

Eighth Semi-Annual
**Advanced
Profit Improvement
Conference**
for Distribution Executives



**16 hours of
CPE Credits!**

March 29-30, 2012
Scottsdale Plaza Resort
Scottsdale, Arizona

Group General Session - Ballroom
Thursday, March 29, 2012

- 8:00 Registration**
Continental Breakfast
- 8:30 Introductions**
Conference Objectives
- 9:15 Quantum Profit Management (QPM)**
Randy MacLean
- 10:15 BREAK**

Group General Session - Theatre
Thursday, March 29, 2012

- 10:30 Accelerating Profitability in a Slowdown Economy**
Jonathan L. Byrnes
- Noon BUFFET LUNCH**

Track 1 - Ballroom
Thursday, March 29, 2012

- How Do You Get Paid for Service Value** 1:00
Bruce Merrifield
- BREAK** 2:15
- 3 Keys to Achieving Breakthrough Results** 2:30
Margaret Reynolds
- BREAK** 3:30
- Selling Win-Win Cost Reduction Ideas** 3:45
Bruce Merrifield
- DAY ONE ENDS - ANNOUNCEMENTS** 5:00
- Hosted Cocktail & Southwestern Dinner** 6:00

Track 2 - Theatre
Thursday, March 29, 2012

- Sales Incentive Design Best Practices**
Mike Emerson
- BREAK**
- NBC Sales Compensation**
Randy MacLean
- BREAK**
- What's New and Exciting in Strategic Pricing**
Brent Grover

Group General Session - Ballroom
Friday, March 30, 2012

- 8:00 Three-Legged Distributor Profitability Stool**
Brent Grover
- 8:30**
- 9:00**
- 9:15 BREAK**
- 9:30 WayPoint Workshop Highlights**
Bruce Merrifield
- 10:30 BREAK**
- 10:45 Panel Discussion**
Moderated by Tom Gale
- 11:30**
- 11:45 Buffet Lunch**
- 12:45 WayPoint Analytics Demo**
Randy MacLean
Smart Quoter Demo
Ken Brown
- 1:30 CONFERENCE ENDS**

Changes in Distribution

The market isn't just down, it's fundamentally changed, so old structures and strategies just don't work like they used to. Surprisingly, simple changes in how you look at and operate the business can put your company on the fast-track to industry-leading profitability.

We've gathered the experts to show you how.

Using a few proven techniques, companies have:

- raised margins by over 3%, company-wide, in only five months
- added over \$3 million in bottom-line profit in only six months
- nearly eliminated money-losing practices in only nine months
- ended a three-year string of losses and returned to profitability in only 10 months

Conference for Corporate Executive Teams

For the past three years, executives from a select group of industry-leading companies have been studying advanced profit techniques at this invitation-only event. Now the conference has been opened to allow a limited number of outside teams to attend.

Company teams are recommended, so they can immediately implement profit strategies, rather than a single person having to first teach the conference content to the players back home.

Teams learn about new strategies together, and can evaluate and choose the best strategies, then work together on implementation plans that have far-reaching impacts on profit performance. Teams also get individual copies of the conference content to use as teaching and implementation tools for the profit programs they may adopt or create.



Brent Grover
Evergreen Consulting

www.evergreenconsultingllc.com

Brent is a former distribution CEO and owner. He founded Evergreen Consulting, LLC in 2001 to advise wholesale distributors on profitable growth.

He's an adjunct professor at Case Weatherhead School of Management and is an NAW Institute Fellow. Brent has written seven books on distributor profitability for NAW.



Mike Emerson
Indian River Consulting Group

www.ircg.com

As a partner, Mike has worked w/hundreds of distributors/manufacturers. He focuses on compensation design, strategy, facilitation, market research, data modeling & analysis.

Mike writes extensively on distributor/marketing channel topics & authored four books, published by the NAW and is a university lecturer on marketing topics.



Randy MacLean
WayPoint Analytics

www.waypointanalytics.com

As the creator of WayPoint Analytics, Randy's online service gives distribution/manufacturing companies deep insights into profitability issues in their business.

Having built several companies, with a background in sales, engineering & management, Randy connects data info to action plans w/a corporate perspective.

Take-Home Library

All attendee's will receive the full conference content and resource materials listed below. You'll be able to share and instruct your teams with the conference materials you'll receive:

- Islands of Profit in a Sea of Red Ink: Why 40% of Your Business is Unprofitable, and How to Fix It. — signed copy by Jonathan Byrnes.
- Strategic Pricing — Brent Grover's guide
- Quantum Profit Grams — library of profit newsletters by Bruce Merrifield
- Strategic Insights for Distributors — library of insight pamphlets by Bruce Merrifield
- Quantum Profit Management Webinar — 90-minute recording of the highly-successful QPM webinar
- Radical Profit Improvement Plays Webinar — 90-minute recording of the RPIs webinar by Bruce and Randy
- Master Breakthrough Growth Minibuk Series — Three-book series of minibuks gives you an overview of the critical three-step process to achieve breakthrough growth by Margaret Reynolds.



Jonathan L. S. Byrnes
Jonathan Byrnes & Company

jlbyrnes.com/pmwiki.php

Jonathan is a Sr Lecturer at MIT and an authority on profitability management. He's wrote over one hundred books, articles & columns, including "Islands of Profit in a Sea of Red Ink".

Jonathan's extensive experience spans virtually every industry, including healthcare, transportation, software, retail, financial services, distribution and others.

D. Bruce Merrifield, Jr.
The Merrifield Consulting Group

www.merrifield.com

Bruce is a known expert on high-performance service management and is a turnaround advisor for wholesale distribution companies and channels.

For more than three decades, he has been writing and lecturing on tactics and best practices in distribution. Bruce has done work in over 150 channels.



Margaret Reynolds
Reynolds Consulting, LLC

www.reynolds-consulting.com

Founder and CEO of Breakthrough Masters Unlimited, Margaret has assisted hundreds of companies in strategies that have achieved growth in record time.

Her 20+ yrs of performance approach, reflects her experience with operational & strategic management of companies & industries (Hallmark Cards to her own business).



Tom Gale
Gale Media, Inc.

www.mdm.com

As President, Tom publishes business information, research, software & market analytic tools that help wholesale distribution companies/business partners run better.

His industry newsletter Modern Distribution Management reaches over 20,000 wholesale distribution executives.



What Previous Attendees Have Said

"The energy was contagious. I walked away so inspired that I worked and planned the whole way home."

"...kicked our profitability improvement activity levels up exponentially..."

"...completely transformed the way I look at our business and would highly recommend it to anyone!"

Registration Form

Register by phone 623.434.8931 or fax registration to 623.434.8935

Name of Registrant: Title:	E-Mail:
Name of Registrant: Title:	Email:
Name of Registrant: Title:	Email:
Name of Registrant: Title:	Email:
Name of Registrant: Title:	Email:

Total Registration Fee (\$299.00 per person) x Number of Registrant's = \$ _____

Company Name:	
Company Billing Address (linked to Credit Card):	
City, State, Zip Code:	
Credit Card Number (Visa, Mastercard, Discover or American Express):	Expiration Date:



The Scottsdale Plaza Resort is situated near Camelback Mountain and known for its exquisite gardens and guest room lodging. Experience award-winning dining at Remington's (known impeccable cuisine, incredible patio views and collection of regional wines) or enjoy a casual dining at J.D.'s Lounge (English Sports Pub), Garden Court Restaurant or the Cafe Cabana Restaurant. Leisure activities include five sparkling swimming pools, fitness center, tennis courts, spa center as well as championship golf courses just minutes away.

Book your airfare to fly in to Phoenix Sky Harbor Airport (PHX). Conference and hotel rooms are at the Scottsdale Plaza Resort, which is approximately 30 minutes from the airport. The hotel offers airport shuttle service to the hotel by calling 480.951.5118 (after your baggage is picked-up) for a flat rate of \$22.00 per person. To make your hotel reservation, please call 1.800.832.2025 (reference "**APIC Conference**"). You have three choices of rooms (1) Deluxe Room \$209.00 (2) Villa/Patio Suite \$259.00 or (3) Bi-Level Suite \$309.00 (Please note: hotel will add resort fees, gratuities and taxes to the published room rates - please ask at time of booking.) **As hotel rooms are filling up quickly, we have also provided two alternative hotel choices below:**

Two alternative hotels for booking hotel rooms are: (1) Millennium Scottsdale Resort - 7401 North Scottsdale Road, Scottsdale, 1-800-243-1332 (rates range from \$179 to \$189 or (2) Hilton Scottsdale Resort, 6333 North Scottsdale Road, Scottsdale, 1-480-948-7750 (rate of \$209), plus resorts fees, gratuities and taxes. These two hotels are within walking distance to the conference and/or shuttle service can be provided. Please let us know, which hotel you will be staying in at time of registration.

The Scottsdale Plaza Resort
7200 N Scottsdale Road, Scottsdale, AZ 85253

Reservations: 800.832.2025
www.scottsdaleplaza.com