



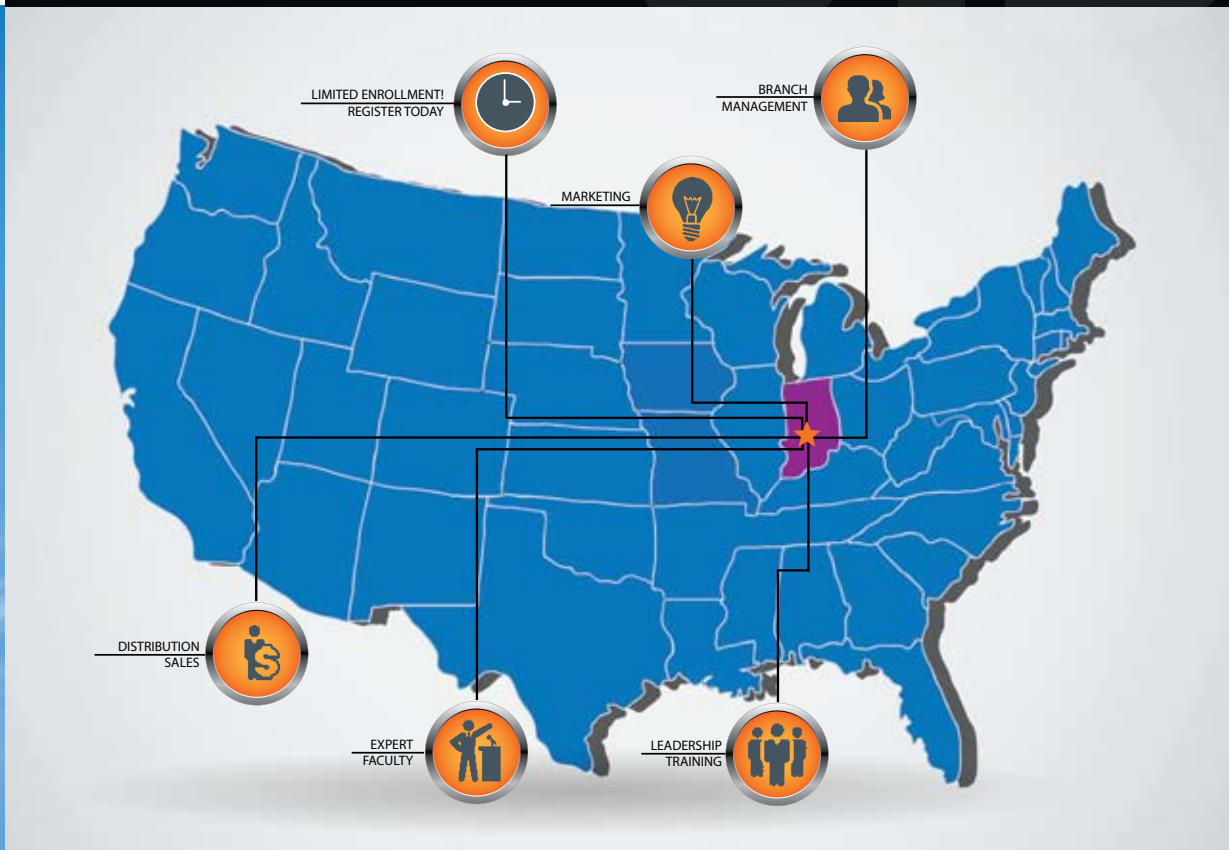
Presented by



With the support of
PURDUE
UNIVERSITY

UNIVERSITY OF INDUSTRIAL DISTRIBUTION

Serving Industrial Distribution for 20 Years



MARCH
10-13
2013





UID2013

The University of Industrial Distribution is a concentrated educational program focused on the unique needs of the industrial wholesale distribution industry. 2013 marks the 20th year that UID has been serving the distribution industry. Known worldwide for excellence in education, UID is sponsored by the leading industrial distribution professional associations, in cooperation with the Industrial Distribution Program of Purdue University. Working together, these groups take great pride in providing a superior learning experience.

Purdue Certificate in Industrial Distribution

UID students can now apply their course work toward earning the Professional Certificate in Industrial Distribution awarded by Purdue University. As an industrial distribution professional, the Purdue University Professional Certificate recognizes your achievements and commitment to continuing education.

Students earn 9 CEUs (Continuing Education Units) through Purdue upon completion of 90 hours of approved course work. A minimum of 30 hours (3 CEUs) must be earned through UID course participation. Past UID attendance counts toward your hourly requirement. Additional credits may be derived from courses taken independently or through your trade association.

There are no additional fees to attain the Certificate. For complete information concerning the Professional Certificate in Industrial Distribution, contact Dr. Kathy Newton, Department Chair, Industrial Distribution Program, at 765-494-1101 or email kanewton@purdue.edu or visit the UID website at www.univid.org for more information.

Location & Hotel

The JW Marriott Indianapolis Hotel is ideally located near Lucas Oil Field Monument Circle and downtown Indianapolis. It is located 14 miles from the new Indianapolis International Airport.

Hotel Rate: \$159 single/double (plus appropriate taxes)

To receive the special hotel rate above, please identify yourself with the University of Industrial Distribution (UID) when making your reservation. Sleeping rooms in Indianapolis during March are limited, so please be sure to make your reservations as soon as possible. Each UID registrant is responsible for making their own hotel reservations directly with the hotel to receive these special rates. Reservations made after February 15, 2013 will be at the hotel's discretion regarding availability and rate.

There is a shuttle service available from Indianapolis International Airport to the JW Marriott for \$7 each way.

Discounted self-parking at the hotel is available for UID attendees at the rate of \$20 per day. Check-in time is 4 pm and check-out time is 12 noon. The hotel bell staff will be happy to store your luggage until your departure on the final day.

Registration Desk

The registration desk will be located on the first floor of the meeting space, in the White River Ballroom Foyer.

Saturday: 5 pm – 7:30 pm

Sunday-Tuesday: 7 am – 4:30 pm

Meals

For your convenience, the registration fee includes a continental breakfast, a buffet-style lunch and morning & afternoon snacks from Sunday, March 10 through Wednesday, March 13.

Dinner is the responsibility of the registrant. In addition to room service, the JW Marriott Indianapolis offers two full service restaurants and a sports bar. The hotel is also walking distance to a variety of excellent dining and night life options in downtown Indianapolis.

Welcome Reception

The UID faculty and staff would like to welcome UID attendees at an opening reception on Sunday, March 10, 2013. Join staff, faculty and conference attendees for some afternoon cocktails, hors d'oeuvres and networking from 4:30 pm – 6 pm.

Course Materials

Each registrant will receive materials for each course they have selected only. This will include worksheets, background readings, exercises, and suggested action plans. These are designed to make your University stay a hands-on experience with knowledge you can apply and share when you return to your company. UID provides a notebook to hold all of these materials. For your convenience, this notebook will be distributed at the UID registration desk upon check-in.

Handouts and workshop materials are not available for classes that have not been assigned.

Special Notes

You **must** bring a calculator for courses where noted.

Registrants are not permitted to change course selection on site or better known as "class jumping". To prevent "class jumping" (attending classes you are not signed up for), each attendee's confirmed class numbers will appear on your name badge as well as on your confirmation.

Attire at UID is business casual. Average March temperature is 40 - 45°.

WHO SHOULD ATTEND?

CEO's, Branch Managers, Sales & Marketing Managers, Purchasing Managers, Sales Personnel, Human Resources Directors, Operations Managers, Manufacturers Personnel working with Distributors, Inventory Managers, and Training Managers — Anyone looking for an opportunity to improve personal performance and/or the company's bottom-line!

WHEN

MARCH 10-13, 2013

WHERE

JW Marriott Indianapolis Hotel
10 S West Street
Indianapolis, Indiana 46204
317-860-5800

UNIVERSITY CERTIFICATES & CEUs

At the conclusion of the program, all attendees will receive, via mail, an official Letter of Completion issued by the Purdue University awarding 30 hours (3 CEUs -Continuing Education Units) for satisfactory completion of this four-day UID program. These CEUs may be applied toward your Professional Certificate in Industrial Distribution. Contact Dr. Kathy Newton, Department Chair, Industrial Distribution Program, at 765-494-1101 or email kanewton@purdue.edu for more information.

Sunday, March 10, 2013

001 Marketing Strategies

[8:00 am – 11:30 am] Instructor: J. Michael Marks

Content includes market sizing, assessing competitive structures, the basics of STP: Segmenting, Targeting, and Positioning, and the creation of a true marketing function within the firm. The product marketing manager concept will be explored from both economic and best practices perspectives. The program will include a deep dive on sales organization structures including traditional outside and inside sales, telemarketers, technical sales specialists, quotation departments, and other emerging specialty functions. Distributor executives who plan on attending the pricing session in the afternoon will find this content particularly useful.

002 Pricing Strategies

[1:00 pm – 4:30 pm] Instructor: J. Michael Marks

Any meaningful pricing strategy must be based on customer segmentation and this session provides an overview, and an analytical model that helps both manufacturers and distributors choose appropriate strategies. The model will be used to examine various pricing strategies that range from price leadership to value based pricing. The session will dive into pricing policy as the tool of pricing strategy execution. This will include feedback mechanisms to ensure that pricing activity is congruent with pricing policy. Participants will have an opportunity to examine elasticity, inventory velocity, bundling, and transaction size as mechanisms to determine price. The session will wrap with a review of legal issues and market sensing.

NEW 003 The Business of You – Double Your Productivity, Reduce Your Stress and Balance Your Life

[8:00 am – 11:30 am] Instructor: Steve McClatchy

Your life is a product of your decisions. Your criteria for making decisions are at the very core of your effectiveness. Great decision making habits can yield a lifetime of success and achievements while poor ones can keep you stressed, frustrated and out of balance. In this fast paced, interactive and engaging presentation you will learn which decisions bring you success, balance, reduced stress and control and which ones do not. You will also learn how to better manage your to-do list, calendar, contacts, meeting notes and once for all get organized.

NEW 004 Know More! Selling

[1:00 pm – 4:30 pm] Instructor: Sam Richter

Business and sales is all about personal relationships. When you know more about your prospects and clients, you're better able to relate on a personal level, build more meaningful connections, identify triggering events, tailor offerings, and ensure relevancy. Most important, studies show that when you practice sales intelligence, you'll win two times more business! In this dynamic presentation, you will discover: web search secrets that you never thought possible for finding leads, creating lists, uncovering opportunities, and

understanding decision makers; Tips and tricks for using social networks and "hidden" websites as sales and competitive "intelligence agents;" How to use information to make a big-time impression with any prospect, and build deeper relationships with any client. This interactive presentation has a huge "WOW" factor—you will be shocked at what you don't know

005 You can Always Sell More – How to Improve Any Sales Force

[8:00 am – 4:30 pm] Instructor: Jim Pancero

Specifically developed for the experienced sales manager, this information-intensive program will focus on the unique problems and opportunities inherent in managing and leading a group of selling professionals. You will learn proven ideas and the sales management "best practices" to equip you with the skills necessary to increase the sales volume and profitability of your sales team. This program will help you better understand how to manage and motivate your people as well as how to manage and lead your selling process.

006 Creating a Competitive Distinction

[8:00 am – 4:30 pm] Instructor: Tim Underhill

Do your end-user customers consider you a commodity provider, or a solution provider that helps them achieve their business goals? Solution providers enjoy a distinction that creates a competitive advantage, and allows both manufacturers and distributors to charge a premium for their products and services. Unfortunately customers often do not see the solution provider as anything more than a commodity provider because the salesperson does not present their value in a way that creates a competitive distinction. Creating a competitive distinction through the solutions you provide can help you to build relationships with key accounts and improve your overall profitability.

007 Leadership and Delegation for Distribution Managers

[8:00 am – 4:30 pm] Instructor: Peter A. Land

Effective leaders know how to delegate and how to create a leadership environment that reflects in bottom-line gains. You will learn how to employ essential skills and techniques to motivate employees, recognize your individual leadership style, practice the skills you currently possess and help others in developing leadership skills.

008 Differentiating Your Distribution Company – A Winning Strategy

[8:00 am – 4:30 pm]

Instructor: William R. McCleave, Jr., Ph.D.

Manufacturers, distributors, alliances, and marketing groups are wrestling with defining their unique value to customer segments in this struggling economy. How do you differentiate in a marketplace that offers more sourcing alternatives, delivery options, products and service options than ever before? You will learn how to develop an effective offensive strategy clearly separating vital business signals from background noise and then implement a successful action plan. You will receive a proven framework that distributors can use to think strategically about differentiating your firm in your specific and unique market environments.

Monday, March 11, 2013

009 Achieving Effective Inventory Management

[8:00 am – 4:30 pm] Instructor: Jon Schreiber

This one day workshop will go beyond explaining the theory and concepts needed for effective inventory management and will explore "how to" apply inventory practices to achieve results. Included will be an examination of a series of multi-faceted inventory challenges that have been faced by clients before related to: establishing a distribution center, evaluating the cost of implementing new warehouse technology, coping with forced inventory reduction, establishing a successful vendor management inventory program, and differences in domestic and import purchasing.

010 The Power of the Spoken Word

[8:00 am – 11:30 am] Instructor: Steve Boyd

We spend a majority of our time on the job communicating with others; yet rarely give our "spoken words" the attention they deserve. This program will help build your ability to communicate better in a wide variety of situations. Learn to be person-minded in sharing information, and to communicate messages clearly and concisely. This program also teaches techniques for giving effective feedback, speaking in positive ways and handling difficult communication situations. You will even learn tips for remembering names – all great skills whether you're in sales, operations or management!

NEW 011 Stop Marketing Like it's 1999!

[1:00 pm – 4:30 pm] Instructor: Bob DeStefano

For generations, distributors relied heavily on face-to-face selling as the primary driver for new business growth. While the role of the salesperson is still critical, your old tactics are no longer enough to compete in this rapidly evolving marketplace. The changing face and needs of your customers, combined with the rise of online and mobile technologies in the workplace, have rendered your old tactics inadequate. If you're still relying on marketing strategies from the last decade, your company's success may be in question for the next decade. It's time to step up and take action.

012 Improving the Distributor's Bottom Line

[8:00 am – 4:30 pm]

Instructor: Albert D. Bates, Ph.D.

Designed for non-financial managers in every functional area of responsibility of a distributorship, or manufacturing firm, who need an understanding of distributors' profitability. You will learn how to analyze the distributor's business base; perform financial statement analysis; compare distributor profitability; understand fundamentals of asset management; and use of the Strategic Profit Model. All Participants must bring a calculator to class!!

NEW 013 ERP, Cloud & Mobile Convergence – The Trend you Can't Ignore

[8:00 am – 11:30 am] Instructor: Jeff Gusdorf, CPA
Cloud computing offers the possibility of freeing your business from the costs of buying, building and maintaining IT infrastructure. With a computing “on demand” model it's easy to add capacity and only pay for what you're using. Purchases of mobile devices such as smartphones, tablets have become so great that using mobile email, mobile social computing and mobile cloud services have become everyday occurrences. The convergence of Cloud and Mobile computing is becoming an important driver of business processes and is changing the way we do business.

014 Managing the Account Portfolio

[1:00 pm – 4:30 pm]

Instructor: John F. Monoky, Ph.D.

All customers are not created equal, but all deserve a meaningful definition of value that satisfies the needs of both the customer and the distributor. This session is a pragmatic approach to segment and align your sales and service organization to create value and make money from your key, target, maintenance and “why bother” customers. It also looks at the requirements to take care of the unique needs of your firm's strategic accounts.

015 Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive

[8:00 am – 11:30 am] Instructor: J. Michael Marks

This course has been designed for the manufacturer sales territory manager and executive sales management. This territory manager is called by many titles but they are responsible for a geographical area and they manage distribution and end users within this area. They are fundamentally responsible to gain market dominance on their products within their assigned geography. This half day session is designed for experienced sales representatives who want to learn how to be effective channel managers within their territories. The session pulls together content from many sources to address gaining distributor mindshare, managing line and channel conflicts, displacing competitors, determining which distributor to support in a specific situation, and how to do joint planning with distributors. At the end of the session the sales rep will understand why distributors do some things that seem strange.

NEW 016 Mergers and Acquisitions: Threats or Opportunities?

[1:00 pm – 4:30 pm] Instructor: J. Michael Marks

This half day course is designed for distributor and manufacturer executives who are competing in industries that are undergoing industry consolidations. The course is designed to help executives understand the inner workings of deal structures and how the structure affects the new firm's ability to compete in a market. The course starts by analyzing how much distributors are worth and how acquisition deals get structured. Next Mike will walk through water fall charts and describe how value may be created through synergies. The balance of the session will focus on two areas; best practices for acquisition integration and how to compete locally against an acquired competitor or as an acquired competitor.

017 Proving Total Cost Savings

[8:00 am – 4:30 pm] Instructor: Tim Underhill

What is the one thing that every customer is focused on right now? Reducing their operating costs. Manufacturers and distributors both add value through the products and services they provide the end-user customer, but being able to show the dollar savings these value added solutions provide is often difficult. This workshop focuses on developing the skill set for you to demonstrate the total cost savings you provide your end-user customers. What can developing this skill set do for you? Combat margin erosion, retain key accounts and penetrate new accounts. Exercises will include cases for measuring total cost around emergency deliveries, Vendor Managed Inventory (VMI), technical support, product substitutions and more. But more importantly, we will also work through exercises for identifying the value you add, the costs your solutions impact, how to measure the savings your solutions provide and how/where to get the data for proving your value.

Tuesday, March 12, 2013

018 Branch & Operations Management for Distributors

[8:00 am – 4:30 pm]

Instructor: Michael E. Workman, Ph.D.

The key to prospering is to operate your business with the power and clarity that means creating new and efficient systems for branch and operations. Presented are the basic functions of an industrial distributor and how to manage each area of branch operations for the single or multilevel branch organizations. Topics include operations, costs, integrated supply, technology, sales functions, changing roles of managers and employees, and people management — recruitment, retraining, and team building.

019 Sales Performance by Design

[8:00 am – 4:30 pm]

Instructor: John F. Monoky, Ph.D.

A pragmatic approach for managers in setting your firm's market and product priorities for the sales team. Approaches to creative marketing programs will help participants to understand buying centers, pricing policies and perceptions to sell the “bundle of benefits” required by customers. You will learn how to structure and manage a high performing sales team that is capable of effectively and efficiently implementing your organization's market plan.

020 How to Get Paid for Service Value

[8:00 am – 4:30 pm]

Instructor: D. Bruce Merrifield, Jr.

If you are tired of shooting or meeting prices on commodity products that — even if successful — will keep/ win profitless or unprofitable business, then send you need to attend “Service Improvement Champion (or your team)” to this all-day session. You will learn: 1) How to define service value equations (metrics) for each niche of customers that you want to dominate. 2) How to re-engage all employees into making best service value solutions happen. 3) How to get “last-look plus two points”; or, broaden the selling conversation into

a partnering proposal with key customers to capture 100% share of customer with a win-win, value-chain solution. 5) How to use over 300 educational YouTube video clips created and posted by Bruce to educationally follow-up on all that is covered (an more) in the course. Get the passion, strategy, plays and take-home tools to dramatically improve sales and profits through targeted service-value creation and selling.

021 Planning and Managing the Distributorship for Greater Profits

[8:00 am – 4:30 pm] Instructor: Don A. Rice, Ph.D.

Designed for branch, operations, sales and marketing managers who take an active role in determining the future success of their business units. Coverage will include how to make a 30% annual return on investment through profit planning, maximizing asset turns, controlling allowable expenses and developing a profit plan to bank 30 cents on every margin dollar as pre-tax profits. Manufacturers who attend will also learn how to interact more effectively with their distributors. A calculator is needed for this course!

022 Hiring the Right Salespeople

[8:00 am – 11:30 am] Instructor: Joe Ellers

This seminar will provide you with processes providing sales managers with skills and tools for hiring salespeople. The course covers the kinds of salespeople you need — which differs based upon the type of job you have; the ways to find qualified candidates; the “right” ways to interview and hire; and the best ways to integrate your new hires into your organization — so you don't have to fire them in a few months.

023 Improving Profitability thru Joint Sales Calls

[1:00 pm – 4:30 pm] Instructor: Joe Ellers

You will learn to improve the joint sales call process. This session will provide sales managers for manufacturers, distributors, and representatives with specific tools to improve the most key aspect of sales — the call. You will learn how to use the diagnostic tools that are proven feedback mechanisms to immediately help the salespeople, as well as provide the manager with information and processes needed to drive their training and development efforts.

024 Value Added Selling

[8:00 am – 4:30 pm] Instructor: Tom Reilly

Highly effective training model encouraging salespeople to embrace the value added, customer-oriented sales philosophy with the message that you can compete successfully at the highest levels in an industry without being the cheapest. This session will include how to become a value-added salesperson, developing an in-depth understanding of your firm's value added, identifying and fully penetrating value added target accounts, building stronger relationships with customers, and resolving price objections.

Wednesday, March 13, 2013

025 Personnel Productivity Improvement

[8:00 am – 4:30 pm]

Instructor: Kathryn A. Newton, Ph.D.

Distribution is a people intensive business and one of the most important challenges for managers in today's tough business environment is enhancing employee productivity. You will learn how to take a "systems" viewpoint of the organization; learning tools to identify productivity gaps in your firm and working towards a balance for employee activities such as hiring and training, compensation, performance evaluation and career development. Learn how these elements should work together effectively toward building a productive and loyal workforce. Topics will include how to improve hiring, firing, and motivating employees, supervisory skills, as well as practical tips for dealing with legal pitfalls in human resource management, and dealing with "difficult employees."

026 Creating a Winning Marketing Plan

[8:00 am – 11:30 am]

Instructor: Daniel McQuiston, Ph.D.

All successful businesses have a structured plan for marketing their products. Those firms who attempt to exist without such a plan are doomed to minimal success or even failure. In this presentation Dr. McQuiston outlines his 10-Step Marketing plan which all firms, large and small, can implement to increase their chances for success.

027 Increasing Your Sales Force's 'EQ'

[1:00 pm - 4:30 pm]

Instructor: Daniel McQuiston, Ph.D.

An increasing amount of research has shown that how smart a person is – their IQ – is only responsible for about 10% of their success in business. Instead, the vast majority of business success can be traced to an individual's *emotional intelligence* – EQ – the extent to which he understands himself, understands others, and uses that understanding in business dealings. Nowhere in business is the importance of EQ more prevalent than in sales. The better a salesperson can understand their customer, the better their chances for success. In this session, Dr. McQuiston talks about EQ, how to better understand yourself, and most importantly how to better understand and approach your customers.

028 Negotiation Skills for Distributors

[8:00 am – 4:30 pm] I

Instructor: Michael Schatzki

This seminar/workshop teaches you how to improve your bottom line profitability. The focus is on sales, purchasing and other negotiations that will have a measurable impact on your profits. The Negotiation Dynamics System provides a powerful set of tools that will give you a real negotiating edge at the same time maintaining positive, long-term relationships. You will learn how to effectively manage the negotiation process, read what the other party is doing, adjust negotiating tactics to each situation, achieve the outcome you need and still create a win-win for everyone.

029 New Process of Distribution Sales Management

[8:00 am – 4:30 pm]

Instructor: Joseph C. Ellers

How to work with salespeople to focus on successful activities to increase profits through formalized planning processes, sales tools, territory management, and compensation plans that dovetail to direct daily sales activities. You will learn how to translate company goals into sales strategies creating territory management plans for the "opportunity backlog."

030 Fundamental Business Skills and Leadership Training for Today's Distribution Branch Manager

[8:00 am – 4:30 pm] **Instructor: Jim Ambrose**

This is an intense One Day Think and Do Workshop for the Branch Manager. The Workshop will provide tools to improve market knowledge, be more effective at directing the sales organization and to create a branch team that looks for ways to provide value to the customer.

031 Creating Shareholder Value in Wholesale Distribution

[8:00 am – 4:30 pm] **Instructor: Steve Deist**

This course is aimed at senior managers and executives (and those who aspire to these positions). It is based on ground breaking industry research conducted by the author and his firm. It concludes that successful distributors have moved beyond a sales driven paradigm to become market driven and strategically led. The adoption of a market driven value creation strategy can yield significant and rapid financial benefits. These returns derive from both competitive advantage (i.e. the ability to extract a premium from the market) and, perhaps less obviously, improved execution and productivity. This session will arm participants for the current economic environment by showing them how to develop and execute successful strategies. It emphasizes practical tools that participants can put to use immediately.



SCHEDULE AT-A-GLANCE

Sunday, March 10, 2013

- 001 Marketing Strategies - Morning
- 002 Pricing Strategies - Afternoon
- 003 The Business of You – Double Your Productivity, Reduce Your Stress and Balance Your Life – Morning **NEW**
- 004 Know More! Selling – Afternoon **NEW**
- 005 You can Always Sell More – How to Improve Any Sales Force
- 006 Creating a Competitive Distinction
- 007 Leadership and Delegation for Distribution Managers
- 008 Differentiating Your Distribution Company – A Winning Strategy

Monday, March 11, 2013

- 009 Achieving Effective Inventory Management
- 010 The Power of the Spoken Word - Morning
- 011 Stop Marketing Like it's 1999! – Afternoon **NEW**
- 012 Improving the Distributor's Bottom Line
- 013 ERP, Cloud & Mobile Convergence – The Trend You Can't Ignore - Morning **NEW**
- 014 Managing the Account Portfolio - Afternoon
- 015 Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive - Morning
- 016 Mergers and Acquisitions: Threats or Opportunities? Afternoon **NEW**
- 017 Proving Total Cost Savings

Tuesday, March 12, 2013

- 018 Branch & Operations Management for Distributors
- 019 Sales Performance by Design
- 020 How to Get Paid for Service Value
- 021 Planning and Managing the Distributorship for Greater Profits
- 022 Hiring the Right Salespeople - Morning
- 023 Improving Profitability thru Joint Sales Calls Afternoon
- 024 Value Added Selling

Wednesday, March 13, 2013

- 025 Personnel Productivity Improvement
- 026 Creating a Winning Marketing Plan - Morning
- 027 Increasing Your Sales Force's 'EQ' - Afternoon
- 028 Negotiation Skills for Distributors
- 029 New Process of Distribution Sales Management
- 030 Fundamental Business Skills and Leadership Training for Today's Distribution Branch Manager
- 031 Creating Shareholder Value in Wholesale Distribution

REGISTER

Name: _____ Nickname: _____ Company: _____

Business Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

CHECK ONE: ☐ Distributor ☐ Manufacturer ☐ Other **HAVE YOU ATTENDED A PRIOR UID PROGRAM?** ☐ Yes ☐ No

TITLE: Check the **one** that most approximates your responsibilities: ☐ Sales/Sales Management ☐ Executive Management ☐ Finance ☐ Marketing ☐ Operations/Administration
☐ Manufacturer's District Manager ☐ All of the Above ☐ Other _____

AGE: ☐ Under 30 ☐ 30-40 ☐ 40-50 ☐ 50+ **LENGTH OF INDUSTRY SERVICE:** ☐ Less than 5 years ☐ 5-10 years ☐ 10-15 years ☐ 15-20 years ☐ 20+ years

TUITION: To take advantage of the Early Registration Discount, your registration must be **postmarked, faxed or submitted online by January 11, 2013.**

BY January 11, 2013: ☐ Association Member – US \$995 ☐ Non-Member – US \$1,995 **AFTER January 11, 2013:** ☐ Association Member – US \$1,195 ☐ Non-Member – US \$2,095

PLEASE INDICATE A FIRST AND SECOND CHOICE FOR EACH DAY.

(Write "1" for first. Write "2" for second.) Limited Space is Available. Classes fill up quickly.

SUNDAY, MARCH 10

- __001 – Marketing Strategies - Morning
- __002 – Pricing Strategies - Afternoon
- __003 – The Business of You – Double Your Productivity, Reduce Your Stress and Balance Your Life - Morning **NEW**
- __004 – Know More! Selling – Afternoon **NEW**
- __005 – You can Always Sell More – How to Improve Any Sales Force
- __006 – Creating a Competitive Distinction
- __007 – Leadership and Delegation for Distribution Managers
- __008 – Differentiating Your Distribution Company – A Winning Strategy

MONDAY, MARCH 11

- __009 – Achieving Effective Inventory Management
- __010 – The Power of the Spoken Word - Morning
- __011 – Stop Marketing Like it's 1999! – Afternoon **NEW**
- __012 – Improving the Distributor's Bottom Line
- __013 – ERP, Cloud & Mobile Convergence – The Trend you Can't Ignore – Morning **NEW**
- __014 – Managing the Account Portfolio - Afternoon
- __015 – Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive - Morning
- __016 – Mergers and Acquisitions: Threats or Opportunities? – Afternoon **NEW**
- __017 – Proving Total Cost Savings

TUESDAY, MARCH 12

- __018 – Branch & Operations Management for Distributors
- __019 – Sales Performance by Design
- __020 – How to Get Paid for Service Value
- __021 – Planning and Managing the Distributorship for Greater Profits
- __022 – Hiring the Right Salespeople - Morning
- __023 – Improving Profitability thru Joint Sales Calls - Afternoon
- __024 – Value-Added Selling

WEDNESDAY, MARCH 13

- __025 – Personnel Productivity Improvement
- __026 – Creating a Winning Marketing Plan - Morning
- __027 – Increasing Your Sales Force's 'EQ' - Afternoon
- __028 – Negotiation Skills for Distributors
- __029 – New Process of Distribution Sales Management
- __030 – Fundamental Business Skills and Leadership Training for Today's Distribution Branch Manager
- __031 – Creating Shareholder Value in Wholesale Distribution

PLEASE identify your association (see below) _____

PAYMENT (in US Dollars)

- ☐ Check enclosed - made payable to Association Education Alliance
- ☐ Charge to my: ☐ VISA ☐ MC ☐ AMEX ☐ Discover

Account # _____ Exp. Date _____

Verification Code: (see code on back of credit card) _____

Name on Card _____

Signature _____

IMPORTANT DEADLINES

January 11, 2013 - Early Bird Registration. Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.

February 15, 2013 - Hotel Reservation deadline. Reservations must be made directly with the hotel prior to 5 p.m. Central Time to receive the UID rate.

February 22, 2013 - Registration deadline. All applications received after this date will be handled on a case-by-case basis.

GENERAL RULES AND REGULATIONS:

1. A separate form must be completed for each registrant. Make additional copies if needed. Registrations will not be accepted by telephone.
2. Payment must accompany your registration. Make checks payable to AEA or Association Education Alliance, LLC.
3. Include credit card information and signature if you are registering by fax.
4. Registrants will receive confirmation of their course selections prior to the start of classes. Review your confirmation carefully and inform the UID office immediately of any errors. NO course changes will be honored on site!
5. Courses may be cancelled due to lack of enrollment. You will be notified of any changes.

CANCELLATION POLICY Cancellations must be received **in writing** by February 15, 2013. UID will refund the cost of tuition minus a processing fee of US \$100. No refunds will be given after this date. A substitute registrant may be sent.

MAIL COMPLETED REGISTRATION FORM TO:

105 Eastern Avenue, Suite 104 Annapolis, MD 21403 or Fax to 410-263-1659

Or, register online at www.univid.org. Due to the high volume of registrations, we are unable to acknowledge receipt of faxed forms – please do not call. Your confirmation will be emailed within one week of receipt of your registration form. Online registrations will automatically receive a confirmation.

SPONSORS

AHTD	Association for High Technology Distribution
ASA	American Supply Association Education Foundation
AVDA	American Veterinary Distributors Association
BSA	Bearing Specialists Association
CIPH	Canadian Institute of Plumbing & Heating
ECIA	Electronic Components Industry Association
EFC	Electro-Federation Canada
FEDA	Foodservice Equipment Distributors Association
FISA	Food Industry Suppliers Association
FPDA	The FPDA Motion & Control Network
GAWDA	Gases and Welding Distributors Association
HARDI	Heating Airconditioning & Refrigeration Distributors International
IAPD	International Association of Plastics Distributors
ISA	Industrial Supply Association
ISD	International Sealing Distribution Association
ISSA	International Sanitary Supply Association
MHEDA	Material Handling Equipment Distributors Association

NACD	National Association of Chemical Distributors
NAED	NAED Education & Research Foundation
NAFCD	North American Association of Floor Covering Distributors
NAHAD	The Association for Hose & Accessories Distribution
NAWLA	North American Wholesale Lumber Association
NBMDA	North American Building Material Distribution Association
NFDA	National Fasteners Distributors Association
NIBA	The Belting Association
NPTA	NPTA Alliance
OPEESA	Outdoor Power Equipment and Engine Service Association
PEI	Petroleum Equipment Institute
PIDA	Pet Industry Distributors Association
PTDA	Power Transmission Distributors Association
SHDA	Security Hardware Distributors Association
STAFDA	Specialty Tools & Fasteners Distributors Association
WF&FSA	Wholesale Florist & Florist Supplier Association