

2024 ANNUAL

CONVENTION

October 22 – 24 | Hyatt Regency New Orleans

 NAFCD | NBMDA



ATTEND THE 2024 NAFCD + NBMDA ANNUAL CONVENTION

The NAFCD + NBMDA Annual Convention serves as the premier event for executives in the flooring and interior building material distribution community. Join us in **New Orleans, Louisiana**, this fall to build new relationships, strengthen existing partnerships, participate in hands-on learning experiences and garner tools that'll boost your bottom line.

SHOW YOUR SUPPORT

NAFCD + NBMDA will donate \$20 for every attendee to the following charities of choice as part of our annual Give-Back Program. Learn how to further your support at distributorconvention.com/Give-Back-Programs.



REGISTER TODAY

Register for the 2024 NAFCD + NBMDA Annual Convention at

[distributorconvention.org/
Registration](https://distributorconvention.org/Registration)

MAKE NEW ORLEANS YOUR NEXT STOP

This year, all programming will take place at the Hyatt Regency New Orleans. The AAA Four Diamond hotel is home to sophisticated guest rooms, picturesque views, delicious dining options and fond memories of successful past NAFCD + NBMDA Conventions. Reserve your room at a reduced rate by using the housing link included in your registration confirmation email.

GET A LAY OF THE LAND

Experience the grit and gusto of New Orleans! This one-of-a-kind destination offers a captivating blend of art, history and cultural nuances – making each visit just as unforgettable as the last. Here are just a few bullets to add to your “Big Easy Bucket List!”



Devour a beignet from a local café



Snap a #selfie in Jackson Square



Buy a beer (or two) on Bourbon Street



See the sights via streetcar



Visit a voodoo shop

For more information on hotel amenities, local attractions and transportation, visit distributorconvention.org/travel-stay

SCHEDULE OVERVIEW

The schedule below is subject to change. Please visit distributorconvention.org/schedule for the latest version.

TUESDAY, OCTOBER 22

8:00 a.m. – 5:00 p.m.

Supplier-Hosted Distributor Meetings (*invitation only*)

10:00 a.m. – 12:00 p.m.

NAFCD Executive Committee 


9:30 a.m. – 4:00 p.m.

University of Innovative Distribution In-A-Day


12:00 p.m. – 4:30 p.m.

Exhibitor Set-Up


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

Supplier-Hosted Dinners (*invitation only*)

 distributorconvention.org

WEDNESDAY, OCTOBER 23

8:00 a.m. – 4:00 p.m.

Exhibitor Set-Up

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

The Hero Effect – Creating a Culture of Heroes at Every Level | Kevin Brown

11:15 a.m. – 12:15 p.m.

General Session

The Impact of Global Politics on Your Business | Alex Chausovsky, Bundy Group; Eugene Chausovsky, New Line Institute

12:15 p.m. – 1:30 p.m.

Ace the Game: Advance Business Insights for Women



1:45 p.m. – 2:45 p.m.

General Session

GET IT – Creativity and Innovation | AmyK, AmyK International

SCHEDULE

OVERVIEW *cont.*

3:00 p.m. – 4:00 p.m.

Concurrent Session

How Well Prepared Is Your Company for Succession? | Doug Howard, Growth Team Strategies

Who Knows YOU? Power Networking – Networking Before You Need It | Gail Alofsin

4:15 p.m. – 6:45 p.m.

Welcome Reception in Exhibit Hall

Evening

Supplier-Hosted Dinners (*invitation only*)

THURSDAY, OCTOBER 24

7:00 a.m. – 8:00 a.m.

Private Manufacturer Education Support Breakfast



ITR ECONOMICS

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8:00 a.m. – 8:30 a.m.

General Breakfast

8:30 a.m. – 8:45 a.m.

Opening Remarks

8:45 a.m. – 9:45 a.m.

General Session

Economic Update | Lauren Saidel-Baker, 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 Teardown

6:30 p.m. – 8:30 p.m.

Closing Reception and Dinner

PROGRAMMING FOR YOUR PROFESSION

KEYNOTE ADDRESS

The Hero Effect – Creating a Culture of Heroes at Every Level



Kevin Brown

Author

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 have to win over the customers and prospects you're not getting, but could

be. Now, more than ever, it's important to reach new prospects in different ways to grow your business.

You know how important it is to form a connection with your customers and prospects in order to close the sale. But how do you form a connection with someone who is completely different from you? Whether it's gender, age, lifestyle, background, or even communication preferences, you need to be able to break through barriers to connect in a meaningful way, build trust and differentiate yourself from your competition.

People spend money on what they care about. Show your customers and prospects how you fit into what they need and what they value, and they'll show you the money. By recognizing people's differences and tailoring your message and marketing efforts to reflect their values, you'll get the business.

This session will show how marketing to people's values is the way to greater sales profits and customer loyalty.

This engaging and interactive session will show you how to create a deep, values-based connection between you and your clients and prospects.

GENERAL SESSION

The Impact of Geopolitics on Your Business



Alex Chausovsky

Director of Analytics at Bundy Group

Eugene Chausovsky

Senior Director at New Lines Institute

The world of geopolitics is constantly changing, often with significant ramifications. As we transition to a multipolar world, there are shifting global alliances and multiple hot spots around the world, some of which have the potential to turn into full-out war. Not to mention sanctions, trade embargoes and many other disruptive forces at work. All of this impacts your business – sometimes directly and sometimes indirectly.

There are financial, operational, strategic, and social implications that business leaders and key decision makers must be aware of to successfully navigate the evolving geopolitical environment.

In this session, you'll hear from two experts (who happen to be brothers) – one on geopolitics and one on business strategy – whose insights and advice will be paramount as you seek to understand the world around you and plan for your organizational future.

First, Eugene Chausovsky, the Senior Director at New Lines Institute, a Washington D.C.-based think tank, will delve into the latest geopolitical developments around the globe. He'll provide a fascinating and objective perspective on the motivations, driving factors, and consequences of recent events, putting them into context relative to the broader world and helping you understand why the governments of countries act the way they do.

Next, Alex Chausovsky, the Director of Analytics at Bundy Group, a Charlotte-based investment bank, will deliver an insightful analysis of how these events will impact the macroeconomic landscape and how they could affect the

PROGRAMMING FOR YOUR PROFESSION *cont.*

outlook for your business. He'll explain the potential impact on supply chains, input prices, and transportation and logistics dynamics, among others. Most importantly, he'll offer practical and actionable advice for business leaders based on today's geopolitical forces.

Attendees will walk away from the session with the following insights:

- Time-sensitive and forward-looking coverage of geopolitical events of concern such as the Russia-Ukraine war, conflict in the Middle East, tension between China and Taiwan, etc.
- Concrete advice on related business implications such as supply chain disruptions and logistical challenges, market access, trade barrier & expansion analysis, and resource availability.
- Risk management and flexible scenario planning strategies to help you make informed decisions in an uncertain world.

GENERAL SESSION

Get It: Creativity & Innovation



AmyK

International Award-Winning Speaker

It's time to THINK DIFFERENTLY! Does your company have the right skills to take on tomorrow? Do your people possess the behaviors necessary to create a culture that fosters innovation and generates long-term growth? What's the secret to getting your next great idea?

In this provocative and eye-opening presentation, AmyK shares how to generate more creative ideas and how to take these ideas to market... fast! Invite AmyK to deliver this highly interactive and engaging program and take a refreshing plunge into the boundless waters of Big Thinking.

You will leave with:

- How to Overcome Barriers & Obstacles to Act on New Opportunities
- How to Position Teams to Turn Disruption & Change into Competitive Advantages
- A Tried, Tested and Proven Creativity & Innovation Model
- Exercises for Each of the 5 Stages in the Model from Ideation to Going-to-Market
- Greater Insight & Understanding on How Culture Influences Creativity & Innovation
- The 9 Must-Have Elements for Driving & Sustaining an Innovative Culture
- The Requisite Questions Leaders Must Ask to Propel Innovative Thinking
- How to Cultivate the Mindset of an Innovative Leader

GENERAL SESSION

Who Known You? Power Networking



Gail Alofsin

President, Leadership at ALL Levels

"Another networking event," "I am tired, do I have to go?" "It's raining and cold." It's always easy, not to go. However, with shoulders back, energy and a positive attitude, networking is a crucial element of your personal and business development plan.

This presentation explores the importance and benefits of networking as a critical and impactful business skill. Regardless of your job title, you are always networking and introducing people to your professional and personal brand through your daily interactions.

Networking is personal. Networking is energizing! Networking is strategic! Networking also involves research, communication and follow-up with a focus

PROGRAMMING FOR YOUR PROFESSION *cont.*

on connection. You will learn how to create a style that works best for you in addition to how to attend your next networking event with clear objectives. From “what to say next” to honing your listening skills, you will learn how to create or enhance your personal and professional blueprint for success.

GENERAL SESSION

How Well Prepared is Your Company For Succession?



Doug Howard

President and Founder, Growth Team Strategies

Developing an effective transition plan is a challenge for any company. There are many variables that need to be considered, and there are usually a good number of unknown factors. This session will describe the key components of a framework for a transition plan that will allow a company to move forward in the

planning process and identify those critical components that are known, need to be researched or need to be negotiated. The session will also explore the 8 drivers that make a company more valuable and more sellable.

Take-Aways:

- Key components of a Transition Plan
- How to identify the critical factors for the plan
- Method for categorizing factors and setting priorities
- Using the “8 drivers” to make the company more sellable

GENERAL SESSION

Staying Ahead of the Curve in 2025-2026



Lauren Saidel-Baker

Economist, ITR Economics

2024 has included a tapestry of conflicting economic trends, with some industries enjoying ongoing growth and others in overt recession. Manufacturing and much of the industrial portion of the economy experienced a mild recession, but that decline will soon give way to rise and additional opportunities in 2025 and 2026

for well-prepared businesses. The services sector of the economy slowed in its rate of rise in 2024 and is expected to increase its rate of rise in 2025 and into 2026. Join us for our outlook for key industries over the next two years. We will discuss consumer spending, inflation, interest rates, the labor market, and key leading indicators. Our examination will extend to global markets and their impact on the domestic landscape. This presentation will provide information on necessary tactics and strategies that will prepare you for an upswing in the business cycle post 2024. Knowledge gained from the presentation, in conjunction with ITR Economics’ time-tested analytical tools, will provide you the means to maximize profit in the years ahead.

EDUCATION SUPPORTERS

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

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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 September 30, 2024)

NAFCD

Argo/Spartan Resources Intl.
Balena Floors
BHD International
BlueVolt
DMX Membranes Limited
Durato

Greenview Floors International
Greenwell Easiklip
Haro Flooring
Innovative Flooring Supply Inc.
Invictus Laminate Manufacturing Co.
Ltd. (Vietnam)

Kastamonu
Kahrs Hard Surface Flooring
Lauson Flooring
LICO Floor and Wall Innovations
ONN Surfaces
Optimo Route

Pliteq
QT Sound Control
Sampco
TIER Element PVC-Free Flooring
Ultimate Floors

NBMDA

AFRY Management Consulting
Binderholz
Canals AI
Cienapps
Concannon Lumber Company

DisptachTrack
Durasein Solid Surface
E. Vigolungo North America Inc.
Edgebanding and More
Engineered Products Company

FINSA
Green Forest Products
Mantehi, Inc.
Michigan Maple Block Co.
MJB Wood Group

PoliLam
Unilog

NAFCD EXHIBITORS

Visit distributorconvention.org/Exhibit/Current-Exhibitors to see the current list

NAFCD

Adore Floors, Inc.	Con-Dri	Hallmark Floors, Inc.	Lauzon Flooring*	Quick Step Flooring	Free Flooring*
Advanced Adhesive Technologies, Inc.	Congoleum Flooring	Haro Flooring*	LICO Floor and Wall Innovations*	Quickstyle Industries	tise - The International Surface Event
AHF Products	D&M Flooring	HF Design LLC.	LX Hausys	Raleigh Limited	Titebond
All Covering Evolutions (ACE)	DAEJIN Co., Ltd.	i4F Patents & Technologies	MAPEI Corporation	Raskin Industries	Traxx Corporation
ALSAFLOORING	Diamond Living, LLC	Icon Protection	Maxxon	RegalCraft	Triforest Inc.
ARDEX Americas	Dinoflex	Inhaus Surfaces Limited	Metroflor Corporation	Roomvo	Ultimate Floors*
Argo/ Spartan Resources Intl.*	DMX Membranes Limited*	Innovative Flooring Supply Inc.*	M-D Pro	Sampco*	Unilin Technologies
Artistic Finishes Inc.	Domfoam Inc.	Integra Wood International	Mullican Flooring	Schluter Systems	United Surface Solutions
Audacity Flooring	Durato USA	Invictus Laminate Manufacturing Co. Ltd. (Vietnam)*	Neptune Flooring (CFL)	Seneca Millwork - Roppe Holding Co.	USG Corporation
Balena Flooring*	DwellScape	JAST Media	Next Floor Inc.	Shaw, Distributor Division	USMILLS
Barlinek USA Corp	Ecco Enterprises	Johnson Hardwood	Novalis Innovative Flooring	Sika Corporation	UZIN-UTZ North America, Inc.
Bartell Global	Elite Flooring LLC	Kahrs Hard Surface Flooring*	ONN Surfaces*	SLCC Flooring	Valinge Flooring
Beauflor USA	Eternity Flooring	Kaindl Flooring, GmbH	OptimoRoute*	Stauf USA LLC	Versatrim, Inc.
BHD International*	Finished Edge Technology	Kerridge Commercial Systems	Palziv North America	Tai Chang Colorful Press	Vinyl Trends
BHW Floors	FirmFit Flooring		Pliteq*	Tarkett	White Oak Display & Design
BlueVolt*	Floor Source		Power Dekor US	Taylor Adhesives	Woodstock Supplies
Bona	Futura Transitions		Precision Flooring Products	TEC / H.B. Fuller	World Floor Covering Association (WFCA)
Bostik, Inc. / XL Brands	Gartman LLC.		Protect-All Flooring	Tego Systems, Corp.	WW Flooring Group
CFI - Certified Flooring Installers	Greenview Floors International*		QT Sound Control*	The Wood Cellar	
	Greenwell Easiklip*			TIER Element PVC-	

NAFCD EXHIBITORS

Visit distributorconvention.org/Exhibit/Current-Exhibitors to see the current list

NBMDA

Accuride International	Commonwealth Plywood / Husky Plywood	Company*	ICP TacBond	Processed Panels Inc	Salice America, Inc.
AFRY Management Consulting*	Comtrad Strategic Sourcing	Epicor Software	IMG International Markets Group	OroCommerce	Salt International
ALPI/ Brookside Veneers	Concannon Lumber Company*	FGV America Inc.	Infor	Paged Morag S.A.	Shelter Forest International
Alvic USA	Corob North America	FinishWorks	IVM Chemicals - Milesi Wood Coatings	Panolam Surface Systems	Siyi America
ARAUCO North America	CyCan Industries/ Quality Aerosols	FINSA*	John Boos & Company	Patrick Industries, Inc.	States Industries
Axalta Coating Systems	Darlington Veneer Company	Flexible Materials, Inc.	Kessebohmer USA Inc.	Pennsylvania Lumbermens Mutual Insurance Company	Sugatsune America, Inc.
Berenson Corp.	Decospan	Formica Corporation	King Plastic Corporation	Peter Meier, Inc.	Surteco
Binderholz*	Deerwood Fasteners	FormWood Industries, Inc.	Knape & Vogt	PoliLam*	Tafisa Canada Inc
Birchland Plywood	Designs of Distinction	Frama-Tech	M.L. Campbell Wood Finishing Systems	Pro-Ply Custom Plywood Inc.	Timber Products Company
Blum, Inc.	Diamond Vogel	Fulterer USA	Manthei, Inc.*	Quin Global	U.S. Futaba, Inc.
CA Technologies / Wagner	DispatchTrack*	Garnica	Meganite	Rev-A-Shelf. LLC	ULTRAPAN
Canals AI*	DMSi	Genesis Products	Michigan Maple Block Co.*	Richwood Industries, Inc. - Makers of PolyBak	Uneeda
Canusa Wood	DTC	Grass America Inc.	MJB Wood Group*	Rincomatic	Uniboard
Century Components	Durasein Solid Surface*	Great American Spaces	Moblico	Rockford Process Control	Unilin Panels
Chemcraft	E. Vigolungo North America Inc.*	Green Forest Products*	Murphy Company	Rockshield Engineered Wood Products	Usply
Chemetal	Edgebanding and More*	Greenlam America	New Star Adhesives Inc	Roseburg Forest Products	Vauth-Sagel USA
Cienapps*	Enduro	Hartson Kennedy Inc	Northern Hardwoods	sales-i, A SugarCRM Company	Veneer Tech
Clarke Veneers and Plywood	Engineered Products	Helmitin Inc.	Nuvo		VT Industries Inc.
Columbia Forest Products		Hettich America LP	Olon Industries		Weyerhaeuser
		Holland Southwest International, Inc.	OnBord Doors and		Wilsonart
		Hutton Forest Products			Winsky International

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