

Name: _____ Nickname: _____
 Company: _____
 Business Address: _____
 City/State/Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Cell: _____

CHECK ONE: Distributor Manufacturer Other
HAVE YOU ATTENDED A PRIOR UID PROGRAM? Yes No
DO YOU PLAN TO ATTEND THE UID HAPPY HOUR ON SUNDAY EVENING? Yes No

TITLE: Check the one that most approximates your responsibilities.
 Sales/Sales Management Executive Management Finance
 Operations/Administration Manufacturer's District Manager Marketing
 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, 2017.

By January 11, 2017: Association Member - US \$1,095 Non-Member - US \$2,095
After January 11, 2017: Association Member - US \$1,295 Non-Member - US \$2,195

PAYMENT (in US Dollars)

Check enclosed (payable to Association Education Alliance) Total \$ _____
 Charge to my: VISA MC AMEX Discover

Account # _____ Exp. Date _____

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

Name on Card _____

Signature _____

Address _____ Zip _____

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 13, 2017. 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.

SUNDAY, MARCH 5, 2017

- ~~001 Finding the Balance in Branch Management: People, Product and Profitability (a.m.)~~
- ~~002 The Foundations of Leadership, They KNOW it when They SEE it (p.m.)~~
- 003 Feedback with Impact (a.m.) **NEW**
- 004 Know More! Selling (p.m.)
- 005 SWAT Team Selling - Leading Your Team to a Competitive Advantage
- 006 Creating a Competitive Distinction
- 007 Crossing the Chasm from Lifestyle Management to Professional Management (a.m.)
- 008 Managing in Turbulent Times (p.m.)
- 009 Differentiating Your Distribution Company - A Winning Strategy
- 010 How Do They Do That: Secret Tech Weapons for Work and Home (a.m.)
- 011 Women Mean Business (p.m.) **NEW**

MONDAY, MARCH 6, 2017

- 012 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace (a.m.)
- 013 Decide: Work Smarter, Reduce Your Stress, and Lead by Example (p.m.)
- ~~014 Leaders are not Born. They are Built. (a.m.)~~
- 015 Branch & Operations Effectiveness for Distributors, Part 1 (p.m.)
- 016 Improving the Bottom Line
- 017 Inside Sales 101 (a.m.)
- 018 The Power of the Spoken Word (p.m.)
- 019 Mergers & Acquisitions: How They Affect the Competitive Landscape (a.m.)
- 020 Big Data Analytics for the Wholesale-Distributor (p.m.) **NEW**
- 021 Proving Total Cost Savings
- 022 Mastering the Five Most Critical Skills for Selling Success

TUESDAY, MARCH 7, 2017

- ~~023 Branch & Operations Effectiveness for Distributors, Part 2 (a.m.)~~
- 024 Stop Marketing Like It's 1999! (p.m.)
- 025 Sales Performance for Distributors
- 026 How to Get Paid for Service Value
- 027 Planning & Managing the Distributorship for Greater Profits
- 028 Hiring the Right Salespeople (a.m.)
- 029 Improving Profitability Thru Joint Sales Calls (p.m.)
- 030 Value - Added Selling
- 031 Shift Happens: How to Build an E-Commerce Platform for Distribution and Wholesale (a.m.)
- ~~032 The Power of Focus: Strategic Planning for Distributors (p.m.)~~

WEDNESDAY, MARCH 8, 2017

- 033 Personnel Productivity Improvement
- 034 Creating a Winning Marketing Plan (a.m.)
- 035 Increasing Your Sales Force's 'EQ' (p.m.)
- ~~036 Negotiation Skills for Distributors~~
- 037 New Process of Distribution Sales Management
- 038 Managing the Account Portfolio (a.m.)
- 039 Vital Planning Disciplines for Sales Professionals (p.m.)
- 040 Troubleshooting Inventory Replenishment (a.m.)
- 041 Effective Warehouse Operations (p.m.)
- 042 Marketing Strategies (a.m.)
- ~~043 Pricing Strategies (p.m.)~~

PRESENTED BY



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.

IMPORTANT DEADLINES

January 11, 2017 - Early bird registration. Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.
February 13, 2017 - Hotel reservation and cancellation deadline. Reservations must be made directly with the hotel prior to 5 p.m. Central Time to receive the UID rate.
February 17, 2017 - Registration deadline. All applications received after this date will be handled on a case-by-case basis.

SPONSORS

- AHTD Association for High Technology Distribution
- ASA American Supply Association Education Foundation
- AVDA American Veterinary Distributors Association
- BSA Bearing Specialists Association
- CDA Convenience Distribution 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
- HRAI The Heating, Refrigeration and Air Conditioning Institute of Canada
- IAPD International Association of Plastics Distributors
- ISA Industrial Supply Association
- ISD International Sealing Distribution Association
- ISSA The Worldwide Cleaning 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
- NMDA National Marine Distributors 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
- RPA Retail Packaging Association
- SHDA Security Hardware Distributors Association
- STAFDA Specialty Tools & Fasteners Distributors Association
- TCATA Textile Care Allied Trades Association
- WF&FSA Wholesale Florist & Florist Supplier Association
- WMA World Millwork Alliance