

**INSIDE SALES & SERVICE PRO WORKSHOP PLANNED FOR PHOENIX**

» STAFDA and its endorsed Sales Consultant, Paul Reilly, will be conducting an Inside Sales & Service Pro workshop, April 5-6, in Phoenix, Arizona. Based on the success of Reilly's November seminar in St. Louis, there was member demand for a second program in the West.



REILLY

The workshop is based on STAFDA's recent training manual, *Inside Sales & Service Pro*, created to provide members with a written guide for their inside sales and counter team to better serve customers and sell more effectively. These training principles are based on Reilly Sales Training's analysis of top-achieving inside sales and service people.

The program will be held at the Hampton Inn Phoenix Airport North. STAFDA has secured special room rates for attendees. Attendees must be STAFDA members to attend. Details and registration materials can be found in the members-only section of [www.stafda.org](http://www.stafda.org).



**STAFDA WEBINAR SERIES ANNOUNCED**

Each month, STAFDA offers free webinars featuring well-known speakers discussing a variety of topics impacting members' businesses. In January, Dr. Jeanne Hurlbert kicked off the series with a look at "Concierge Customer Service."



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**Upcoming programs include:**

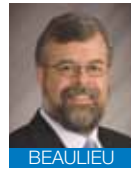
- FEB 21**  
Gail Alofsin, "Foundations of Leadership"
- MAR 21**  
Paul Reilly, "Sales Trends for 2017"
- APR 11**  
Bob DeStefano, "Online Marketing Trends"
- MAY 23**  
Nancye Combs, "HR Policies Update"
- JUN 20**  
Alan Beaulieu, "Economic Forecast"
- JUL 18**  
Dena Cordova Jack, "Credit as Offense"



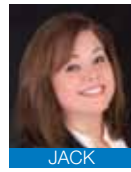
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Additional webinars will be added later this spring. For details and to register, members may log in to [www.stafda.org](http://www.stafda.org) and click on the Education tab.

**PLAN NOW FOR STAFDA'S 5TH ANNUAL CONGRESSIONAL FLY-IN**

With a new administration in office, it's especially important to plan now to attend STAFDA's 5th Annual Congressional Fly-In in Washington, D.C., June 7-8. The Fly-In is a one day, grassroots event allowing members to meet with Congressmen on current and upcoming legislation. Registration for the STAFDA Fly-In will begin in late March from the members-only section of [www.stafda.org](http://www.stafda.org).

**REGISTRATION IS OPEN FOR THE UNIVERSITY OF INNOVATIVE DISTRIBUTION (UID)**

Register now for the University of Innovative Distribution (UID), March 5-8, at the JW Marriott in Indianapolis. The four-day program is a concentrated educational program focused on the unique needs of the wholesale distribution industry.

This year's program features 43 outstanding courses to select from to create a personalized agenda, including three new sessions presented by outstanding industry speakers. Topics include sales planning, negotiation skills, leadership, lifestyle management and much more. For details and registration information, please visit [www.univid.org](http://www.univid.org) and be sure to indicate you are a STAFDA member.

For more information on these programs and STAFDA membership, please contact Catherine Usher, member services director, at (800) 352-2981 or e-mail [cusher@stafda.org](mailto:cusher@stafda.org).



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