



Advance Program

## NAFCD & NBMDA Distributor Marketplace

November 16–18, 2010  
The Broadmoor Hotel  
Colorado Springs, Colorado

[www.distributormarketplace.org](http://www.distributormarketplace.org)

*one event* ■ *two organizations* ■ *three days*

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## About the Hosts

### NAFCD – North American Association of Floor Covering Distributors

NAFCD is a North American, not-for-profit trade association serving distributors, manufacturers, suppliers and service providers of floor covering materials and related products, including hardwood, tile, carpet, linoleum, ceramic, laminate, bamboo, adhesives and supplies. Its purpose is to enable 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. Founded in 1970, NAFCD's mission is to promote wholesale distribution in the floor covering industry and to provide members with resources for enhancing their performance as industry suppliers. With locations throughout the United States and Canada, NAFCD represents the largest suppliers of floor covering products and billions in annual sales.



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### NBMDA – North American Building Material Distribution Association

NBMDA is a multi-segment trade association representing the leading wholesale distributors 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. Distributor members operate more than 900 distribution centers throughout the U.S. and Canada. The association's collective purchasing power exceeds \$25 billion. Founded in 1952, NBMDA's mission is to develop and promote the effectiveness of distribution processes to improve member profitability and growth.



**NBMDA**  
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## Join Us for the First NAFCD & NBMDA Distributor Marketplace

You are invited to view the future of the building products distribution channel as revealed in:

- *one event...*  
*that maximizes your exposure to key executives in the industry*
- *two organizations...*  
*known for their education, networking and growth opportunities*
- *three days...*  
*of these elements combined*

The inaugural NAFCD & NBMDA Distributor Marketplace promises to be a wealth of opportunity. Careful planning has culminated in a program designed to meet the needs of the industry and maintain the identities of the key organizations serving unique memberships.

NAFCD and NBMDA are bringing together manufacturers, distributors and service providers from the floor covering, specialty building material and cabinetry/woodworking industries to network, engage, learn and grow their businesses in *one* place. It is an opportunity to connect with key contacts and expand business connections.

### Why Did NAFCD and NBMDA Decide to Join Forces in 2010?

The economy and housing market has started to recover from its dramatic downturn, and new opportunities and challenges are emerging. The distribution channel must change in response to the dynamics of the marketplace. NAFCD and NBMDA decided that this was an ideal time to foster stronger relationships and create enhanced networking and business opportunities for its members. As all firms in the industry are re-assessing their resources and investment in industry events, it made sense to introduce a new and improved event that is designed to decrease costs for both associations, while increasing the return on investment for all attendees.

# Schedule of Events

Schedule is tentative and subject to change.

## Tuesday, November 16, 2010

### NAFCD/NBMDA Events

12:00 p.m. – 6:30 p.m. NAFCD/NBMDA Registration & Information Desk Open

### NAFCD Events

8:00 a.m. – 3:30 p.m. Business Enhancement Sessions

### NBMDA Events

8:00 a.m. – 6:00 p.m. Manufacturer-hosted Distributor Meetings and/or Hospitality Functions (by invitation)

12:00 p.m. – 2:00 p.m. NBMDA Executive Committee Meeting (by invitation)

1:00 p.m. – 2:30 p.m. NBMDA/CIDA Membership & Manufacturing Committee Meeting

3:00 p.m. – 4:30 p.m. NBMDA/SBPD Steering Committee Meeting

3:00 p.m. – 4:30 p.m. NBMDA/CIDA Steering Committee Meeting

4:30 p.m. – 5:30 p.m. NBMDA Past Presidents' Meeting (by invitation)

## Wednesday, November 17, 2010

### NAFCD/NBMDA Events

7:30 a.m. – 5:30 p.m. NAFCD/NBMDA Registration & Information Desk Open

9:45 a.m. – 12:30 p.m. **Opening General Session & Facilitated Roundtable Discussion**  
Keynote speaker: Michael Marks, *Principal, Indian River Consulting Group*

12:30 p.m. – 1:30 p.m. Luncheon

## NAFCD Business Enhancement Sessions

The purpose of Business Enhancement Day is to allow Manufacturer and Allied Partners an opportunity to host private meetings, training sessions, sales meetings or social events during non-compete times. Manufacturers may want to optimize this time with their distributors that are traveling to the Distributor Marketplace in an effort to streamline cost and time. NAFCD Benefactors will be given priority consideration for timeslots and meeting space availability.

1:45 p.m. – 4:15 p.m.

### General Session & Facilitated Roundtable Discussion

Speaker: Brent Grover, *Managing Partner, Evergreen Consulting LLC*

4:15 p.m. – 5:00 p.m.

Exhibitor Orientation

5:30 p.m. – 7:00 p.m.

Welcome Reception in Exhibit Hall

### NAFCD Events

8:00 a.m. – 9:30 a.m. NAFCD General Breakfast & Member Meeting

### NBMDA Events

8:00 a.m. – 9:30 a.m. NBMDA General Breakfast & Member Meeting

1:30 p.m. – 3:30 p.m. NBMDA Spouse/Guest Program

## Thursday, November 18, 2010

### NAFCD/NBMDA Events

7:00 a.m. – 12:00 p.m. NAFCD/NBMDA Registration & Information Desk Open

8:00 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 10:00 a.m. **General Session**  
Speaker: Brian Beaulieu, *Executive Director, Institute for Trend Research*

10:15 a.m. – 4:00 p.m. Exhibit Hall Open

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

6:30 p.m. – 9:00 p.m. Closing Reception and Dinner

### NBMDA Events

4:00 p.m. – 6:00 p.m. NBMDA Board of Directors Meeting

## NBMDA Manufacturer-hosted Distributor Meetings

Several manufacturers will be hosting private meetings or functions with invited distributors in the days preceding the Distributor Marketplace. These manufacturers are taking advantage of the concentration of distributors traveling to the Distributor Marketplace to achieve their own objectives in a time-efficient and cost-effective manner. Ask your primary suppliers if they are planning a meeting or function for their distributors, so that you plan your travel itinerary accordingly.

# Session Highlights

## Opening General Session & Facilitated Roundtable Discussion

Wednesday, November 17, 2010, 9:45 a.m. – 12:30 p.m.

### Where is the New Money?

**J. Michael Marks**, *Principal, Indian River Consulting Group*

Marks will discuss the latest trends impacting our industry and how companies are dealing with them. At the end of the session, you will have answers to these key questions:

- Am I pushing hard enough or too hard on innovation activities and investments?
- How have other firms dealt with the same internal change management issues that I am faced with today?
- Am I aligned in my business portfolio with the growth segment in this changing marketplace?
- What is the most important thing for our executive team to address right now?

This discussion will focus on real market opportunities and the price to exploit them.



**About Marks:** J. Michael Marks co-founded the Indian River Consulting Group in 1987, beginning his consulting practice after working in distribution management for more than 20 years. He is a Research Fellow of the Distribution Research and Education Foundation (DREF) of the National Association of Wholesaler-Distributors (NAW). He has written extensively, is frequently quoted on many industry issues and is recognized for his expertise in one- and two-step distribution channel strategies, supply chain management and the practical application of real-world technology.

## General Session & Facilitated Roundtable Discussion

Wednesday, November 17, 2010, 1:45 p.m. – 4:15 p.m.

### Smart Pricing Strategies for Distributors

**Brent Grover**, *Managing Partner, Evergreen Consulting LLC*

This session will focus on a variety of topics related to pricing strategies, including:

- Benchmarking industry financial performance
- Pricing practices in our line of trade

- What works and doesn't work with distributor pricing
- Strategic pricing analytics – what it is, how it works, why it works
- Concerns for wholesale distribution pricing strategy
- Strategic pricing for distributors as a continuous, four-part process
- Advanced pricing strategies for distributors

Attend this session to learn how to gain control over your pricing function.



**About Grover:** Brent Grover has written six books for the NAW Institute for Distribution Excellence, as well as numerous articles about distribution management for industry publications. His newest book, *Strategic Pricing for Distributors*, includes significant research about best (and worst) distributor pricing practices.

Grover is managing partner of Evergreen Consulting, advisor to the distribution channel (distributors, suppliers and trade associations) on strategic planning, mergers and acquisitions, pricing and profit improvement, serves as a director of several companies and organizations and is one of the five NAW Institute Research Fellows.

## General Session

Thursday, November 18, 2010, 8:30 a.m. – 10:00 a.m.

### The Future is Your Decision

**Brian Beaulieu**, *Executive Director, Institute for Trend Research*

The economy weathered many perils in 2010 and more, undoubtedly, are ahead. Through it all, the consumer carried the day. Businesses are more profitable, and opportunities for our businesses are good in the coming year. The business cycle prospects are good through the short term, even though we face some ominous economic headwinds in the form of higher taxes, higher interest rates and the increasing probability of inflation. This presentation will focus on how to manage your business for business cycle rise, while having a strategic vision for the megatrends that await us.



**About Beaulieu:** Brian Beaulieu has been an economist with the Institute for Trend Research since 1982, serving as its Executive Director since 1987. At the Institute, he has been engaged in applied research regarding business cycle trend analysis and the utilization of that research at a practical business level.

Beaulieu's views have appeared in/on: *The Wall Street Journal*, *The New York Times*, *Barron's*, *USA Today*, *CNBC TV* and more. He is a regular columnist and contributing economist to national trade associations and publications.

# NAFCD Benefactors

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## Gold Benefactors



## Silver Benefactors



# NBMDA Sponsors

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## Title Sponsor



## Education Sponsors



# Distributor Marketplace Sponsors

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## How Does the Distributor Marketplace Differ from Industry Trade Shows?

We have united the industry's leading manufacturers and service providers in our Distributor Marketplace to provide you with the most valuable, efficient and cost-effective access to the decision makers at these firms. The event provides you the unique opportunity to visit with senior executives from both your current suppliers and potential trading partners for in-depth, uninterrupted discussion. The Distributor Marketplace is a high-quality, executive interchange between distributors and manufacturers. This format fosters relationship-building within a non-selling environment. This year's show floor will feature a broader mix of products from manufacturers committed to the distribution channel. By scheduling appointments ahead of time, you will be guaranteed to meet with the contacts most important to your firm.

■ *one event*

■ *two organizations*

■ *three days*

## NAFCD & NBMDA Distributor Marketplace Hours & Events

### Wednesday, November 17, 2010

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

### Thursday, November 18, 2010

10:15 a.m. – 4:00 p.m. Exhibit Hall Open

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

## Spouse/Guest Functions

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 scheduled meal functions, which include two breakfasts, two luncheons, Welcome Reception in Exhibit Hall and Closing Reception and Dinner.

## Closing Reception and Dinner

Arrange your travel itinerary to depart Colorado Springs no earlier than Friday, as you will not want to miss our special Closing Reception and Dinner. As the 2010 Distributor Marketplace concludes, you'll want to relax with fellow attendees in the Cheyenne Lodge. Totally unique, The Cheyenne Lodge is a mountain lodge located on The Broadmoor Hotel property, which is the ultimate networking location, featuring indoor and outdoor space. This cozy lodge provides breathtaking views of Colorado Springs. Outdoor fireplaces complete the relaxed atmosphere on the terrace. Attire is lodge casual.

# General Information

## Registration

The early bird registration deadline is **September 15, 2010**. Please complete and return the enclosed registration form, along with payment, by this date to ensure the discounted rate. After **September 15, 2010**, the regular registration rate applies.

Full conference registration includes access to:

- All NAFCD/NBMDA educational sessions
- NAFCD & NBMDA Distributor Marketplace
- 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 & Member Meeting on Wednesday.

## Cancellation Policy

Refunds will be issued for conference cancellations received in writing by **October 19, 2010**. There will be a \$95 processing fee for each refund. No refunds will be issued after **October 19, 2010**.

## Hotel Reservations

Make your hotel reservations directly with The Broadmoor Hotel by **October 19, 2010**. The room rate is \$215 per night, single/double room, and is subject to taxes. Reservations made after **October 19, 2010** are not guaranteed the special NAFCD/NBMDA room rate. You can make your hotel reservations:

**Online:** Visit [www.distributormarketplace.org](http://www.distributormarketplace.org) to book your reservation, and receive the NAFCD/NBMDA discounted rate.

**Phone:** Call (719) 577-5775 or (866) 837-9520 and be sure to reference NAFCD/NBMDA when making your reservations to receive the member-discount rate.

## The Broadmoor Hotel

1 Lake Avenue  
Colorado Springs, Colorado 80906

The Broadmoor Hotel is a luxurious retreat conveniently located just minutes from downtown Colorado Springs. The Broadmoor is the pinnacle of meeting locations in North America with 700 rooms and suites.

The Broadmoor's 3,000 acres are easily accessible, with non-stop flights from Los Angeles, San Francisco, Chicago, Atlanta, Dallas and Phoenix directly to Colorado Springs Airport, or from anywhere in the United States through Denver International Airport, just 90 minutes away.

The Broadmoor offers an award-winning spa, fitness center, two swimming pools, three outdoor hot tubs, one lap pool, 54 holes of championship golf, seven tennis courts with camps run by Hall-of-Fame member Dennis Ralston, children's programs, 24-hour room service and 25 specialty retail shops. In addition, The Broadmoor also presents an impressive choice of dining and lounge options with 15 distinctly different facilities, from fine French and Italian to al fresco American. Staying at The Broadmoor allows you additional networking opportunities as you interact with members throughout the property.



## Ground Transportation

**Shuttle Service:** Ramblin Express offers roundtrip and one-way shuttle service between the Colorado Springs Airport and The Broadmoor. To make shuttle reservations, call (888) 577-5769 or go to [www.broadmoortransportation.com](http://www.broadmoortransportation.com). Reservations are required for guaranteed service. Fares are \$35 per person roundtrip or \$23 per person one-way. (Children 15 and under ride free with a paying adult.)

**Luxury Town Car:** Ramblin Express also offers luxury town cars. Call (888) 577-5769 in advance to make reservations.

**Car Rental:** Call Hertz at (719) 591-4473 to book your car, or visit [www.hertz.com](http://www.hertz.com) to book online.

## Parking at The Broadmoor Hotel

Valet parking is available to all overnight guests for a fee of \$16 per night. Self-parking is available in the garage only. The charge to self-park for a 24-hour period is \$14 per night with in and out privileges.

## Attire

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

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