The Highlights

**Build Your Business**
> **Article:** Improve your member retention rate by investing in industry intelligence.
> **Article:** Learn how to sell your customers' customers.

**News From NAFCD**
> **Event:** Save the date for the 2022 NAFCD Annual Convention.
> **Update:** Become a part of the NAFCD Education Supporter Program.

**Industry Insights**
> **Event:** Register for UID 2022.
> **Update:** Find out how the latest vaccine mandate from OSHA could impact your business.

**Material for Members**
> **Report:** Keep track of the latest sales trends.
> **Update:** Peek over presentations from the 2021 NAFCD Annual Convention.

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**BUILD YOUR BUSINESS**

Over the past three years, NAFCD has heavily invested in industry intelligence in the form of member benchmarking reports, trend analysis and independent market research. This has helped give the association a competitive edge as members receive data they cannot get elsewhere.

The whole sales process is optimized for the first customer. This sounds great until you realize you’re not actually solving your customers’ problem: how to best serve their customers. It is imperative to take a big-picture view of the situation. If you want to grow your sales and build sustainable success, you can’t just sell to your customers. You also have to sell to your customer’s customers.
NEWS FROM NAFCD

Thank you to everyone who attended the 2021 NAFCD Annual Convention. We hope you were able to discover new skills, practices and connections throughout your time in Dallas.

We hope to see you at the 2022 NAFCD Annual Convention, taking place November 1–3 in Chicago, Illinois. Please note that the 2022 prospectus will be available soon. In the meantime, suppliers are encouraged to check out the exhibitor contract and 2022 floor plan.

Learn More

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

Learn More

BECOME AN NAFCD EDUCATION SUPPORTER TODAY

INDUSTRY INSIGHTS

Since 1994, the University of Innovative Distribution (UID) has provided education focused on the needs of wholesale distribution professionals and companies. The 2022 event is taking place March 21 – 24 in Indianapolis, Indiana. Check out the full lineup of events and register today!
The Occupational Safety and Health Administration (OSHA) was created “to ensure safe and healthful working conditions for workers by setting and enforcing standards and by providing training, outreach, education and assistance.” The Biden Administration believes protecting workers from COVID-19 falls under this definition, thereby giving OSHA the power to implement any rule with the purpose of protecting employees. Visit our "Government Affairs" page to learn about OSHA's latest vaccine mandate.

MATERIAL FOR MEMBERS

The latest NAFCD Quarterly Sales Trends Report is officially here! This report, produced by long-standing partner Cleveland Research Company, provides distributors with valuable benchmarking and forecasting data.

Here are some highlights from the report:

- 3Q sales growth was up by 16.4%
- Q4 forecasts are lower than Q3 results
- Full-year 2021 forecasts currently sit at 17.3%
- Full-year 2022 initial forecasts look positive but appear lower than this year

Gain access to the speaker presentations from the 2021 NAFCD Annual Convention in Dallas, Texas.