



**Registration
to open in
October
2010!**

University of Industrial Distribution, March 7-11, 2010

Dates	March 7 Arrival through March 11
Location	Indiana University/Purdue University, Indianapolis, IN
Registration	\$995 for association members registered by January 16, 2010; \$1095 after January 16, 2010. Non-Members; \$1465/\$1565

CLASS SCHEDULE

MONDAY MARCH 8, 2010	TUESDAY MARCH 9, 2010	WEDNESDAY MARCH 10, 2010	THURSDAY MARCH 11, 2010
Creating A Winning Marketing Plan <i>(McQuiston)</i>	Achieving Effective Inventory Control <i>(Schreibfeder)</i>	Branch and Operations Management <i>(Workman)</i>	Personnel Productivity Improvement <i>(Newton)</i>
Improving the Distributor's Bottom Line <i>(Bates)</i>	From Dull to Dynamic: Transforming Your Presentation <i>(Boyd)</i> MORNING The Power of the Spoken Word <i>(Boyd)</i> AFTERNOON	Sales Planning for Industrial Distributors <i>(Monoky)</i>	Customers: How to Keep Them for Life <i>(Rice)</i> MORNING Increasing Your Sales Force "EQ" <i>(McQuiston)</i> AFTERNOON
You Can Always Sell More – How to Improve Any Sales Force <i>(Pancero)</i>	Productivity Tactics for Branch Managers <i>(Merrifield)</i>	Real World Branding Strategy for the Industrial Products Manufacturer <i>(Marks)</i> MORNING – NEW! Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive <i>(Marks)</i> AFTERNOON – NEW!	Negotiation Skills for Distributors <i>(Schatzki)</i>
Creating a Competitive Distinction <i>(Underhill)</i>	Profit Myths in Wholesale Distribution <i>(Bates)</i> MORNING Managing the Account Portfolio <i>(Monoky)</i> AFTERNOON	Planning and Managing the Distributorship for Greater Profits <i>(Rice)</i>	New Process of Distribution Sales Management <i>(Ellers)</i>
Leadership and Delegation for Distribution Managers <i>(Land)</i>	Marketing Strategies <i>(Marks)</i> MORNING Pricing Strategies <i>(Marks)</i> AFTERNOON	Hiring the Right Salespeople <i>(Ellers)</i> MORNING Improving Profitability Through Joint Sales Calls <i>(Ellers)</i> AFTERNOON	Value-Added Selling <i>(Reilly)</i>
Differentiating Your Distribution Company: A Winning Strategy <i>(McCleave)</i>	Proving Total Cost Savings <i>(Underhill)</i>	Fundamentals of Business Skills and Leadership Training for Today's Distribution Branch Manager <i>(Ambrose)</i>	Creating Shareholder Value in Wholesale Distribution <i>(Deist)</i> NEW!

UID Instructors – March, 2010

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*.

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 PhD 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*."

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*.

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.



www.univid.org

Check back for details in October 2009.