

16th
Anniversary

University
of INDUSTRIAL
DISTRIBUTION



Indiana University / Purdue University
INDIANAPOLIS, INDIANA
March 8-11, 2009

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UID 2009

2009 marks the 16th 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 of Purdue University. 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 Purdue University. As an industrial distribution professional, the Purdue University Professional Certificate recognizes your achievements and commitment to continuing education.

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

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

Who Should Attend

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

Program Dates

Sunday, March 8, 2009 through Wednesday, March 11, 2008.

Location and Accommodations

University Place Conference Center and Hotel

Headquarters Hotel
850 W. Michigan St.
Indianapolis, IN 46202
800/627-2700

Rate: \$135.00 Single / \$155.00 Double plus appropriate taxes

University Place Conference Center and Hotel is located 20-25 minutes from the new Indianapolis International Airport. University Place is host to the National Art Museum of Sport with the Indianapolis Museum of Art, Murat Centre, Circle Center, the Indianapolis Zoo, American Cabaret Theatre and the world famous Indianapolis Speedway also nearby.

The conference rate is \$135.00 per night for single and \$155.00 per night for double plus appropriate taxes. To receive this special rate, please identify yourself with the University of Industrial Distribution (UID) when making your reservation. Sleeping rooms at this property are limited, so please be sure to make reservations as soon as possible. *Each UID registrant is responsible for making their own hotel reservations directly with the hotel prior to 5:00 p.m. Central Time on February 7, 2009 to receive these special rates. Reservations made after February 7, 2009 at the hotel's discretion regarding availability and rate.*

Self parking and valet parking is available for \$14.00 per day. Check-in time is 4:00 p.m. and check-out is 11:00 a.m. The hotel bell staff will be happy to store your luggage until your departure on the final day.

Indianapolis Marriott Downtown

Alternative Hotel Option
350 West Maryland Street
Indianapolis, IN 46225
(317) 822-3500

Rate: \$159.00 Single / \$159.00 Double plus appropriate taxes

UID will offer a Complimentary Shuttle to University Place Conference Center and Hotel during peak conference hours. A shuttle schedule will be emailed to you prior to the conference.

The newly renovated Indianapolis Marriott Downtown Hotel is connected via skywalk to the Indiana Convention Center and Circle Centre Mall, the hotel is just steps from Lucas Oil Stadium, White River State Park, NCAA Hall of Champions, Consecro Fieldhouse, Victory Field and just minutes from the famed Indianapolis Motor Speedway.

The conference rate is \$159.00 per night single or double plus appropriate taxes. To receive this special rate, please identify yourself with the University of Industrial Distribution (UID) when making your reservation. *Each UID registrant is responsible for making their own hotel reservations directly with each hotel prior to 5:00 p.m. Central Time on February 7, 2009 to receive these special rates. Reservations made after February 7, 2009 at the hotel's discretion regarding availability and rate*

Hotel self parking is available for \$25 a night and valet at \$28 per night. Check-in time is 4:00 p.m. and check-out is 11:00 a.m. You may bring your luggage to the University Place Conference Center for storage with the hotel bell staff until your departure on the final day.

Meals

For your convenience, the registration fee includes a continental breakfast, a buffet-style lunch and morning & afternoon snacks from Sunday, March 8 through Wednesday, March 11.

Dinner is the responsibility of the registrant. In addition to room service, University Place Center and Hotel offers a full service restaurant and a sports bar. 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 free shuttle service to and from Circle Center.

Welcome Reception

The UID faculty and staff would like to welcome UID attendees at an opening reception on Sunday, March 8, 2009. Join staff, faculty and conference attendees for some afternoon cocktails, hors' d'ouvres and networking from 4:30 pm – 6:00 pm.

UID Networking Happy Hour

March 8-11, 2009 from 4:30 pm – 6:30 pm in the University Place Hotel Bar, *Our Den Sports Bar*. Meet your fellow classmates and association members for the UID drink of the day. Network, discuss class, make dinner plans!

Registration Desk

The registration desk will be located in the Slate Foyer at the University Place Conference Center and Hotel:

Sunday – 4:00 pm – 7:00 pm

Monday through Wednesday – 7:00 a.m. – 4:30 p.m.

Course Materials

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

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

Special Notes

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

Registrants are not permitted to change course selection on site or better know as "class jumping".

To prevent "class jumping" (attending classes you are not signed up for), each attendee's confirmed class numbers will appear on your name badge as well as on your confirmation.

Suggested Dress and Weather

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

University Certificates and CEUs

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

Jim Ambrose

Jim Ambrose has been directly engaged in the wholesale distribution business for over 30 years. His ability to present the tools and techniques for branch management success by talking about every-day life in the branch has made his workshops in constant demand. Jim has experienced every position in the distribution business, and with an MBA and years of training and development in the industry, he is a popular speaker and trainer. He is the author of NAW's number-one selling publication, *5 Fundamentals for the Wholesale Distribution Branch Manager*.

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. 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.

Steve Boyd

Steve Boyd is committed to improving communications. He has won the Toastmasters International Speech Contest, written several books, and published dozens of magazine and journal articles. As a professor at Northern Kentucky University, he teaches speaking and listening courses and is one of the most popular teachers on campus.

Steve Deist

Steve Deist is a Partner with the Indian River Consulting Group (IRCG). He has over 17 years of experience in the wholesale distribution industry. As IRCG's sales process specialist Steve has been responsible for designing and implementing management programs for sales forces ranging in size from dozens to thousands. Prior to joining Indian River Consulting Group, Steve was director of consulting services at a major supply chain software vendor.

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. He is also a frequent contributor to such magazines as *The PT Distributor* and *Electronic Distribution Today*.

Steve Epner, CSP

Steve is founder and President of the Brown Smith Wallace Consulting Group. During his 35+ year career, he has built a reputation for assisting clients with the integration of strategic business planning, information systems and tactical requirements. He has also become a highly regarded industry expert. Steve helps his clients develop, implement and fine-tune plans that will enable them to achieve their stated objectives and position their businesses for strategic life cycles.

Peter A. Land

Peter A. Land, MS, CSP, CMC, CPCM, operates an international management consulting firm specializing in organizational and human resource development. He 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.

J. Michael Marks

Mike Marks is a Principal with the Indian River Consulting Group and is a Research Fellow of the Distribution Research and Education Foundation of NAW. Mike is recognized for his expertise in one- and two-step distribution, including channel strategies, marketing, and compensation design. In addition to consulting, his experience includes sitting on the Boards of several public and private distribution firms.

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

Dr. Bill McCleave, President of W.R. McCleave & Associates, is recognized as a leading expert in Integrated Supply. His firm specializes in relationship management. He was instrumental in the development of a widely adopted text, *MRO Supply Chain Management Guidebook*.

Daniel McQuiston, Ph.D.

Dr. Daniel McQuiston is Marketing Area Coordinator at Butler University. He has an MBA from Bowling Green State University and received his Ph.D in Marketing from The Ohio State University. Before coming to Butler, he was on the faculty at Indiana University. He has also served as the Director of Executive Education at Butler. Dr. McQuiston has taught executive development programs both domestically and internationally, and consulted with a number of organizations in both the manufacturing and service industries in such areas as strategic marketing planning, sales force development, sales training, and developing and implementing customer service programs.

D. Bruce Merrifield, Jr.

Bruce Merrifield has given over 1,300 presentations for more than 100 trade associations and corporations, and has worked for a growth-by-acquisition distribution company, where he was involved in five acquisition-turnarounds and was the chief operating officer.

John F. Monoky Ph.D.

Dr. Monoky is the principal in Monoky & Associate, a sales and marketing consultant firm and is an active trainer on the faculty of several university executive-development programs. 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 Professor of Industrial Distribution, and Head of the Department of Industrial Technology at Purdue University. She also serves as the Coordinator of the University of Industrial Distribution. She frequently works with distributors, manufacturers and trade associations nationally and internationally, and is widely published in academic and distribution trade journals. Kathy is one of the primary authors of NAED's "Maximize Your Profit Power."

Jim Pancero

Jim has been directly involved in "business-to-business" selling for over 35 years. Six of those years were spent successfully selling the largest computer systems for the Data Processing Division of the IBM Corporation. During Jim's prestigious IBM career he earned several awards including the coveted "Golden Circle" designation annually awarded to the top 5% of their international sales force. In 1982, Jim founded his advanced sales training and consulting company. Since then, Jim has conducted over 2,500 presentations or consulting days for 500 companies. Jim's work focuses on sales organizations with high priced, large and/or competitively complex products and services.

Tom Reilly

Tom Reilly is president and founder of Tom Reilly Training. Tom has been an owner of a laboratory supply company in Texas and an outstanding salesperson for a chemical company. Tom has presented his pioneering work in value-added selling to thousands of salespeople, managers, and professionals. He has authored 10 books, over 200 articles, a video series, and a CD album.

Don A. Rice, Ph.D.

Dr. Don Rice is a nationally recognized author, lecturer, consultant, and training specialist to the distribution industry. He has authored 9 books and more than 60 trade journal articles. Don provides professional development seminars to more than 2,000 corporate executives each year.

Michael Schatzki

Michael Schatzki is an experienced professional negotiator and since the inception of Negotiation Dynamics(R), he has conducted well over a thousand seminars for businesses, associations and professional groups. Mike is the author of *Negotiation: the Art of Getting What You Want* and of the audio program "The Master Sales Negotiator."

Edie K. Schmidt, Ph.D.

Dr. Edie Schmidt is an Associate Professor of Industrial Distribution at Purdue University. Before coming to Purdue, she spent several years consulting at Ernst and Young in their Manufacturing Systems Group. She regularly works with manufacturers and distributors, as well as industrial trade associations. She is a national and international author and speaker in her primary teaching and research interests including project management, inventory management, distribution, logistics, and supply chain management.

John Schoen

During the past 35 years, John has been an entrepreneur, consultant, and college professor. He has been an owner-manager of several types of distribution businesses, including construction and farm equipment, general-line industrial, and specialty building materials. In 2004, John retired as senior lecturer in the Industrial Distribution at Texas A&M University, and as co-director of the Texas A&M Family and Owner-Managed Business Program. He currently teaches at Baylor University in the Distribution Management Program. John is one of the primary authors of NAED's "Maximize Your Profit Power."

Jon Schreiberfeder

Jon Schreiberfeder is president of Effective Inventory Management, Inc. (EIM), a firm dedicated to helping manufacturers, distributors, and large retailers get the most out of their investment in stock inventory. Jon is the author of *Achieving Effective Inventory Management – Second Edition* and *Getting it Right – Best Practices in Demand Forecasting for Distributors*.

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 several industrial distribution associations and is the author of *Strategic Alliances, Managing the Supply Chain* and *Total Cost of Ownership: SupStrat*.

Robert R. Wendover

Robert W. Wendover is the Managing Director of the Center for Generational Studies. Over the past 20 years he has presented customized training and keynotes for industry, education and government. He specializes in assisting organizations with intergenerational relations, leadership trends and other management issues.

Michael E. Workman, Ph.D.

Dr. Mike Workman conducts presentations and performs consulting work on business leadership and personal development programs. He works on an international scale for distributors, manufacturers, and organizations in sales, marketing, purchasing, negotiations, and operations management in the areas of electronics, mechanical power transmission, and distributor services for marketing, strategic planning, and profitability improvement.

Sunday – March 8th

- 001. Creating a Winning Marketing Plan [McQuiston]
- 002. Improving the Distributor's Bottom Line [Bates]
- 003. Breakthrough Strategy: Rapid Cycle Progress [Deist]
MORNING
- 004. Five Fundamentals of Sales Management [Deist] AFTERNOON
- 005. Solution Based Selling [Underhill]
- 006. Leadership & Delegation for Distribution Managers [Land]
- 007. Negotiation Skills for Distributors [Schatzki]
- 008. Differentiating Your Distribution Company – A Winning Strategy [McCleave]

Monday – March 9th

- 009. Branch & Operations Management [Workman]
- 010. From Dull to Dynamic: Transforming Your Presentations [Boyd] MORNING
- 011. The Power of the Spoken Word [Boyd] AFTERNOON
- 012. Productivity Tactics for Branch Managers [Merrifield]
- 013. Profit Myths in Wholesale Distribution [Bates] MORNING
- 014. Managing the Account Portfolio [Monoky] AFTERNOON
- 015. Marketing Strategies [Marks] MORNING
- 016. Pricing Strategies [Marks] AFTERNOON
- 017. Creating Competitive Advantage Through Total Cost Savings [Underhill]
- 018. The Psychographics of the Emerging Consumer [Wendover]
MORNING
- 019. Leadership and the Emerging Generations [Wendover]
AFTERNOON

Tuesday – March 10th

- 020. Achieving Advanced Inventory Control [Schreibfeder]
- 021. Sales Planning for Industrial Distributors [Monoky]
- 022. Creating Channel Alignment [Marks] MORNING
- 023. New Product Development and Product Introduction Strategies [Marks] AFTERNOON
- 024. Planning and Managing the Distributorship for Greater Profits [Rice]
- 025. Hiring the Right Salespeople [Eilers] MORNING
- 026. Improving Profitability Thru Joint Sales Calls [Eilers]
AFTERNOON
- 027. Fundamentals Business Skills and Leadership Training for Today's Distribution Branch Manager [Ambrose]
- 028. Understanding the Distributor's Financial Equation [Schoen]

Wednesday – March 11th

- 029. Personnel Productivity Improvement [Newton]
- 030. Customers: How to Keep Them for Life [Rice]
MORNING
- 031. Increasing Your Sales Force's 'EQ' [McQuiston]
AFTERNOON
- 032. How to Make Technology Pay Off in the Sales Arena [Epner]
- 033. New Process of Distribution Sales Management [Eilers]
- 034. Value - Added Selling [Reilly]
- 035. You can Always Sell More – How to Improve Any Sales Force [Pancero]
- 036. Approaching Process Improvements using Project Management Tools [Schmidt]

Sunday March 8, 2009

001 Creating a Winning Marketing Plan

[8:00 am – 4:30 pm] Instructor: Daniel McQuiston, Ph.D.

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

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 Breakthrough Strategy: Rapid Cycle Progress

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

This course is based on The Breakthrough Strategy, which is a method of organizing major performance and process improvement programs that help teams to identify and achieve real and measurable improvements in a short period of time. You will learn how to define breakthrough projects and then you will learn how to manage breakthrough projects by starting with results—not preparation. This course is designed for both seasoned managers to jumpstart their organizations and for newer managers to effectively impact their department or branch.

004 Five Fundamentals of Sales Management

[1:00 pm – 4:30pm] Instructor: Steve Deist

There is no more important job in distribution than that of the sales manager. Unfortunately, few industry-specific resources are available. This workshop is targeted directly at distributor sales managers and those who manage sales managers. It provides an overview of best practices and shows participants how to apply them to his or her individual situation. Participants engage in extensive exercises so that they receive personalized skills instruction and a platform for ongoing development.

005 Solution Based Selling

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

Purchasing Magazine has identified collaboration with suppliers as one of four key differentiators. If you provide solutions in addition to products, and want to create a true competitive distinction, this class holds the answer. Solutions can impact a customer's objectives, risk, performance and cost. We will take the solutions you provide (products and services) and outline how to present them to the customer in order to be seen as the supplier of choice.

006 Leadership and Delegation for Distribution Managers

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

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

007 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 negotiation process, read what the other party is doing, adjust negotiating tactics to each situation, achieve the outcome you need and still create a win-win for everyone.

008 Differentiating Your Distribution Company – A Winning Strategy

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

Manufacturers, distributors, alliances, and marketing groups are wrestling with defining their unique value to customer segments in this struggling economy. How do you differentiate in a marketplace that offers more sourcing alternatives, delivery options, products and service options than ever before? You will learn how to develop an effective offensive strategy clearly separating vital business signals

from background noise and then implement a successful action plan. You will receive a proven framework that distributors can use to think strategically about differentiating your firm in your specific and unique market environments.



Monday March 9, 2009**009 Branch & Operations Management for Distributors**

[8:00 am – 4:30 pm] Instructor: Michael E. Workman, Ph.D.

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

010 From Dull to Dynamic: Transforming Your Presentations

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

Transform your presentations to keep your audience interested and motivated. Whether you need tips on handling stage fright, beginning and ending a presentation with punch, using visual aids effectively, delivering your speech with more energy, or handling a question and answer period, this program will give you what you need to improve your speaking skills. You will learn how to improve success through increasing your speaking and listening skills; and how to become a clear, energetic speaker to get and hold the attention of the customers, as well as persuade them to take action on your ideas.

011 The Power of the Spoken Word

[1:00 pm – 4:30 pm] Instructor: Steve Boyd

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

012 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.

013 Profit Myths in Wholesale Distribution

[8:00 am – 11:30 am] Instructor: Albert D. Bates, Ph.D.

Far too much of what managers “know” about profitability is actually wrong. This session will examine some of the major myths about profitability and how they can harm industrial distributors. Some of the topics that will be covered include: How firms try to grow their sales too fast, leading to major cash flow problems. Why most sales commission plans don’t work the way they are supposed to. Why counting on productivity improvements to drive higher profits will probably be a very long wait. How GMROI and Turn and Earn lead to incredibly bad decisions about inventory. Why inventory carrying costs are always over-stated and the cost of being out of stock are always understated. In addition to the lecture and discussion component of the session, participants will be provided with an Excel template to help them understand how incorrect thinking impacts profits in their own firm.

014 Managing the Account Portfolio

[1:00 pm – 4:30 pm] Instructor: John F. Monoky, Ph.D.

Strategic accounts are an organization’s most critical asset and require strong organizational leadership and management to ensure key value is obtained from these invaluable relationships. The practice of strategic account management is now of practical and tactical interest to distributors, seeking to survive in current economic conditions, achieve competitive advantage, and create future growth. Preserving these customer relationships is of strategic importance to the firm’s future financial well-being and this program provides the processes and tools to equip you to engage with your larger customers and your own support organization on a more strategic level to build a more mutually profitable and sustainable relationship.

015 Marketing Strategies

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

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

016 Pricing Strategies

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

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

017 Creating Competitive Advantage Through Total Cost Savings

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

Are your customers looking for ways to reduce operating costs? Are they focused on price, and don’t always appreciate the value you provide? Do you provide value added products and services that can reduce their costs? This class is focused solely on how to put numbers to the savings you provide your customers. We will provide worksheets for documenting your value from very simple to complex technical solutions. Imagine being able to go to your customer when they ask you to help reduce their costs, and being able to show that the savings you have achieved has exceeded what they ask for... not in terms of a lower price, but in terms of Total Cost Savings.

018 The Psychographics of the Emerging Consumer

[8:00 am – 11:30 pm] Instructor: Bob Wendover

Are the new markets passing you by? With billions in purchasing power, emerging young consumers are challenging most current marketing conventions. Success in the future will depend upon tailoring product and sales programs to the mindset of an increasingly fickle buyer. Packed with proven strategies and examples from market leaders, this insightful and entertaining program challenges participants to truly embrace the massive changes taking place in consumer behavior.

019 Leadership and the Emerging Generations

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

What will leadership look like in 2010? As the Baby Boom generation begins its slow march into retirement over the next decade, the faces of those running organizations, large and small, will change in both practice and philosophy. Organizations across the US are seeing a migration away from the Boomer work tendencies of long hours and sacrifice for the corporate good. But this is about more than work ethic. It’s about how the next generation will alter leadership practices as we know them. Based on hundreds of hours of research and surveys, this session provides those attending with the insights and resources to prepare for this massive shift in practices. This session will help you connect with the values and expectations of those in their 30s and 40s who will assume responsibility for strategy and execution going forward.

Tuesday March 10, 2009**020 Achieving Advanced Inventory Management**

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

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

021 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 structure and manage a high performing sales team that is capable of effectively and efficiently implementing your organization’s market plan.

022 Creating Channel Alignment

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

This course provides participants with the basic analytical framework of channel design and channel management approaches. It provides the framework to understand how many distributors are needed for a given market. The bulk of the course content deals with the strategies and tactics necessary to bring a channel strategy back into alignment with market strategy. Channels are designed to meet key criteria when they are first developed, yet then they slowly become dysfunctional over time as markets change and channel partners change or consolidate. It is often difficult to change channel design and there are significant risks and unintended consequences. The course provides practical solutions to difficult and imperfect issues.

Register Early - Sold Out Last 5 Years!

023 *New Product Development and New Product Introduction Strategies*

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

This session was developed for senior level executives in both suppliers and distributors. The session will examine emerging innovation practices and ideas as they apply to industrial products in business to business markets. Participants will apply a new product development model to actual industry successes and failures. The session will closely examine the best practices of new product introduction with an emphasis on demand creation activities, management, and appropriate channel compensation.

024 *Planning and Managing the Distributorship for Greater Profits*

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

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

025 *Hiring the Right Salespeople*

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

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

026 *Improving Profitability thru Joint Sales Calls*

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

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

027 *Fundamental Business Skills and Leadership Training For Today’s Distribution Branch Manager*

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

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

028 *Understanding the Distributor’s Financial Equation*

[8:00 am – 4:30 am] Instructor: John Schoen

This seminar is designed to provide non-financial distributor managers and manufacturer participants with an understanding of the factors that determine a distributor’s profitability and cash flow. Understand the variables that impact a distributors’ profitability and return on investment, and learn to calculate and interpret key financial data. Participants will walk through a case study throughout the day to apply what they have learned. A calculator is needed for the course.

Wednesday March 11, 2009

029 *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.”

030 *Customers: How to Keep The Best for Life*

[8:00 am – 11:30 am] Instructor: Don A. Rice, Ph.D.

The long term viability of the distributorship is determined in part by how well they identify, attract and retain the “very best customers – and keep them for life.” Significant new operational methods will be presented which distributors can use in this effort and will include establishing and measuring service levels, identifying specific customer needs, how to overcome problems, serving both internal and external customers, and turning the one-time buyer into a customer for life.

031 *Increasing Your Sales Force’s ‘EQ’*

[1:00 pm – 4:30 pm] Instructor: Daniel McQuiston, Ph.D.

An increasing amount of research has shown that how smart a person is – their IQ – is only responsible for about 10% of their success in business. Instead, the vast majority of business success can be traced to an individual’s emotional intelligence – EQ – the extent to which he understands himself, understands others, and uses that understanding in business dealings. No where in business is the importance of EQ more prevalent than in sales. The better a salesperson can understand their customer, the better their chances for success. In this session, Dr. McQuiston talks about EQ, how to better understand yourself, and most importantly how to better understand and approach your customers.

032 *How to Make Technology Pay Off in the Sales Arena*

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

Distributors of all sizes are depending on technology to enhance sales, but rarely are they using them to a profitable advantage. This program forces you to look at your existing technology, as well as new technology options, in a whole new way. Features an examination of customer relationship management (CRM) activities to find out what really works (and what your salespeople will really use!), as well as some critical advice on how to examine your company’s web site and make internet sales more effective.

033 *New Process of Distribution Sales Management*

[8:00 am – 4:30 pm] Instructor: Joseph C. Ellers

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

034 *Value Added Selling*

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

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

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

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

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

036 *Approaching Process Improvements Using Project Management Tools*

[8:00 am – 4:30 pm] Instructor: Edie K. Schmidt, Ph.D.

Distributors and manufacturers alike are being asked to increase their competitiveness through implementation of new technology, lean processes, and cost reduction efforts in the channel. No matter what the process improvement is, knowing practical project management tools will enhance the process improvement value to the company. This session will teach you how to set up a process improvement project (using Six Sigma type tools), monitor the project, and enhance the success of the project using a hands-on case study approach.

UID 2009 Registration Form

NAME: _____

BADGE NAME: _____

COMPANY: _____

EMAIL: _____

BUSINESS ADDRESS: _____

PHONE: _____

CITY/STATE/ZIP: _____

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

WHERE/HOW DID YOU HEAR ABOUT THIS UID PROGRAM? _____

Tuition

To take advantage of the Early Registration Discount, your registration must be postmarked, faxed or submitted online by January 16, 2009

- ASSOCIATION MEMBER – US\$995
 NON-MEMBER – US\$1465

If postmarked, faxed or submitted online on or AFTER January 16, 2009, the following tuitions apply

- ASSOCIATION MEMBER – US\$1095
 NON-MEMBER – US\$1565

Please select your 1st (use a "1") & 2nd (use a "2") class choices for each day. Limited space is available and classes fill up quickly. **Registrations will not be processed without proper class selections. Class assignments are final.**

Sunday, March 8, 2009

- __001 – Creating a Winning Marketing Plan
__002 – Improving the Distributor's Bottom Line
__003 – Breakthrough Strategy: Rapid Cycle Progress **MORNING**
__004 – Five Fundamentals of Sales Management **AFTERNOON**
__005 – Solution Based Selling
__006 – Leadership and Delegation for Distribution Managers
__007 – Negotiation Skills for Distributors
__008 – Differentiating Your Distribution Company – A Winning Strategy

Monday, March 9, 2009

- __009 – Branch & Operations Management for Distributors
__010 – From Dull to Dynamic: Transforming Your Presentation **MORNING**
__011 – The Power of the Spoken Word **AFTERNOON**
__012 – Productivity Tactics for Branch Managers
__013 – Profit Myths in Wholesale Distribution **MORNING**
__014 – Managing the Account Portfolio **AFTERNOON**
__015 – Marketing Strategies **MORNING**
__016 – Pricing Strategies **AFTERNOON**
__017 – Creating Competitive Advantage through Total Cost Savings
__018 – The Psychographics of the Emerging Consumer **MORNING**
__019 – Leadership and Emerging Generations **AFTERNOON**

Tuesday, March 10, 2009

- __020 – Achieving Advanced Inventory Management
__021 – Sales Planning for Industrial Distributors
__022 – Creating Channel Alignment **MORNING**
__023 – New Product Development and New Product Introduction Strategies **AFTERNOON**
__024 – Planning and Managing the Distributorship for Greater Profits
__025 – Hiring the Right Salespeople **MORNING**
__026 – Improving Profitability thru Joint Sales Calls **AFTERNOON**
__027 – Fundamental Business Skills and Leadership Training for Today's Distribution Branch Manager
__028 – Understanding the Distributor's Financial Equation

Wednesday, March 11, 2009

- __029 – Personnel Productivity Improvement
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Payment (in US Dollars)

- Check enclosed—made payable to: The Association Education Alliance
 Charge to my: VISA MasterCard AMEX Discover

Account #: _____ Exp.Date: _____

Name on Card: _____ Verification Code: _____

Signature: _____

Mail completed registration form to **105 Eastern Avenue, Suite 104 Annapolis, MD 21403** or Fax to **410/263-1659** or you may register online at www.univid.org.

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

Important Deadlines

January 16, 2009 – Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.

February 7, 2009 – Reservations must be made directly with the hotel prior to 5:00 p.m. Central Time to receive the UID rate.

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 concerns. **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 7, 2009. 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.

Complete this form and Submit Via Fax to **410-263-1659** or register online at www.univid.org



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AED Associated Equipment Distributors
AHTD Association for High Technology Distribution
AMTDA American Machine Tool Distributors' Association
ASA American Supply Association Education Foundation
AVDA American Veterinary Distributors Association
BSA Bearing Specialists Association
DHI Door & Hardware Institute
EFC Electro-Federation Canada
FEDA Foodservice Equipment Distributors Association
FISA Food Industry Suppliers Association
FPDA Fluid Power Distributors Association
GAWDA Gases and Welding Distributors Association
HARDI Heating Airconditioning & Refrigeration Distributors International
IAPD International Association of Plastics Distributors
ISA Industrial Supply Association
ISD International Sealing Distribution Association
ISSA International Sanitary Supply Association

MHEDA Material Handling Equipment Distributors Association
NACD National Association of Chemical Distributors
NAED NAED Education & Research Foundation
NAFCD North American Association of Floor Covering Distributors
NAHAD The Association for Hose & Accessories Distribution
NAWLA North American Wholesale Lumber Association
NBMDA North American Building Material Distribution Association
NEDA National Electronic Distributors Association
NFDA National Fasteners 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
SEDA Safety Equipment Distributors Association
SHDA Security Hardware Distributors Association
STAFDA Specialty Tools & Fasteners Distributors Association
WF&FSA Wholesale Florist & Florist Supply Association

