

ADVANCE PROGRAM



right people,
right place,
right time

2022 Annual Convention

November 1-3
Hyatt Regency Chicago
Chicago, IL



Visit www.distributorconvention.org to learn more!

You'll Be Blown Away...

...at Your Opportunities to Grow Your Business in the Windy City

Join your fellow wholesale distributors at the NAFCD + NBMDA Annual Convention, November 1-3, 2022 in Chicago, IL for 2.5 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 2022 NAFCD + NBMDA Annual Convention at distributorconvention.org/Registration.



Book Your Hotel

Hyatt Regency Chicago serves as a gateway to local landmarks, like Millennium Park and the Magnificent Mile. Make your reservation at the group rate using the housing link in your registration confirmation email.

Don't wait to book your room! As the pandemic is beginning to slow, we're expecting a huge turnout for this year's event, so make sure to register and book your room early to ensure you're taking advantage of all the discounts you can.

For more information on hotel amenities, local attractions and transportation, visit <https://www.distributorconvention.org/Travel-Stay>.



Schedule at-a-Glance


Schedule subject to change. Visit distributorconvention.org/Schedule for the latest version.

Tuesday, November 1

- 8:00 a.m. – 5:00 p.m.**
Supplier-Hosted Distributor Meetings
- 9:00 a.m. – 10:30 a.m.**
NBMDA Executive Committee Meeting

North American Building Material Distribution Association
- 10:00 a.m. – 4:45 p.m.**
University of Innovative Distribution In-A-Day
- 11:00 a.m. – 1:00 p.m.**
NBMDA Board of Directors Meeting

North American Building Material Distribution Association
- 12:00 p.m. – 4:30 p.m.**
Exhibitor Set-Up
- 1:15 p.m. – 2:45 p.m.**
NAFCD Executive Committee Meeting



Trends • Education • Leadership • Networking
- 2:00 p.m. – 4:00 p.m.**
NBMDA Steering Committee Meeting

North American Building Material Distribution Association
- 3:00 p.m. – 5:00 p.m.**
NAFCD Board of Directors Meeting

Trends • Education • Leadership • Networking
- 5:00 p.m. – 6:00 p.m.**
NAFCD Networking Reception

Trends • Education • Leadership • Networking
- 5:00 p.m. – 6:00 p.m.**
NBMDA First-Timer Reception

North American Building Material Distribution Association
- Evening**
By Invitation: Supplier-Hosted Dinners

Wednesday, November 2

- 8:00 a.m. – 4:00 p.m.**
Exhibitor Set-Up
- 8:00 a.m. – 9:30 a.m.**
NBMDA Breakfast & Membership Meeting

North American Building Material Distribution Association
- 8:00 a.m. – 9:30 a.m.**
NAFCD Breakfast & Membership Meeting

Trends • Education • Leadership • Networking
- 9:45 a.m. – 10:15 a.m.**
Annual Convention Kick-Off & Opening Remarks

Schedule at-a-Glance (cont.)

Wednesday, November 2 (cont.)

10:15 a.m. – 11:15 a.m.

Keynote Address: Unscrapify Your Future – The Most Innovative Innovation Keynote Ever!
Jeff Havens, Founder, *The Jeff Havens Company*

11:30 a.m. – 12:30 p.m.

General Session: The 5 A's of Sustainable Diversity and Inclusion
Tayo Rockson, *UYD Management*

12:30 p.m. – 1:45 p.m.

General Luncheon hosted by First Time Exhibitors

2:00 p.m. – 3:00 p.m.

General Session: Economic Trends in the Construction and Industrial Markets
Connor Lokar, *ITR Economics*

3:15 p.m. – 4:15 p.m.

Concurrent Session: How Can Distributors Become More Important to Manufacturers
Ian Heller, *Distribution Strategy Group*

3:15 p.m. – 4:15 p.m.

Concurrent Session: Building an Effective Talent Strategy: Proven Tactics to Attract, Hire, and Retain Your Most Valuable Asset
Alex Chausovsky, *Miller Resource Group*

4:45 p.m. – 6:45 p.m.

Welcome Reception in Exhibit Hall

Evening

By Invitation: Supplier-Hosted Dinners

Thursday, November 3

8:00 a.m. – 8:30 a.m.

General Breakfast

8:30 a.m. – 9:45 a.m.

General Session: Preparing for Change
Alan Beaulieu, *Principal, 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

Jeff Havens

Founder – The Jeff Havens Company

UNCRAPIFY YOUR FUTURE – THE MOST INNOVATIVE INNOVATION KEYNOTE EVER!

If you've listened to anyone talk about innovation recently, you've probably heard something along these lines: "The world is changing at a crazy fast rate. Everything you're doing now is about to become obsolete.

If you don't come up with some amazing, industry-changing ideas in the next 18 seconds, your business is basically going to disappear. Have a nice day."

And if that's the kind of doomsayer message that you love hearing, then this session is not for you. But if you'd like to learn how innovation can be a simple process that literally everyone is capable of performing, then you don't want to miss this presentation. Filled with the trademark wit that has made Jeff Havens one of the most in-demand speakers in North America, Uncrapify Your Future! will make the process of coming up with new ideas, solving problems, exploiting opportunities, and surviving massive (and sometimes unexpected) disruption easier and more rewarding than you ever thought possible. Because it turns out that every innovation in every industry – from automobiles to streaming music, coffee cup holders to wartime treaties – follows the same straightforward pattern. Your distribution business is always changing, and so you will always need people to anticipate and capitalize on those changes. Innovation within distribution is not a daunting task that only the largest firms can handle. After listening to this presentation, you will walk away realizing that everyone is capable of greatness. Oh, and did we mention that this session is also hilarious? Well it is. And imagine that – a keynote that's both educational and enjoyable. How innovative!



General Session

Tayo Rockson

UYD Management

THE 5 A'S OF SUSTAINABLE DIVERSITY AND INCLUSION

It's not enough for companies to look different. They have to think differently as well. Sustainable diversity and inclusion only occurs when there's actual behavioral change. Intentionality needs to happen at all levels: upper management, middle management & entry level. A commitment to understanding how and why people of different backgrounds behave the way they do is imperative for success. It's how awareness, humanization and empathy starts. A top down approach is just as important as a bottom up approach when it comes to diversity and inclusion. In this talk, Tayo will help distribution executives learn 5 systematic ways to build a sustainable diversity and inclusion program. By understanding the 5 A's (assess, arrange, apply, accountability & analysis, and affinity), Tayo guides you in examining the origin of your beliefs, the reasoning behind them and the purpose they serve in order to understand their effects on your behavior and ability to commit to change.

Programming for Your Profession



Concurrent Session

Alex Chausovsky

Miller Resource Group

BUILDING AN EFFECTIVE TALENT STRATEGY: PROVEN TACTICS TO ATTRACT HIRE AND RETAIN YOUR MOST VALUABLE ASSET

The war for talent is escalating. Some organizations are ill-prepared to handle the challenges of an increasingly complex labor market, shackled by the “we’ve always done it this way” mentality. Others are thriving, armed with analytical insights and surrounded by allies, allowing them to snap up and retain highly performing impact players and supercharge their growth. What kind of an organization are you? More importantly, what kind do you want to be in the future?

This presentation will deliver key insights designed to help business leaders and decision makers elevate their talent-focused activities. The session will:

- Peel back the curtain on recruitment and stress the need for partnerships and alliances
- Identify the key elements that make an organization attractive to top talent
- Share best-in-class hiring strategies including metrics and practices
- Convey the top factors that drive talent retention
- Deliver practical and actionable advice on what businesses can do to become better at attracting, hiring, and retaining workers



Concurrent Session

Ian Heller

Distribution Strategy Group

HOW CAN DISTRIBUTORS BECOME MORE IMPORTANT TO MANUFACTURERS

Technology is enabling innovative business models and empowering new entrants to compete for share in the marketing and sales channels of many industries. A growing number of manufacturers are selling directly to end customers. Pure online sellers, marketplaces of various forms, and large companies wielding great digital capabilities are competing with distributors for channel share.

Many manufacturers are reevaluating and overhauling their distribution strategies right now. How can distributors continue to earn and even expand their share of suppliers’ sales in the face of aggressive competition and a growing number of alternative paths to market?

In this talk, distribution veteran and channels expert Ian Heller will identify the forces of disruption and help you understand how to formulate your business strategy in the context of a rapidly evolving competitive environment. He’ll identify the strengths and weaknesses of marketplaces and other disruptive channel players and tell you how you can compete against new and existing competitors to become more important to your suppliers.

Programming for Your Profession



General Session

Connor Lokar
ITR Economics

ECONOMIC TRENDS IN THE CONSTRUCTION AND INDUSTRIAL MARKETS

NAFCD and NBMDA audiences love economic content from ITR Economics and thus, we are featuring a new industry-specific session this year that takes a deep dive into individual market drivers for building materials and flooring products. Connor Lokar makes his debut at our event and will address current and future economic conditions for both residential and commercial construction segments, giving attendees a clearer picture of what to expect for end-use market demand for interior building and flooring products. Additionally, Connor will include a look at inflationary pressures specific to building materials and industry labor trends, as well as geographic information covering which areas of the country are growing the fastest and which areas are showing demographic risk factors.



General Session

Alan Beaulieu
ITR Economics

PREPARING FOR CHANGE

2022 is winding down, and it is time to prepare for the challenges, ongoing uncertainties, and opportunities of 2023. We will explore consumer trends and market opportunities, pricing issues, labor constraints, and production costs. With each topic, we will include practical business responses, tactics, and strategies in order to maximize market potential and company preparedness. We will also:

- Assess business demand for 2023 and into 2024
- Look at ITR's key leading indicators that clearly foretell upcoming cyclical turns in the economy and markets
- Present relevant market outlooks and discuss issues that have an impact on your profitability via resource allocation, budgets, expectations, and strategic planning
- Assess interest rate trends and other financial market trends, including the latest information on stock market performance
- Provide insight regarding inflation, supply chain, and international trends that impact your business

Attendees will be armed and ready with what they need to plan for the future.

Event Sponsors

Sponsors as of 8/31

NAFCD Sponsors



NBMDA Sponsors



For more information on sponsorship opportunities, contact Scott Narug at (312) 673-5974 or 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 8/31/2022)

NAFCD

- Allstate Rubber Corp.
- Amorim Flooring North America
- Biyork USA
- Compass Display Inc.
- Corepel (Swiss Krono)
- Curri
- Eternity Underlayments
- H.B. Fuller Construction Products
- LW Mountain
- Maxxon
- Moblico Solutions LLC
- Proflex Products
- QuickStyle Industries
- Triforest Inc.
- Unilin Technologies
- U.S. Rubber
- WW Flooring Group
- Zamma Corporation

NBMDA

- Allvan (CURTAINSIDERS)
- Alvic USA
- Brookside Veneers
- Canusa Wood Products Ltd.
- Cascade Distribution
- Genesis Products
- Northwest Hardwoods
- Robert Weed
- Pennsylvania Lumbermens Mutual Insurance Company
- Simon Sayz LLC
- Sugatune America, Inc.

Click [here](#) to learn more about the first time exhibitors!

Exhibitors

Visit distributorconvention.org/Exhibitors to see the current list. * Denotes first-time exhibitor.

Exhibitors as of 8/31

NAFCD

Advanced Adhesive Technologies, Inc.
AHF Products
All Covering Evolutions (ACE)
Allstate Rubber Corp. *
Amorim Flooring North America Inc.
ARDEX Americas
Artistic Finishes Inc.
Audacity Flooring
Barlinek USA Corp.
Benchwick U.S.A.
BHW Floors
Biyork USA *
Bona US
Bostik
CFL Flooring
Compass Display Inc. *
Congoleum Flooring
Corepel
Corepel (Swiss Krono) *
Curri *
D&M Flooring
Dinoflex
Elite Flooring LLC
Eternity Flooring
Eternity Underlayments *
Futura Transitions
H.B. Fuller Construction Products *
Hallmark Floors
Happy Feet International LLC
HF Design LLC.
I4F Patents & Technologies
ICP Choice Adhesives
Indusparquet USA
Inhaus Surfaces Limited
JAST Media
Johnson Hardwood
Kaindl Flooring, GmbH
Kerridge Commercial Systems
L.W. Mountain, Inc. *
Legendary Floors, Inc.
LG Hausys America, Inc.

Lions Floor
LP Building Products
MAPEI Corporation
Maxxon *
Mercier Wood Flooring
Metroflor Corporation
Mitis Flooring
Moblico Solutions LLC *
Mohawk Flooring
MP Global Products, LLC
Mulligan Flooring
Next Floor Inc.
NovaFloor
Open Source Floors a division of MHF
Power Dekor
Precision Flooring Products
Proflex Products, Inc. *
Protect-All Flooring
QuickStyle Industries *
Ram Board & Surface Shields
Republic Flooring
Business Software
Roomvo
Schluter Systems
Shaw Ind.
Sherwin-Williams Company
Sika - DriTac
Stauf USA LLC
SURFACES - The International
Surfaces Event
Tarkett
Taylor Adhesives
Tego Systems Corp.
Titebond (Franklin International)
Torlys Inc
Traxx Corporation
Triforest Inc. *
U.S. Rubber Recycling, Inc. *
Unilin Technologies *
Versatrim, Inc.
Wego International Flooring
WW Flooring Group *

NBMDA

Accuride International, Inc.
Allvan (CURTAINSIDERS) *
ARAUCO North America
Axalta
Berenson Corp.
Birchland Plywood
Blum, Inc
Brookside Veneers *
C.A Technologies Wagner Group
Canlak
Canusa Wood Products Ltd. *
Century Components
Chemcraft
Chemetal
Clarke Veneers and Plywood
Columbia Forest Products
Commonwealth Plywood Inc.
Comtrad Strategic Sourcing
Deerwood Fasteners
DMSi Software
Epicor Software
FGV America Inc.
Flexible Materials, Inc.
Formica Corporation
FormWood Industries, Inc.
Fulterer USA
Garnica Plywood
Gemini Industries, Inc.
Genesis Products *
Grass America Inc.
Great American Spaces
Hartson-Kennedy Cabinet Top Co., Inc.
Helmitin
Hettich America LP
Hutton Forest Products
IMG International Markets Group
IVM Chemicals - Milesi Wood Coatings
John Boos & Company
Karran USA
Kesseböhmer USA Inc.
King Plastic Corporation
Kitchen Kompact, Inc.

Knap & Vogt
Laminate Technologies
M.L. Campbell Wood Finishing Systems
MEGANITE Solid Surface
Murphy Company
NewStar Adhesives Inc
Northwest Hardwoods *
Oton Industries
Panolam Surface Systems
Pennsylvania Lumbermens
Mutual Insurance Company*
Peter Meier, Inc.
Quin Global
REHAU Industries LLC
Rev-A-Shelf. LLC
Richwood Industries, Inc. - Makers of PolyBak Rincomatic
Roseburg Forest Products sales-i
Salice America, Inc.
Simon Sayz LLC *
Specialty Laminates
States Industries Inc
Sugatsune America, Inc. *
Surteco (formerly Doellken Woodtape)
Swiss Krono Group
Tafisa Canada Inc
Teknaform Inc.
Timber Products Company
Titus Group
U.S. Futaba, Inc.
Uneeda Enterprizes, Inc.
Uniboard Canada Inc.
UNILIN, division panels
USply
Veneer Tech
VT Industries Inc.
Wagner Meters
Weyerhaeuser
Wilsonart Engineered Surfaces

2022 Education Supporters

NAFCD Education Supporters



NBMDA Education Supporters





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