Over the past 30-plus years, Dinoflex has found great benefit in using recycled rubber tires to make flooring that is not only durable but attractive to the eye. One of the chief architects behind the Canadian-based company's success has been Vice President of Sales Melanie Haskell. Celebrate Women's History Month and learn more about Haskell and the other fierce females who make up the flooring industry.

Read More

The NAFCD Education Supporter Program supports the distribution channel's continuous need for learning resources. In 2021, this program gave NAFCD the opportunity to host live webinars, deliver a multitude of industry-focused reports and offer a compelling program at the Annual Convention. This year, we hope to expand our educational efforts even further with the added help of suppliers like you.

Learn More

The war for talent is escalating. Some organizations are ill-prepared to handle the challenges of a complex labor market, while others are armed with analytical insights. NAFCD is sponsoring a six-part webinar series that is designed to help attendees attract, hire and retain impact players. Visit the NAFCD website to find presentation slides from part one of the series and/or register for the remaining webinars.

Register Now
UPCOMING INDUSTRY EVENTS

The **2022 NWFA Wood Flooring Expo** is taking place April 12-14 in Tampa, Florida. This three-day event will give distributor attendees the opportunity to connect with suppliers and peers. Plus, you can learn about NAFCD programs and services, like the 2022 Annual Convention, by making a stop at our on-site booth. All NAFCD members attending the show are invited to the Distributor & Manufacturer Networking Reception on Wednesday, April 13 from 5:15 p.m. – 6:15 p.m. in the convention center.

The **2022 NAFCD Annual Convention** is taking place November 1-3 in Chicago, Illinois. Throughout the three days, attendees will have the opportunity to garner new skills, practices and contacts. While the event is expected to attract over 800 distribution professionals, exhibitors can make one-on-one connections through tabletop booths. Check out the [online prospectus](#) for more information on what's included in a tabletop package, resources, sponsorship opportunities and more.

Visit NWFA Expo  
Learn More

BUILDING A BIGGER COMMUNITY
NAFCD is uniting the leaders of tomorrow through its Emerging Distribution Leaders Program. This all-new initiative is designed to help nominees develop core management skills, strengthen their leadership competencies and build peer connections.

Meet NAFCD's newest member: Curri. Curri is a pay-as-you-use delivery service for flooring and construction and materials. Check out Curri’s introductory video to learn more from their marketing director, Alice Warnier.

NAFCD has partnered with a leading marketing firm InnerView Group to bring you "The Distributed Experience." This brand-new video series highlights best practices, industry trends and interviews with a variety of member executives. Check out this series synopsis to hear from the president and co-founder of InnerView Group, Chris Wallace, or dive right into the first few episodes.

The latest NAFCD Quarterly Sales Trends Report is officially here. Produced by long-standing partner Cleveland Research Company, this report offers data-driven insight into the sales trends and issues.
Highlights Include:
- NAFCD’s sales growth net was 69% better than forecasted in 2021.
- Most NAFCD members suggested that business was lost most due to lack of inventory.
- In terms of online marketing, NAFCD members have experienced various challenges, like keeping content timely, return on investment and targeting retail dealers.

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