



UID 2021 (Virtual) Program Schedule

All times are Eastern

Monday, March 15, 2021

	#	Track	Topic	Presenter
1:00 - 1:10		Welcome and Orientation		
1:10 - 2:00	001	Leadership Keynote	Leaders Are Not Born. They are Built!	Randy Disharoon
2:10 - 3:00	Session Block 1			
	002	Sales	How to Strengthen Your Sales Team's Selling Skills	Jim Pancero
	003	Distribution Strategy	Effectively Analyzing Your Investment in Inventory	Jon Schreibfelder
	004	Management & Operations	Finding a Balance: People, Product, and Profitability	Jason Bader
3:10 - 4:00	Session Block 2			
	005	Sales	Professional Sales Coaching Skills - Sales EQ & IQ	Colleen Stanley
	006	Distribution Strategy	The Modern Distributor: Digital Transformation	Andrew Johnson
	007	Marketing	A New Way to Look at Your Brand: Crafting a Story Your Customers Care About	Steve Yastrow
4:10 - 5:00	Session Block 3			
	008	Sales	Sales Professional Negotiation & Tactical Defense	Don Buttrey
	009	Distribution Strategy	Max Out Margins with Strategic Pricing	Steve Deist
	010	Management	Appreciation Strategies to Boost Your Business and Lift Your Life	Lisa Ryan

Tuesday, March 16, 2021

1:00 - 1:10 Welcome and Orientation

	#	Track	Topic	Presenter
1:10 - 2:00	011	Leadership Keynote	Leading Relationships	Steve McClatchy
2:10 - 3:00	Session Block 4			
	012	Sales	Make It a Process... Key Elements of Sales Management	Joe Ellers
	013	Operations	Tool Up: How to Select Technology Works for You	Ann Patterson
	014	Management	Building a Culture of Success: Leadership at All Levels	Gail Alofsin
3:10 - 4:00	Session Block 5			
	015	Sales	The Evolution of Sales: Web Search Secrets to Find the Right Leads at the Right Time with the Right Message	Sam Richter
	016	Marketing	Digital Marketing Growth Hacks: How to Use Digital to Grow Your Sales and Revenues	Jamie Turner
	017	Management	Trust is Not Enough: How to Create a Work Environment Based in High Levels of Respect	Skip Weisman
4:10 - 5:00	Session Block 6			
	018	Management	Personnel Productivity Improvement: Strategic Recruiting & Onboarding	Kathy Newton, Ph.D.
	019	Distribution Strategy	Improving the Bottom Line	Al Bates, Ph.D.
	020	Management	Visionary Leadership: Crafting Your Vivid Vision	Dirk Beveridge

Wednesday, March 17, 2021

1:00 - 1:10 Welcome and Orientation

	#	Track	Topic	Presenter
1:10 - 2:40	Session Block 7			
	021	Sales	Value-Added Selling: How to Sell More Profitably by Competing on Value, Not Price!	Paul Reilly
	022	Distribution Strategy	Facing the Forces of Change in Distribution	Mike Marks
	023	Prof Development	P.I.V.O.T. - Strategic & Tactical Leadership through a Crisis to Grow Your Business	Mary Kelly
				Moderator: Dirk Beveridge Panelists: Mary Kelly, Ph.D. CSP, Commander, US Navy (ret), Mike Marks, Paul Reilly
2:50 - 3:50	024	Panel Discussion	The Best Currency in Times of Disruption	
3:50 - 4:00		Wrap Up		