

IN A WORD:

Access

Advance Program

2011 NAFCD & NBMDA Distributor Marketplace
one event/two organizations/three days

November 8-10, 2011

Gaylord Opryland Resort & Convention Center

Nashville, Tennessee

www.distributormarketplace.org



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on Facebook and be sure to click
"Like" for updates!

It's All about Access to More Connections, Top-Rated Speakers, and an Ideal Location

The 2011 NAFCD and NBMDA Distributor Marketplace is **your opportunity** to gain unparalleled access to:

- **Current and new business partners**
- **National and global economic trends**
- **Communications technology expertise**
- **Business and policy strategy**

Connect with hundreds of manufacturers, distributors, and service providers from the floor covering, specialty building material and cabinetry/woodworking industries. The Distributor Marketplace is the best place to network, engage, learn, and grow your business, all under one roof. In just three days, you'll be able to strengthen ties with existing business partners and start new relationships with valuable new connections.

Register today and make the 2011 Distributor Marketplace a part of your business growth strategy.

About the Hosts

NAFCD – North American Association of Floor Covering Distributors

Since 1970, NAFCD has served distributors, manufacturers, suppliers and service providers of floor covering materials and related products, including hardwood, tile, carpet, linoleum, ceramic, laminate, bamboo, adhesives and supplies. It enables 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 dealer satisfaction. For more information, visit www.nafcd.org.

NBMDA – North American Building Material Distribution Association

Founded in 1952, NBMDA represents the leading wholesale distributors and manufacturers of specialty building products and woodworking materials. Membership segments represent distributors and manufacturers that serve the independent building material, lumber and kitchen and bath dealer, regional and national home centers, as well as those who serve production companies involved in cabinetry, architectural woodwork, stock woodwork, store fixtures, solid surface fabricating, plastics fabricating, general and specialty woodworking industries. For more information, visit www.nbmda.org.

NAFCD Board & Committee Meetings

Tuesday, November 8, 2011

- 12:00 p.m. – 3:30 p.m. Executive Committee Meeting
- 3:30 p.m. – 5:30 p.m. Board of Directors Meeting
- 7:00 p.m. Board of Directors' and Past Presidents' Dinners *(by invitation only)*

NBMDA Board & Committee Meetings

Tuesday, November 8, 2011

- 8:00 a.m. – 10:00 a.m. Executive Meeting *(by invitation only)*
- 1:00 p.m. – 2:30 p.m. SBPD Steering Committee Meeting
- 2:30 p.m. – 3:30 p.m. CIDA Membership Committee Meetings
- 3:30 p.m. – 5:30 p.m. CIDA Steering Committee Meeting
- 7:00 p.m. Past Presidents' Dinner *(by invitation only)*

Thursday, November 10, 2011

- 4:00 p.m. – 6:00 p.m. Board of Directors Meeting *(by invitation only)*

Schedule-at-a-Glance

Schedule is tentative and subject to change.

Tuesday, November 8, 2011

- 8:00 a.m. – 5:00 p.m. Manufacturer-Distributor Business Enhancement Meetings
- 1:00 p.m. – 5:00 p.m. Distribution Management University – Session I
- 5:30 p.m. – 6:30 p.m. Distribution Management University Networking Reception *(invitation only)*
- Evening Manufacturer-Hosted Receptions and Dinners *(optional, by invitation only)*

Wednesday, November 9, 2011

- 8:00 a.m. – 4:00 p.m. Exhibitor Set Up
- 8:00 a.m. – 12:00 p.m. Distribution Management University (continued) – Session II
- 8:00 a.m. – 9:30 a.m. General Breakfast & Member Meetings
- 9:45 a.m. – 12:30 p.m. **Opening General Session & Roundtable Discussion: Economic Trends**
Keynote speaker: Dr. Barry Asmus
- 12:30 p.m. – 1:30 p.m. General Luncheon
- 1:30 p.m. – 3:30 p.m. Spouse/Guest Program
- 1:45 p.m. – 4:15 p.m. **General Session & Roundtable Discussion: Social Media and Relationship Economics**
Speaker: David Nour
- 5:30 p.m. – 7:00 p.m. Welcome Reception in Exhibit Hall

Thursday, November 10, 2011

- 8:00 a.m. – 8:30 a.m. Breakfast
- 8:30 a.m. – 10:00 a.m. **General Session: Economic Outlook**
Speaker: Stuart Varney
- 10:00 a.m. – 4:00 p.m. Exhibit Hall Open
- 11:30 a.m. – 1:30 p.m. Working Lunch in Exhibit Hall
- 6:30 p.m. – 8:30 p.m. Closing Reception and Dinner

DMU: In-depth sales and operations workshop designed for your company's branch and operations managers

Tuesday, November 8, 2011

1:00 p.m. – 5:00 p.m. Session I
 5:30 p.m. – 6:30 p.m. Networking Reception

Wednesday, November 9, 2011

8:00 a.m. – 12:00 p.m. Session II

About the Instructor



Michael Workman, PhD, *Founder, Michael E. Workman Associates LTD*

Dr. Michael Workman is an accomplished author, speaker and instructor of management, leadership, and business development programs. He has done extensive international training and research in wholesale distribution.

Dr. Workman is Professor Emeritus of the Industrial Distribution faculty in the college of engineering at Texas

A&M University, where he taught for twenty years. He does presentations, consulting, and advising globally for distributors, manufacturers and international distribution organizations in marketing, sales, purchasing, sales management, negotiations, and operations management.

Michael's work experience has been in the areas of distributor services, marketing, industrial sales, sales management, operations management, strategic planning, succession planning and profitability improvement.

Managers Will Learn How:

- Customer stratification, product availability, geography and time influence branch profitability
- Managing inventory expectations is critical, and how information can be substituted for inventory
- The entire branch should be involved in the sales function, and how to incorporate all teams and employees in the process
- Determining what information at their disposal is useful, and how to use and enhance it

New in 2011

Do your branch managers know how to recognize critical data and interpret it in a way that controls costs and furthers your business strategies?

This workshop is designed to empower branch managers to effectively and efficiently conduct operations in your business. Expect your branch managers to come out with the knowledge of how to implement systems that utilize all technology, individual, company and market skills to their fullest, with the end result of increased profitability for your business.

Register online at
www.distributormarketplace.org

	Early Bird - Discount (Postmarked prior to 9/16/11)	Standard Fee (Postmarked after 9/16/11)
Distribution Management University (only)	\$395	\$495
Distribution Management Plus (includes full conference registration)	\$595	\$695



Program Highlights

**Opening General Session &
Roundtable Discussion**
Wednesday, November 9, 2011
9:45 a.m. – 12:30 p.m.



America's Economic Future: The Six Unstoppable Trends

Dr. Barry Asmus, *Author & Senior Economist, National Center for Policy Analysis*

Dr. Asmus identifies the "Six Unstoppable Trends" that are impacting America's business and its economy. The current recession will temporarily slow these trends but not stop them. The de-leveraging and economic contraction begun in 2008 could last until 2012. But note this: we have had 13 economic recessions in the last 80 years followed by 13 expansions. Currently, 75 million Baby Boomers are in the high investment and most productive stages of their lives. Confidence will be restored. The end of prosperity? Or, the best yet to come? Dr. Asmus' presents his "Six Unstoppable Trends" and asks you to decide. Participants will receive copies of all presentation materials and have time to explore these issues with both Marks and other program participants.

About Dr. Asmus

Named by USA Today as one of the five most requested speakers in America, Asmus speaks to diverse audiences including 7,000 members of the Million Dollar Round Table at Radio City Music Hall, 3,000 farmers in Des Moines and 30 World Bankers at the home of Harvard University's president.

**General Session &
Roundtable Discussion**
Wednesday, November 9, 2011
1:45 p.m. – 4:15 p.m.



Social Media NEXT – Strategies and Tactics to Help Evolve Your Business

David Nour, *CEO, The Nour Group, Inc.*

In this highly engaging and entertaining keynote, David Nour will provide a solid overview of the foundational concepts of social media. He will introduce specific business cases of social media success via applications such as LinkedIn, Facebook, Twitter, and other platforms relevant to profitable revenue growth, talent acquisition and development, and strategy execution.

Attendees will be able to spend time with Nour in a custom breakout session/mini-workshop covering practical, pragmatic and applicable best practices in applying social media to professional goals and objectives. The session will also provide insight into identifying and building relevant relationships to accelerate the achievement of key success factors.

About Mr. Nour

David Nour is the thought leader on Relationship Economics® – the quantifiable value of business relationships. David has pioneered the phenomenon that relationships are the greatest off balance sheet asset any organizations possesses, large and small, public and private.

**General Session &
Closing Keynote**
Thursday, November 10, 2011
8:30 a.m. – 10:00 a.m.



21st Century America: A New Day in Politics, Culture and Business

Stuart Varney, *Host of Varney & Company, Fox News*

The 21st Century began with America as the role-model for the world. If you want vigorous growth, low unemployment and consistent gains in prosperity, America's stake-holder society is the way to go. And demographic trends, along with our dynamic entrepreneurial culture, suggest America will stay out in front.

No discussion about the economy is complete without consideration of the political climate and the economic agenda of the current administration. Varney's frank assessment of worldwide politics as it relates to economic trends, opportunities, and hazards is fresh, insightful, and comprehensive.

About Mr. Varney

Charismatic, articulate, and candid, Stuart Varney consistently wins rave reviews from audiences, and is credited with changing the way that television reports on financial and economic news worldwide. Originally a Fox News Channel anchor, he joined the Fox Business Network as an anchor on October 15, 2007, where he served as host of the daily morning show, Varney & Company. He contributes to the network's weekday and weekend business programming, including: Your World with Neil Cavuto, Bulls and Bears, Cavuto on Business, and Cashin' In. Varney is also notably a founding member of CNN's award-winning business team, and former host of both Business Day and Business Asia.

Manufacturer-Distributor Business Enhancement Meetings

Several manufacturers will be hosting private meetings or functions with invited distributors in the days prior to the Distributor Marketplace. Ask your primary suppliers if they are planning a meeting or function for distributors, so that you may plan your travel itinerary accordingly. Manufacturers will use this time to offer their distributor partners a strategy session, training session, sales meeting, product updates and/or a social function. NBMDA Gold Donors and NAFCD Benefactors will be given priority consideration for timeslots and meeting rooms.

NAFCD Benefactors

Gold Benefactors



Silver Benefactors



NBMDA Sponsors

Title Sponsor



Education Foundation
North American Building
Material Distribution Association

Education Sponsors



Distributor Marketplace Sponsors



For information on exhibit and sponsorship opportunities, please contact Scott Narug, Sr. Sales Manager at 1.312.673.5974 or email snarug@nafcd.org or snarug@nbmda.org

Distributor Marketplace Exhibit Hours

Wednesday, November 9, 2011

5:30 p.m. – 7:00 p.m. Welcome Reception in Exhibit Hall

Thursday, November 10, 2011

10:00 a.m. – 4:00 p.m. Exhibit Hall Open

11:30 a.m. – 1:30 p.m. Lunch in Exhibit Hall

Discuss Real Industry Issues in Roundtable Discussions

In this highly popular segment of the Distributor Marketplace, you'll meet with up to nine individuals selected to enrich your understanding of the industry. Discussions will follow general sessions, so you'll have plenty of food for thought to talk about. This is your chance to think and talk about how what you've just learned about can apply directly to your business.

Experience Nashville



From its very beginnings, music has always been the common thread connecting the life and soul of Nashville and its people. And visitors have always ventured here to experience the music that weaves such a fundamental pattern in its cultural, business and social fabric. It's no wonder they call it Music City!

For more information on activities in Nashville, visit www.distributionmarketplace.org.

Closing Reception and Dinner

Be sure your conference plans include Thursday night's Closing Reception and Dinner. This highlight has been a conference favorite among attendees, and this year will be no exception! Relax with fellow attendees at the Water's Edge, the perfect setting for the event's finale. Find yourself transported to a quaint small town, complete with its own moat! Take in this beautiful setting with your colleagues while enjoying southern hospitality at its finest.

More Connections, More Insights

Attending the Distributor Marketplace is an optimal investment in the success of your business. Over three days, under one roof, you have the opportunity to:

- Connect face-to-face with your most important business partners
- Establish new relationships from across a wide range of product categories
- Enhance your business strategy with insights from recognized business experts
- Learn about what others are doing to run their businesses effectively

Spouse/Guest Program

While you're busy attending the events of the day, your spouse or guest is invited to participate in functions designed specifically for them. Casual gatherings and on-property activities will be scheduled to facilitate interaction and relationship-building among attending spouses and guests. In addition to these special functions, all registered spouses and guests are invited to participate in the following:

Scheduled Meal Functions

Breakfast I: Wednesday, November 9 at 8:00 a.m.

Breakfast II: Thursday, November 10 at 8:00 a.m.

Luncheon I: Wednesday, November 9 at 12:30 p.m.

Luncheon II: Thursday, November 10 in the Exhibit Hall at 11:30 a.m.

**Welcome Reception in Exhibit Hall: Wednesday, November 9;
5:30 p.m. – 7:00 p.m.**

Closing Reception and Dinner: Thursday, November 10; 6:30 p.m. – 8:30 p.m.

Spouses and Guests will also be invited to enjoy a dessert and wine pairing in Nashville's famous Crystal Gazebo! Wednesday, November 9; 1:30 p.m. – 3:30 p.m.

General Information

Registration

The early bird registration deadline is **September 16, 2011**. Please complete and return the enclosed registration form, along with payment, by this date to ensure the discounted rate. After **September 16, 2011**, the regular registration rate applies.

Full conference registration includes access to:

- All Distributor Marketplace General Sessions and meals
- Scheduled networking events

Badges are required for admittance to all functions. Attendees will need to show badges to be admitted into their specific General Breakfast & Award Presentations on Wednesday.

Cancellation Policy

Refunds will be issued for meeting cancellations received in writing by **October 11, 2011**. There will be a \$95 processing fee for each refund. No refunds will be issued after **October 11, 2011**.

Hotel Reservations

Make your hotel reservations directly with the Gaylord Opryland Hotel by **October 11, 2011**. The room rates are \$189 per night, single/double room, and are subject to taxes. Reservations made after **October 11, 2011** are not guaranteed the special NAFCD/NBMDA room rate. You can make your hotel reservations:

Online: Visit www.distributormarketplace.org to book your reservation and receive the NAFCD/NBMDA discounted rate.

Phone: Call (888) 777-6779 and be sure to reference the Distributor Marketplace when making your reservations to receive the attendee discounted rate.



Gaylord Opryland Hotel | 2800 Opryland Drive | Nashville, Tennessee 37214
www.gaylordhotels.com/opryland-home.html

Gaylord Opryland is the epitome of modern Southern hospitality, where comfort and luxury combine to offer an unparalleled environment. At Gaylord Opryland, it's all about the experience—and creating the kind of memories that last a lifetime. You'll be amazed at the endless opportunities to explore exciting dining experiences, world-class spa and shopping and the legendary sounds of the Grand Ole Opry. And it's all within a short walk from your room. Relax in the tasteful, recently renovated decor of our traditional guest rooms, with an exterior view. Tastefully appointed and featuring contemporary colors, our traditional guest rooms create a warm, inviting atmosphere. Unwind and enjoy Gaylord Opryland's luxurious accommodations, enticing amenities and superior service.

Ground Transportation

General Transportation Information:
www.flynashville.com/ground_trans/

Taxis

From the airport, the meter starts at \$7.00 and the rate is \$2.00 per mile. There is a flat rate of \$25.00 to the downtown area and the Opryland Hotel area.

Airport Shuttle

Visit www.distributormarketplace.org for the group negotiated rate on the Gaylord Opryland Shuttle. If you're calling the hotel directly to make shuttle reservations, make sure to provide the promotional code exactly as it appears here: **NAFCDNBMDA** in order to receive the discounted negotiated rate

- Round-trip airport transfer is \$30/person
- One-way airport transfer is \$20/person

Airport shuttle tickets can also be purchased at the Gaylord Opryland transportation desk at the airport.

Parking at Gaylord Opryland

Parking at Gaylord Opryland is \$18 per day for self-parking and \$28 per day for valet parking. Guests with a handicapped placard or license plate may use valet parking for the self-parking price.

Attire

The dress code for the Distributor Marketplace is business casual. Meeting rooms are often cool, so we recommend you dress in layers.

Visit www.distributormarketplace.org for detailed information and to register.

401 N. Michigan Ave.
Suite 2200
Chicago, IL 60611



**North American Association of
Floor Covering Distributors**

Phone: (312) 321-6836
Email: info@nafcd.org
Web site: www.nafcd.org



**North American Building Material
Distribution Association**

Phone: (312) 321-6845
Email: info@nbmda.org
Web site: www.nbmda.org

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