

MDM invites you to a high-energy teleconference:

Turbocharge Your 2006 Strategic Plan for Increased Profits: Straight Answers from Mike Marks

Improve your planning process this fall with a reality check on your 2006 strategic planning. This new interactive audio conference on Thursday, September 29, 2005 will test your thinking and raise critical issues you may not have included as you set goals for next year. This is a unique and timely opportunity to get high-level objective feedback and perspective that will improve your bottom-line results next year. Now is the time to evaluate your plan with the help of this industry veteran who does not mince words when it comes to threats, opportunities and self-inflicted wounds he sees every day in his work with manufacturers and distributors.

If you've ever heard Mike Marks, you know he's not afraid to share his mistakes and talk about the costly scar tissue gained that has helped him make many wholesaler-distributors successful for the better part of two decades—in sales, marketing and strategic planning.

Gut-check your instincts, gain insight on emerging threats and opportunities, and fine-tune your 2006 plan with Mike Marks in this cost-effective, 90-minute interactive audio conference moderated by Tom Gale, editor and publisher of *Modern Distribution Management*.

In this no-BS session, you will take away real-world, in-the-trenches advice from one of the most seasoned and sought-after consultants in wholesale distribution. Mike will describe the good, bad, ugly and dysfunctional behavior by manufacturers and distributors that handcuff performance. More important, he'll tell you how to get over it, move forward and not be held hostage by outside forces. Then Mike tackles your questions, your issues—plus you'll gain invaluable perspective on the everyday challenges others face in different wholesale channels.

AUDIO CONFERENCE AT A GLANCE

DATE: Thursday, September 29, 2005

TIME: 2PM EDT/11AM PDT

PLACE: Your telephone or speakerphone

COST: \$199 per dial-in site (unlimited attendance per dial-in site)

TO REGISTER: Four ways—see other side for details

For one low price—just \$199—you and your entire team can take part in this fast-paced, insightful MDM training session. And if you've got questions that Mike hasn't covered during the presentation, you'll be able to get answers on the spot when we open the phone lines to take your questions.

You won't get this kind of interactive, results-focused, no-jargon insight anywhere else! Here's just some of what you'll take away from this session to position your company more effectively for 2006:

- Straight talk on turning key shifts in the WD landscape into profits next year
- How to stop suppliers from sucking the life out of you
- Three must-do tactics to incorporate now into your 2006 plans
- Four deadly traps to avoid at this point in the business cycle
- What you **MUST** put on your radar screen today
- Key gut checks for your 2006 sales compensation plan and supplier plan



MDM 2737 Mapleton Street, #201, Boulder, CO 80304
Phone: 303-443-5060 • Fax: 303-443-5059 • www.mdm.com

SEE OTHER SIDE FOR REGISTRATION DETAILS OR CALL 303-443-5060.

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Join us on Thursday, September 29, 2005 and take advantage of the opportunity to hear and speak with Mike Marks. He'll share proven techniques and unique approaches that will help you improve your bottom-line results in 2006. Don't miss this opportunity to pick up new strategies that really work.

Your audio conference registration includes:

- A site license to attend the conference (invite as many of your key business builders as you can fit around your speakerphone)
- MDM's conference manual, which includes the presentation outline and a collection of the best strategic planning articles from past issues of MDM
- A complete written transcript, emailed to you soon after the conference
- The opportunity to speak directly with Mike during the audience Q&A session

What is an audio conference?

It's much like a large conference call in which you can participate—by calling in questions during audience Q&A. To enter the call, just dial the conference 800-number from your phone, put in your PIN, and you're connected! Now you can train your entire team for just \$199 per dial-in site! (Additional dial-in sites require additional registrations.)



About our Speaker

J. Michael Marks co-founded the Indian River Consulting Group in April 1987. Mike began his consulting practice after working in distribution management for more than 20 years. He has written extensively, and is frequently quoted on many industry issues.

In February of 2001, the Distribution Research and Education Foundation (DREF) of the National Association of Wholesaler-Distributors (NAW) named Mike its second Research Fellow. In 2005, he accepted their invitation to serve another four-year term. The Fellows program recognizes individuals who have made and continue to make significant intellectual contributions to the field of wholesale distribution. Mike is the co-author of DREF's book, "What's Your Plan? – Smart Salesforce Compensation in Wholesale Distribution". He developed DREF's audio-CD series "Profiles in Wholesale Distribution Leadership" and is working on a new research project on distributor/supplier relationships, set for release as a DREF book in late 2005.

Mike is recognized for his expertise in one- and two-step distribution channel strategies, supply chain management, and the practical application of real-world technology. In addition to consulting, his experience includes sitting on the Boards of several public and private distribution firms, being an expert witness, and being an Arbitrator.

He takes a lot of pride in his business and the people who work with him. "We're an experience-driven company," he says. "All of this company's employees had real jobs before coming here. We gained industry experience first, then went into consulting."

Prior to forming IRCG, Mike held the position of Executive Vice President at Lex Electronics, an \$800 million vertically integrated electronics distributor in Stamford, CT. Before joining Lex, he was Director of Corporate Training and Development at Ducommon Inc., Los Angeles, a \$400 million industrial distribution company. Prior to his distribution career, Mike did a tour of duty as a manufacturer's representative in the automotive aftermarket.



For more information, phone 303-443-5060.

REGISTRATION FORM

FOUR WAYS TO REGISTER

It's easy to register right now—use the method below that is most convenient for you:

- 1. Phone:** 303-443-5060 (mention code #MM1)
- 2. Fax:** Fax the form to: 1-303-443-5059
- 3. Online:** Go to www.MDM.com
- 4. Mail:** 2737 Mapleton Street, #201, Boulder, CO 80304

Yes, we'd like to attend MDM's "Turbocharge Your 2006 Strategic Plan for Increased Profits: Straight Answers from Mike Marks" audio conference

Contact name _____
Title _____
Company _____
Street _____
City, State, Zip _____
Phone _____
Email _____
Fax _____
Primary Trade Association _____

We want to order:

- Audio conference registration only (\$199)
 Conference CD only (\$199)
 Audio conference and CD (\$249)

PAYMENT METHOD

My check enclosed for \$_____.
Make payable to MDM. Checks must be received by September 27.
Charge my AmEx Visa MasterCard
_____ Exp. ____
Name on card _____
Signature _____

NOTE: Credit card charges will appear on your bill as "Modern Distribution Management"

REFUNDS: Cancellations before 5PM EDT on September 27, 2005 may receive a full refund less a \$25 service charge.

NOTE: Registrations accepted until 11AM EDT, September 29, 2005.