uid 2018

MARCH 11-14, 2018

JW MARRIOTT INDIANAPOLIS, IN



PRESENTED BY

ASSOCIATION FOR HIGH TECHNOLOGY DISTRIBUTION AHTD

WITH THE SUPPORT OF

PURDUE UNIVERSITY

UNIVERSITY OF innovative distribution

Educating the Supply Chain

uid 2018

LIMITED ENROLLMENT
REGISTER TODAY!

REGISTRATION DESK HOURS

Saturday: 5pm - 7pm (2nd Floor near Starbucks)

Sunday - Tuesday: 7am - 4:30pm (White River Ballroom Foyer, 1st Floor)

The University of Innovative Distribution is a concentrated educational program focused on the unique needs of the wholesale distribution industry. 2018 marks the 25th year that UID has been serving the supply chain. Known worldwide for excellence in education, UID is sponsored by the leading distribution professional associations, in cooperation with the Department of Technology Leadership and Innovation of Purdue University. Working together, these groups take great pride in providing a superior learning experience.

PURDUE CERTIFICATE IN INNOVATIVE DISTRIBUTION

At the conclusion of the program, all attendees will receive an official Letter of Completion 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 Innovative Distribution. As a distribution professional, the Purdue University Certificate recognizes your achievements and commitment to continuing education. The certificate is awarded upon completion of 90 hours (9 CEUs) of approved coursework. A minimum of 30 hours must be earned through UID participation. Additional credits may be derived from courses taken independently or through your trade association. Contact Dr. Kathy Newton, Coordinator, University of Innovative Distribution, at kanewton@purdue.edu for more information.

WHICH COURSES ARE RIGHT FOR ME?

Along with the course descriptions found in this brochure, please visit www.univid.org for additional information on each course, including the instructor's notes indicating who the course is primarily designed for, and who would gain the most from attending (job titles, level of experience, etc.). We suggest you use this as a guide when selecting each of your courses.

WHO SHOULD ATTEND?

CEO's, Branch Managers, Sales & Marketing Managers, Purchasing Managers, Sales Personnel, Human Resources Directors, Operations Managers, Manufacturer's Personnel working with Distributors, Inventory Managers and Training Managers will all benefit from attending UID.

UID WELCOME HAPPY HOUR

Plan to join the UID faculty and staff at a Welcome Happy Hour, to be held at the High Velocity Sports Bar in the JW Marriott, Sunday, March 11 from 5:00 pm - 6:00 pm. Relax and unwind after your first day of class with cocktails, appetizers and networking.

MEALS

For your convenience, the registration fee includes a continental breakfast, a buffet style lunch, and light morning and afternoon snacks from Sunday, March 11 through Wednesday, March 14. Dinner is on your own each night.

COURSE MATERIALS

Each registrant will receive materials onsite for each course they have selected. This will include worksheets, 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. The 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

Registrants are not permitted to change course selection onsite. Each attendee's confirmed class numbers will appear on your name badge and may be checked at the door. Attire at UID is business casual. Average March temperature in Indianapolis is 40-45˚ F.

FULL INFO AND ONLINE REGISTRATION AT **UNIVID.ORG**



JW MARRIOTT INDIANAPOLIS HOTEL

10 S West Street
Indianapolis, IN 46204
Phone: 317-860-5800

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

To receive the special hotel rate of $182 single/double (plus appropriate taxes), please identify yourself with the University of Innovative Distribution (UID) when making your reservation. Registrants are responsible for making their own hotel reservations directly with the hotel to receive this special rate. Reservations made after February 16, 2018 will be at the hotel's discretion regarding availability and rate. **Sleeping rooms are limited and sold out early last year. Please make your reservations as soon as possible.**

COURSE DESCRIPTIONS

SUNDAY, MARCH 11

001. Finding the Balance in Branch Management [AM]

8:00 am – 11:30 am
Instructor: Jason Bader

This half day course is all about building a profitable branch location. Managers of these locations need to understand how to lead their team down the path of profitability. It starts with getting everyone on the same page so that the location can provide a superior customer service experience. At the same time, the manager needs to be accountable to the asset they have responsibility over. This is the balancing act of every effective branch manager. In this session, we will cover the basics of coaching, managing, and driving your way to profitable location growth.

002. The Foundations of Leadership, "They" KNOW it when "They" SEE it! [PM]

1:00 pm – 4:30 pm
Instructor: Gail Alofsin

Wherever you are on the "leadership ladder," this seminar will help you cultivate the characteristics, skills and vision you need to lead people. The Foundations of Leadership is a powerful leadership training seminar that focuses on developing skill sets that assist participants in becoming stronger, more confident and respected leaders and managers. Focused on the importance of internal and external leadership perception and the foundations that lead to effective execution, this seminar will also review "Best Practices" in both written and verbal communication.

003. Feedback with Impact [AM]

8:00 am – 11:30 am
Instructor: Jill Geisler

Leadership and management expert Jill Geisler sees it everywhere she teaches: Employees are hungry for more and better feedback than they currently receive — and she's on a quest to fill that gap. In this fun and interactive two-part adventure, you'll discover practical tools you can put to use tomorrow. Here's the plan:

Part One: Great Bosses Wear Feedback Glasses: How to double the amount of valuable feedback you provide your team, without adding hours to your day.

Part Two: Tough Conversations, Top Outcomes: After you've become a rock star at giving positive feedback, it's even easier to tackle those tough conversations you dread. We'll deal with real life situations in real time demonstrations.

004. Know More! Selling [PM]

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!

005. Value-Added Selling

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

Value-Added Selling is a content-rich message of hope. It is a philosophy as well as a go-to-market strategy. When salespeople adopt the Value-Added Selling philosophy and apply its strategies and tactics, they will compete aggressively and profitably in their markets. Attendees will learn how to change the conversation from price to value, frame exciting and positive sales messages, and get credit for the value they add.

006. Creating a Competitive Distinction

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

In today's market, strategic customers want more than just the lowest price. They want a supplier (distributor or manufacturer) that can help them reduce their total operating cost, improve efficiency and achieve a competitive advantage with their customers. Suppliers that can provide solutions and sell them effectively can enjoy a distinction that creates a competitive advantage, and allows both manufacturers and distributors to charge a premium for their products and services. This workshop focuses on:

- What initiatives your strategic customers are pursuing and why
- What distributors and manufacturers are doing to align with these strategic accounts
- Identifying the solutions you provide that can help you align yourself with your customer
- How you can better sell your solutions and become the supplier of choice
- Solution Selling focuses on how your solutions impact the customer's Total Cost, Objectives, Risk and Performance
- How to identify who you should be selling to (who really cares about what you have to offer)
- How to approach the people who care about the solutions you have to offer.

NOTE: this class does not focus on measuring Total Cost Savings. However, the Proving Total Cost Savings class the following day focuses solely on the measurement aspect of the value you add.

007. Sustaining Growth: Making the Leap from Lifestyle to Professional Management [AM]

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

The vast majority of distribution businesses are run by a senior executive who is also the majority shareholder. These owner-operator businesses vary in size from small entrepreneurial firms to those with over one billion in revenue. Many lifestyle managed firms attempt to adopt professional management practices, often with limited success. This course is focused on helping the senior executive to make a distinction between the two approaches and to make an informed choice as to which approach is best in a given situation. For those deciding to make a change, this course provides participants with a high level roadmap to manage the change process along with a checklist of pitfalls and personal pain points for the owner. Much of the course is discussion with many examples of firms who have been successful, and not so successful, in the transition.

008. Distribution in a Post Amazon World [PM] NEW

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

Digital changes everything but there are still many changes ahead. There will be digital versions of relationship and trust, there will be digital versions of order fulfillment and service, and there will be digital versions of capital structures and cash, and perhaps even Bitcoin. There will even be digital versions of companies. Yet, we are still analog beings living in an ever increasing digital world. There will still be customers and distributors and suppliers, but all will likely operate very different than today. This session explores the forces of changes at work and explores several scenarios that may occur as a result.

009. Differentiating Your Distribution Company – A Winning Strategy

8:00 am – 4:30 pm
Instructor: William R. McCleave, Jr., PH.D.

Distributors and their suppliers wrestle with a constantly changing world of big challenges and promising opportunities. As customers seek better supply alternatives and competitors increase their efforts, differentiation becomes essential for survival. Great distribution firms in the future will focus on customer and market arenas where they can provide world class performance and unique value.

These firms will be recognized by differences in at least four key areas: the strategic position they assume in the marketplace, by their message systems, their operational performance and by their value proof systems. Differentiation attempts are common among distributors but few receive high grades and customer recognition in all four of these interlinked areas. Many past efforts have led to confusion through complexity. Understanding the dimensions of differentiation, benchmarking high performance firms, and following a process to significantly enhance achievement in these four areas, will build sustainable customer partnerships and market leadership for distributors who want to be different!

010. Mastering How Do They Do That: Secret Tech Weapons for Work and Home [AM]

8:00 am – 11:30 am
Instructor: Beth Ziesenis

What if you could whip up a graphic to share on social media in a matter of seconds? Or schedule a meeting without having to send three dozen emails to find a time everyone could meet? Or collaborate with remote colleagues on a critical document with just a couple of clicks? And what if you could pull all this off without spending a dime?

COURSE DESCRIPTIONS

Join Your Nerdy Best Friend, aka Author Beth Ziesenis, to discover how to use free and bargain technology tools you never knew existed to create professional quality graphics, get organized and become awesome. This high-energy session will give you 30+ tools that will leave people asking, "How DO they do that?"

- Discover technology to bring your office and virtual teams together
- Set up systems to increase efficiency and get things done
- Become a leader in the office with efficient (and cool) productivity tools
- BONUS! Bring your device for hands-on playtime

011. Actually I Can… The Soft Skills of Leadership! [PM] NEW

1:00 pm – 4:30 pm
Instructor: Judy Hoberman

When you think about leadership, what skills immediately come to mind? Perhaps strategy, negotiations, education, technical knowledge, communication, power and presence? While those are extremely important qualities to have, studies have shown that soft skills are even more important in leadership than the hard skills we have grown accustomed to. While hard skills will get you the job, it's the soft skills that will get you to the top.

MONDAY, MARCH 12

012. Preparing for 2020 — The Manager's Guide to Dealing with the New Workplace [AM]

8:00 am – 11:30 am
Instructor: Kathryne A. Newton, Ph.D.

Managing good talent has never been easy, but the rapid pace of change is going to make this even more challenging. Is your organization ready for it? Includes dealing with a variety of generations, and communicating in a virtual world. Good for all levels of managers and supervisors.

013. Decide: Work Smarter, Reduce Your Stress, and Lead by Example [PM]

1:00 pm – 4:30 pm
Instructor: Steve McClatchy

What shapes a leader's outcome, career and life? The criteria we all use for making decisions drive our performance and our effectiveness as leaders. Great decision-making habits yield a lifetime of achievements and success. Poor habits keep us stressed, frustrated, and forever out of balance.

014. Leaders are not Born. They are Built! [AM]

8:00 am – 11:30 am
Instructor: Randy Disharoon

General Patton declared, "Lead me, follow me, or get out of my way!" Designed for company Executives and Sales/Branch Managers, this highly interactive course introduces the four phases of leadership development – Build Within, Build Around, Build Up and Build Out. Participants will leave empowered to communicate a compelling vision, create a high performance culture, and sustain the winning pace.

015. Branch & Operations Effectiveness for Distributors, PART I [PM]

1:00 pm – 4:30 pm
Instructor: Mike Workman

As merchant wholesalers, the functions of distribution are well defined. They include physical distribution, operations, purchasing, sales, and various forms of service. Branch management historically focused on cost control, inventory control, technology implementation and utilization, multiple and varied sales functions, supplier interface, scheduling, and people development and management — including recruitment, retraining, and team building.

Today and tomorrow, all those functions remain relevant, but priorities change with strategies, output changes with tactics, and uncertainty amplifies the manager's decision-making abilities.

In this first session we'll examine the interaction of the basic functions, methods for prioritizing and measuring branch output, techniques for becoming more effective at demand creation and demand response, and provide options for personal and professional growth.

016. Improving the Bottom Line

8:00 am – 4:30 pm
Instructor: Albert D. Bates, Ph.D.

Only about 10% of all companies make as much profit as they should. This is true across almost all industries. The "Improving the Bottom Line" session will demonstrate how to improve your financial results — not just a little, but a lot. The program emphasizes two essential concepts: "Planning Profits First" and "Setting Profit Priorities." The first of these topics will focus on treating profit as the first element of the plan that should be developed each year. In most cases profits are simply viewed as what is left over after everything else has been covered. As a result, profits are never adequate. With a profit-first approach, all of the other elements of the planning process will revolve around reaching that profit goal.

The second topic relates to putting effort where there is the greatest potential pay-off. Too many firms waste their time and energy in areas that do not dramatically improve results. For example, this program will help you understand whether it is better to raise margins or raise sales and by how much. As a result, you will be able to focus your efforts in proportion to the potential return.

017. Inside Sales 101 [AM]

8:00 am – 11:30 am
Instructor: Paul Reilly

High-performance companies use analytic techniques to target high-potential accounts and identify market share opportunities. This session covers industry best practices for building a market plan — one based on market segmentation and analysis, share metrics and predictive lead generation techniques — to drive top and bottom-line revenue.

This half-day workshop delivers the tools plus the how-to guide to significantly improve your company's sales and marketing process by identifying where to focus limited resources on the highest potential leads, prospects and opportunities. This hands-on session covers each of the fundamental building blocks needed to identify and target the highest potential accounts, customer segments and territories to increase wallet share with existing customers and significantly increase conversion rates for prospects.

018. The Successful Manager's Toolkit [PM] NEW

1:00 pm – 4:30 pm
Instructor: Linda Larsen, CSP, CPAE

You wouldn't dream of undertaking any kind of a building project without a complete tool kit to insure the job is done correctly. And this is especially true if your goal as a manager is to build a team that is positive and highly productive, quickly solves problems and provides stellar customer service. In this fast-paced, workshop you will get all the tools you need to dramatically improve your bottom line. You'll leave knowing how to provide the kind of service that will create loyal, happy customers for life and make them want to scream your praises to anyone who will listen. You'll learn how to think in more innovative and creative ways in order to find solutions to many of your most annoying challenges. You'll also discover how to effectively deal with your most difficult employees and customers and de-escalate disagreements before they become problematic.

019. Mergers & Acquisitions: How They Affect the Competitive Landscape [AM]

8:00 am – 11:30 am
Instructor: J. Michael Marks and Jim Miller

This half-day morning 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 how these activities change the competitive landscape. Bigger is often not better, but it is always different. The course starts with a dive into changes driven by distributor M&A activity. The session will provide ample time for group discussions around two perspectives. First, how do you compete in your market when one of your major competitors is acquired? The second focus is what are the best practices for individual managers when your firm is acquired?

The course is an introduction that provides a broad perspective on the economics and how they change in a market as a result of M&A activity. The course will examine distributor alternatives when a major supplier becomes an acquirer or an acquiree. The examination will include best and worst practices used by suppliers when integrating an acquisition and how it affects their distribution channel.

020. Big Data Analytics For Wholesale-Distributor [PM]

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

This course is focused on practical examples and useful models to improve decision making with big data for today's distributor. It is

about how to start, not theory, and it does not require a new software package to play. Part one starts with a list of challenges and how to mine and analyze data to gain insight. There will be a focus on generating organic growth. Part two is to help discern what customers have been telling you by their actions and transaction history. Gaining insight provides opportunities to improve the customer experience.

021. 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 (save the customer money) 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 customers by:

- Understanding the business case for you to document the savings your solutions provide: Increased Sales, Improved Margins, and Customer Loyalty
- Identifying how your solutions impact your customer's profitability (how you save them money beyond price)
- Learning how to measure the saving
- Working through three case studies on measuring and reporting savings
- Discussing how to implement a value added documentation initiative within your company
- Reviewing value added savings reports
- Learning how to make Total Cost Savings proposals

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.

022. SWAT Team Selling — Leading Your Team to a Competitive Advantage
8:00 am – 4:30 pm
Instructor: Jim Pancero

This advanced one day program will focus on only one topic... how to increase your team's competitive advantage and profitability by increasing their strategic selling skills, tactical account planning and active coaching.

By attending this one day training program you will learn how to convert your "independent gunfighters" into a "Selling SWAT Team" with proven structures, processes and ongoing account coaching.

There will be time for attendee questions throughout the class. An extensive program workbook with sample coaching agenda and tracking forms will be provided to all attendees.

TUESDAY, MARCH 13

023. Branch & Operations Effectiveness for Distributors PART II [AM]
8:00 am – 11:30 am
Instructor: Michael E. Workman, Ph.D.

As merchant wholesalers, the functions of distribution are well defined. They include physical distribution, operations, purchasing, sales, and various forms of service. Branch management historically focused on cost control, inventory control, technology implementation and utilization, multiple and varied sales functions, supplier interface, scheduling, and people development and management — including recruitment, retraining, and team building.

In this second session we'll continue examining the interaction of the basic functions, methods for prioritizing and measuring branch output, techniques for becoming more effective at demand creation and demand response, and provide options for personal and professional growth.

024. 7 Keys to B2B Online Marketing Success! [PM] NEW
1:00 pm – 4:30 pm
Instructor: Bob Destefano

Distributors and manufacturers understand the importance of online marketing for their current and future success. Unfortunately, most have only achieved modest success from their online marketing investments. What they are missing is the proven formula for success and this session will show you how to implement the 7 key elements of a successful B2B online marketing strategy. You will learn a proven approach to harness the power of an integrated marketing system including: a results-focused strategy, content marketing, search engine marketing, a customer-focused website, social media marketing, email marketing and web analytics. This system will continually generate new sales, increase business from existing customers and maximize the return from your marketing investments.

- How to increase your leads by 3x to 10x — by implementing a few simple strategies
- The #1 mistake made on most B2B websites and how to make sure you avoid it
- The key elements of a successful B2B online marketing strategy
- How to integrate e-commerce into your sales process without breaking the bank
- How to boost your leads and sales while reducing your marketing budget
- How to establish a repeatable process to generate new business online.

025. Sales Performance by Design
8:00 am – 4:30 pm
Instructor: John Monoky

This dynamic, interactive and intensive program focuses on developing sales organizations with the flexibility, effectiveness and efficiency needed to thrive in a customer-oriented and turbulent environment. The successful sales leader has discovered that integrating the sales function with the company's market plans increases productivity and maximizes profits. The principles presented in this program for developing a strategically oriented sales team are proven to improve sales performance in organizations of all sizes and in different markets and industries. An organization's ability to meet its business objectives depends on the ability of the sales leaders to create a competent and motivated sales force that quickly adapts to changing customer demands consistent with your organization's market focus and customer priorities. This session focuses on auditing and redesigning your sales team to ensure successful performance.

026. Amazon Business: Defending Against, Partnering With, and Out-Innovating NEW
8:00 am – 4:30 pm
Instructor: Bruce Merrifield

Amazon is creating an alternative channel that is eating into distributors' and their reps' livelihood. Attend this session to answer these questions:

1. What is the full threat of Amazon Business to distributors?
2. Your hidden, profit-loss, cross-subsidies amongst both customers and SKUs?
3. How is AMZ increasingly stealing your most profitable activity and leaving you with the losing?
4. How to fix the cross-subsidies?
5. Best reseller strategies to try on AMZ Marketplace?
6. Why reps must become consultants for supply-chain, replenishment systems at only bigger accounts on a non-commission incentive plan?

027. Planning and Managing the Distributorship for Greater Profits
8:00 am – 4:30 pm
Instructor: Don A. Rice, Ph.D.

Attendees in this session will learn how to immediately identify and manage the six most important things that improve the profitability of both the company and their individual branch, the five non-financial things that have to be done in a company that will determine whether or not you will reach these profit goals, and what measureable events determine return on investment and how the actions of the owners, managers and associates impact each. This is a reality check for your company. If you are already reaching these financial goals this will provide positive reinforcement for what you are already doing; if you are not, then you will learn how to do it.

028. Hiring the Right Salespeople [AM]
8:00 am – 11:30 am
Instructor: Joe Ellers

Most organizations struggle with hiring salespeople. A lot of hires that look great just don't pan out. One reason: we've got a "random" approach to hiring that's going to produce random results. Another reason: we've got some beliefs that just don't match with reality. This program helps you to create a clear picture of what you really want — and then go to the right places to find the people that match. We also provide you with guidelines that make the process more "formal," and therefore, more "repeatable."

By the end of the program, you will have a simple list of "To Dos" that will make your next hires more effective.

029. Improving Profitability Thru Joint Sales Calls [PM]
1:00 pm – 4:30 pm
Instructor: Joe Ellers
The joint sales call is the only "quality" check that exists for sales managers. You can have a great strategy, a great plan, and trained people and still not get the results you want because the "field execution" is just not there. The only way to see if the right things are taking place is to go to the field (or to the inside sales desk) and find out.

In this program, we will discuss the proper ways to make joint calls with both field and inside sales professionals. As with other sales approaches, the goal is to make this into a repeatable process so that we can help the team to improve over time.

030. Mastering the Five Most Critical Skills for Selling Success
8:00 am – 4:30 pm
Instructor: Jim Pancero
How much business has your team lost because of weak or inconsistent selling skills? How many in your sales team believe "experienced = trained?" Everyone's been through all your product training; when was the last time you invested any time coaching and training to improve your team's persuasive selling skills? In this information-intensive program you will learn the five most critical selling skills and structures that can best strengthen your team's competitive advantage and selling success. We will walk through each skill or structure discussing how it works, its value and contribution to selling success, and how you can bring that skill/structure back to your sales team. Your detailed program workbook includes exercises and free sources of training videos to help you improve these skills within your team.

The goal of this class is to give you the selling skills, structures and messaging awareness to help you better define your team's selling structures and processes. Once you have defined structures and processes you can achieve consistency. Once you have consistency you can achieve direction. Once you have direction you can identify specific areas to improve. And once you can identify specific areas to improve you can coach and lead your team to a competitive advantage and increased sales.

031. E-commerce: Driving Industrial Opportunities [AM] NEW
8:00 am – 11:30 am
Instructor: Jim Tompkins
There is no doubt that eCommerce is driving industrial opportunities. There is also no doubt that, for some, eCommerce can result in an increase in opportunities while for others eCommerce can result in a loss of opportunities. Because of eCommerce there will be huge winners and huge losers for both B2B and B2C. Independent of being a winner or loser, it is clear that for all firms, eCommerce will be a major disruption. What is not clear? How you will respond to this disruption. Some will respond to eCommerce well and find tremendous new opportunities while others will not respond well and lose opportunities. This presentation will:

- Provide a roadmap on how to respond to disruptions
- Provide guidance to help respond like an entrepreneur to the disruption
- Present the four pillars that result in eCommerce driving to a new level of success
- Proprietary technology

032. The Power of Focus: Strategic Planning for Distributors [PM]
1:00 pm – 4:30 pm
Instructor: Steve Deist
This course will show you how to develop and execute an effective business strategy using techniques specifically designed for distributors. We will cover the key elements of strategy, such as an "outside in" approach to setting priorities, root cause and critical constraint analysis, management rhythms and metrics. We will show the right and wrong ways to approach strategic planning, with examples from world class distributors. This course is designed for senior executives who are responsible for setting their company's strategic direction and for those who aspire to such a position.

WEDNESDAY, MARCH 14

033. Personnel Productivity Improvement
8:00 am – 4:30 pm
Instructor: Kathryne 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 recruiting and hiring great people, onboarding and training, compensation and incentives, performance evaluation and employee development. You'll even get a checklist for "is this employee salvageable?"

034. Creating a Winning Marketing Plan [AM]
8:00 am – 11:30 am
Instructor: Daniel McQuiston, Ph.D.
Distributors of today must do more with less. With the ever-present demand on limited resources, distributors must be able to make informed choices on how to allocate their assets. This is especially true in a distributor's marketing effort as there are any number of directions the firm can go.

In this session Dr. McQuiston will outline his 10-Step Marketing plan for distributors. This plan covers such aspects as formulating a mission statement, doing a SWOT analysis, setting financial and marketing objectives, and then combining the elements of the marketing mix to reach those objectives.

035. Increasing Your Sales Force's 'EQ' [PM]
1:00 pm – 4:30 pm
Instructor: Daniel McQuiston, Ph.D.
We are all familiar with the term Intelligence Quotient — IQ — which has traditionally indicated how intellectually 'smart' you are. Yet, we all also have an 'EQ' — an 'Emotional Quotient' — which indicates how 'emotionally smart' you are. People with a high EQ are very self-aware and are able to build rapport and solid, productive relationships with others.

In this session Dr. McQuiston will talk about the four basic social styles which individuals have and then talk about the five factors that make up a person's 'EQ'. He will then talk about how combining an understanding of a person's social style with a high EQ can lead to much more constructive relationships with co-workers and a more productive sales effort.

036. Negotiation Skills for Distributors
8:00 am – 4:30 pm
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 negotiating process, read what the other party is doing, adjust negotiating tactics to each situation, achieve the outcomes that you need and still create a win-win for everyone.

037. New Process of Distribution Sales Management
8:00 am – 4:30 pm
Instructor: Joe Ellers
For years, both sales management and sales have been presented as "art forms." The underlying assumption was that you were either a "born" salesperson/manager — or you weren't. Today, we recognize that there are many specific processes used by the most successful sales organizations and that they can be learned and used in any organization.

This program provides a "soup to nuts" look at sales management from the process side. Beginning at how to put together a sales plan, the course rapidly moves through all of the major elements of sales management, including: how to hire salespeople, how to compensate them, and a structured approach to sales.

038. Managing the Account Portfolio [AM]
8:00 am – 11:30 am
Instructor: John Monoky
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.

039. Vital Planning Disciplines for Sales Professionals [PM]
1:00 pm – 4:30 pm
Instructor: Don Buttrey
Previously, high levels of business typically distracted salespeople from proactive activities. Perhaps we were responding to quote requests and putting out fires. Now it is time to proactively SELL and be "order makers" — not "order takers!" This requires three vital planning disciplines:

- Territory Planning
- Account Strategic Planning
- Pre-call Tactical Planning

This powerful workshop will equip sales managers and front-line sales professionals with the direction and proven tools essential for getting these vital planning disciplines accomplished! These activities are time management investments that assure short and long-term sales success.

040. Troubleshooting Inventory Replenishment [AM]
8:00 am – 11:30 am
Instructor: Jon Schreibfeder
Every distributor has to answer two questions when replenishing inventory. When to reorder products and how much to order. In this half day session we will explore how to ensure that your company is using "best in class" practices to ensure that you consistently meet or exceed customers' expectations of product availability. Topics will include accurate demand forecasting, dealing with unreliable lead times and suppliers, evaluating vendor offers, when to establish a central warehouse or distribution center, and the special challenges of overseas purchasing.

041. Effective Warehouse Operations [PM]
1:00 pm – 4:30 pm
Instructor: Jon Schreibfeder
Every distributor has one or more warehouses. But few realize that efficient and effective warehouse operations are a key element to success and profitability. In this half day session we will explore how a few simple practices will help you ensure that the on-hand quantities of stocked products are consistently accurate and that you efficiently store items in order to minimize the cost of filling orders. Included will be a presentation of a cost/benefit analysis of implementing new material-handling technology.

042. Marketing Strategies [AM]
8:00 am – 11:30 am
Instructor: Steve Deist
This course will cover the fundamentals of marketing, and how to develop and execute a market based strategy. Key topics include: market sizing and opportunity assessment; segmentation, targeting and positioning (STP); setting corporate priorities based on market gaps; and the role of a true product marketing function within a distribution firm. The course will include a deep dive into using multiple sales channels and structures, including traditional outside and inside sales, hybrid sales reps, tele-sales, specialists, "wholetailing" and web based sales and marketing functions. The content is based on the instructor's extensive real-world experience working with world-class distributors and manufacturers.

043. Pricing Strategies [PM]
1:00 pm – 4:30 pm
Instructor: Steve Deist
Improved pricing practices can be one of the most effective ways to increase bottom line results quickly, but pricing changes are often complex and risky. This course will outline the steps required to implement a world-class pricing program that will grow margins while managing short and long-term risk. Key areas of focus include analytics (internal pricing practices, transaction analysis, elasticity, sensitivity patterns, etc.), strategies and tactics (such as commodity leader, value based, market basket, functional discounting), management tools (metrics, feedback loops, incentives) and implementation best practices. A properly designed pricing strategy must be based on customer segments, so this session provides an analytical framework for effective segmentation. This course will show how to obtain permanent benefits and continuous improvement.

SCHEDULE AT-A-GLANCE

SUNDAY, MARCH 11

001 Finding the Balance in Branch Management [Bader] [AM]
002 The Foundations of Leadership, "They" KNOW it when "They" SEE it! [Alofsin] [PM]
003 Feedback with Impact. [Geisler] [AM]
004 Know More! Selling [Richter] [PM]
005 Value-Added Selling [Reilly]
006 Creating a Competitive Distinction [Underhill]
007 Sustaining Growth: Making the Leap from Lifestyle to Professional Management [Marks] [AM]
008 Distribution in a Post Amazon World [Marks] [PM] NEW
009 Differentiating Your Distribution Company – A Winning Strategy [McCleave]
010 Mastering How Do They Do That: Secret Tech Weapons for Work and Home [Ziesenis] [AM]
011 Actually I Can... The Soft Skills of Leadership! [Hoberman] [PM] NEW

MONDAY, MARCH 12

012 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace [Newton] [AM]
013 Decide: Work Smarter, Reduce Your Stress, and Lead by Example [McClatchy] [PM]
014 Leaders are not Born. They are Built! [Disharoon] [AM]
015 Branch & Operations Effectiveness for Distributors PART I [Workman] [PM]
016 Improving the Bottom Line [Bates]
017 Inside Sales 101 [P Reilly] [AM]
018 The Successful Manager's Toolkit [Larsen] [PM] NEW
019 Mergers & Acquisitions: How They Affect the Competitive Landscape [Marks] [AM]
020 Big Data Analytics For Wholesale-Distributor [Marks] [PM]
021 Proving Total Cost Savings [Underhill]
022 SWAT Team Selling — Leading Your Team to a Competitive Advantage [Pancero]

TUESDAY, MARCH 13

023 Branch & Operations Effectiveness for Distributors PART II [Workman] [AM]
024 7 Keys to B2B Online Marketing Success! [DeStefano] [PM] NEW
025 Sales Performance by Design [Monoky]
026 Amazon Business: Defending Against, Partnering With, and Out-Innovating [Merrifield] NEW
027 Planning and Managing the Distributorship for Greater Profits [Rice]
028 Hiring the Right Salespeople [Ellers] [AM]
029 Improving Profitability Thru Joint Sales Calls [Ellers] [PM]
030 Mastering the Five Most Critical Skills for Selling Success [Pancero]
031 E-commerce: Driving Industrial Opportunities [Tompkins] [AM] NEW
032 The Power of Focus: Strategic Planning for Distributors [Deist] [PM]

WEDNESDAY, MARCH 14

033 Personnel Productivity Improvement [Newton]
034 Creating a Winning Marketing Plan [McQuiston] [AM]
035 Increasing Your Sales Force's 'EQ' [McQuiston] [PM]
036 Negotiation Skills for Distributors [Schatzki]
037 New Process of Distribution Sales Management [Ellers]
038 Managing the Account Portfolio [Monoky] [AM]
039 Vital Planning Disciplines for Sales Professionals [Buttrey] [PM]
040 Troubleshooting Inventory Replenishment [Schreibfeder] [AM]
041 Effective Warehouse Operations [Schreibfeder] [PM]
042 Marketing Strategies [Deist] [AM]
043 Pricing Strategies [Deist] [PM]

UID 2018 REGISTRATION

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 10, 2018.

By January 10, 2018. ☐ Association Member - US $1,095 ☐ Non-Member - US $2,095

After January 10, 2018. ☐ 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 12, 2018. 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.

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☐ 017 Inside Sales 101 [AM]
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☐ 040 Troubleshooting Inventory Replenishment [AM]
☐ 041 Effective Warehouse Operations [PM]
☐ 042 Marketing Strategies [AM]
☐ 043 Pricing Strategies [PM]

PRESENTED BY

ASSOCIATION FOR HIGH TECHNOLOGY DISTRIBUTION AHTD

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 10, 2018 - Early bird registration. Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.

February 16, 2018 - 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 16, 2018 - 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 Distribution
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 Fastener 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