

Association \_\_\_\_\_

Name: \_\_\_\_\_ Nickname: \_\_\_\_\_

Company: \_\_\_\_\_

Business Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**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 14, 2015.

BY January 14, 2015:  Association Member – US \$995  Non-Member – US \$1,995

AFTER January 14, 2015:  Association Member – US \$1,195  Non-Member – US \$2,095

Pacer's Game Networking Event – US \$42

**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 \_\_\_\_\_

**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 16, 2015. 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.

**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.

**SUNDAY, MARCH 8**

- \_\_\_ 001 Marketing Strategies (Morning)
- \_\_\_ 002 Pricing Strategies (Afternoon)
- \_\_\_ 003 Decide: Work Smarter, Reduce Your Stress, and Lead by Example (Morning)
- \_\_\_ 004 Know More! Selling (Afternoon)
- \_\_\_ 005 SWAT Team Selling – Leading Your Team to a Competitive Advantage
- \_\_\_ ~~006 Creating a Competitive Distinction~~
- \_\_\_ 007 Channel Management As a Tool to Create Competitive Advantage (Morning)
- \_\_\_ 008 Managing in Turbulent Times (Afternoon) **NEW**
- \_\_\_ 009 Differentiating Your Distribution Company – A Winning Strategy
- \_\_\_ 010 Leadership Isn't For Cowards (Morning) **NEW**
- \_\_\_ 011 Online Marketing – Where's It Going? How to Win (Afternoon) **NEW**

**MONDAY, MARCH 9**

- \_\_\_ 012 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace (Morning)
- \_\_\_ 013 Strategic Planning for Distributors (Afternoon)
- \_\_\_ 014 The Power of the Spoken Word (Morning)
- \_\_\_ 015 Branch & Operations Effectiveness for Distributors – Part 1 (Afternoon)
- \_\_\_ 016 Improving the Bottom Line
- \_\_\_ 017 Market Planning with Predictive Analysis (Morning) **NEW**
- \_\_\_ 018 Managing the Account Portfolio (Afternoon)
- \_\_\_ 019 Mergers & Acquisitions: How They Affect the Competitive Landscape (Morning)
- \_\_\_ 020 Mergers & Acquisitions: Deal Structure & Value Creation (Afternoon)
- \_\_\_ ~~021 Proving Total Cost Savings~~
- \_\_\_ 022 Mastering the Five Most Critical Skills for Selling Success **NEW**

**TUESDAY, MARCH 10**

- \_\_\_ 023 Branch & Operations Effectiveness for Distributors – Part 2 (Morning)
- \_\_\_ 024 Stop Marketing Like It's 1999! (Afternoon)
- \_\_\_ 025 Sales Performance by Design
- \_\_\_ 026 How to Get Paid for Service Value
- \_\_\_ 027 Planning & Managing the Distributorship for Greater Profits
- \_\_\_ 028 Hiring the Right Salespeople (Morning)
- \_\_\_ 029 Improving Profitability Through Joint Sales Calls (Afternoon)
- \_\_\_ 030 Value – Added Selling
- \_\_\_ 031 How DO They Do That: Secret Tech Weapons for Work and Home (Morning) **NEW**
- \_\_\_ 032 Finding the Balance in Branch Management: People, Product and Profitability (Afternoon) **NEW**

**WEDNESDAY, MARCH 11**

- \_\_\_ 033 Personnel Productivity Improvement
- \_\_\_ 034 Creating a Winning Marketing Plan (Morning)
- \_\_\_ 035 Increasing Your Sales Force's 'EQ' (Afternoon)
- \_\_\_ 036 Negotiation Skills for Distributors
- \_\_\_ 037 New Process of Distribution Sales Management
- \_\_\_ 038 Leaders are not Born. They are Built. **NEW**
- \_\_\_ 039 Vital Planning Disciplines for Sales Professionals (Afternoon) **NEW**
- \_\_\_ 040 Troubleshooting Inventory Replenishment (Morning) **NEW**
- \_\_\_ 041 Effective Warehouse Operations (Afternoon) **NEW**
- \_\_\_ 042 How to Delegate Effectively Without Losing Control **NEW**

**IMPORTANT DEADLINES**

**January 14, 2015 - Early Bird Registration.** Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.

**February 16, 2015 - Hotel Reservation deadline.** Reservations must be made directly with the hotel prior to 5 p.m. Central Time to receive the UID rate.

**February 20, 2015 - 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
- 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 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
- 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
- SHDA Security Hardware Distributors Association
- STAFDA Specialty Tools & Fasteners Distributors Association
- TCATA Textile Care Allied Trades Association
- WF&FSA Wholesale Florist & Florist Supplier Association