim Flooring North America Inc.	Foam Solutions Inc. *	M-D Pro	Stauf USA LLC
ARDEX Americas	Futura Transitions	Mercier Wood Flooring	SURFACES - The International Surfaces Event
Artistic Finishes Inc.	Gartman LLC.	Metroflor Corporation	Swiss Krono Group
Audacity Flooring	Generations Group *	Mitis Wood Flooring	Tarkett
Barlinek USA Corp.	Gilardino Flooring *	MP Global Products, LLC	Taylor Adhesives
Bartell Global	H.B. Fuller Construction Products	Mullican Flooring	TCP Co, Ltd. *
Beauflor USA	HF Design LLC	Next Floor Inc.	Tego Systems Corp.
BHW Floors	HMI Performance Incentives *	NorthStar Flooring	Titebond
BIYORK	Indusparquet USA	Novalis Innovative Flooring	Traxx Corporation
Bona US	Inhaus Surfaces Limited	Peerless Flooring *	Triforest Inc.
Bostik	Integra Wood International *	Power Dekor	Unilin Technologies
CFL Flooring	International Certified Flooring Installers Association	Precision Flooring Products	Uzin Utz North America
Congoleum Flooring	JAST Media	Prime Supply Flooring	US Mills
Con-Dri	Johnson Hardwood	Protect-All Flooring	Valinge
Corepel	Kaindl Flooring, GmbH	Quick-Step	Versatrim, Inc.
DAEJIN Co., Ltd. *	Kerridge Commercial Systems	Quickstyle Industries	Vinyl Trends
Diamond Living, LLC *	L.W. Mountain, Inc.	Ram Board, Surface Shields, Trimaco	White Oak Display & Design
Dinoflex	Legendary Floors, Inc.	Raskin Industries	World Floor Covering Association (WFCA)
Domfoam Inc. *		RegalCraft	WW Flooring Group
DwellScape		Roomvo	XGS *
Ecco Enterprises			Zamma Corporation
Ekowood International Berhad *			

# NBMDA Exhibitors

Visit [distributorconvention.org/Exhibit/Current-Exhibitors](http://distributorconvention.org/Exhibit/Current-Exhibitors) to see the current list. The following displays exhibitors as of 09/11/2023.

\*Denotes first-time exhibitor

## NBMDA

Accuride International, Inc.	Designs of Distinction by Brown Wood *	John Boos & Company	Rincomatic
Alvic USA	Diamond Vogel	Karran USA	Rockford Process Control
ARAUCO North America	DMSi Software	Kessebohmer USA Inc.	Rockshield Engineered Wood Products
Arkopa Ahsap Panel San A.S. *	DTC *	King Plastic Corporation	Roseburg Forest Products
Axalta Coating Systems	Durante Adesivi Spa *	Kitchen Kompact, Inc.	Sales-i
Berenson Corp.	Epicor Software	Knape & Vogt	Salice America, Inc.
Birchland Plywood	Evolve Surfaces India *	LE Surfaces	Salt International
Blum, Inc	FGV America Inc.	Maine Plywood USA	Shelter Forest International
Brookside Veneers	Formica Corporation	Meganite	Short Run Pro
C.A Technologies Wagner Group	FormWood Industries, Inc.	M.L. Campbell Wood Finishing Systems	Siyi America
Canusa Wood	Frama-Tech, Inc. *	MIRLUX Premium Panel	Specialty Laminates
Century Components	Fulterer USA	Moblico	States Industries Inc.
Chemcraft	Garnica Plywood	Mohawk Finishing Products & Finishworks	Surteco (formerly Doellken Woodtape)
Chemetal	Gemini Industries, Inc.	Murphy Company	Teknaform Inc.
Clarke Veneers and Plywood	Genesis Products	New Star Adhesives Inc	Timber Products Company
Columbia Forest Products	Grass America Inc.	Northern Hardwoods	Trimble *
Commonwealth Plywood Inc.	Great American Spaces	Nuvo *	U.S. Futaba, Inc.
Compensati Sud Srl	Halo Woods	Peter Meier, Inc.	Ultrapan
Comtrad Strategic Sourcing	Hartson-Kennedy Cabinet Top Co., Inc.	Premium Rock	Uneeda
COROB North America, Inc.	Helmitin	REHAU Industries LLC	Uniboard
CyCan Industries/Quality Aerosols	Hettich America LP	Rev-A-Shelf LLC	Unilin Panels
Darlington Veneer Company	Hutton Forest Products	Richmond International, Forest Products, LLC	USply
Decospan	ICP Group	Richwood Industries, Inc.	Veneer Tech
Decotone Surfaces	IMG International Markets Group		VT Industries Inc.
Deerwood Fasteners	IVM Chemicals - Milesi Wood Coatings		Weyerhaeuser
			Wilsonart Engineered Surfaces
			Winsky International



330 North Wabash Avenue  
Suite 2000  
Chicago, Illinois 60611

**North American Association  
of Floor Covering Distributors**

(312) 321-6836  
info@nafcd.org  
www.nafcd.org



**North American Building  
Material Distribution Association**

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