The Highlights

**Build Your Business**
> Article: Learn how to survive the pandemic as a retailer or distributor.
> Article: Master the art of making a great first impression with new technology.

**News From NAFCD**
> Event: Attend expert-led sessions at the 2021 NAFCD Annual Convention.

**Industry Insights**
> Article: Gain insight on the autonomous vehicle market.
> Article: Discover why building materials companies have a need for speed.

**Material for Members**
> Report: Analyze the industry conditions affecting the North American flooring market.

BUILD YOUR BUSINESS

No business operator is an island unto himself, especially in the floor covering industry. Success often hinges on being able to rely on other people. Distributors, for example, have had to deal with the effects of the pandemic in terms of supply, inventory and so much more. That, in turn, has impacted Central Alabama Flooring owner Don Roberts and other retailers like him.

Distributors only have one opportunity to pitch new technology tools to sales representatives. In order to get off on the right foot, there are three strategies that need to be maximized.
Secure your spot at the 2021 NAFCD Annual Convention, taking place November 2-4 in Dallas, Texas. While there is a long list of reasons why this is a can't-miss event, our education offerings sit near the top. This year's schedule is comprised of expert-led sessions that will help you gain a better understanding of the latest distribution trends and best practices.

Here's a look at the lineup of speakers:
- Dirk Beveridge - Founder, UnleashedWD
- Robert Tucker - President, Innovation Resource Consulting Group
- Scott Klososky - Founding Partner, Future Point of View
- Mike Regan - Founder, TranzAct
- Chris Wallace - President and Co-Founder, Innerview Group
- Brian Beaulieu - CEO and Chief Economist, ITR Economics

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INDUSTRY INSIGHTS

In 2016, three veterans of the autonomous vehicle industry formed Aurora, a startup focused on developing self-driving cars. However, by late 2019, Aurora's emphasis shifted to self-driving trucks. This move points to a growing consensus in the industry: if self-driving vehicles are going to happen, trucks will likely arrive before cars.

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Historically, the pace of change in building materials has been slow. However, over the last 20 years, the industry has started to speed up. This rapid increase in speed has made it difficult for marketing and sales departments to keep up.

Read More
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 the COVID-19 restrictions have made travel not possible or at best worrisome.
- Energy prices are rising as the federal government has canceled oil & gas drilling leases on federal land turning the U.S. from energy independent to an energy importer.
- Unemployment is expected to fall to under 5% by year-end and under 4% by mid-year 2022.