



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

January 12, 2021

Earlybird registration ends. Registration is only accepted online with credit card payment.

March 4, 2021

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

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.

COVID-19 PROTOCOL

UID organizers want to ensure our attendees that their health and safety is at the forefront of our minds. As a result, Conference attendees, speakers and staff will be expected to adhere to Indianapolis and Marion County COVID-19 policies and procedures that are in place at the time of our 2021 program. The hospitality industry has worked exceptionally hard to ensure a safe and enjoyable in-person meeting experience.

Participants, instructors, and guests will be required to abide by protocols and regulations instituted by law, the JW Marriott Indianapolis, and event organizers to ensure a safe and healthy environment for all attendees. Go to [UNIVID.org/Hotel](https://univid.org/Hotel) for more information.

View the JW Marriott's COVID policy here: whattoexpect.marriott.com/indjw.

PRESENTED BY



Visit UNIVID.org for

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



Registration DEADLINE

MARCH 4, 2021



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MARCH 14-17, 2021 JW MARRIOTT INDIANAPOLIS INDIANAPOLIS, IN

EARLY REGISTRATION ENDS
JANUARY 12, 2021



UVSA

UNITED VETERINARY SERVICES ASSOCIATION
The Pulse of the Industry

| S | SALES | MANAGEMENT | OPERATIONS | MARKETING | DISTRIBUTION STRATEGY | LEADERSHIP / PROFESSIONAL DEVELOPMENT |
|---------------------|---|---|--|---|--|--|
| SUNDAY, MARCH 14 | | | | | | |
| 8:30-11:45 am | 001. Pre-Call Planning Tactical Offense Clinic Don Butrey | 002. Max Out Margins with Strategic Pricing Steve Deis 006. How to Keep Your Top Talent from Becoming Someone Else's Lisa Ryan | 003. Tool Up: How to Select, Implement, and Manage Software Technology Works for You Anne Patterson | 004. Brand Harmony - Creating a Unified Customer Experience Steve Yastrow | 005. Finding a Balance: People, Product, and Profitability Jason Badar | |
| 1:00-4:30 pm | 007. Sales Professional Negotiation & Tactical Defense Don Butrey | | | 008. Marketing in a Multi-Channel World Steve Deist 004. A New Way to Look at Your Brand: Crafting a Story Your Customers Care About Steve Yastrow | | 009. Leaders Are Not Born. They are Built! Randy Disharoon 011. Building a Culture of Success: Leadership at All Levels Gail Alofsin 006. Appreciation Strategies to Boost Your Business and Lift Your Life Lisa Ryan |
| MONDAY, MARCH 15 | | | | | | |
| 8:00-11:30 am | 016. Building a Sales EQ & IQ Sales Playbook- Create Sustainable Sales Results Colleen Stanley | 015. What Really Matters... for Executive Leadership Joe Ellers 017. The Unspoken Rules of Leadership Jamie Turner | 014. Improving the Bottom Line Part 1 Al Bates, Ph.D. | | | 013. Presentation Power for Leaders Skip Weisman 018. Leading Relationships Steve McClatchy |
| 1:00-4:30 pm | 021. Make It a Process... Key Elements of Sales Management Joe Ellers 022. Professional Sales Coaching Skills - Sales EQ & IQ Colleen Stanley | | 020. Improving the Bottom Line Part 2 Al Bates, Ph.D. | 023. Digital Marketing Growth Hacks: How to Use Digital to Grow Your Sales and Revenues Jamie Turner | | 019. Trust is Not Enough: How to Create a Work Environment Based in High Levels of Respect Skip Weisman 029. Leading Relationships Steve McClatchy |
| TUESDAY, MARCH 16 | | | | | | |
| 8:00-11:30 am | 027. How to Strengthen Your Sales Team's Selling Skills Jim Pancero 033. The Evolution of Sales: Web Search Secrets to Find the Right Leads at the Right Time with the Right Message Sam Richter | | 026. Personnel Productivity Improvement: Strategic Recruiting & Onboarding Kathy Newton, Ph.D. | 001. Pre-Call Planning Tactical Offense Clinic Don Butrey 030. The Evolution of Sales: Web Search Secrets to Find the Right Leads at the Right Time with the Right Message Sam Richter | 028. Effectively Analyzing Your Investment in Inventory Jon Schreibfeder | 025. Visionary Leadership: Crafting Your Vivid Vision Dirk Beveridge 029. Leading Relationships Steve McClatchy |
| 1:00-4:30 pm | 001. How to Accelerate Your Competitive Advantage in Today's Unstable Markets Jim Pancero | | 032. Personnel Productivity Improvement: How to Practice No Surprise Management Kathy Newton, Ph.D. | | 034. Managing Your Inventory in a COVID-19 World Jon Schreibfeder 036. The Modern Distributor: It's About Digital Transformation Andrew Johnson | 031. The Leadership Imperative Dirk Beveridge 035. Personal Leadership & Time Management Steve McClatchy |
| WEDNESDAY, MARCH 17 | | | | | | |
| 8:00-9:30 am | 037. Value-Added Selling: How to Sell More Profitably by Competing on Value, Not Price! Paul Reilly | | | | 038. Facing the Forces of Change in Distribution Mike Marks | 039. P.I.V.O.T. - Strategic & Tactical Leadership through a Crisis to Grow Your Business Mary Kelly, Ph.D.CSP, Commander, US Navy (ret) |
| 9:45-11:15 am | 040. Value-Added Selling: How to Sell More Profitably by Competing on Value, Not Price! Paul Reilly | | | | 041. Facing the Forces of Change in Distribution Mike Marks | 042. P.I.V.O.T. - Strategic & Tactical Leadership through a Crisis to Grow Your Business Mary Kelly, Ph.D.CSP, Commander, US Navy (ret) |
| 12:00-1:15 pm | 043. Lunchtime Panel - The Best Currency in Times of Disruption Moderator: Dirk Beveridge Panelists: Mary Kelly, Mike Marks, Paul Reilly | | | | | |