The Highlights

**Build Your Business**
- **Article**: Learn how to make quick contact with inbound leads.
- **Article**: Examine the results of the NAFCD Quarterly Sales Trends Survey for Q1 2021.
- **Article**: Strengthen your social media marketing strategies.

**News From NAFCD**
- **Event**: Register for the 2021 NAFCD Annual Convention.
- **Video**: Hear from Shane Richmond as he offers up some insights from Q2.
- **Update**: Join us in celebrating our 2021 Education Supporters.

**Industry Insights**
- **Article**: Find out how trucking companies are responding to a critical driver shortage.
- **Article**: Assess how COVID-19 is changing the warehouse game.

**Material for Members**
- **Webinar**: Explore the resurgence of transportation within the supply chain by watching the latest webinar recordings from NASSTRAC.

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**BUILD YOUR BUSINESS**

Slow and steady doesn't always win the race, especially when it comes to lead response time. Learn how to make your inbound sales process faster by adopting conversational marketing.

Learn More

NAFCD has released the results of its Quarterly Sales Trends Survey for Q1 2021. The Quarterly Sales Trend Report also touches on business management aspects—including profit growth forecasts, inventory shortages and price increases—before delving into the hot-button topic of supply chain and procurement trends. For a quick look at the results, [check out this infographic](#).

Read More

Social media marketing is essential for building materials distributors in 2021 and beyond. While the building materials industry has been slow to adopt new trends and technology, social media is an easy win for companies. It's important to focus on sharing valuable content, engaging with followers, and creating conversations. This will help you nurture relationships, build awareness and drive traffic back to your website to convert customers.

Learn More
NEWS FROM NAFCD

Shine your boots and belt buckles – registration for the 2021 NAFCD Annual Convention is officially open. If you have a hankering for human connection and high-quality education, this is definitely the event for you. Over the course of three days, attendees will have the opportunity to learn, engage and grow their business alongside the top distributors and suppliers from the flooring industry. Register by September 3 to save $100.

Register Now

Keep a finger on the pulse of the floor covering industry by tuning into our quarterly update videos. In the latest update, NAFCD President Shane Richmond identifies the biggest pain points in supply chain disruption, addresses marketplace trends and shares a little bit about what attendees can expect from the 2021 NAFCD Annual Convention – check it out now!

Watch Video

The NAFCD Education Supporter Program provides funding to support the distribution channel's evolving need for additional training and resources at competitive prices. Thank you to our 2021 supporters:

In Loving Memory of Donald Rado

Donald S. Rado, 89: Beloved husband of Nora Rado; deeply admired father of Susan (Philip) Brilliant and Wendy (Robert) Weiss; loving brother of Marcia Baker; and idolized grandfather of Josh, Justin, Allie, Andrew and Cody.

Don was born in 1932 to Herman and Besse Rado in Alliance, Ohio. He met his wife Nora while the two attended The Ohio State University, where Don was a member of the Sigma Alpha Mu fraternity and an ROTC Cadet. After serving as a Captain in the US Army, Don began his legendary career in the floor covering industry. He moved his family to Chicago in 1975 to commence his role as President and CEO of All Tile, a title he held through 1998, serving as Chairman until 2002.

During his tenure at All Tile, Don was elected and served as President of the National Association of Floor Covering Distributors (NAFCD), a position he revered. A generous man, Don was the focal point of his family, leading them all over the world for their treasured annual vacations. Don was an avid golfer, spending much of his leisure time with his best friends at his country clubs, Bryn Mawr and Tamarisk. Don’s famed wit, charm and flair are cherished by his family and friends, who together will immortalize his legacy.
INDUSTRY INSIGHTS

The industry is experiencing a severe driver shortage, which is expected to grow even worse over the next decade. To combat the shortage, trucking companies and recruiters are trying a range of tactics, including increasing pay and sign-on bonuses. But even though private fleet drivers have seen their pay rise in 2020 to an average of more than $86,000 a year from $73,000 (a gain of nearly 18 percent since 2014), it's clearly not just a pay issue, which means the industry has to find additional ways to attract drivers, said Bob Costello, the ATA’s chief economist.

Read More

The rapid growth of e-commerce fulfillment volumes in the wake of the pandemic—coupled with labor shortages, labor capacity restrictions, and social distancing requirements—has driven lasting changes to the warehouse fulfillment landscape. The trend lines point to continued e-commerce growth, even as COVID-19 restrictions ease and more shoppers return to stores, making investments in warehouse automation technologies critical.

Read More

MATERIAL FOR MEMBERS

Through our partnership with the National Shippers Strategic Transportation
Council (NASSTRAC), members now have complimentary access to NASSTRAC-produced webinars. Learn how to navigate the current state of supply chain disruption by checking out their newest series: “Transportation Rising.”

Learn More

Not a member? Join the NAFCD community today. To learn how this could benefit you and your business, check out the videos below.

Reasons To Join as a Supplier:  

Reasons To Join as a Distributor:

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