

Services Spend: *Your Value Powerhouse*



6th Annual ISM Services Group Conference

December 1-2, 2005

**Embassy Suites Golf Resort
Phoenix/Scottsdale, Arizona**

Did you know ...

*Depending on the industry, between 30 to 80
percent of all purchasing is service related?*

(Survey by CAPS)

*Imagine the benefits of an effective
services spend!*

www.ism.ws

**800/888-6276 or
480/752-6276,
extension 401**

Presented by





Services Spend:

Your Value Powerhouse

It's time to get more out of your services spend. Use advanced strategies and principles to reap the rewards of a fully leveraged services supply chain. Rewards that include a stronger bottomline, improved supplier relationships and additional value-add approaches. Not to mention the respect, admiration and gratitude of your stakeholders. Attend "Services Spend: Your Value Powerhouse" and find out how to level up your acquisition of services. This Sixth Annual presentation of the ISM Services Group Conference offers valuable insights and proven methods to galvanize your nonmanufacturing spend. Don't give up your search for added savings — there are hidden opportunities within your services spend and we want to help you uncover the gold mine of value.

Discover the rewards of shattering your traditional spend strategies.

Who Should Attend

This program is designed for supply management professionals responsible for acquiring services. Because supply managers in both the manufacturing and non-manufacturing arenas buy services every day, many diverse examples will be included. Supply management professionals with a solid foundation will benefit from this program including vice presidents, directors and managers. Additionally, team leaders, project managers and members of cross-functional teams will profit from this experience.

Why You Should Attend

Realize a high ROI when you direct your supply management expertise to the world of purchasing services. Discover how to translate your knowledge about sourcing and buying tangible goods into the service arena and reveal hidden savings in the process. Currently, only 27 percent of the purchase of service dollars is handled by supply management professionals — find out how to turn your co-workers into customers and streamline your service purchases. Explore the role of your stakeholders in the sourcing decision and optimize the process. This is an opportunity to learn from other practitioners and experts. Networking time is built into the schedule to allow you time to find out how your colleagues are leveraging the power of this multibillion-dollar proposition.

Earn 10 Continuing Education Hours (CEHs) for your participation.

Built-in value. This program delivers five general sessions, six breakout sessions and networking time.

Back In Time

Before Just In Time theories ruled our lives, there was a simpler time with simpler rules. The Marshall was king and the saloon was his palace!

Take a few minutes to capture the magic of the Old West and take home a souvenir from your conference experience.

Curriculum

Thursday, December 1, 2005

8:00-8:15 a.m.

Welcome

8:15-9:15 a.m.

General Session

Procurement 2006: Find Hidden Value for Your Organization

Theresa Metty, C.P.M., Chair, ISM Board of Directors

As the role of procurement continues to evolve, organizations out-source more and more business processes while also offering one-stop shopping to customers. This often leads to the need to bundle third-party services with traditional product offerings. This presentation identifies ways to view changes from a supply management perspective and to find value that may be overlooked or left on the table.

9:45-11:00 a.m.

General Session

Trends and Opportunities in Services Purchasing

Lisa M. Ellram, Ph.D., C.P.M., C.M.A., CPA, Professor of Supply Chain Management, Bebbling Professor of Business, W.P. Carey School of Business, Arizona State University

A recent benchmarking study on services procurement from CAPS: Center for Strategic Supply Research is the springboard for this session. Dr. Ellram shares the results of her work on this project, offering trends and opportunities for application in your business.

11:15 a.m. – 12:15 p.m.

Concurrent Session I Select one session.

TC Building the Procurement Superhero: Innovative Concepts in Staff Development

Mark Trowbridge, Principal, Strategic Procurement Solutions

Chuck Dalman, Director, Strategic Procurement, Limited Brands

Human resources are your enterprise's greatest asset. Make sure you optimize these powerful resources through strong, effective training programs. This presentation covers the following:

- Foundational elements of human capital experience
- Changing roles of procurement professionals
- Where "best practice" companies are in professional development
- Investment in supply chain management employee training by industry sector
- Skills needed to be a procurement superhero
- Success factors for highly effective training
- Six ways leading organizations approach supply chain management training
- Pros and cons of various training approaches
- What to look for in training
- Key obstacles to developing the procurement superhero

Discover secrets from successful supply management organizations, including perspectives about effective training, from design through customization and rollout.

TD Services and Indirect Spend: The Development of Supplier Performance Metrics and Scorecards

Jamie S. Crump, Partner, The Richwell Group and Associate Director, Strategic Sourcing, Purdue Pharma L.P.

With services and the indirect spend, creating a supplier performance program and scorecard can be difficult because many of the elements are not easily quantifiable. This session provides tips on how to build a performance measurement program that is both fair and useful. Learn to overcome the obstacles to measurement using examples from this presentation.

1:45-3:00 p.m.

General Session

Sourcing for Services

Tim Underhill, President, Underhill & Associates

The concept of strategic sourcing takes center stage again because economic factors are forcing organizations to look at reducing costs as a means for driving profits. The service spend offers perhaps the toughest area to perform strategic sourcing. But the same factors that make it so difficult have also created an opportunity for significant improvements. This session reveals five primary sourcing steps as they apply to the procurement and use of services.

Highlights include a "filtering tool" that helps identify where the greatest potential exists for cost savings. A key takeaway is how to integrate other initiatives such as spend analysis into your strategic sourcing process.

3:30-5:00 p.m.

Concurrent Session II Select one session.

TF Program Management and Sourcing of Non-Traditional Services

H. Lee Muller, MBA, C.P.M., CQA, Six Sigma Black Belt, Director of Strategic Sourcing, Georgia-Pacific Corporation

This presentation examines a general strategic sourcing plan for services with a focus on program and project management processes for plan execution. Learn ways to engage non-traditional spend owners through selected case studies in non-traditional service areas such as management consulting, actuarial services, benefits administration, insurance brokerage services and more. You will be astounded by the number of opportunities in these areas of spend.

TG Strategically Sourced Marketing Services: They Said It Couldn't Be Done

Sarmiento Silva, C.P.M., Director, Purchasing System Development & Re-Engineering, AstraZeneca Pharmaceuticals, L.P.

This session dispels the myths about the marketing spend; in the end, it's all about the best practice of evaluating strategic value and cost. Discover how to help marketing maintain supplier confidence and build relationships while gaining reduced cost, improved quality and enhanced levels of service. Just as in all areas of spend, good strategic sourcing let's you "have it all." Elements of this session include:

- Defining and building sourcing strategies for the marketing categories (print, creative, agency, media placement, etc.)
- Agreement of “sharing the wealth” through equitable distribution of financial benefits
- Developing baselines
- Gathering economic evaluations
- Determining economic relationships with your suppliers/partners
- Combining strategic and economic criteria for informed decision making

5:00-6:30 p.m.

Networking Reception

Friday, December 2, 2005

8:00-9:30 a.m.

General Session

A View From the Top: Making the Most of Your Services Spend

Moderator:

Roberta Duffy, Editor, Inside Supply Management®, Institute for Supply Management®

Panelists:

John MacLean, Vice President, Corporate Purchasing, American Airlines

Keith Connolly, Vice President, SBC Strategic Sourcing, SBC Communications Inc.

Mark K. Nixon, Vice President, HP Services Procurement, Hewlett-Packard Company

Get the inside story from top executives representing three Fortune 500 companies. These senior supply management executives share their secrets to process improvements, cost reduction and change management. Most importantly, find out how to gain control of your services spend.

9:45-10:45 a.m.

Concurrent Session III **Select one session.**

UB Sourcing Temporary Labor on a Global Basis... and Making Cost Savings Permanent

Danny Ezrol, Director, Sourcing & Category Management, ICG Commerce

Carrie Sepert, Procurement Manager, Indirect Goods and Services, Cooper Cameron Corporation

This session provides an understanding of the challenges and benefits of using a comprehensive strategic sourcing process to manage a global spend category. In addition, examine best practices in the areas of supplier enablement and category management to ensure savings are realized and sustained over time. Leave this workshop with the following:

- An understanding of why Cooper Cameron pursued a global sourcing strategy for temporary labor
- An overview of key benefits derived by using a comprehensive strategic sourcing process on a global basis
- Revelations on how the project team addressed organizational and cultural challenges
- Insight into supplier enablement benefits
- Best practices in managing supplier performance and driving ongoing cost improvements

UC Services Contracting for the Supply Professional

Ernest G. Gabbard, JD, C.P.M., CPCM, Director, Strategic Sourcing, Allegheny Technologies, Inc.

What legal and contracting issues must we address in the current services environment? This session tackles legal differences: laws that apply to services contracts and the status of e-contract laws. Explore the development of appropriate contract terms and conditions: utilizing standard P.O., unique terms and conditions for services as well as unique terms and conditions for outsourcing. The session wraps up with a discussion on international services and outsourcing contracts including applicable laws, necessary terms and conditions and e-contracts.

10:55 a.m. – 12:10 p.m.

General Session

Winning at Strategic Sourcing Even When You Are Not a Big Player

Joanna Martinez, Chief Procurement Officer, Alliance Capital Management L.P.

Gaining a competitive advantage and achieving sourcing success is tough when you are not a big player. Fortunately, this difficult and sometimes daunting task is not insurmountable. Learn how to overcome size with strategies and best practices that guarantee to impact your bottomline. A key player reveals how Alliance Capital Management saved up to 70 percent in their services spend through strategic sourcing solutions.

12:10-12:25 p.m.

Closing Remarks

Select Supplier Showcase

Information = Power

Take a break and visit our Select Supplier Showcase. Use this time to gain additional information on potential suppliers.

Education²

Missing this seminar could cost you.

Register for the Services Conference and our seminar, *Reducing and Controlling Cost with Cost-Containment Strategies*, and save \$100 on your fees. This pre-conference seminar increases your education by the power of two. Realize substantial benefits when you take these programs in tandem. The two-day seminar presents the theories, practices and procedures to impact your bottomline while the conference makes it all come alive. Discover new strategies to attack and control costs. Go beyond traditional cost cutting measures and discover ways to reduce time and trim processes. Strategies taught within the environment of the services spend. It's the perfect time to increase your education by the power of two. Two programs = savings that can't be beat.

Reducing and Controlling Cost with Cost-Containment Strategies

Seminar #4305
Nov 29-30, 2005
Phoenix, AZ

View the entire outline online at

<http://www.ism.ws/shopping/seminar.cfm?ID=59&No=4305>

Sponsors



Ariba, Inc. is the leading provider of spend management solutions to help companies realize rapid and sustainable bottomline results. Ariba's world-class solutions, which include software applications, services and network access, are designed to provide enterprises with technology and business process improvements to better manage their spend and improve their bottomline. Ariba helps organizations overcome business obstacles to success by offering solutions that address speed, sustainability and coverage. Ariba can be contacted in the U.S. at 650/390-1000 or at www.ariba.com.



mySAP SRM is the only solution that covers the full cycle of supplier relationship management — from strategy to execution — with comprehensive functionality for strategic sourcing, operational procurement, supplier enablement and content management. mySAP SRM is powered by SAP NetWeaver™, SAP's open integration and application platform, which gives companies the flexibility to integrate business processes, information and people across heterogeneous systems and company boundaries.

*In AZ the weather is mild, the salsa's hot and the cowboys know how to sing.
Don't miss lunch on Thursday.*

Registration Information

Accommodations — Please make your own hotel reservations. All sessions are at the Embassy Suites Golf Resort Phoenix – Scottsdale, 4415 E. Paradise Village Parkway South, Phoenix, AZ 85032. For reservations, call 602/765-5800. Be sure to mention ISM to receive the special room rate of \$139 Single/Double. The ISM rate is offered until October 28, 2005; rooms sell out quickly so please be sure to reserve your room early. For more information, visit <http://embassy.suites.hilton.com/en/es/hotels/index.jhtml?ctyhocn=PHXPVES>. **Free Internet access.** Connect to the Internet during your stay at the Embassy and receive a credit back at check-out.

Discounts:

Membership Discount — Regular members of ISM receive a \$200 discount on the nonmember program registration fee. If you're not already a member of ISM, send in a completed membership application with your payment and receive the member discount. Visit our Web site at www.ism.ws and become a member online. **Team Discount** — There is a \$25 discount (per person) for organizations registering three or more people for this program. All registrations must be placed at the same time. (This discount offer is not available online.) **Online Registration** — Save \$25 when you register on the ISM Web site, www.ism.ws. **Pre-Conference Seminar Savings** — Register for the Services Conference and Reducing and Controlling Cost with Cost-Containment Strategies, Seminar #4305 and save \$100 on your registration fee.

U.S. Tax Deductions — The U.S. Internal Revenue Service may permit an income tax deduction to U.S. residents for expenses (including registration fees, travel costs, meals and lodging) incurred in pursuit of continuing professional education. Consult your tax advisor for details.

Cancellation and Refund Policy — Notification of your cancellation must be received in writing. Cancellations received up to the day prior to the program are subject to a \$100 cancellation charge. No refunds once the program has begun. Registrants who fail to attend a program are not entitled to a refund. ISM must be contacted within 30 days of the program completion in order for a refund to be considered. ISM reserves the right to substitute instructors. If the program is not held for any reason, ISM's liability is limited to the program fee.

Air Transportation — ISM's official airline carrier is American Airlines. Call American Airlines directly, weekdays at 800/433-1790. Refer to file #17520. Please confirm your conference registration before making air travel arrangements.

Ground Transportation — You are responsible for your own ground transportation. Please visit the ISM Web site for special information about AVIS-Rent-A-Car or phone 800/331-1600. Reference AWD #D006236.

Food for Thought — Your full registration includes the following meals and events: Thursday, December 1, continental breakfast, lunch and a networking reception in the evening. Friday, December 2, 2005, continental breakfast. Your confirmation letter will include details for these events.

Registration: Services Spend: Your Value Powerhouse

Program Name

Services Spend: Your Value Powerhouse
6th Annual ISM Services Group Conference

Member Fee

\$795 (USD)

Nonmember Fee

\$995 (USD)

Reducing and Controlling Cost with Cost-Containment Strategies, Seminar #4305, Nov 29-30, 2005
\$995 Member/\$1,295 Nonmember
Add \$200 if you register for Seminar #4305 after October 29, 2005.

Four Easy Ways to Register

Internet: Register online at www.ism.ws. Save \$25 when you register on the ISM Web site.

Fax: Transmit completed form with credit card information to 480/752-2299.

Mail: Complete the form below and mail with check or credit card information to ISM Seminars, P.O. Box 22160, Tempe, AZ 85285-2160, USA.

Phone: Call Customer Service at 800/888-6276 or 480/752-6276, extension 401. Please have your credit card number ready.

- Check this box if you are also registering for the Pre-Conference Seminar, *Reducing and Controlling Cost with Cost-Containment Strategies*, Seminar #4305, Nov 29-30, 2005, **\$995 Member/\$1,295 Nonmember**

This conference offers five general sessions and four concurrent sessions. Please place an X in your preferred concurrent workshop session:

Thursday 12/01/05 Concurrent Session I 11:15 a.m.-12:15 p.m.

TC Building the Procurement Superhero: Innovative Concepts in Staff Development

TD Services and Indirect Spend: The Development of Supplier Performance Metrics and Scorecards

Thursday 12/01/05 Concurrent Session II 3:30-5:00 p.m.

TF Program Management and Sourcing of Nontraditional Services

TG Strategically Sourced Marketing Services: They Said It Couldn't Be Done

Friday 12/02/05 Concurrent Session III 9:45-10:45 a.m.

UB Sourcing Temporary Labor on a Global Basis... Making Cost Savings Permanent

UC Services Contracting for the Supply Professional

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*For international phone numbers, please include country and city codes.

METHOD OF PAYMENT: (U.S. Funds Only)

Personal Organization check is enclosed for \$ _____ Organization Name _____

Credit/Procurement Card Charge VISA MasterCard American Express Diners Club

Charge Card # _____ Expiration Date _____

Amount to Be Charged \$ _____ Cardholder Signature _____

Please indicate any special needs that we can address to make your participation more enjoyable and informative (this includes any dietary or physical requirements).

- Check here if you do not wish to be included on the exhibitors' mailing list.

The ISM Guarantee — Satisfaction with all programs is guaranteed. If you are not satisfied, a refund or free program registration will be provided. (All ISM Cancellation and Refund Policies must be followed.)

Schedule-at-a-Glance

Wednesday, November 30, 2005

4:00-6:00 p.m. Registration

Thursday, December 1, 2005

6:30 a.m. – 4:30 p.m. Registration
7:00-8:00 a.m. Breakfast, Select Supplier Showcase
8:00-8:15 a.m. Welcome and Opening Remarks
8:15-9:15 a.m. General Session
 • Procurement 2006: Find Hidden Value for Your Organization
9:15-9:45 a.m. Break, Select Supplier Showcase
9:45-11:00 a.m. General Session
 • Trends and Opportunities in Services Purchasing
11:00-11:15 a.m. Break, Select Supplier Showcase
11:15 a.m. – 12:15 p.m. Concurrent Sessions
 • **TC** Building the Procurement Superhero: Innovative Concepts in Staff Development
 • **TD** Services and Indirect Spend: The Development of Supplier Performance Metrics and Scorecards
12:15-1:45 p.m. Lunch, Select Supplier Showcase
1:45-3:00 p.m. General Session
 • Sourcing for Services
3:00-3:30 p.m. Break, Select Supplier Showcase
3:30-5:00 p.m. Concurrent Sessions
 • **TF** Program Management and Sourcing of Non-traditional Services
 • **TG** Strategically Sourced Marketing Services: They Said It Couldn't Be Done
5:00 - 6:30 p.m. Networking Reception, Select Supplier Showcase

Friday, December 2, 2005

7:00-11:00 a.m. Registration
7:00-8:00 a.m. Breakfast
8:00-9:30 a.m. General Session
 • A View From The Top: Making the Most of Your Services Spend
9:30-9:45 a.m. Break
9:45-10:45 a.m. Concurrent Sessions
 • **UB** Sourcing Temporary Labor on a Global Basis... and Making Cost Savings Permanent
 • **UC** Services Contracting for the Supply Professional
10:45-10:55 a.m. Break
10:55-12:10 noon General Session
 • Winning at Strategic Sourcing Even When You Are Not A Big Player
12:10-12:25 p.m. Closing Remarks

**Attend the 6th Annual ISM Services Group
Conference and ensure your spend is
working for you.**

An ISM Services Group Conference
December 1-2, 2005
Phoenix/Scottsdale, AZ

Phoenix/Scottsdale, Arizona

With an abundance of world-class resorts, championship golf courses, award-winning spas, fabulous shopping and exclusive art galleries, the Phoenix metropolitan area is a prime destination for travelers throughout the country and the world. Known as the "Valley of the Sun," Phoenix averages a high temperature of 66 degrees Fahrenheit during the month of December.

The Valley of the Sun is home to more than 3 million residents and is a thousand square miles in area. Scottsdale has over 600 restaurants ranging from Southwestern barbecue and South of the Border cuisine to Pacific Rim fare and everything in between. The climate makes outdoor activities such as desert Jeep tours and hot-air ballooning a way of life. Day trips to scenic Arizona destinations like the Grand Canyon and Sedona are an added benefit.

For more information about Scottsdale, the greater Phoenix metropolitan area, and other points of interest in Arizona, visit www.arizonaguide.com.

Are you maximizing your services spend?

- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none">• Temporary labor• Human capital• Contract labor• Utility services• Healthcare• Benefits Administration | <ul style="list-style-type: none">• Insurance Brokerage Services• Travel• Waste management• Advertising• Construction• Business consultants | <ul style="list-style-type: none">• Telecommunications• Janitorial• Business services• Landscaping• Legal• Consulting | <ul style="list-style-type: none">• Accounting or Financial Services• Information technology• Engineering• Marketing• Delivery and messenger services• Training |
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