



MASTERING the HOW

Executing on SAM and Achieving Superior Business Results

SAMA's 47th Annual Conference took place May 15 to 18 in Orlando, Fla. Thank you to everyone who made the event a success. Here is a look at some highlights.

The conference featured two keynote speakers



Bill Gilmour

Industry general manager, consumer products, IBM Corp.



Patrick Lencioni

Founder and president, The Table Group Inc.

2011

Based on attendee feedback, the top-ranked breakout session speakers were Jeff Cochran of Shapiro Negotiations Institute, Anna Dreyzin of IBM Corp., David Hartman of Blue Canyon Partners Inc., Edmund Bradford of Malcolm McDonald Marketing Ltd. and Market2win Ltd., Steve Erickson of Parker Hannifin Corp., Michael Stevens of Performance Methods Inc., Michael Dickson and Jim Sides of Autodesk Inc. and Gerald Deren and Dan Cox of Siemens PLM Software Inc.



Jeff Cochran
Shapiro Negotiations Institute



Anna Dreyzin
IBM Corp.



Congratulations to Siemens AG, winner of SAMA's Program of the Year Award

Special thanks to our sponsors



A partial list of attending companies:



3M Co.	CHEP	Hilton Worldwide	Nova Scotia Power Inc.	The Sherwin-Williams Co.
ABB Inc.	Cisco Systems Inc.	Hoffmann La Roche Limited	Novartis Pharma AG	Siemens Hearing Instruments
Abbott Diagnostics	ClyTel, Inc.	HOK Architects	Novaspect	Siemens Medical Solutions USA, Inc.
Abbott Laboratories	CONTECH Construction Products	HP GmbH	Oakwood Temporary Housing	Siemens One
Accenture	Convio, Inc	Hunter Business Group, LLC	Oakwood Worldwide	Siemens PLM Software
Adecco Solutions	CoreLogic	Huthwaite International	Office Depot	SKF
ADT	Credential Financial Inc.	IBM	The Ohio State University Health Plan	SmithBucklin
Advanced Business Learning	Critical Path Strategies	IHG	Olympus Latin America, Inc.	Sonoco Products Co.
AECOM	CSCMP	IMPAX Corp.	Omron Electronics LLC	Spectra Energy Transmission
Aggreko LLC	Cushman & Wakefield	Incitec Pivot Fertilisers	Orion International	Spirent Communications
Albridge	Dayton Superior	Industrial Scientific, Inc.	Pall Corp.	Sto Corp.
Alliancesphere	Development Dimensions International	Ingersoll Rand Co.	PAREXEL International	The Summit Group
Amadeus IT Group S.A.	DHL Global Business Services	The INSIGHT Group	Parker Hannifin Corp.	Synaptic Decisions, L.P.
American Cancer Society, Inc.	Diebold Inc.	Integrated Medical Systems International, Inc.	PDI Ninth House	The Table Group, Inc.
American Home Shield	Dunham-Bush	International Solutions Corp.	Pearson Education	TALX Corp.
American Hotel Register Co.	Eastman Chemical Co.	The Jackson Laboratory	Pearson Learning Solutions	Tate & Lyle North America
Analog Devices	Eaton Corp.	John Deere Construction & Forestry	Perflucence	Tennant Co.
Arbitron Inc.	Eli Lilly - Elanco	John Deere Credit	Performance Methods, Inc.	Tetra Pak Processing Systems AB
ARCADIS	EMD Serono	John Deere Financial	Pfizer Animal Health Canada	Think! Inc.
Ardex Americas	Emerson Process Management	Johnson & Johnson	Pfizer Canada	TMC - a Division of CH Robinson Worldwide
Asentinel	Endress + Hauser Messtechnik GmbH+Co.KG	KLA-Tencor	PharMerica Corp.	TopSource
Ashland Hercules Water Technologies	Equipax	KONE	PlayNetwork Inc.	Trane Commercial Systems
Assurant Solutions	Essilor International	Konica Minolta	Procter & Gamble	Tyco Flow Control
Autodesk	Europ Assistance USA	KPIT Infosystems Inc.	PSAV Presentation Services	Tyco Valves & Controls
Availity, LLC	Executive Conversation, Inc.	Market2win Limited	PTC	Ulbrich Stainless Steel
Avaya	Expeditors International	Marriott International	Puget Sound Energy	United States Postal Service
Baxter Healthcare	Experian	Mathias & Co.	Qualcomm Enterprise Services	Valerus Compression Services, LP
Belden	Experient	McGraw-Hill, Platts	Radboud Universiteit Nijmegen	Valin Corp.
Bentley Systems, Inc.	Extended Stay Hotels	Metso Paper Ltd	Railinc	Valkre
Blue Canyon Partners	Ferrazzi Greenlight	Metso Paper USA Inc	RBC Dexia Investor Services	Vectia Ltd.
Boardroom Insiders	Focused Connections	Michelin North America, Inc.	Reed Elsevier	Vivisimo
Boehringer Ingelheim Canada Ltd.	Freeman Audio Visual Solutions	Microsoft	Related Vision & Traxor	Volt Information Sciences, Inc.
Bradley Corp.	Gartner	Minnesota Power	Relational Technology Services	W.W. Grainger
BTS	The Geehan Group	Mold Masters	Revenue Storm	Walker
BYK USA Inc.	GlaxoSmithKline	Morningstar	Ricoh	West Pharmaceutical Services
Cardinal Health	Gordon Flesch Co.	The Mosaic Co.	Rochester Midland Corp.	Wheels Inc.
Cargotec Corp.	The Grasp Group	Motorola Solutions	SAFC - Sigma Aldrich	Whitespace Consulting
CenturyVallen	Graybar	MSC Industrial Supply Co.	The Sales Optimization Group	Xerox
CH Robinson Worldwide, Inc.	Growth Engineering	MTN Nigeria Limited	Sales-Genetics Ltd & Co. Kg	Zebra Technologies
Chally Group Worldwide	GSA FAS	Nalco	SAMA	ZS Associates
Champion Technologies	Henkel	NetApp	Samuel Strapping Systems	Zurich Financial Services
The Chapman Group	Herman Miller	NEXANS	Sandvik Mining & Construction	
ChemAqua		NordsonDage	Schneider Electric-SGBD	
		Nova Molecular Technologies, Inc.	Shapiro Negotiations Institute	