



# 2018 Annual Convention

Tabletop Networking Forum

November 6-8

Hilton Anatole • Dallas, TX

EDUCATION TO EVOLVE PROFITABLE DISTRIBUTION

Register by September 14 and **save \$100!**

UNIVERSITY  
OF INNOVATIVE  
DISTRIBUTION **IN-A-DAY**

A great event for your  
managers too!

# 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 suppliers. 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, 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 suppliers to customers. Learn more at [www.nafcd.org](http://www.nafcd.org).



### NORTH AMERICAN BUILDING MATERIAL DISTRIBUTION ASSOCIATION

NBMDA is a trade association representing the leading wholesale distributors of specialty interior building materials for interiors including wood panels, surfacing materials, cabinet hardware, finishes and related woodworking production supplies. Membership is comprised of distributors and suppliers that serve the independent building material, and kitchen and bath dealer 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).

TRADING PARTNER MEETINGS

Tabletops offer a private and comfortable setting to establish and strengthen partnerships and build 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 Dallas for education sessions on the latest leadership, economic, sales and technological trends.

BEST PRACTICES

Networking receptions and happy hour events provide opportunities to reconnect with industry colleagues and old friends. Share ideas and knowledge gained at the convention, so you return home with ways to better 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 6

- 9:00 a.m. – 4:00 p.m.** University of Innovative Distribution In-A-Day (formerly DMU), Paul Reilly
- 8:00 a.m. – 5:00 p.m.** Optional: Supplier-Hosted Meetings
- 5:00 p.m. – 6:30 p.m.** NAFCD Networking Reception *(NAFCD members only)*
- 5:00 p.m. – 6:30 p.m.** NBMDA First Time Attendee Reception *(Invite Only)*
- Evening** Optional: Supplier-Hosted Receptions and Dinners

## WEDNESDAY, NOVEMBER 7

- 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.** Keynote Speaker, Shawn Rhodes
- 11:00 a.m. – 12:30 p.m.** General Session, Paul Reilly
- 12:30 p.m. – 2:30 p.m.** General Luncheon & Roundable Discussion, Claudia St. John
- 2:45 p.m. – 3:45 p.m.** Concurrent Sessions, Bob DeStafano & John Mackay
- 4:00 p.m. – 5:00 p.m.** Concurrent Sessions, Jason Bader & John Mackay
- 5:30 p.m. – 7:30 p.m.** Welcome Reception in Exhibit Hall
- Evening** Optional: Supplier-Hosted Receptions and Dinners

## THURSDAY, NOVEMBER 8

- 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 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

## EXHIBIT HALL HOURS

### WEDNESDAY, NOVEMBER 7

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

### THURSDAY, NOVEMBER 8

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

## NAFCD SPECIFIC FUNCTIONS

### TUESDAY, NOVEMBER 6

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

### WEDNESDAY, NOVEMBER 7

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

## NBMDA SPECIFIC FUNCTIONS

### MONDAY, NOVEMBER 5

- 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 6

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

### WEDNESDAY, NOVEMBER 7

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



# Education & Keynote Speakers

## University of Innovative Distribution In-A-Day

### Coaching for Sales Success

Tuesday, November 6, 9:00 a.m. – 4:00 p.m.



#### Paul Reilly, Reilly Sales Training

In Coaching for Sales Success, we teach your members how to coach more effectively. The purpose of this one-day workshop is to teach sales leaders how to create the value-added sales culture. If salespeople report to you, your number one responsibility is to coach.

## Keynote Speaker

### Pivot Point: Using Change Management to Drive Performance in Distribution and Manufacturing

Wednesday, November 7, 9:30 a.m. – 10:45 a.m.



#### Shawn Rhodes, Shoshin Consulting

In the world of building materials and flooring channels, the best plans never work out as planned. To address the constant challenge of managing change and ensuring goals achieve results, TEDx speaker and nationally-syndicated columnist Shawn Rhodes will share with NAFCD and NBMDA leaders how the best teams and organizations across industries are: Planning for their plans to change, Leveraging change when it occurs, Ensuring the experiences of senior leaders don't leave when they do.

## General Sessions

### Introduction to Value Added Selling

Wednesday, November 7, 11:00 a.m. – 12:30 p.m.



#### Paul Reilly, Reilly Sales Training

Value-Added Selling is a content-rich message of hope: You can compete aggressively and outsell the competition while maintaining your profitability. When your members embrace the value-added message, they will compete aggressively on the total value of their solution.

### Winds of Change

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



#### Brian Beaulieu, ITR Economics

Attendees will learn what the rising trend in interest rates and other leading indicators are saying about their markets for 2019 and 2020. There are business cycle changes that are reshaping the future, and there are governmental actions that will have an impact on our future – and others that won't. The consumer drove the economy to where it is today but may be running on fumes for 2019.

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

## Concurrent Sessions

### How to Triple Your Online Sales and Leads

Wednesday, November 7, 2:45 p.m. – 3:45 p.m.



#### Bob DeStafano, SVM E-Marketing Solutions

Is your Website a lead generation and sales machine? Your Website should be your most powerful marketing tool – delivering a steady stream of new business filling your sales pipeline. This powerful presentation will make online marketing understandable and provide you with actionable tips, best practices, and strategies for transforming your Website into a powerful lead generation and sales machine.

### Financial Benchmarking for Improved Profitability

Wednesday, November 7, 2:45 p.m. – 3:45 p.m.



#### John Mackay, Mackay Research

Businesses need some guideline through today's turbulent times. This session will review the results of the **NBMDA Financial Benchmarking study**, with particular emphasis on separating high profit performance from typical profitability in the industry. Enhance return on investment by pushing the critical profit pressure points in your company.



### Gross Sales is for Vanity, Profit is for Sanity

Wednesday, November 7, 4:00 p.m. – 5:00 p.m.



#### Jason Bader, The Distribution Team

Learn about driving a culture of profit in your organization. It starts with educating the team about how money works and continues with proven margin enhancement strategies. From raising prices to reducing expenses, this session will give you the tools you need to unlock significant improvements in gross margin and ultimately net profit.

### Financial Benchmarking for Improved Profitability

Wednesday, November 7, 4:00 p.m. – 5:00 p.m.



#### John Mackay, Mackay Research

Businesses need some guideline through today's turbulent times. This session will review the results of the **NAFCD Financial Benchmarking study**, with particular emphasis on separating high profit performance from typical profitability in the industry. Enhance return on investment by pushing the critical profit pressure points in your company.



## Roundtable Discussions

### Overcoming HR Challenges

Wednesday, November 7, 12:30 p.m. – 2:30 p.m.



#### Claudia St. John, Affinity HR Group

Facilitated by Claudia St. John with Affinity HR, this session will address creative ideas and best practices for attracting and retaining young people within the distribution channel. Learn from your peers what is working as well as common pitfalls. Share ideas and recommendations for how the NAFCD & NBMDA as well as the larger flooring and woodworking industries can collaborate on ways to highlight our industry as a viable career path.

# Special Events at the 2018 NAFCD + NBMDA Annual Convention

## UNIVERSITY OF INNOVATIVE DISTRIBUTION IN-A-DAY



New to 2018! University of Innovative Distribution In-A-Day (formerly DMU) is held in conjunction with the NAFCD +

NBMDA Annual Convention. This is the perfect opportunity for sales, general, operations and branch managers to improve their market knowledge and productivity and get a sneak peek at the University of Innovative Distribution which takes place each spring at Purdue University.

*Please note separate registration is required to attend UID In-A-Day.*



## CLOSING RECEPTION AND DINNER

Close your convention experience on a high note with a Thursday night reception and celebration. Cheers to 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

Visit [www.distributorconvention.org](http://www.distributorconvention.org) for a current list of 2018 exhibitors.

List as of July 30, 2018.

3B S.P.A.	HAWA Bamboo Flooring Trading Corp.*	Makers of PolyBak
3M / NorthStar Chemical	HF Design LLC.	Rockford Process Control, Inc
Accuride International Inc.	IMG International Markets Group	RollMaster Wholesale Business Software*
Advanced Adhesive Technologies, Inc.	Inhaus Surfaces Limited	Roseburg Forest Products
Amaz Floors*	InterGlobal Forest	Rubio Monocoat USA, LLC.
American OEM Wood Floors	Interstella Forest Products*	sales-i
Amerock	ITW Polymers Sealants North America	Schonox HPS North America, Inc.
ARAUCO North America	John Boos & Company	Seneca Millwork
Aristech Surfaces, LLC.	Johnson Hardwood	ShawMark
Armstrong Ceilings	Kaindl Flooring, GmbH	Sika Corporation
Arte Mundi USA (Concord)*	Karran USA	SKM Industries, Inc.*
Artistic Finishes Inc.	Kerfkore Company	States Industries Inc
Audiga Building Material Jiangsu Co., Ltd.*	Kerridge Commercial Systems	Stauf USA LLC
Axalta	Kessebohmer USA Inc.	SURFACES - The International Surface Event
Benchmark Recruiting*	King Plastic Corporation	Tafisa Canada Inc
Benchwick U.S.A.*	King Slide Works Co., Ltd.	Tarkett
Berenson Corp.	Kitchen Kompact, Inc.	Tego Systems Corp. (Floor Dot)
Birchland Plywood	Knappe & Vogt	Timber Products Company
Blum, Inc	Kuberit Profile Systems*	Titebond (Franklin International)
Bomei Industrial Corporation Ltd.*	Liberty Woods International	TP Brands International, Inc.
Bona US	Loba Wakol LLC	Traxx Corporation
Bostik	M.L. Campbell	Triangolo Exotic Hardwood Flooring
C.A Technologies	Majestic Living (Alpha Floors Inc.)	Trimaco
Centaur Floor Systems*	Majure Data	U.S. Futaba, Inc.
CFL Flooring	Makinex Construction Products	Ultimate RB
Chemcraft	M-D Pro	Uneeda Enterprises, Inc.
Chemetal	MEGANITE Solid Surface	Uniboard Canada Inc.
Choice Brands Adhesives	Mercier Wood Flooring	USF Distributor
Clarke Veneers and Plywood	Metroflor Corporation	USG Corporation
Columbia Forest Products	Mileisi Wood Coatings - IVM Chemicals Inc.	Uzin Utz North America*
Congoleum Corporation*	MP Global Products, LLC	Vauth-Sagel USA
D&M Flooring	Murphy Company	Veneer Technologies, Inc.
Darlington Veneer Company Co., Inc.	NewStar Adhesives Inc	Versatrim, Inc.
Deerwood Fasteners	Next Floor Inc.	VT Industries Inc.
Dinoflex	North West Rubber*	Weyerhaeuser MDF
DMSi Software	Northwest Hardwoods	Wilsonart Engineered Surfaces
Doellken Woodtape	Novalis Innovative Flooring	Xpress Global Systems*
DriTac Flooring Products	NOX-US Corporation	Zamma Corporation
Element Designs	NuFlors*	Zhejiang Rexin Decorative Material Co. Ltd.
Elite Flooring / Greenfield Imports	Oasis Wood Flooring*	Gartman Systems
Federal Brace	Panaget	Somerset Hardwood Flooring*
Fibo USA LLC.*	Panel Processing, Inc.	Alsapan
Flexible Materials, Inc.*	Perfilstar SA*	National Wood Flooring Association
Flooring Pro Fasteners LLC	Peter Meier, Inc.	Foam Solutions Inc.
Formica Corporation	Precision Flooring Products	The Piccolo Group
FormWood Industries, Inc.	PRIMATECH	Bois BSL*
Foss Floors	Prime Supply Flooring	Wall Concept USA*
Fulterer USA	Procedo Flooring*	Ashawa Bay Hardwood Floors
Futura Industries	Pro-Ply Custom Plywood	Chesapeake Flooring*
Garnica Plywood	Protect-All Flooring	Tek Stil Concepts, Inc.*
Gemini Industries	QEP Co, Inc	Floor Hub
Grass America Inc.	Quick-Step	Rincomatic
Greenline Industries	Raskin Industries (Raskin Gorilla Floors)	InstaFloor NA, LLC.
Halex Corporation	REHAU Industries LLC	Etage-Wood DBA Millworks Flooring*
Hallmark Floors	Rev-A-Shelf. LLC	
Hartson-Kennedy Cabinet Top Co., Inc.	Richwood Industries, Inc. -	

\*Indicates 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 Artistry of Hilton Anatole



## Registration

Register for the 2018 NAFCD+ NBMDA Annual Convention online at [www.distributorconvention.org/register](http://www.distributorconvention.org/register). Register by September 14 and save \$100!



## 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).



## 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).



## Attire

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



## Hotel Reservations

Discounted room rates are available for convention attendees. The rate for a standard room (single/double) is \$219/night plus applicable taxes. 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 Hilton Anatole, it is likely a scam. We highly recommend that you book your room directly through the official hotel link or by calling the hotel.*

The discounted conference rate is offered until October 8, 2018 however guest room availability until that date is NOT guaranteed. The Hilton Anatole has a limited number of guest rooms and can sell out at any time. Please make your housing reservation as soon as possible.

## Hilton Anatole

### 2201 N Stemmons Fwy, Dallas, Texas

This Dallas hotel located in the Market Center and Design District is just 5 minutes from Uptown and Downtown Dallas, Texas, highlighted by the arts and entertainment districts of West End and Deep Ellum as well as Victory Park and American Airlines Center arena for live music, concerts and ballgames.

Boasting the largest hotel art collection in the US, with over 1,000 exotic pieces from around the world, along with a full-service health club & spa and a choice of eight restaurants and bars, the Hilton Anatole is a destination in itself.



# Sponsors and Partners

## Annual Convention Gold 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 Building  
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