



Specialty Tools & Fasteners Distributors Association

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For Immediate Release

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STAFDA's Excellence in Distribution Program:

Flexibility in Learning

Elm Grove, WI – Construction industry professionals wear a lot of different hats in the course of their day. From HR issues to sales strategies to marketing and planning for the future, finding an educational program offering a customizable agenda is now easier than ever. STAFDA's highly anticipated **Excellence in Distribution** program is a 2.5-day management school designed specifically for professionals in the construction/industrial distribution and supply chain channel allowing attendees to create their own specific agenda.

Excellence in Distribution (EiD) is designed to serve the construction, industrial, electrical, HVAC, plumbing, LBM, safety, concrete, or **any other market** in the construction channel. It's open to distributors, manufacturers, rep agents, general contractors, industry buying groups, and any professional who wants to learn and grow in their career.

EiD, March 12-14 at the Nashville Hilton, features speakers carefully selected based on their years of experience and proven success in their respective fields. Attendees not only interact with experts serving our industry covering key topics but also have the opportunity to socialize and network with like-minded peers in our industry.

Educational tracts include:

Sales: Take the first steps to becoming a Sales Pro as STAFDA's Sales Consultant, **Paul Reilly**, offers hands-on training on how to **Crush Price Objections** and master **Value-Added Selling**, while Profitability Consultant **Ken Brown** offers a deep dive into **Sales/Service Organization Structure & Sales Compensation Design**.

HR: Who do industry leaders trust most when it comes to employee and employment issues, new laws, as well as policies and procedures? **Nancye Combs!** Nancye will provide a rundown of the latest **HR Hot Spots** as well as a session focusing on **Human Capital Operations**. **Dirk Beveridge's** transformative workshop, **The Potential Equation**, presents a fresh perspective on the employer-employee relationship, shared accountability, and nurturing personal and professional potential.

Inventory: Make your stock on hand as profitable as possible. **Jon Schreiberfeder** will take up **Balancing Customer Service, Inventory, and Profitability**, as well as **Effectively Analyzing Your Inventory Investment**. **Kimberly Reuter** will focus on **Harnessing the Power of the Supply Chain**.

Tech: Making the most out of technological innovations and fending off the dangers are the focus of **Mike Foster's** workshops. From **Revolutionizing Your Business with AI** to **Stopping Hackers**, he'll make sure you're tech savvy. You'll also want to consider **Benj Cohen's** program on **Improving Customer Service with AI**, and **Ken Novak's** introduction to **Digital Transformation for Beginners**.

But wait, there's more! Learn about the **U.S. Infrastructure Act** with **Loren Smith**. Discover how providing **Concierge Customer Service** can make your business boom with **Jeanne Hurlbert**. Uncover the **Five Fundamentals of Branch Management** with **Jim Ambrose**. Use **Organizational Velocity to Turbocharge Your Business** with **Alan Amling**. Or find the keys to **Intentional Communication** with **Jamie Turner**. Choose what *you need* to take your career to the next level.

There are also some can't-miss sessions to note: **Dirk Beveridge** will kick off EiD with his keynote program, **Our Noble Calling of Distribution**. A dynamic panel discussion will wrap up the program discussing **The Future of Distribution** on Thursday featuring STAFDA President **Andrew Hartman**, **Mike Foster** as Moderator, **Benj Cohen**, and **Ken Novak**.

Visit **ExcelinDist.org** for the full agenda, speaker details, hotel reservations, and registration. For more information or photos, please contact Catherine Usher, STAFDA Member Services Director, at 262-784-4774 or cusher@stafda.org.

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