The Highlights

Build Your Business
> Article: Engage your employees in the midst of a global pandemic.
> Article: Learn how to sell green building materials in today's society.

News From NAFCD
> Event: Prepare yourself for the 2021 NAFCD Annual Convention.
> Video: Place cyber security as a priority.
> Video: Hear from Shane Richmond as he offers up some insights from Q3.
> Update: Learn more about Prokeep and its texting platform designed for distributors.

Industry Insights
> Event: Register for UID 2022.
> Article: Understand the new rules of live lectures.

Material for Members

BUILD YOUR BUSINESS

Gallup defines engaged employees as being "highly involved in and enthusiastic about their work and workplace." As we continue to deal with COVID-19, working to engage employees should be a matter of highest priority for business leaders. While engagement techniques used to involve lofty ideas, these days smaller, more personalized approaches may prove best.

Many building materials companies believe that features like "Made in America" or "Green Materials" are nice to have but that no one will actually pay more for them. They're wrong. Despite one's personal political beliefs, the trend is clear. Buildings will continue to become more energy-efficient and environmentally sustainable.
NEWS FROM NAFCD

The 2021 NAFCD Annual Convention is taking place next week, November 2-4, in Dallas. After a year of virtual happy hours and hangouts, we'd love to reconnect with you in person. During our event, attendees will have the chance to step away from their web screen and immerse themselves in a full schedule of learning. Watch this video to see the top five reasons why you should register today.

Already registered? Start putting together your agenda now by downloading the 2021 Advance Program. This digital guide provides detailed information about the schedule, speakers and sponsors.

Learn More

While Cybersecurity Awareness Month is coming to an end, the importance of online safety persists. Learn how to seize control of your vehicle, wearable devices and smart home from Scott Klososky's session at the 2021 NAFCD Annual Convention. To gain a better idea of what to expect from Scott's presentation, check out this video.

View Video

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 discusses the trends prevalent in the flooring industry right now.

View Video

NAFCD's strategic partner, Prokeep, provides a texting platform designed exclusively for distributors. Over the past year, Prokeep has collected data from distributors to improve the way they communicate and do business with contractors. Check out the new, game-changing features they have to offer.

Learn More
INDUSTRY INSIGHTS

Since 1994, the University of Innovative Distribution (UID) has provided education focused on the needs of wholesale distribution professionals and companies. See for yourself by registering for the 2022 event, taking place March 21 – 24 in Indianapolis, Indiana.

Register Now

During the depths of COVID-19, public speakers like Robert Tucker worried they'd never get the opportunity to talk to a live audience again. Fortunately, that fear is no longer. In-person events are back with a new set of standards. Learn how to "talk the talk" in today's event arena.

Read More

MATERIAL FOR MEMBERS

The Fall NAFCD Quarterly Economic Trend Report, powered by ITR Economics, is now available to all NAFCD members. You can catch a complete analysis of this data during Brian Beaulieu's session, "Planning and Navigating with Assurance," at the 2021 NAFCD Annual Convention.

Here are some highlights from the report:

- U.S. construction materials and components prices during the third quarter were up 18.7% from the third quarter of 2020.
- Supply chain disruptions are expected to hinder activity in the coming quarters before the resolution of some of them enables higher production levels are the middle of 2022.
- Annual U.S. veneer, plywood and engineered wood product production was up 6.8% in August relative to one year prior.

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