The Highlights

Build Your Business
> Article: Build your social media for the better.
> Webinar: Win the war for talent by adding a few tools to your professional arsenal.

News From NAFCD
> Update: Welcome NAFCD’s newly installed president.
> Report: Reflect on this past year by viewing the 2021 Annual Report.
> Update: Join the NAFCD Education Supporter Program.

Industry Insights
> Event: Register for UID 2022 at the early bird rate.
> Event: Stop by NAFCD’s booth at The International Surface Event (TISE).

Material for Members
> Report: Download the latest quarterly market monitor reports.

BUILD YOUR BUSINESS

The building materials industry is a competitive space. Due to this nature, distributors need to constantly look for ways to gain a competitive edge. Social media marketing is a powerful tool that can do just that. There are 3.96 billion active users on social media worldwide. Not taking advantage of social media marketing means you will miss reaching nearly half the Earth’s population – and the potential sales that come with it.

The war for talent is escalating. Some organizations are ill-prepared to handle the challenges of an increasingly complex labor market, while others are armed with analytical insights and surrounded by allies. NAFCD is sponsoring a six-part webinar series that will teach attendees how to elevate talent-focused activities. In the first webinar of the series, taking place on February 16, Alex Chausovsky will peel back the curtain on the recruitment industry and stress the importance of partnerships.

Read More

Register Now
NEWS FROM NAFCD

Earlier this month, Kyle Gorny was slated as NAFCD President. Gorny has been in the construction industry for 30 years; but when he entered the flooring business 10 years ago with Blakely Products, it served as an introduction to what he describes as the greatest group of people he’s ever met. Throughout Gorny’s presidency, he hopes to garner results through close communication with both supplier and distributor members of the association, as well as with the board. In addition to coming up with solutions to address industry problems, from labor shortages to escalating freight costs, he also plans to pursue several goals related to the association itself.

Learn More

Celebrate the past, present and future of NAFCD by checking out the 2021 Annual Report. This digital document reflects on the 2021 Annual Conference, provides insight on the latest trends and highlights future networking opportunities. Keep your finger on the pulse of all things NAFCD – start browsing today!

View Report

The NAFCD Education Supporter Program provides funding to support the distribution channel's evolving need for additional training and resources at competitive prices. Suppliers – download the 2022 program brochure to learn how you can become a supporter today!

Learn More

BECOME AN NAFCD EDUCATION SUPPORTER TODAY
INDUSTRY INSIGHTS

Set yourself up for success by attending the University of Innovative Distribution (UID), taking place March 21–24 in Indianapolis, Indiana. Throughout this event, attendees will have the chance to hear from industry pros as they lead sessions on distribution strategy, leadership, professional development, management, marketing, operations and sales. Register before January 31, 2022, to receive the early bird rate.

Register Now

The International Surface Event (TISE) is taking place February 1–3 in Las Vegas, Nevada. TISE is a product and sourcing experience where NAFCD members can build relationships, see new product launches, garner inspiration and discover upcoming trends. At this year’s event, you can find the NAFCD Distributor Lounge at Booth #100. Here, you'll have the opportunity to host meetings on the show floor, relax while catching up on phone calls and email, learn about the latest NAFCD programs and services and find out what to expect from the 2022 NAFCD Annual Convention.

Learn More

MATERIAL FOR MEMBERS

As part of our ongoing partnership with Market Insights, LLC, we bring you the latest Market Monitor: a quarterly forecast and analysis of the economic, market and industry conditions affecting the North American flooring market. Here are some highlights from the report:

- Home remodeling has been enhanced by the increase in individuals working from home and the fact that COVID-19 restrictions have made travel more difficult while inflammation is making it more expensive
- Consumer spending is projected to remain strong in 2022 due to the influx of funding from the stimulus recently passed and growing employment
- It is forecasted that real non-residential construction will rise 17% in 2022