



**SAMA's 46th Annual Conference took place
April 25 to 28 in Chicago. Thank you to everyone
who made the event a success.**

Here is a look at some highlights.



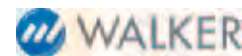
*Congratulations to Cisco Systems Inc., winner
of SAMA's Program of the Year Award.*

As a thank-you from SAMA for taking advantage of networking and feedback opportunities, two attendees won random drawings for smart pens donated by SmartPenz Technologies: Corporate Accounts Manager Michelle Clements of Bradley Corp. and Vice President Jane Suter of C.H. Robinson Worldwide Inc.

*I valued the “quality of participants,
breadth of topics covered, quality of
presentations (and) available resources.”*

Many attendees took part in the “fierce conversations” structured networking event to share ideas for better strategic account management. To see some suggestions and participate in ongoing conversations about SAM subjects, join SAMA's LinkedIn group on www.linkedin.com.

Special thanks to our sponsors:





The conference featured two keynote speakers:

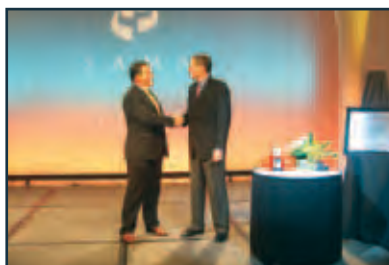
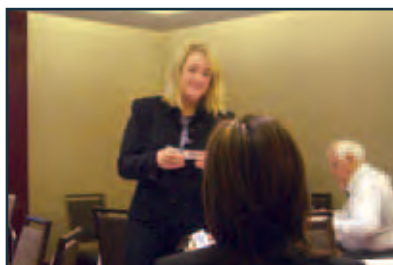
Chris Nassetta, president and chief executive officer of Hilton Worldwide, and

Andris Zoltners, founder of ZS Associates Inc. and professor at Kellogg School of Management at Northwestern University.

A partial list of attending companies

3M Company	CMN Inc., a Europ Assistance Company	Experience Co-Creation Partnership	IBM
ABB Inc.	CNA Insurance	Experient	IHG
Abbott Laboratories	Columbus McKinnan	Finch Paper	IHS
ADT Worldwide	Communications Supply Corp.	First American CoreLogic	Impax
Aggreko LLC	Con-way, Inc.	Forrester Research	Integrated Medical Systems International, Inc.
Agility Logistics	Corporate United	Freeman	InterContinental Hotels Group
Amadeus IT Group S.A.	Corporate Visions Inc.	FreeSlate Inc.	International Paper
American Express	Cushman & Wakefield	Future Map	International Solutions Corporation
American Home Shield	Damco-Part of the A.P. Moller-Maersk Group	G T Nexus	Intervet/Schering-Plough
American Hotel Register Company	Deloitte	Gale/Cengage Learning	Iron Mountain
Amgen Canada Inc.	Des-Case Corporation	GE	John Deere
APL Logistics	DHL	Glaxo Smith Kline	Johnson & Johnson
Aramark	Distribution Market Advantage	Golder Associates	Johnson Controls, Inc.
Arcadis US, Inc.	Donaldson Co.	Gordian Business Pty Ltd	Kimberly Clark
Autodesk	Dynacast, Inc.	Gordon Flesch Co.	Kodak
Baxter Corporation	Dyno Nobel	Gordon Food Service	Kone
Blue Canyon Partners	Eastman Chemical Company	Gronstedt Group Inc.	Korn Consulting Group, Inc.
Boehringer Ingelheim Canada Ltd.	Eaton Corporation	Growth Engineering	Leading Leaders Inc.
Bradley Corporation	Electric Power Research Institute	GSA	Maritz Inc.
Cardinal Health	EMD Serono	HCM Works, Inc.	Marriott Global Sales
Carfax	Emerson	Healthways	Mathias & Co.
Cargotec Corporation	EPRI	Hendrickson	Mercuri International
CCH, a Wolters Kluwer Business	Equifax	Henkel	Michelin
CH Robinson Worldwide, Inc.	Essayons! Consulting, Inc.	Herman Miller Inc	Minnesota Power
Champion Technologies	Europ Assistance USA	Hilton Worldwide	Mold Masters
Chem-Aqua	Evonik Degussa	HP	Molex, Inc.
ChemPoint.com	Executive Conversation, Inc.	Hubert Company LLC	Morningstar, Inc.
Cisco Systems Inc.	Expeditors	Hunter Business Group, LLC	Murata Electronics

“Being interactive in the sessions allows us to learn from both the presenter and the experts in the group.”



Based on attendee feedback, the top-ranked speakers were Heather Brady and Dawn Boardman of Cisco Systems Inc., Steve Andersen and Michael Stevens of Performance Methods Inc., Jeff Cochran of Shapiro Negotiations Institute, Jim Melillo of Executive Conversation Inc. and Peter Mathias of Mathias and Co.

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|--|----------------------------------|------------------------------|---------------------------------|
| Nalco Limited | Presentation Services/AVSC | Terex Corporation | Vegetable Juices, Inc |
| National Association of Electrical Distributors (NAED) | Procter & Gamble | Tetra Pak International | W.W. Grainger |
| Nexans | PSAV | Tetra Technologies | Walker |
| Nordson DAGE | Revenue Storm | The Chapman Group | Wartsila Corporation |
| North Highland | rEvolution | The Forum Corporation | Weatherford Intl. Ltd |
| Novar | Ricoh | The Insight Group | Wilson Learning |
| Novartis | RSC Equipment Rental | The Sherwin-Williams Company | Wind River Systems, Inc. |
| Novaspect | Rubbermaid Commercial Products | The Summit Group | Xerox |
| Novo Nordisk Canada Inc | SAMA | Think! Inc. | ZS Associates |
| Novozymes | Samuel Strapping Systems | Thomson Reuters | Zurich Financial Services Group |
| Oakwood Worldwide | Sandvik | | |
| Office Depot BSD | SAP | | |
| Office of Personnel Management | Schneider Electric | | |
| Olympus Latin America, Inc. | SDA Bocconi School of Management | | |
| Oracle | SGE | | |
| Orion International | Shapiro Negotiations Institute | | |
| Owen Collier Partners | Siemens AG | | |
| Owens Corning | Silgan Containers | | |
| Pall Corporation | Siras | | |
| Panduit | SKF USA Inc | | |
| PDI Ninth House | SkillSoft Corporation | | |
| Pelican Products, Inc. | SMI-2, Inc. | Thomson West | |
| Performance Methods, Inc. | Sodexo | Thoughtworks | |
| Pfizer | Sonoco Products Company | Trane Commercial Systems | |
| PlayNetwork Inc. | Spectra Energy | Tyco Electronics | |
| Point Nationwide | Starwood Hotels & Resorts | Tyco Flow Control | |
| PolyOne Corporation | Stericycle | United Way Worldwide | |
| Premier MSS | Talx Corporation | Valkre | |

“I have been attending the Annual Conference since 1996, and I always seem to walk away with three or four valuable contacts that result in new incremental business.”

