



## UID 2021

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.



## IMPORTANT DEADLINES

### Week of January 11, 2021

Registration opens.

### March 5, 2021

Cancellation and refund requests (minus \$100 administration fee) must be received at [info@univid.org](mailto:info@univid.org). No cancellations or refunds will be accepted after this date.

### March 10, 2021

Registration deadline. All applications received after this date will be handled on a case-by-case basis.



## REGISTRATION FEES

### All-Access Pass: \$525 AEA Members; \$660 Non-Members

- Access to the daily keynote and Wednesday Panel.
- Access to programs selected during registration live at your scheduled time
  - Ability to download handouts and course materials through Whova.
  - Access to the recordings of any program session offered over the three days program.

### One-Day Pass: \$175 AEA Members; \$220 Non-Members

- Access to the selected day's keynote or Panel.
- Access to programs selected during registration live at your scheduled time.
  - Ability to download handouts and course materials through Whova.
- Access to the recordings of your selected programs.

PRESENTED BY



## Visit UNIVID.org for

online registration, complete course descriptions, learning objectives, and speaker biographies.



## Registration DEADLINE

MARCH 10, 2021

REGISTRATION DEADLINE  
MARCH 10, 2021



# uid2021

MARCH 15-17, 2021

VIRTUAL PROGRAM



	S SALES	DISTRIBUTION STRATEGY	OPERATIONS	MARKETING	MANAGEMENT	PROFESSIONAL DEVELOPMENT
<b>MONDAY, MARCH 15</b>						
1:00-1:10 pm	Welcome and Orientation					
1:10-2:00 pm	001. Leadership Keynote: Leaders Are Not Born. They Are Built! Randy Disharoon					
Session Block 1						
2:10-3:00 pm	002. How to Strengthen Your Sales Team's Selling Skills Jim Pancero	003. Effectively Analyzing Your Investment in Inventory Jon Schreibfelder			004. Finding a Balance: People, Product, and Profitability Jason Bader	
Session Block 2						
3:10-4:00 pm	005. Professional Sales Coaching Skills - Sales EQ & IQ Colleen Stanley	006. The Modern Distributor: Digital Transformation Andrew Johnson		007. A New Way to Look at Your Brand: Crafting a Story Your Customers Care About Steve Yastrow		
Session Block 3						
4:10-5:00 pm	008. Sales Professional Negotiation & Tactical Defense Don Buttrey	009. Max Out Margins with Strategic Pricing Steve Deist			010. Appreciation Strategies to Boost Your Business and Lift Your Life Lisa Ryan	
<b>TUESDAY, MARCH 16</b>						
1:00-1:10 pm	Welcome and Orientation					
1:10-2:00 pm	011. Leadership Keynote: Leading Relationships Steve McClatchy					
Session Block 4						
2:10-3:00 pm	012. Make It a Process... Key Elements of Sales Management Joe Eilers		013. Tool Up: How to Select Software That Works for You Anne Patterson		014. Building a Culture of Success: Leadership at All Levels Gail Alofsin	
Session Block 5						
3:10-4:00 pm	015. The Evolution of Sales: Web Search Secrets to Find the Right Leads at the Right Time with the Right Message Sam Richter			016. Digital Marketing Growth Hacks: How to Use Digital to Grow Your Sales and Revenues Jamie Turner	017. Trust is Not Enough: How to Create a Work Environment Based in High Levels of Respect Skip Weisman	
Session Block 6						
4:10-5:00 pm		019. Improving the Bottom Line Al Bates, Ph.D.			018. Personnel Productivity Improvement: Strategic Recruiting & Onboarding Kathy Newton, Ph.D.	
					020. Visionary Leadership: Crafting Your Vivid Vision Dirk Beveridge	
<b>WEDNESDAY, MARCH 17</b>						
1:00-1:10 pm	Welcome and Orientation					
Session Block 7						
1:10-2:40 pm	021. Value-Added Selling: How to Sell More Profitably by Competing on Value, Not Price! Paul Reilly				022. Facing the Forces of Change in Distribution Mike Marks	023. P.I.V.O.T. - Strategic & Tactical Leadership through a Crisis to Grow Your Business Mary Kelly
2:50-3:50 pm	Panel Discussion: The Best Currency in Times of Disruption Moderator: Dirk Beveridge Panelists: Mary Kelly, Ph.D. CSP; Commander, US Navy (ret), Mike Marks; Paul Reilly					
3:50-4:00 pm	Wrap Up					