UID 2020

The University of Innovative Distribution is a concentrated educational program focused on the unique needs of the wholesale distribution industry. Known worldwide for excellence in education, UID is sponsored by the Association Education Alliance (AEA) a consortium of 40+ 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.

WHICH COURSES ARE RIGHT FOR ME?

UID has implemented two changes related to the curriculum to ensure participants have all the information necessary to select the courses they feel will best meet both their needs and their interests.

Courses are now grouped in one of six Education Tracks based on theme. Not all course content fits neatly into one track or another; use this classification more as a guide. These groupings give participants the option to plan their curriculum based on interests in one or more areas.

In addition, Instructors have assigned a Level of Complexity (LOC): Foundational, Intermediate or Advanced to their course. Similar to grouping a course in a specific track, the content in some courses will overlap between foundational and intermediate or intermediate and advanced. Use this identifier as a guide. Participants should familiarize themselves with the definitions for LOC and Education Tracks which are provided below and at right.

EDUCATION TRACKS

Distribution Strategy: Covers specifically designed course topics tied directly to distribution including analytics, strategic pricing, and marketplace disruption.

Leadership/Professional Development: Covers diverse topics including tactics to strategic leadership; drawing out talent in others; better communication; creating a safety culture; working smarter.

Management (Incl HR): Covers diverse topics including long-range planning; exploring best practices; building safe and collaborative work environments; process-redesign; goal setting; technology adoption; workforce recruitment; development and retention.
LEVEL OF COMPLEXITY

**Foundational.** The learning objectives will ensure the content provides the learner with an entry-level overview and exposure to a topic to build foundational, working knowledge leading to the development of a particular skill or skill set.

**Intermediate.** Participants will have a foundational, working knowledge in the topic as a pre-requisite. The learning objectives will ensure the content provides the learner enhanced concepts necessary to apply and analyze the topic thereby strengthening knowledge and advancing skill level.

**Advanced.** Participants will have detailed knowledge of the topic as a pre-requisite. The learning objectives will ensure the content enables the learner to master a skill set enabling the learner to adapt, evaluate, modify and predict situational outcomes.

REGISTRATION DESK HOURS

**SATURDAY**
5:00 pm – 7:00 pm
2nd floor near Starbucks

**SUNDAY - WEDNESDAY**
7:00 AM – 4:30 PM
White Rover Ballroom Foyer, 1st Floor

**Marketing:** Covers diverse topics including leveraging social media to drive traffic to your products and services; developing baselines and calculating inbound marketing ROI; defining key performance indicators; auditing content; staying ahead of industry trends.

**Operations:** Covers diverse topics including supply chain, warehouse and asset management; remaining profitable in a competitive market; effective branch operations; inventory replenishment.

**Sales:** Covers diverse topics including strategies to increase sales performance; maintaining strong client relationships; sales team leadership; negotiation skills; defining and delivering value-added services.
## PROGRAM SCHEDULE

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<thead>
<tr>
<th>SESSION</th>
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<tr>
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<td>001</td>
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<td></td>
<td>007</td>
<td>New Course To Be Announced</td>
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<tr>
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<td>008</td>
<td>Big Data Analytics For Wholesale-Distributor</td>
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<td>Lights, Smartphone, ACTION! A Hands-On Video Workshop</td>
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<td>Leading Relationships: Communication, Resolution, Accountability, &amp; Performance</td>
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<td>Five Steps to Maximizing Return on Investment</td>
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<td>Build a Culture of Safety: Beyond the Written Safety Program</td>
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<td>Personnel Productivity Improvement: How to Practice No Surprise Management</td>
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<td><strong>MONDAY</strong>&lt;br&gt;(1:00 - 4:30 PM)</td>
<td>023</td>
<td>Improving the Bottom Line (Part 2)</td>
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<td>024</td>
<td>Max Out Margins with Strategic Pricing</td>
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### EDUCATION TRACKS

- ![Distribution Strategy](image.png)
- ![Leadership/Professional Development](image.png)
- ![Management (Including HR)](image.png)
- ![Marketing](image.png)
- ![Operations](image.png)
- ![Sales](image.png)

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<td>Make it a Process ... Key Elements of Sales Management</td>
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LEADERSHIP/ PROFESSIONAL DEVELOPMENT TRACK

008 Big Data Analytics for Wholesale-Distributor
Presenter: 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 practical application, not theory, and it does not require a new software package to play. There is a great deal of bad information and hype on this subject. The basic principle is that better data in decision making improves the firm's ability to make effective investments, increasing shareholder value. The course provides a series of specific examples of how big data allowed a distributor to gain competitive advantage.

024 Max Out Margins with Strategic Pricing
Presenter: Steve Deist
Better pricing is one of the fastest ways to put more money on the bottom line. But... pricing changes can be complex and risky. This course outlines the steps to build a world-class pricing course that will grow profit while managing short- and long-term risk.

031 Play to Win with a Market Strategy
Presenter: Steve Deist
This course shows you how to stand out from the competition and create sustained competitive advantage. It takes you through the steps of developing and executing an effective business strategy using techniques specifically designed for distributors. It is intended for senior executives who are responsible for setting their company's strategic direction, and for those who aspire to such a position.

032 Powered Productivity: Tech Tools to Get Stuff Done
Presenter: Beth Ziesenis
Join Your Nerdy Best Friend back again with the newest tech tools to increase productivity, efficiency and awesomeness for work and home. Beth Z's course includes new ideas for task automation, team collaboration, personal productivity and much more. No matter what your technology comfort level, you'll leave with real steps you can take to start changing the way you work right away.

036 The Foundations of Leadership: You'll Know it When You See it
Presenter: Gail Lowney Alofsin
Wherever you are on the "leadership ladder," this course is designed to assist you as you cultivate the characteristics, skills and vision you need to lead people. You will learn and re-learn both tools and strategy to become a stronger, more confident and respected leader and communicator. Leadership? It starts with YOU!

037 The Unwritten Rules of Leadership: The Science Behind the Words
Presenter: Jamie Turner
The world’s most influential leaders understand the power of persuasion and how to use it to guide employees, team members, and business partners towards the vision they have for their organizations. Jamie will explain how to use tag questions to gain trust and confidence, how active listening can be the difference between success and failure, and how using the word “because” can be transform your persuasion skills.
innovative change. provides a practical model for Distributor™ framework that will explore The Innovative and research-based course, you can do right now to stabilize your business in today’s unstable markets. You will also learn how you can strengthen and improve your team’s “Why buy” selling message. A detailed workbook/ action guide will be provided to help you take these ideas back to share with your sales team that includes a ten-stepped outline you can use to lead your team to a stronger message of value and uniqueness.

**001 Finding the Balance: People, Product and Profitability**
Presenter: Jason Bader
This course is all about building a profitable operation. Managers 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 have responsibility over. This is the balancing act of every effective manager. In this course, we will cover the basics of coaching, managing, and driving your way to profitable location growth.

**005 How to Accelerate Your Competitive Advantage in Today’s Unstable Markets**
Presenter: Jim Pancero
This interactive course will explain how the four most disruptive shifts in selling today are impacting your sales team (and what you as their sales leader can do about it). You will learn the five best things you can do right now to stabilize your business in today’s unstable markets. You will also learn how you can strengthen and improve your team’s “Why buy” selling message. A detailed workbook/ action guide will be provided to help you take these ideas back to share with your sales team that includes a ten-stepped outline you can use to lead your team to a stronger message of value and uniqueness.

**006 The Successful Manager’s Communication Toolkit**
Presenter: Linda Larsen
This fast-paced content-rich workshop focuses on how to build meaningful, mutually beneficial relationships by the continued improvement of how you communicate — verbally, non-verbally, via email, telephone and, of course, face-to-face. This holistic approach will help you build a team comprised of individuals who are equipped with the mindset and the skillset they need in order to be highly productive, quickly solve problems and provide stellar customer service. You will leave with tools to help you be a more effective listener, ask for a behavior change, give constructive feedback, and communicate more effectively.

**014 The Quick Learning Guide to Human Resources for Every Manager**
Presenter: Pam Krivda
If you have responsibility for managing employees — whether you manage just one employee or the whole Human Resources function — this course provides nutshel coverage of what you need to know for effective employee management. We will cover leaves of absence, including family leave, disabilities, at-will employment, having critical conversations with an employee, discipline, documentation, termination, defense readiness, overtime requirements, performance management, and other subjects you need in your day-to-day work with your employees.

**015 Distribution in a Post Amazon World**
Presenter: J. Michael Marks
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 or its replacement. There will even be digital versions of companies. Yet, we are still analog beings living in an ever-increasing digital world. A manufacturer can eliminate a distributor in their channel, but they can’t eliminate the work and services they provide. This course explores the forces of changes at work and explores several scenarios that may occur as a result.

**019 Project Management Skills and Strategies.**
Presenter: Julia Kalish, Ph.D.
The truth is that virtually all projects have common pitfalls, challenges, and opportunities whether they are multimillion-dollar multi-year undertakings or small venture that can be completed in one hour with no designated resources. A proven method of bringing a project in on time, under budget, and according to specifications is universal across a variety of fields, industries, and organizations. Discover how successful project managers think, plan, and deliver results in this interactive workshop designed to allow participants to learn, practice, and perform all aspects of a successful project from beginning to end.
Creating and driving the effective new behaviors, considering input and output metrics and a suite of leadership metrics to support specific growth initiatives. Creating and driving the effective use of innovation tools, processes, and metrics requires a strategic and disciplined approach that starts with the enterprise growth strategy and cascades throughout each business unit, division, and group structure.

This course will look at the environment for your employees. You will learn how to take a balanced approach to begin building new habits. impacting their workplace and which mistakes are negatively impacting their workplace and begin to recognize. mistakes, be able to recognize. mistakes. Once course attendees come to understand these basic communication mistakes, they can begin to label them, have a frank and candid conversation about them and begin to make improvements. Through small group discussions, self-reflective exercises and small group activities, participants will learn the seven communication mistakes, be able to recognize which mistakes are negatively impacting their workplace and commit to building new habits.

**029 Leading for Innovation:**
Systematically Identify Areas Ripe for Meaningful Change

Presenter: Abram Walton, Ph.D.
This course will look at the stages of the innovation process and how to implement them: planning, defining the course of action, establishing the motivation, attributing the action items, prioritizing, monitoring, and driving desired new behaviors, considering input and output metrics and a suite of leadership metrics to support specific growth initiatives.

**036 Increasing Engagement & Motivation:**
Keys to Bridging the Intergenerational Divide

Presenter: Abram Walton, Ph.D.
Effective talent recruitment, selection, and management requires leaders to move beyond mere stereotypical understandings of generational differences, and to create a bridge between the differences in communication and decision-making styles, training and development needs, conflict-resolution styles, and overall job expectations. This course will introduce intergenerational selection and management techniques including succession planning, mentoring courses, and using behaviorally anchored rating scales and interview questions.

**039 Hiring Salespeople**

Presenter: Joseph Ellers
One of the most difficult objectives for any organization is to identify, hire and integrate salespeople. This course helps organizations to use a process-based approach that begins with a clear understanding of the kind of salesperson needed and ends with a set of actions designed to increase the chances of success through a structured on-boarding process.

**041 Personnel Productivity Improvement:**
Strategic Recruitment & Onboarding

Presenter: Kathryn Newton, Ph.D.
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.

**043 Who Comes Next?**
Leadership Succession Planning Made Easy

Presenter: Mary Kelly, Ph.D., CDR, U.S. Navy (ret)
Competitive, challenging, and constantly shifting — that is today’s marketplace. To successfully compete, organizations need to build depth of experience, perspective, and increase the knowledge base of their leadership bench. With more than 75 million baby-boomers reaching retirement age, you need to be managerially prepared. You need answers to important organizational and leadership questions: What will the new roles and responsibilities look like in the future? What do we need to build an organizational plan for new challenges? Who is going to move into more senior positions? Who comes next?

**047 Mastering The 3 Levels of Championship Leadership Communication**

Presenter: Skip Weisman
This highly interactive and engaging course explores the three levels of communication that organizational managers and leaders must master to exert positive influence on those they lead and manage to get high-performance results. This course will explore the specific skills and components at each of the three levels and provide experiential activities to begin building new skills in each level.

**049 Selling or Buying a Distribution Business? Here's What You Need to Know**

Presenter: Jim Miller
If you’re thinking about buying, you need to know X ... and if you’re thinking about selling, you need to know Y. This course is designed for distribution business owners who are considering either option and managers who may or may not be a part of those transactions. Also for vendor executives who will be directly or indirectly impacted by the sale of distribution companies in their supply chains. The course will dig into the forces that are driving these decisions, types of full or partial sales, and the potential resultant impacts on the supply chains. We will touch on some common post-transaction considerations & mistakes.
009 Lights, Smartphone, ACTION! A Hands-On Video Workshop
Presenter: Beth Ziesen
This hands-on workshop teaches you dozens of easy, budget-friendly tech tools to make professional-level videos on the cheap and on the fly. You’ll learn how to turn photos from your websites to create a highlight video to send to prospects. You’ll discover strategies for turning longer video clips of your products in action into exciting short promo videos. We’ll cover everything you need to up your video game, from GIFs to video posts and conversion tools so your creations can be shared on a number of platforms.

028 B2B Branding Strategies for the 2020’s
Presenter: Dan Horan
This interactive course will dive into four aspects of B2B strategy, including 1) The foundational elements of a brand, 2) Good and bad branding practices, 3) Creating and building an intentional brand and 4) Effectively maintaining an existing brand. Attendees will learn a simple, team-oriented approach to brand consistency that builds loyal, more profitable customers. They will also work in teams and be guided through a pragmatic approach to narrow the gap between their current brand and ideal brand.

030 Digital Disruption: Using Digital Landscape to Grow Your Sales
Presenter: Jamie Turner
In this fun, engaging, action-oriented workshop, internationally recognized author, speaker, and CEO Jamie Turner will share news ways — and some traditional ways — that you can use marketing to target, nurture, and convert more of your prospects into customers. He will use case studies that highlight several businesses that have adapted to the changes and benefitted as a result.

044 Distribution Marketing That Drives Sales Results
Presenter: Ian Heller
Professional marketers working in distribution companies often feel underappreciated, unempowered or even ignored by other departments like sales and finance. In many companies, the marketing department struggles to earn resources, find ways to add value and demonstrate measurable ongoing impact.

045 Distribution: Creating and Building a Brand to Drive Results
Presenter: Jon Schreibfeder
The goal of effective inventory management is to meet or exceed customers’ expectations for product availability while maximizing your organization’s net profits. In this course we will explore how to effectively anticipate what quantities of what products your customers will request.

011 Balancing Product Availability and Your Inventory Investment
Presenter: Jon Schreibfeder
Product availability is critical to the success of your organization. Customers are more demanding than ever before. They want everything “yesterday.” But distributors don’t have unlimited funds (or space) to invest in large supplies of every product their customers might request. How do you meet or exceed customers’ expectations while still earning a good profit?

013 The Modern Distributor: Digital Transformation
Presenter: Andrew Johnson
This course will tackle the topic of innovation in practical terms with a discussion lead by a true practitioner with a desire to share his story and in so doing help other distributors find their way in the ever-changing landscape. We will explore what a digital distributor looks like and how digital transformation may affect the structure, policies, and tactics of traditional distribution companies.

004 Effective Forecasting and Demand Planning
Presenter: Jon Schreibfeder
The “Improving the Bottom Line” course will demonstrate how to improve your financial results, not just a little, but a lot. The course 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.

020 Five Steps to Maximizing Return on Investment
Presenter: Robert Langdon
In this course, Langdon, author of Managing Your Business for Profit, will show you how to calculate return on investment for a closely held business and a five-step process for improving yours. You will learn how to simultaneously improve profit, cash flow and return on investment. And you’ll return to your business more competitive than ever.

023 Improving the Bottom Line (Part 2)
Presenter: Albert D. Bates, Ph.D.
This will be a continuation of Part 1 which is highly recommended. 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” course will demonstrate how to improve your financial results, not just a little, but a lot. The course 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.
027 Using Your Solutions to Create Competitive Advantage
Presenter: Tim Underhill
Positioning yourself as a solution provider can create a true competitive advantage. Why? Solutions can impact four key issues for your customers: 1) Objective Attainment, 2) Improved Operating Profits, 3) Improved Performance, and 4) Reduced Risk. This workshop will walk you through identifying your customers’ needs, then determine what solutions you provide to help meet these needs, the impact your solution has on the four key issues above, and why you are the best supplier to provide these solutions. Create a plan you can leave with to position yourself as a solution provider.

034 Measuring and Reporting Value Added Savings
Presenter: Tim Underhill
In this course we will walk you through how to measure value added savings for any solution you provide. It is focused on industrial, construction and heavy commercial sales/contracts. We will provide work sheets and case studies to work through on how to measure the savings. We will also demonstrate tools to help you capture, sell and report value added savings. However, this will not be a class focused on selling, it is primarily focused on the Measurement and Reporting of Value-Added savings.

050 15 Ways to Grow Your Business in Every Economy
Presenter: Mary Kelly, Ph.D., CDR, U.S. Navy (ret)
You are wonderful with clients, you understand what you need to do to stay current in your field, and you have a great staff, but running a business is tough. Working in the financial profession today involves all kinds of other tasks as well. In this fast-paced, dynamic, and fun course, Mary incorporates workable solutions for today’s tough business problems. Learn how to maximize your time and resources for greater productivity and profits.

012 How to Improve Your Sales Team’s Selling Skills
Presenter: Jim Pancero
As the leader of your team, the selling skills you most want and need within your reps have to be identified and highlighted. You will learn the evolution of selling to explain why so many of your senior sales reps are stuck in outdated and ineffective selling philosophies. We will discuss the selling skills you need to look for in your next hire. You will learn the five most critical selling skills your team needs to achieve long term success. And you’ll leave with an action plan to help you take these ideas back to share with your team.

018 Emotional Intelligence for Sales Success
Presenter: Colleen Stanley
Emotionally intelligent salespeople are great at building relationships, handling pressure and bouncing back from setbacks and failures. When meeting with challenging prospects and customers, emotions often start running the sales meeting rather than effective selling and influence skills. Participants will learn key emotional intelligence skills that produce hard sales results. Skills such as such as emotion management, self-awareness, empathy, assertiveness, delayed gratification and stress management.

025 Emotional Intelligence for Sales Leadership
Presenter: Colleen Stanley
It’s time for a new perspective in sales and sales leadership. Research from CSO Insights show that only slightly more than half of sales representatives (53%) are meeting or exceeding their quotas. And this is in spite of salespeople and sales managers having access to more information, education and sales enablement tools than ever before. Learn the strategies to improve your training and coaching skills by understanding and applying emotional intelligence in their sales leadership role.

Visit UNIVID.org for online registration, complete course descriptions, learning objectives, and speaker bios.

Registration DEADLINE
February 18, 2020
032 Make it a Process ... Key Elements of Sales Management  
Presenter: Joseph Ellers  
The role of sales management has changed over the past 25 years from customer relationship management to the need for more focused, proactive sales effort. This course addresses the core elements of effective sales management, including a set of specific tools that can be implemented immediately. The participants will be challenged to develop a draft sales plan, during the class setting.

033 Negotiation Skills for Distributors (Part 1)  
Presenter: Michael Schatzki  
This course 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 while at the same time maintaining positive, long-term relationships. Taking Part 2 of this course is highly recommended.

035 Every YES Begins with a Know: Web Search Secrets to Know More  
Presenter: Sam Richter  
In a prospect or client meeting, do you talk mainly about you and your organization? Or is the conversation focused on the other person and what he or she cares about? Do you make your prospects and clients feel important? Are you relevant? It’s no longer enough to be interesting. In today’s world you need to be interested.

040 Negotiation Skills for Distributors (Part 2)  
Presenter: Michael Schatzki  
For those who attended Part 1, this course is a continuation of what you learned and will include some valuable exercises. 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 while at the same time maintaining positive, long-term relationships.

042 YOU JUST “FRIENDED” A THIEF  
Presenter: Sam Richter  
It’s amazing the amount of information available online about companies and people. And it’s shocking how vulnerable we all are to Personal Identity Theft and Business Identity Theft in ways you might not think about. Easy-to-implement, non-technical ways to protect yourself, your family, and your business from identity theft. This eye-opening, high-energy, entertaining course will have your audience talking, thinking, and thanking themselves (and you!) that they attended the conference.

046 Pre-call Planning Tactical Offense Clinic  
Presenter: Don Buttrey  
This clinic will teach sales professionals how to prepare and execute highly effective, consultative customer interactions. Salespeople can improve call success by this powerful pre-call planning process. Each attendee will receive a pre-call planning tool and prepare for an actual upcoming call during the clinic for immediate application!

048 Inside Sales 101  
Presenter: Paul Reilly  
Although selling principles are similar, there are tactical differences between inside and outside sales. These tactical differences create unique challenges and opportunities. This course provides a framework for training and developing the inside sales team. When your inside sales team applies these tactics, they will proactively serve customers and sell more effectively. Leveraging the strengths of your inside sales team will lead to greater customer loyalty and profitability. Participants will be invited to a post-UID webinar.

053 Sales Professional Negotiation and Tactical Defense  
Presenter: Don Buttrey  
This is a hands-on skill development workshop. We will first look at what objections are and learn the dynamics surrounding them. I will then teach a proven methodology for how to respond using the “SELL defense”. Everyone will receive a detailed handout and a worksheet tool to help develop skillful responses to the objections, complaints, and negotiation ploys they face!

055 Coaching for Sales Success  
Presenter: Paul Reilly  
If salespeople report to you, your number one responsibility is to coach. Our research shows that salespeople want more coaching and better coaching. Coaching is how you bring value to your sales team. Coaching requires commitment to your team and time in the field. You can’t coach from the locker room. In Coaching for Sales Success, sales leaders will learn how to coach their sales team and manage the sales process more effectively. Participants will be invited to a post-UID webinar.

056 Know Your Competitive Advantage? Think Again!  
Presenter: Jaynie Smith  
Few companies can articulate a competitive advantage or a differentiating value proposition for their company. This course is based on 15 years of research showing attendees what is and what is not a competitive advantage. Participants will learn a new definition for differentiation statements after they are shown that most messages touted today are vague and clichéd. In this interactive workshop, attendees will leave with new advantages they didn’t know they had, or at a minimum, with a process to uncover even more in their companies.
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 $199 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 18, 2020 will be at the hotel's discretion regarding availability and rate. Sleeping rooms are limited and sell out early. Please make your reservations as soon as possible.

Visit UNIVID.org for full hotel information and online registration.

**IMPORTANT DEADLINES**

**January 12, 2020** - Earlybird registration ends. Registration is only accepted online with credit card payment.

**February 18, 2020** - 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 18, 2020** - Registration deadline. All applications received after this date will be handled on a case-by-case basis.