



***NEW in 2007***

# **Young Distribution Professionals Conference**

## **Enhancing Distribution Management Skills**

**Eaglewood Resort & Spa  
Itasca, IL**

**August 5-8, 2007**

Presented by the Association Education Alliance in partnership with your Industry Association.

Designed for career oriented professionals who want to grow and expand their distribution career skills.

# Young Distribution Professionals Conference



Join us **August 5-8, 2007** for an exciting new program designed specifically for young professionals with careers in the distribution industry. This conference will bring together young professionals representing nearly 40 different distribution industries. Space will be limited, so don't miss your opportunity. Register today!

## Who Should Attend?

- Career oriented professionals who are looking to grow and expand their distribution careers.
  - Sales Managers
  - Operations Managers
  - Marketing Managers
  - Other Professionals interested in advancing their distribution career.
- Supplier Executives who want to better understand Distribution Operations.

## What's In It for You?

- Take a big picture look at the many important aspects of distribution: Sales, Marketing, Operations, and most importantly: *The Bottom Line*.
- Access to leadership training and career development tools for future advancement.
- Explore the unique opportunity to network with your own industry peers and professionals from other distribution industries. *See page 3 for a list of industries represented.*
- Learn "inside secrets" to distributor success.
- Jump start your career with management tools and insights you can apply immediately.

## Program at a Glance

### Sunday, August 5

#### Welcome to the Conference

Reception & Networking Dinner

### Monday, August 6

#### The Road to Distributor Profitability

Look at the "Big Picture" of Distribution, then learn how to develop a 5-year profitability plan.

### Tuesday, August 7

#### Career Tracks & Customer Service Strategies

Attend a leadership presentation, then choose from three different career track workshops. End the day with customer service presentations.

### Wednesday, August 8

#### Managing Yourself & Others

Improve your communication, time management and relationship building skills.

*Refer to the Program & Schedule for extensive presentation details.*

# Presented by AEA

## Association Education Alliance

Who is AEA? AEA is the Association Education Alliance. Over 40 distributor associations are part of this group that designs education programs and networking events for their association members.

### ***YOUR distributor association is part of AEA:***

American Supply Association Education Foundation

American Veterinary Distributors Association

Aviation Distributors & Manufacturers Association

Bearing Specialists Association

Canadian Institute of Plumbing & Heating

Door and Hardware Institute

Electrical Apparatus Service Association

Electro – Federation Canada

Food Industry Suppliers Association

FEDA Education Foundation

Fluid Power Distributors Association

Gases and Welding Distributors Association

Health Industry Distributors Association

Heating Airconditioning &  
Refrigeration Distributors International

Independent Sealing Distributors

International Association of Plastic Distributors

International Sanitary Supply Association

Lawn & Garden Marketing & Distribution Association

Material Handling Equipment Distributors Association

NAED Education & Research Foundation

National Association of Chemical Distributors

North American Association of Floor Covering Distributors

North American Building Material Distribution Association

National Electronic Distributors Association

National Fasteners Distributors Association

The Association for Hose & Accessories Distribution

North American Horticultural Supply Association

NPTA Alliance

Outdoor Power Equipment & Engine Service Association

Pet Industry Distributors Association

Petroleum Equipment Institute

Safety Equipment Distributors Association

Security Hardware Distributors Association

Specialty Tools & Fasteners Distributors Association

Textile Care Allied Trades Association

Waste Equipment Technology Association

***For more information about AEA, call (410) 263-1014***



## Sunday, August 5 Welcome to the Conference!

**5:00 p.m. – 6:00 p.m.**

### **AEA Welcome Reception**

Your opportunity to network with young professionals of similar and different industries, geography, and job responsibilities. Plus learn more about the resources available from AEA distributor associations.

**6:00 p.m.**

### **Networking Dinner**

Join us for dinner and more distributor networking.

## Monday, August 6 The Road to Distributor Profitability

**7:00 a.m. – 8:00 a.m.**

### **Breakfast/Registration**



**8:00 a.m. – 10:30 a.m.**  
**The Big Picture**

*Gary T. Moore,  
Distribution Industry Veteran*

Where does distribution fit into the “big picture” of the American economy? Review the functions, challenges and opportunities of distribution. Then look at trends and changes, including globalization.

### **Critical Issues in Distribution**

*Gary T. Moore, Distribution Industry Veteran*

Explore the technology squeeze between customers and suppliers; workforce demographics (who will be retiring, and what this means); recruiting issues; and ethics.

**10:30 a.m. – 11:30 a.m.**

### **Roundtable Discussions**

Share “on the job” successes and challenges with your peers.

**11:30 a.m. – 12:30 p.m.**

### **Networking Lunch**



**12:30 p.m. – 3:30 p.m.**  
**The Road to Distributor Profitability**

*Dr. Al Bates, founder and Chairman of the Profit Planning Group*

Develop a 5-year plan to improve your company’s profitability. First examine each financial aspect of your business, including: sales, gross margin, expenses, inventory and

accounts receivable. Then develop a *Profit First* plan. Finally, you’ll determine how to *Set Profit Priorities* which will help in your business planning efforts.

**3:30 p.m. – 4:30 p.m.**

### **Profitability: Perspectives from Real World Experience**

*Presented by Gary T. Moore, Distribution Industry Veteran*

Includes discussions of key cash flow issues, pricing, gross margin vs mark-up, and “black holes” where profit is lost.

**6:00 p.m.**

### **Networking Dinner**



**7:00 p.m.**

### **Whose Career is This Anyway?**

*Improv performance led by Professional Actors from the Improv Playhouse*

Laugh and enjoy an improvisational workshop based on the format of the popular television show “Whose Line Is It Anyway?” You will offer the actors themes and suggestions based on your everyday distribution career experiences.



# Program & Schedule

## Tuesday, August 7 Career Tracks & Customer Service Strategies

7:00 a.m. – 8:00 a.m.  
Breakfast



8:00 a.m. – 9:00 a.m.  
**Leadership**

*Lloyd Robinson, President, AWISCO, Welding and Industrial Supplies*  
Robinson purchased his distribution company at the age of 34, which brought on many generational management challenges. This presentation will provide a real world “lessons learned” from a distributor owner who successfully managed change, created team spirit, and improved overall company morale.

9:00 a.m. – 10:30 a.m.  
Career Tracks (Choose One)



**Sales**  
**Designing a Sales Department Model**, *Don Buttrey, President, Sales Professional Training, Inc.*  
If you tell people to do the right things and your system tells them otherwise, the system will win every time! Learn the importance of structure and standardization.

**Marketing**  
**Effective Marketing for Distributors—Part 1**, *Gary T. Moore, Distribution Industry Veteran*  
Learn how to create a distributor marketing plan. Topics include: target audiences, objectives for distributor marketing plans, data base building, proposal support, trade shows, customer events and much more!

**See page 7 to learn more about the presenters.**



**Operations**  
**The Fundamentals of Business Planning—Part 1**, *Mike Romano, CEO of Associated Material Handling*  
Business Planning is a disciplined yet logical process that shapes and guides what an organization is, what it does and why it does it, all with a focus on the future. Learn a straightforward business planning model that can be easily applied to your organization.

10:30 a.m. – 11:30 a.m.  
Career Tracks (Choose One)

**Sales – Critical Sales Management Skills**, *Don Buttrey, President, Sales Professional Training, Inc.*  
Sales Managers must learn how to empower, motivate and get results from a team of autonomous individuals. This session addresses Persuasive Leadership and High Performance Coaching.

**Marketing – Effective Marketing for Distributors—Part 2**, *Gary T. Moore, Distribution Industry Veteran*  
Continuation of topics discussed in Part 1.

**Operations – The Fundamentals of Business Planning—Part 2**, *Mike Romano, CEO of Associated Material Handling*  
Continuation of topics discussed in Part 1.

11:30 a.m. – 12:30 p.m.  
Networking Lunch



12:30 p.m. – 1:30 p.m.  
**The People Side of the Business: What You Should Know**  
*Mary Lynn Fayoumi, President and CEO of The Management Association of Illinois*  
Many people become managers based on their technical skills and have to learn the people side on the job. In this “HR in a Nutshell”

presentation, learn the legal aspects of supervision, the do’s and don’ts of interviewing, how to give performance feedback, handle discipline as well as terminations.

# Program & Schedule

**1:30 p.m. – 3:30 p.m.**

## **Customer Service as a Competitive Edge**

*Gary T. Moore, Distribution Industry Veteran*

Distributors have only one real competitive edge that they control: Customer Service. Review the importance of customer service in creating loyal customers, identify key customer expectations and develop a customer service strategy to meet these expectations.

**3:30 p.m. – 5:00 p.m.**

## **Developing a Complaint Response System**

*Don Buttrey, President of Sales Professional Training, Inc.*

The most critical element of distributor service is how well you handle customer complaints. This interactive presentation will help you develop a “feedback loop” plan for your front line employees and managers and ultimately improve customer service.

**5:30 p.m. - 6:30 p.m.**

## **Networking Reception**

**6:30 p.m.**

## **Networking Dinner**

**7:30 p.m.**

## **Retro Bowling**

Relax in the Eaglewood Resort’s retro 6-lane bowling alley, which also offers billiards, darts and Golden Tee golf. Another opportunity to network.



## **Wednesday, August 8 Managing Yourself & Others**

**7:00 a.m. – 8:00 a.m.**

### **Breakfast**



**8:00 a.m. – 10:30 a.m.**

### **Personal Leadership & Time Management**

*Steve McClatchy, Professional Speaker and Consultant*

The way you lead your life is directly tied to the way you manage your time. In this fast paced session, learn the difference between personal management and personal leadership and how to effectively manage, plan and prioritize your time.

### **Team Building & Effective Communication**

*Steve McClatchy, Professional Speaker and Consultant*

Establishing trust is a fundamental skill of building relationships and foundational to effective leadership. Learn the difference between managing and leading a relationship and the skills and strategies needed to do both.

**10:30 a.m. - 11:15 a.m.**

### **Managing Distributor/Supplier Relationships**

*Gary T. Moore, Distributor Industry Veteran*

Managing relationships with suppliers is critical to the health of distributors. Learn a framework to involve key people in your distributorship in making these relationships more effective.

**11:15 a.m. – 12:30 p.m.**

### **“What I Learned”—Recap & Resources for Your Future**

**12:30 p.m.**

### **Networking Lunch**

**1:30 p.m.**

### **Program Ends**

# Presenters & Hotel

## Dr. Al Bates

Dr. Albert D. Bates is founder and Chairman of the Profit Planning Group, a research and executive education firm. The firm works exclusively in the area of corporate financial planning. He makes approximately 100 presentations each year and conducts profitability research for over seventy trade associations.

## Don Buttrey

Don Buttrey, President, Sales Professional Training, Inc. has worked over 22 years for a manufacturing company that was built and dependent on distributors. Buttrey is an expert in selling skills training. He has extensive sales and marketing expertise in inside/outside sales, international sales, industrial distribution, product engineering and manufacturing.

## Mary Lynn Fayoumi

Mary Lynn is the President and CEO of The Management Association of Illinois. Her tenure at the 900 member, \$3.0 million, 108 year-old employers' association began in 1990 as a consultant/trainer. During the past seventeen years, Fayoumi has established an excellent reputation due to her expertise in the field of human resource management.

## Improv Playhouse

Improv Playhouse is a professional actor training organization that offers classes and instruction for youth and adults, corporate training and development, and event planning and entertainment. They also produce traditional theater and improv comedy performances.

## Steve McClatchy

Steve McClatchy is a speaker, trainer, consultant, writer and entrepreneur who speaks on the topics of Leadership, Time Management and Consultative Selling. His client list includes Major League Baseball, Merck, Microsoft, Disney, State Farm, Hewlett Packard, Ikea, Wells Fargo, Nissan, Independence Blue Cross, and Nestle/Purina.

## Gary Moore

Gary T. Moore is a veteran of over 35 years in distribution. In 1976 he joined Materials Handling Equipment Company. His responsibilities there included Sales Manager, Operations Manager and Vice President/General Manager, President and Owner. In 2006 he sold his company to a neighboring distributor.

## Lloyd Robinson

Lloyd Robinson is the Owner/CEO of AWISCO NY Corporation. AWISCO is a distributor of welding safety and industrial supplies in the New York metropolitan area. He received his B.S. in Industrial & Labor Relations from Cornell University. He is active on many local and national boards.

## Mike Romano

Mike Romano, CEO of Associated Material Handling Industries, Inc. has authored numerous articles and is a regular presenter on the subject of business and strategic planning. He started his career in the material handling industry over 25 years ago and has gained experience through diverse management roles at both distributor and manufacturer organizations.

## Hotel

Eaglewood Resort & Spa  
1401 Nordic Road  
Itasca, IL 60143  
[www.eaglewoodresort.com](http://www.eaglewoodresort.com)

Rate\*: \$199 Single/\$278 Double by July 9, 2007  
(plus a \$10.95 per day resort fee\*\*)

Call 630-773-1400 for reservations

The architecturally stunning resort set upon 106 peaceful acres, features upscale accommodations, luxurious amenities, sophisticated technology, full service spa, 18-Hole Championship USGA-Certified Golf Course and even a bowling alley! Located just 12-miles west of O'Hare International Airport, getting to the Eaglewood is quick and easy. Room amenities include: bathrobes, iron and ironing board, CD clock radio, coffee maker, hair dryer, and much more.

\* Rate includes conference meals.

\*\*Resort fee includes Internet access, fitness center, pool, unlimited local and 800 calls, newspaper and in-room coffee.

# More AEA Training Programs

## 2007 Webinar Details

- **Easy Access.** Participate from the comforts of your office. All you need is a telephone, computer and internet connection.
- **Low Time Commitment.** Each program takes place from 1:00 p.m. – 2:00 p.m. EST
- **Low Cost.** Registration fee is only \$149 per U.S. company location or \$164 per Canadian location.

**Mark Your Calendar!** The Association Education Alliance (AEA) has a variety of webinar learning opportunities you can participate in from the comforts of your office. Call the AEA office at (410) 263-1014 for details or to register.

## March 28th

### Distributor/Manufacturer Relations: Demonstrating Total Cost Savings

*Presented by Tim Underhill, President, Strategic Business Solutions, L.L.C.*

With the rise in the price of steel, energy, plastics and other costs, the need to demonstrate your value is rising. Learn how you can document your value quickly and easily.

## July 25th

### Marketing Strategies for the Entire Sales Channel

*Presented by Scott Deming, President, Scott Deming's ESP*

Learn how to create effective promotional materials with compelling, one of a kind product and service offerings. Also learn how to develop a strategy and process so that the entire organization can understand the rationale behind the messaging, as well as the expectations of the customers.

## May 22nd

### Developing an Equitable Pay System for Your Company

*Presented by Nancye Combs, AEP, SPHR, HR Enterprise, Inc.*

At least 70% of employees say compensation is the most important factor in job satisfaction. Fair compensation is key to retention of talented staff. This webinar will take the mystery out of setting up an equitable system.

## October 10th

### Professional Telephone Etiquette

*Presented by John Gray, Speaker, National Seminars Group-Padgett Thompson*

Despite the high-tech innovations that have revolutionized the workplace, the most important business tool in the office is the telephone. Learn how to provide excellent service through the telephone to both the external and the internal customer.

# Registration Form

## Young Distribution Professionals Conference

August 5-8, 2007  
Eaglewood Resort & Spa (Itasca, IL)

Complete this registration form and return to AEA by April 15, 2007. Limited space available, so do not delay in registering. Payment must be received for your registration to be processed.

### Code Career Track

Sales	Sales
Mkt	Marketing
Oper	Operations

Registrant #1 \_\_\_\_\_

Title \_\_\_\_\_ E-Mail \_\_\_\_\_

Age (optional) \_\_\_\_\_ Years in Distribution \_\_\_\_\_ Career Track Code \_\_\_\_\_

Emergency Contact Information \_\_\_\_\_

Dietary Condition \_\_\_\_\_

What is your biggest job challenge? \_\_\_\_\_

What two (2) things do you want to get out of this conference? \_\_\_\_\_

Registrant #2 \_\_\_\_\_

Title \_\_\_\_\_ E-Mail \_\_\_\_\_

Age (optional) \_\_\_\_\_ Years in Distribution \_\_\_\_\_ Career Track Code \_\_\_\_\_

Emergency Contact Information \_\_\_\_\_

Dietary Condition \_\_\_\_\_

What is your biggest job challenge? \_\_\_\_\_

What two (2) things do you want to get out of this conference? \_\_\_\_\_

Association Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Our Company is a:  Distributor  Supplier

### Payment Information

Check Enclosed  
(check should be made to "AEA")

#### Credit Card

Visa  MasterCard  
 American Express  Discover

Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Signature \_\_\_\_\_

Address this Card is Billed To:

AEA Fax: 410-263-1659  
Mail: Association Education Alliance  
105 Eastern Avenue, Suite 104  
Annapolis, MD 21403

#### Questions?

Call AEA at (410) 263-1014

By registering for the Young Distribution Professionals Conference, AEA Members have the right to use your photo, which may be taken during the event, for future promotional material. If you have a disability or require special accommodations, please call us. We will do our best to accommodate you.

#### Cancellation Policy

The full amount will be refunded if you cancel no later than June 5, 2007. Cancellations received after that date but before the start of the conference will be charged a \$200 administration fee per person. No refunds will be given for "no shows."

### Registration Fees

**\$795 Member \$1,295 Non-Member**

*If your association is listed on page 3, you qualify for the Member Registration Fee.*

Includes: 2 1/2 days conference, conference take-home binder, networking receptions, Monday night dinner and improv comedy workshop, bowling party, networking with young distribution professionals who face similar career challenges as you and the priceless opportunity to bring your distribution career to the next level!



105 Eastern Ave., Suite 104  
Annapolis, MD 21403



**Day One: The Road to Distributor Profitability**

**Day Two: Career Tracks & Customer Service Strategies**

**Day Three: Managing Yourself & Others**

***Don't miss this unique event designed specifically for young distribution professionals! Details inside....***