

# UID 2018 REGISTRATION

# SCHEDULE AT-A-GLANCE

Name: \_\_\_\_\_ Nickname: \_\_\_\_\_  
Company: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Cell: \_\_\_\_\_

**CHECK ONE:**  Distributor  Manufacturer  Other  
**HAVE YOU ATTENDED A PRIOR UID PROGRAM?**  Yes  No  
**DO YOU PLAN TO ATTEND THE UID HAPPY HOUR ON SUNDAY EVENING?**  Yes  No

**TITLE:** Check the one that most approximates your responsibilities.  
 Sales/Sales Management  Executive Management  Finance  
 Operations/Administration  Manufacturer's District Manager  Marketing  
 All of the Above  Other \_\_\_\_\_

**AGE:**  Under 30  30-40  40-50  50+

**LENGTH OF INDUSTRY SERVICE:**  Less than 5 years  5-10 years  10-15 years  
 15-20 years  20+ years

**TUITION:** To take advantage of the Early Registration Discount, your registration must be postmarked, faxed or submitted online by January 10, 2018.

**By January 10, 2018.**  Association Member - US \$1,095  Non-Member - US \$2,095  
**After January 10, 2018.**  Association Member - US \$1,295  Non-Member - US \$2,195

#### PAYMENT (in US Dollars)

Check enclosed (payable to Association Education Alliance) Total \$ \_\_\_\_\_  
 Charge to my:  VISA  MC  AMEX  Discover

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Verification Code: (see code on back of credit card) \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

#### 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 errors. 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 12, 2018. 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.

#### SUNDAY, MARCH 11

- 001 Finding the Balance in Branch Management [AM]
- 002 The Foundations of Leadership, "They" KNOW it when "They" SEE it! [PM]
- 003 Feedback with Impact [AM]
- 004 Know More! Selling [PM]
- 005 Value-Added Selling
- 006 Creating a Competitive Distinction
- 007 Sustaining Growth: Making the Leap from Lifestyle to Professional Management [AM]
- 008 Distribution in a Post Amazon World [PM] **NEW**
- 009 Differentiating Your Distribution Company – A Winning Strategy
- 010 Mastering How Do They Do That: Secret Tech Weapons for Work and Home [AM]
- 011 Actually I Can... The Soft Skills of Leadership! [PM] **NEW**

#### MONDAY, MARCH 12

- 012 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace [AM]
- 013 Decide: Work Smarter, Reduce Your Stress, and Lead by Example [PM]
- 014 Leaders are not Born. They are Built! [AM]
- 015 Branch & Operations Effectiveness for Distributors, PART I [PM]
- 016 Improving the Bottom Line
- 017 Inside Sales 101 [AM]
- 018 The Successful Manager's Toolkit [PM] **NEW**
- 019 Mergers & Acquisitions: How They Affect the Competitive Landscape [AM]
- 020 Big Data Analytics For Wholesale-Distributor [Marks] [PM]
- 021 Proving Total Cost Savings
- 022 SWAT Team Selling — Leading Your Team to a Competitive Advantage

#### TUESDAY, MARCH 13

- 023 Branch & Operations Effectiveness for Distributors, PART II [AM]
- 024 7 Keys to B2B Online Marketing Success! [PM] **NEW**
- 025 Sales Performance by Design
- 026 Amazon Business: Defending Against, Partnering With, and Out-Innovating **NEW**
- 027 Planning and Managing the Distributorship for Greater Profits
- 028 Hiring the Right Salespeople [AM]
- 029 Improving Profitability Thru Joint Sales Calls [PM]
- 030 Mastering the Five Most Critical Skills for Selling Success
- 031 E-commerce: Driving Industrial Opportunities [AM] **NEW**
- 032 The Power of Focus: Strategic Planning for Distributors [PM]

#### WEDNESDAY, MARCH 14

- 033 Personnel Productivity Improvement
- 034 Creating a Winning Marketing Plan [AM]
- 035 Increasing Your Sales Force's 'EQ' [PM]
- 036 Negotiation Skills for Distributors
- 037 New Process of Distribution Sales Management
- 038 Managing the Account Portfolio [AM]
- 039 Vital Planning Disciplines for Sales Professionals [PM]
- 040 Troubleshooting Inventory Replenishment [AM]
- 041 Effective Warehouse Operations [PM]
- 042 Marketing Strategies [AM]
- 043 Pricing Strategies [PM]

PRESENTED BY



#### MAIL COMPLETED REGISTRATION FORM TO:

105 Eastern Avenue, Suite 104  
Annapolis, MD 21403 or Fax to 410-263-1659  
Or, register online at [www.univid.org](http://www.univid.org). Due to the high volume of registrations, we are unable to acknowledge receipt of faxed forms – please do not call. Your confirmation will be emailed within one week of receipt of your registration form. Online registrations will automatically receive a confirmation.

#### IMPORTANT DEADLINES

**January 10, 2018 - Early bird registration.** Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.

**February 16, 2018 - 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 16, 2018 - Registration deadline.** All applications received after this date will be handled on a case-by-case basis.

# SPONSORS

AHTD Association for High Technology Distribution  
ASA American Supply Association Education Foundation  
AVDA American Veterinary Distributors Association  
BSA Bearing Specialists Association  
CDA Convenience Distribution Association  
CIPH Canadian Institute of Plumbing & Heating  
ECIA Electronic Components Industry Association  
EFC Electro-Federation Canada  
FEDA Foodservice Equipment Distributors Association  
FISA Food Industry Suppliers Association  
FPDA The FPDA Motion & Control Network  
GAWDA Gases and Welding Distributors Association  
HARDI Heating Airconditioning & Refrigeration Distributors International  
HRAI The Heating, Refrigeration and Air Conditioning Institute of Canada  
IAPD International Association of Plastics Distributors  
ISA Industrial Supply Association  
ISD International Sealing Distribution Association  
ISSA The Worldwide Cleaning 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  
NFDA National Fasteners Distributors Association  
NIBA The Belting Association  
NMDA National Marine 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  
RPA Retail Packaging Association  
SHDA Security Hardware Distributors Association  
STAFDA Specialty Tools & Fasteners Distributors Association  
TCATA Textile Care Allied Trades Association  
WF&FSA Wholesale Florist & Florist Supplier Association  
WMA World Millwork Alliance