



UAB

Indiana University/Purdue University

Indianapolis, Indiana

March 7 – 10, 2004

INDUSTRY EXPERTS



INFORMATIVE LECTURES



Don't Miss Out!

Early Registration ends February 20, 2004.

SUNDAY

March 7, 2004

001 - The New Process of Distribution Sales Management [8:00 am - 4:30 pm]

Instructor: Joseph C. Ellers

How to help salespeople focus on successful activities that can 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."

002 - 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!!**

003 - 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 organization. Topics include operations, costs, integrated supply, technology, sales functions, changing roles of managers and employees, and people management-recruitment, retraining, and team building.

004 - 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 supervisory skills, hiring, firing, and motivating employees; as well as practical tips for dealing with legal pitfalls in human resource management, and dealing with "difficult employees."

005 - Inventory Management for Industrial Distributors [8:00 am - 4:30 pm]

Instructor: F. Barry Lawrence, Ph.D.

NEW PROGRAM

Inventory is one of the distributor's largest assets and the inability to properly control it can result in lost business, profits, or both. Learn the distributors' role in supply chain management, and how distributors and their suppliers can use information-based inventory management to create a competitive advantage. This seminar will teach you how to manage inventory for improved turns and cash flow by establishing meaningful operations and customer service performance metrics. Topics will cover inventory forecasting, re-order point logic, aggregate inventory planning, and how to determine accurate holding and stock-out costs.

MONDAY

March 8, 2004

006 - How To Become A Master of Distributor Sales [8:00 am - 4:30 pm]

Instructor: Dave Kahle

NEW PROGRAM

Selling for a distributor presents unique challenges and opportunities that few sales trainers understand. Based on Dave's book, "How To Excel at Distributor Sales," you will learn how to apply the six essential competencies for success as a distributor salesperson in the Information Age. The principles, strategies, processes and tools that you gain in this presentation will equip you to rise above the pack and become a master of distributor sales.

007 - Developing a Unique Selling Proposition

[8:00 am - 4:30 pm]

Instructor: Tim Underhill

NEW CONTENT

Having trouble getting the customer to agree that your product features and services are worth paying more for, or that there is a need to switch to your company? This could be an indication you are selling to the wrong person, or indicate the need for a different sales approach. The question is what's in it for them and how can you help them more than any other supplier? The answer varies from company to company, but revolves around the impact you provide such as: objective fulfillment, total cost reduction, or risk minimization. This course will show you how to develop the products and services you provide your customers, and then helps you to determine the customer personnel to whom you should be selling. It aids you in determining the type of impact you have on these contacts that would persuade them to buy your products and services - or influence the people who do - and then outlines a plan for penetrating and retaining accounts.

008 - Creating a Customer Service Culture

[8:00 am - 4:30 pm]

Instructor: Chuck Holmes

NEW CONTENT

This seminar will show you how to make excellent customer service into a sustainable competitive advantage, protecting your existing customer base and helping you create new customers. The course covers how to determine the kinds and levels of service you need to stand out from the competition, how to create a culture that makes that kind of service the most natural response, and how to make sure you get pay-back from your customers in terms of sales, profits, and customer loyalty. Topics covered include determining service levels for different classes of customers; dealing with the five realities of customer service; the role of each employee in making customer service a competitive advantage; and "putting it to work" through a series of practical case problems.

009 - Negotiation Skills for Distributors

[8:00 am - 4:30 pm]

Instructor: Michael Schatzki

NEW CONTENT

This program is about using negotiation skills to improve your bottom line. The focus is on sales, purchasing and other negotiations that will have a measurable impact on your profitability. The Negotiation Dynamics® System provides a powerful set of tools that will give you a real negotiating edge while 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 outcome that you need and still create a win-win for everyone.

010 - 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 environment.

TUESDAY

March 9, 2004

011 - Sales Planning for Industrial Distributors

[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 develop an innovative and successful marketing and sales plan; target markets to create sustainable competitive advantages; and benchmark competitive sales programs to improve your market share and profits.

012 - Measuring Your Value [8:00 am - 4:30 pm]

Instructor: Tim Underhill

**NEW
CONTENT**

Does your company add value to your customers? If so, would it help to be able to show the dollar impact your products/services provide your customers? Customers are putting greater pressures on pricing than ever before and at the same time demanding more services. These forces are squeezing profits and changing the distribution channel like never before. **Suppliers that can document the value they add, in dollars, can create a significant competitive advantage in the marketplace.** This course is designed to help suppliers, both distributors and manufacturers, to understand how to show the dollar impact they have on the end-user's bottom line through the value they add. So your customers can see the value you bring them and make purchasing decisions around Total Cost and not just the price paid.

013 - Leadership & 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 proficiencies.

014 - Mastering the Basics of Sales Management

[8:00 am - 4:30 pm]

Instructor: Dave Kahle

**NEW
PROGRAM**

In the typical distribution company, branch managers and sales managers are expected to wear many hats. Unfortunately very few are ever provided any guidelines on how to do one of the most challenging aspects of their job - manage sales people. In this workshop, you will learn how to apply the essential sales management strategies, processes and tools needed for branch managers and sales managers to survive and excel, to become confident and competent.

015 - Moving From Vendor to Critical Supplier

[8:00 am - 4:30 pm]

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

The global competitiveness of business ensures that industrial supply chains will continue feeling the pressure to improve overall efficiencies and reduce total costs. Distributors that intend to survive and prosper must develop a customer specific value proposition consisting of critical supplier knowledge, product and service offerings, and delivery capabilities. This session will teach you how to differentiate your company from the competition by assessing both your vendors and customers.

WEDNESDAY

March 10, 2004

016 - Key Account Selling & Territory Management

[8:00 am - 4:30 pm]

Instructor: John F. Monoky, Ph.D.

Intended for advanced sellers and sales/marketing managers, this course will be a detailed look into tools and skills necessary to implement territorial management, key account planning, and sales team management. Areas covered will include market segment analysis and tailoring product lines to customer needs; and how to modify selling strategies that work best for targeted accounts, including which cross-selling strategies are most profitable.

017 - 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% return on investment through profit planning, maximizing asset turns, controlling allowable expenses and developing a profit plan to bank 30 cents of every margin dollar as pre-tax profits. **A Calculator is Needed for This Course!!**

018 - Managing Change for Industrial Distributors

[8:00 am - 4:30 pm]

Instructor: Peter A. Land

Reorganizations, relocations, mergers and leveraged buyouts are a part of today's industrial distribution world and the cost of change can be high! Participants will engage in an innovative exercise, which creates an actual change experience and then presents the process in light of the "managing change" model. Through interaction, each individual will practice responses to a variety of employee reactions to change situations. You will learn how to solicit ideas on how change might be accomplished easily in your organization, and how to ask for the commitment and support of your employees and work group team.

019 - Productivity Tactics for Branch Managers

[8:00 am - 4:30 pm]

Instructor: D. Bruce Merrifield, Jr.

Take-home solutions for branch managers that can increase profits from 20 to 40 percent and increase personnel productivity by 30 to 50 percent in six months. Participants will learn a number of ways to transform productivity and profitability by understanding key success factors. Implementation, change-management issues and solutions will be developed so that branch managers can develop successful paths for employee improvement.

020 - Leveraging the Cost Base in Industrial

Distribution [8:00 am - 4:30 pm]

Instructor: Scott E. Benfield

This seminar will cover how distributors can gain efficiencies and productivity through new areas of sales allocations, specifically defining core services and developing flexible market offerings. Examination of the non-headcount expense base and variable cost pricing for services. Distributor pricing including how to establish a market-based strategic pricing system through examination of best pricing practices. Included in the workshop will be various cost-plus pricing solutions, as well advantages and cautions for distributors.

**NEW
PROGRAM**

INSTRUCTORS

Albert D. Bates, Ph.D.



As president of the *Profit Planning Group*, Dr. Bates makes over 100 presentations each year on topics relating to financial planning and marketing. Prior to forming his own management consulting firm, Dr. Bates was on the faculty of the University of Colorado and a vice president of Management Horizons, Inc. His professional papers have been published in the *Harvard Business Review*, *Business Horizons*, and the *California Management Review*. He also has written a large number of articles for various industry trade associations.

Scott Benfield



Scott Benfield is president of his own consulting company and has over 20 years of experience with industrial markets, including work with Fortune 500 companies, distributors, and as a manufacturer's representative. He has authored three books on wholesaling and conducts seminars, market research, and field consulting. He is currently working in the areas of strategy development for new models of wholesaling and advising manufacturers on channel management.

Joseph C. Ellers



Mr. Ellers is the director of *Palmetto Associates*, a management consulting firm. He has worked with more than 1,000 companies specializing in business-to-business selling and multi-line selling environments. For helping the economy of the country of Georgia, in 1996 he was awarded an honorary doctorate from that country, and was elected to the Russian Academy of Quality Problems. He is also a frequent contributor to such magazines as *The PT Distributor* and *Electronic Distribution Today*. Mr. Ellers received his degree from Illinois Institute of Technology.

Charles E. Holmes, Jr.



Well respected in the field of Distribution, Mr. Holmes is the author of many technical and professional selling publications for distributor-related trade associations. His firm, *Corporate Strategies, Inc.*, specializes in market development tools for distributors. He has served as a seminar leader for distributor professional associations, including the Industrial Distribution Association, Southern Wholesale Association, International Sanitary Supply Association, The Association for Hose and Accessories Distribution, and Independent Sealing Distributors.

Dave Kahle



Dave Kahle specializes in helping distributors and their suppliers grow their sales and people. His message was acquired through real-life experiences as a distributor salesperson who became the top salesperson in the nation and has been the number one salesperson for two different companies in separate industries. Since 1988, he has served as president of *The DaCo Corporation* and has trained thousands of salespeople, authored five books, 32 multi-media programs, and been published over 400 times. *How to Excel at Distributor Sales* is in its third edition and Dave serves on the editorial advisory panels of the *Distributor and Wholesaler's Advisor* and *The Competitive Edge* newsletter.

Peter A. Land



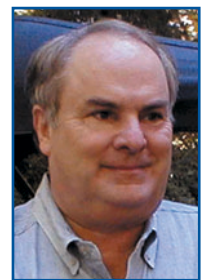
Peter A. Land, MS, CSP, CMC, CPCM, is one of three persons in the world to hold these earned, professional credentials. He operates an international management consulting firm specializing in organizational and human resource development from the offices of Peter A. Land Associates, Inc. in Montgomery, Alabama. Pete Land has delivered lectures/seminars on a variety of leadership and management topics to over 50,000 attendees on four continents for the past twenty years. He was chosen to be one of the original faculty members and has taught at every UID conference.

F. Barry Lawrence, Ph.D.



Dr. Lawrence is Program Director of the *Masters of Industrial Distribution* and Director of the *Supply Chain Systems Laboratory* at Texas A&M University. He is a frequent speaker for distribution professional associations and private firms on topics ranging from logistics and inventory management to information systems for distribution channels (E-Business). His research interest includes ERP/E-Business implementation, logistics, inventory and other asset management areas, and redesign for distribution operations. Dr. Lawrence's major initiatives include The Information Systems Consortium for Supply Chain Integration, the Supply Chain Systems Laboratory and the ERP Benchmarking Initiative.

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



As president of *WR. McCleave & Associates*, Bill is recognized as a leading expert in Integrated Supply. His firm specializes in relationship management. He is a former senior manager of a regional distribution company, past president of a national distribution organization, and a member of Texas A&M's faculty. Dr. McCleave was instrumental in the development of a widely adopted text, *MRO Supply Chain Management Guidebook*. Bill brings southern humor and in-depth knowledge to the classroom.

D. Bruce Merrifield, Jr.



Since starting his management consulting and business speaking practice in 1980, Mr. Merrifield has given over 1,300 presentations for more than 100 trade associations and corporations. From 1974 to 1980, he worked for a growth-by-acquisition distribution company, where he was involved in five acquisition-turnarounds and held the title of COO for the last two years. He is presently a part-time chairman and stockholder of a west coast distributor and sits on the advisory boards for several closely held private corporations.

John F. Monoky Ph.D.



Dr. Monoky is the principal in *Monoky & Associates*, a sales and marketing consultant firm, and a visiting professor at the University of Michigan. He is an active trainer on the faculty of several university executive-development programs and his combination of academic and hands-on industry experience creates a "street smart" approach that allows those who participate in his programs to use the material he teaches immediately.

Kathryne A. Newton, Ph.D.



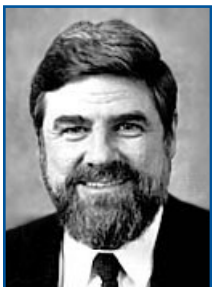
Dr. Kathy Newton is an Associate Professor of Industrial Technology & Coordinator of the Industrial Distribution Program, Purdue University. She is an accomplished speaker, consultant and author of distribution management topics, including human resource development, distributor channel management, strategic planning and quality control. As vice President for *Quality Innovation Systems, Inc.*, she works with distributors and trade associations nationwide.

Don A. Rice, Ph.D.



Dr. Rice is a nationally recognized author, lecturer, consultant, and training specialist to the distribution industry. Because of his excellence in training and his reputation as an industry leader, he was honored with the Distinguished Teaching Award in Industrial Distribution, prior to retiring from Texas A&M in 1996, where he taught for 25 years. He has authored 9 books and more than 60 trade journal articles. In 'retirement,' he remains active by providing professional development seminars to more than 2,000 corporate executives each year.

Michael Schatzki



Michael Schatzki is an experienced professional negotiator. Since the inception of Negotiation Dynamics®, Mr. Schatzki has conducted well over a thousand seminars for businesses, associations and professional groups throughout the country. He also maintains an active consulting practice assisting clients in planning and conducting their negotiations. Mr. Schatzki is the author of *Negotiation: The Art of Getting What You Want* and of the audio program *The Master Sales Negotiator*.

Tim Underhill



As president of *Underhill & Associates*, Tim's goal is to improve the profitability of his clients through increased sales and a reduction in operating costs. He serves on value-added task forces for PTDA, IDA and ASMMA, is a steering committee member for NAPM's MRO Buyers Group, was a visiting professor for 5 years at Texas A&M, and is the author of *Strategic Alliances, Managing the Supply Chain* and *Total Cost of Ownership: SupStrat*.

Michael E. Workman, Ph.D.



An accomplished author, speaker, and instructor of management skills, Dr. Workman conducts presentations and performs consulting work on business leadership and personal development programs. Known world-wide for his expertise, Mike was the Harvey Hubbell Endowed Professor for Industrial Distribution at Texas A&M University. He works on an international scale for distributors, manufacturers, and organizations in sales, marketing, purchasing, negotiations, and operations management. His work experience has been in the areas of electronics, mechanical power transmission, and distributor services for marketing, strategic planning, and profitability improvement.

UID 2004

2004 marks the 10th year that UID has been serving the distribution industry. The University of Industrial Distribution is a concentrated educational program focused on the unique needs of the industrial wholesale 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 and School of Business Executive Education of the University of Alabama at Birmingham. Working together, these groups take great pride in providing a superior learning experience.

Professional Certificate In Industrial Distribution

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

Students earn 9 CEUs (Continuing Education Units) through UAB upon completion of 90 hours of approved course work. A minimum of 60 hours (6 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. Jay Smith, UAB School of Business/Graduate School of Management, at 205/934-8989 or email idpro@uab.edu.

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, Training Managers - Anyone looking for an opportunity to improve personal performance and/or the company's bottom-line!

Program Dates

Sunday, March 7, 2004 through Wednesday, March 10, 2004

Location and Accommodations

The University Place Conference Center and Hotel
850 W. Michigan St., Indianapolis, IN 46202
800/627-2700 (*select Option 1*)

Just 12 minutes from Indianapolis International Airport, University Place Conference Center and Hotel are connected by a covered walk. Nearby you will find the Indianapolis Museum of Art, Murat Centre, Circle Center, the Indianapolis Zoo, American Cabaret Theatre and the world famous Indianapolis Speedway.

The conference rate is \$115.00 per night for single and \$125.00 per night for double. When calling for reservations, please identify the conference as the University of Industrial Distribution. *University registrants must make their overnight reservations directly with the hotel prior to 5:00 p.m. Central Time on February 5, 2004 to receive these special rates.* The hotel telephone number is 800/627-2700 (*select Option 1*).

Check-in time is 3:00 p.m. and check-out is 12:00 Noon. The hotel bell staff will be happy to store your luggage until your departure.

Airlines

Southwest Airlines offers a 10% discount off most fares for travel to and from the event. Call Southwest Airlines Group and Meetings at 800/433-5368 and reference I.D. Code T0280. Reservation agents are available 7:00 a.m. - 8:00 p.m. Monday through Friday or 8:30 a.m. - 5:30 p.m. Saturday and Sunday Central Time. Make reservations five days or more before you want to travel to take advantage of this offer.

American Airlines offers 10% off applicable fares if travel is booked and ticketed 30 or more days in advance. After the 30 day advance purchase threshold, a 5% discount may apply on most fare bookings. You must stay a minimum of two nights to take advantage of the discounted fares. To book a flight, you or your travel agent should call American Airlines Meeting Services at 800/433-1790 between 5:00 a.m. and midnight, Central Time. Whether booking through a travel agent or on your own, you must refer to Authorization Number A1234AE to receive the discount.

American Airlines also offers Avis Car rental discounts. Refer to code AWD#B136000.

Meals

For your convenience, the registration fee includes a continental breakfast, a buffet-style lunch and morning & afternoon snacks. Breakfast is served each morning in the lobby areas of the Conference Center from 7:30 a.m. - 8:00 a.m. The Luncheon Buffet will be served in the ballroom of the hotel from 11:30 a.m. - 1:00 p.m. The buffet selection varies daily.

Dinner is the responsibility of the registrant. In addition to room service, the hotel offers a full service restaurant and a fast-food court. Indianapolis boasts a variety of excellent dining choices and night life. Circle Center in the downtown area provides a full array of restaurants, clubs and movies - and is only a short cab ride from the University Conference Center and Hotel. The hotel also supplies a shuttle service to and from Circle Center. (*Please be sure to tip your driver.*)

Registration Desk

Sunday - 7:00 a.m. - 4:30 p.m.

Monday through Wednesday - 7:30 a.m. - 4:30 p.m.

Course Materials

Registrants will receive materials for each course, including 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 in your first class with that course's materials already inserted. Subsequent materials will be available as you arrive in class each day.

Special Note

It is imperative that you bring a calculator for courses where noted.

Suggested Dress and Weather

Attire at UID is casual. Average March temperature is 42°.

University Certificates and CEUs

On the final day of the program, all attendees will receive an official *Letter of Completion* issued by the University of Alabama at Birmingham, awarding 3 CEUs (Continuing Education Units) for satisfactory completion of the four-day UID program. These CEUs may be applied toward your Professional Certificate in Industrial Distribution.

UID 2004 – Registration Form

Sponsoring Association: _____

Name: _____ Nickname: _____

Company: _____ Email: _____

Business Address: _____

City, State, Zip/Zone, Country: _____

Phone: _____ Fax: _____

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 Operations/Administration Finance
 Executive Management Manufacturer's District Manager Marketing
 All of the Above Other _____

Tuition:

To take advantage of the Early Registration Discount, your registration must be postmarked, faxed or submitted online by February 20, 2004

- Association Member – US\$995
 Non-Member – US\$1465

If postmarked, faxed or submitted online AFTER February 20, 2004, the following tuitions apply

- Association Member – US\$1095
 Non-Member – US\$1565

Sunday, March 7, 2004

- 001 – New Process of Distribution Sales Management [Eilers]
 002 – Improving the Distributor's Bottom Line [Bates]
 003 – Branch & Operations Management for Distributors [Workman]
 004 – Personnel Productivity Improvement [Newton]
 005 – Inventory Management for Industrial Distributors [Lawrence]

Monday, March 8, 2004

- 006 – How to Become a Master of Distributor Sales [Kahle]
 007 – Developing a Unique Selling Proposition [Underhill]
 008 – Creating a Customer Service Culture [Holms]
 009 – Negotiation Skills for Distributors [Schatzki]
 010 – Differentiating Your Distribution Company - A Winning Strategy [McCleave]

Tuesday, March 9, 2004

- 011 – Sales Planning for Industrial Distributors [Monoky]
 012 – Measuring Your Value [Underhill]
 013 – Leadership and Delegation [Land]
 014 – Mastering the Basics of Sales Management [Kahle]
 015 – Moving from Vendor to Critical Supplier [McCleave]

Wednesday, March 10, 2004

- 016 – Key Account Selling & Territory Management [Monoky]
 017 – Planning and Managing the Distributorship for Greater Profits [Rice]
 018 – Managing Change for Industrial Distributors [Land]
 019 – Productivity Tactics for Branch Managers [Merrifield]
 020 – Leveraging the Cost Base in Industrial Distribution [Benfield]

PAYMENT (in US Dollars)

Check enclosed - made payable to

The University of Industrial Distribution

Charge to my VISA MC AMX DISCOVER

Account # _____

Exp. Date _____

Name on Card _____

Signature _____

Mail completed registration form to:

105 Eastern Avenue, Suite 104 Annapolis, MD 21403

or Fax to 410/263-1659 *Due to the volume of registrations, we are unable to acknowledge receipt of faxed forms – Please do not call.*

Your confirmation will be mailed within two weeks of receipt of your registration form.

Cancellation Policy

Cancellations must be received by February 13, 2004.

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.

**COPY, COMPLETE AND RETURN THIS FORM TO UID
OR REGISTER ONLINE AT www.univid.org.**