Keynote Address - The Shift to an Alliance-Centric Business Model at Eli Lilly and Company
Gino Santini, Senior Vice President, Eli Lilly and Company

In Industries including:
- IT
- Bio-Pharmaceuticals
- Communications
- Manufacturing
- Financial Services
- Clean Tech/Renewable Energy
- Transportation
- Healthcare

Who Should Attend:
CAO’s, CEO’s, SVP’s, VP’s,
Directors and Managers with
Alliance-related responsibilities in
functional areas including:
- Alliance Management
- Business Development
- Marketing and Channels
- R&D/Product Development
- External Technology Sourcing
- Strategic Sales and Marketing
- Product Management
- Corporate Strategy
- Supply Chain, & Strategic Sourcing
- Practitioners involved in International Business and Alliances
- Manufacturing
- Project Management
- Corporate Venture Investing
- Strategic Planning
- Corporate and Outside Counsel
- Service Providers and Consultants

February 25-28, 2008 • Hilton in the Walt Disney World® Resort
Lake Buena Vista, Florida

Register by February 2nd and Save $100!

4 CONFERENCE TRACKS & 4 AMA WORKSHOPS!
Tuesday, February 26, 2008
- Track 1: Bio-Pharma Alliances
- Track 2: IT/Communications Alliances

Wednesday, February 27, 2008
- Track 3: Green Alliances
- Track 4: Global/International Alliances

Workshop A: Skills Mastery-Alliance Professional Certification Exam Preparation
Workshop B: Advanced Negotiations
Workshop C: Launching & Managing Strategic Alliances & Partnerships
Workshop D: Getting Results without Authority

Keynote Address - The Shift to an Alliance-Centric Business Model at Eli Lilly and Company
Gino Santini, Senior Vice President, Eli Lilly and Company

Hear Corporate and Alliance Executives Share Critical Insights on How To:
- Create Breakthrough Opportunities
- Play a Leadership Role in Corporate Strategy
- Drive Innovation through Global Alliance Networks
- Become a “Partner of Choice”
- Build Top Management Support
- Develop Alliance Champions
- Create Major New Value Streams
- Use Supply Chain Alliances to Drive Innovation
- Measure and Maximize Return on Your Alliance Assets
- Increase Your Alliance Success Rates
- Build an Alliance Core Competency
- Manage Alliances with Competitors

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250 First Avenue, Suite 300
Needham, MA 02494
# Conference At-a-Glance

**ASAP Alliance Summit 2008**  *Separate Registration Required*

**Conference and Exhibits February 26-28, 2008**

## Monday, February 25

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>7:00am-8:00am</td>
<td>Morning Pre-Summit Workshop Registration and Continental Breakfast</td>
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</tbody>
</table>
| 8:00am-12:00pm | Workshop A:* Skills Mastery-Alliance Professional Certification Exam Preparation  
Workshop B:* Advanced Negotiations Workshop |
| 12:00pm-1:00pm | Lunch on Own  
Afternoon Pre-Summit Workshop Registration |
| 1:00pm-5:00pm | Workshop C:* Launching & Managing Strategic Alliances & Partnerships Workshop  
Workshop D:* Getting Results without Authority Workshop |
| 3:00pm-5:00pm | Main Summit Early Registration |

### Pre-Summit Meetings (By Invitation Only)

1:00pm-3:00pm  
ASAP Global Board Meeting

3:00pm-5:00pm  
ASAP Chapter President’s Council Meeting

3:00pm-5:30pm  
CAO Roundtable

5:30pm-8:30pm  
Chief Alliance Officer (CAO) Roundtable Participants and ASAP Global Board Reception and Dinner

## Tuesday, February 26

### Main Conference

7:30am-8:30am  
Registration and Continental Breakfast

8:10am-12:00pm  
Plenary Session and Keynote Address

10:10am-10:50am  
Networking Break with Exhibit Viewing and One-to-One Meetings

12:00pm-1:00pm  
Luncheon  
Sponsored by AMA

1:00pm-5:20pm  
Track 1: Bio-Pharma Council Track Sessions

3:20pm-4:00pm  
Networking Break with Exhibit Viewing and One-to-One Meetings

6:30pm-7:30pm  
Cocktail Reception (Sponsorship Available)

### Wednesday, February 27

7:30am-8:00am  
Continental Breakfast

8:00am-12:00pm  
Track 3: Clean Tech/Green Energy Track Sessions  
Track 4: Globalization Track Sessions

10:00am-10:30am  
Networking Break with Exhibit Viewing and One-to-One Meetings

12:00pm-1:00pm  
Luncheon (Sponsorship Available)

1:00pm-5:20pm  
Plenary Session

3:00pm-3:30pm  
Networking Break with Exhibit Viewing and One-to-One Meetings

6:30pm-7:30pm  
Cocktail Reception  
Sponsored by Abbott

7:30pm-10:00pm  
ASAP Awards Dinner and Annual Meeting  
Sponsored by Eli Lilly & Company

### Thursday, February 28

7:30am-8:00am  
Continental Breakfast

8:00am-12:00pm  
Plenary Session

10:10am-10:40am  
Networking Break with Exhibit Viewing and One-to-One Meetings

12:00pm  
End of Summit

### Post Summit Optional Activity

12:45pm-4:15pm  
Disney’s “Innovation into Action” Behind the Scenes Educational Tour of Disney Operations*

---

**“Innovation in Action”**

**Behind-the-Scenes Tour**

*Experience the Stories Behind the Magic*

When most people hear the name “Walt Disney”, they think of Mickey Mouse, classic movies, and theme parks. What they often don’t think of, or even know about, are his many innovative ideas that eventually led to the creation of the Walt Disney World Resort. From the first “talking” cartoon in 1928, to his bold vision of an Experimental Prototype Community of Tomorrow, Walt Disney always pushed the limits of technology. Innovation in Action highlights Walt’s many accomplishments and takes your group on an unforgettable journey where they see, firsthand, how we make magic!

During this 3-hour behind-the-scenes adventure, journey to places most Guests never get to see for an incredible and entertaining experience you won’t soon forget.
THE PROGRAM

Alliance-Based Networks are becoming the dominant organizational form in the Global Economy. Alliance Capability has become a “Must Have Core Competency” for companies to compete in today’s highly competitive, global marketplace. Models of New Product Development, Strategic Supply, and Market Demand Generation are shifting dramatically and becoming much more dependent on your company’s ability to create a clear Alliance Capability on an enterprise-wide basis, as companies strive to achieve a reputation as “A Partner of Choice” in their industries.

The greatest breakthroughs and largest New Value Creation Opportunity Areas are being pioneered by companies using strategic alliances across industry, technology, national and cultural boundaries. By combining technologies, supply and production capabilities and leveraging marketing and channel strengths, major new Value Streams are transforming business operations and Shareholder Value.

In this age, the formation and management of individual alliances has been superseded by new, more sophisticated strategies deploying entire Alliance Networks and Alliance Strategies driving:

- Innovation through Global R&D and Joint Product Development Alliance Networks
- Supply Chain Innovation and Performance
- Solutions Networks to Drive Growth in Profits through New Product and Market Entry

Special 2008 ASAP Summit Features Include:

- Alliance Professional Certification Exam Preparation Workshop
- Special Optional “Innovation in Action”, A Behind the Scenes Educational Tour of Disney Operations
- ASAP’s Alliance Excellence Awards Dinner and Annual Meeting Sponsored by: [Image]
- ASAP’s Chief Alliance Officer Roundtable (by Invitation)
- Dedicated Council Tracks for ASAP: Bio-Pharm, Clean Tech/ Green Energy, Globalization/International, and IT/Communications, Special Interest Councils

AMA ½ Day Optional Workshops: Endorsed by ASAP *

(Select One AM Workshop)

Skills Mastery - The ASAP Alliance Professional Certification Exam Preparation Workshop (Mon. 2/25 AM)
Norma Waterpaugh, Co-Chair ASAP Certification Committee, Principal, Phoenix Consulting
Launching and Managing Strategic Alliances and Partnerships (Mon. 2/25 AM)
Dave Lavison, GM, Alliance Horizon Div., AllianceVista

(Select One PM Workshop)

Getting Results Without Authority (Mon. 2/25 PM)
AMA Certified Trainer, TBA

Advanced Negotiations (Mon. 2/25 PM)
AMA Certified Trainer, TBA

* Separate Registration Required
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### WORKSHOP A*

**8:00 am – 12:00 pm**
**Skills Mastery - The ASAP Alliance Professional Certification Exam Preparation Workshop**

Enhance your alliance management skills and advance your career through an experiential learning and skills mastery workshop to help partner professionals prepare for the CAAM examination. The CAAM examination doesn’t just test for knowledge. It also tests the ability to apply best practices and principles to alliance management situations and to choose the best course of action in solving difficult situations, in other words, the skills it takes to do the job. This half-day workshop will focus on team problem solving within the context of case study scenarios, simulating the situations alliance managers face everyday and challenging participants to apply what they know. You will also receive many tools and references to help you prepare for the exam and to aid you in applying alliance management best practices to your work.

### WORKSHOP B*

**8:00 am – 12:00 pm**
**AMA Advanced Negotiations Workshop**

Ray White, President, One Source Leadership

In this dynamic workshop, skilled negotiators will be exposed to advanced concepts and techniques that will enable you to be more effective in multiple negotiation situations including:
- Key behavioral characteristics for successful negotiations
- Analyzing interests, needs, positions and limits in multi party negotiations
- Understanding negative biases during negotiations
- Using emotional balance to achieve stated goals
- Understanding preparing for, and communicating in cross-cultural negotiations

### INTERACTIVE AMA, ASAP ENDORSED OPTIONAL PRE-SUMMIT WORKSHOPS - MORNING

**WORKSHOP C**

**1:00 – 5:00 pm**
**Launching and Managing Strategic Alliances**

AMA Certified Instructor

David Luvison, General Manager, Alliance Horizon Division, AllianceVista Corp.

In this course you will identify the five essential areas crucial to the success of an alliance relationship and use them to create a high-performing alliance team. You will learn how to adapt the alliance team charter - a proven framework for managing alliances - to:
- Develop team direction and focus,
- Identify roles, responsibilities,
- Set and manage expectations,
- Bridge cross-cultural challenges
- Address inter- and intra-company communication challenges.

**WORKSHOP D**

**1:00 – 5:00 pm**
**AMA Getting Results Without Authority Workshop**

AMA Certified Instructor

Ray White, President, One Source Leadership

In this hands on workshop, you’ll learn how to effectively influence and manage others you have no direct authority for. This will be achieved by:
- Understanding and using your personal power
- Learning a mental model of influence
- Understanding the linkages between relationships, partnerships and behavioral styles
- Understanding and using a strategy matrix
- Understanding the principles of reciprocity in relationships
- Examining the key components of persuasion Approaches to managing conflict

### MAIN SUMMIT - TUESDAY, FEBRUARY 26, 2008

**7:30 am**
Continental Breakfast and Registration

**PLENARY SESSION**

**8:30 am**
Chairman’s Welcome

Mike Leonetti, Executive Director, Healthcare Partnerships, Boehringer Ingelheim Pharmaceuticals, Inc., Chairman, ASAP Global Board of Directors

**8:45 am**
Opening Address – From Radical Innovation to Radical Collaboration: The IT Industry in Flux

Bernard Meyerson, IBM Fellow, Vice President Strategic Alliances & CTO - IBM Systems & Technology Group

Semiconductor technology is no longer proceeding down the path of the prior 40 years, the ability to benefit from further scaling alone having been lost. This discontinuity led segments of the industry over a “power cliff” many did not see coming, driving the need for dramatic strategic and organizational shifts. Forced to move to a strategy demanding continuous innovation as the alternative to scaling, industry R&D expenditures grew at rates rendering prior business models and alignments financially unsustainable. This chain of events has led to a consolidation of competitors around global innovation networks engaged in pre-competitive alliances, and the emergence of a model based upon co-operation as a business imperative as opposed to an option. Through alliances based upon the integration of both physical and intellectual capital, companies once again have achieved the critical mass required for financial stability.

Similarly, new technical models based upon Holistic Design, a system based view of technology’s future, has displaced semiconductor technology as the key differentiator in the global IT arena. This talk explores the implications these changes have for both industry and society at large and on the increased use of alliances and open system innovation as means to deal with these changes.

**9:30 am**
Keynote Address - The Shift to an Alliance-Centric Business Model at Eli Lilly and Company

Gino Santini, Senior Vice President, Eli Lilly and Company

Eli Lilly and Company has shifted it’s corporate strategy from a “FIPCO” (Fully Integrated Pharmaceutical Company) model to a “FIPNET” (Fully Integrated Pharmaceutical Network) evolution impacts every part of the value chain, (Research and Development, Manufacturing, and Sales and Marketing) and involves the extensive use of traditional partnering and outsourcing arrangements, as well as several new and innovative ones. This strategy requires significant internal governance and cultural changes, along with the acquisition of new capabilities. This presentation will examine the strategic drivers and the execution challenges of this process.

**10:10 am**
Networking Break with Exhibit Viewing and One-to-One Meetings

**10:50 am**
Creating New Value Streams through Corporate Alliances at Disney

Lawrence Aldridge, Senior Vice President, Corporate Alliances, The Walt Disney Company

www.strategic-alliances.org
11:20 am Beyond Processes and People: Managing Global Alliance Complexities - Globalization, Co-operation and Portfolio Management
Greg Prynne, Senior Director, Strategic Alliances, Cisco Systems
This session will focus on three critical aspects of alliance management success: Portfolio Management; Managing Rival Partners – i.e., Competition; and Globalization, the driving forces behind it and why organizations must partner globally.
I. Portfolio Management - Most companies are still doing one-off alliances and wonder why their strategy fails. We discuss Portfolio Management and how to think differently about it.
- Why is it important for a Strategic Alliance program
- Creating a Portfolio Management System
- Brief Case Study: Unified Communications
II. Managing Rival Partners: Co-operation
- Why some companies are partnering with more competitors than ever before
- How Cisco manages co-operation
- Exit Strategies
III. Globalization: Reasons why you must partner globally
- Think differently: The world is more complex, intertwined, faster moving. You have to be connected globally or risk falling behind.
- Brief Case Study: Fujitsu

12:00 pm Luncheon Sponsored by

TUESDAY, FEBRUARY 26, 2008 - AFTERTNOON

TRACK 1 - BIOPHARMA COUNCIL TRACK

1:00 pm ASAP BioPharma Council Meeting
Chair: Mike Leonetti, Chairman, ASAP, Executive Director, Healthcare Partnerships, Boehringer Ingelheim Pharmaceuticals, Inc.
2:00 pm The Marriage of the Mind – Making Biopharmaceutical Collaboration Work
Salma Lin, Industry Leader, Component Business Model for Life Sciences, IBM Institute
Our research shows that collaboration is a key element of innovation. Yet, in a survey jointly conducted by IBM Institute for Business Value and Silico Research, more than half of all biopharmaceutical alliances did not work. Three traits are required for a successful alliance: internal alignment of the strategies, structures and scientific goals of the partners; properly managed boundaries; and lasting commitment. New tools and technologies can also play a major role in helping people within the extended enterprise communicate across time and space.
Collaboration is difficult – as the failure of so many biopartner arrangements demonstrates. But most senior executives now recognize its importance in generating new ideas; they understand that there is no such thing as a monopoly when it comes to innovation. Unlocking this intellectual capital requires that a company align its strategy and structure with its scientific goals, learn how to manage internal and external boundaries, and remain committed to the shared enterprise. Enabling tools and technologies are also crucial for enabling partners to work together effectively.

2:40 pm Enablex - An Alliance that Leverages the Consumer Insights of the World’s Largest Marketing Company and a Pharma Leader
Simon Bateman, Global Business Development & Licensing, Novartis Pharmaceuticals Corporation
Laurie Streitmatter, Alliance Management and Health Care Human Resources, Procter & Gamble
This presentation is a case study of the US Enables Alliance between Novartis and Procter & Gamble. The presentation discusses the unique aspects of the alliance and highlights the evolving best practices that enable the alliance to capture the value and capabilities of both partners. Key issues covered include:
- Outline of the Players, the Product (a prescription medicine to treat the symptoms of Overactive Bladder), and Creating the Deal
- The Challenges of Making the Deal Work, including each partner’s philosophy on alliances and Nine Key Elements for Success
- Capturing innovation and best practices from Novartis and P&G, including Issues of Tracking, Culture Assessments, and Health Checks

3:30 pm Networking Break with Exhibit Viewing and One-to-One Meetings

4:00 pm The Power of Alliances: The Physics of Business Transformation
Jason Powell, Director, Alliance Management, Abbott
Leo Adalbert, Alliance and Program Director, Business Development, AstraZeneca
The Abbott and AstraZeneca collaboration involves the co-development and commercialization of CRE- STOR® and Next-Generation TriCor® (ABT-335) fixed-dose combination therapy. This presentation highlights our approach to building and sustaining a high performance team that leverages points of difference and non-conventional approaches to maximizing long-term value creation.

4:40 pm The Project Management – Alliance Management Interface
Presentations and Panel Discussion
Moderator: Tim Noffke, Vice President, Life Sciences, Integrated Project Management Co., Inc.
Panelists:
- Jeremy Ahouse, Senior Manager, Alliance Management, Immunogen
- We explore the alliance executive’s perspective in managing the interface between alliance management and project management. Topics addressed include:
  - How can Alliance managers and Project leaders maximize their effectiveness (together)
  - Traps, Issues and Learnings: Why Alliance management will never replace the need for Project managers
  - The role of Alliance Management, comparisons and contrasts with Project management - Ensuring proper coordination and hand-offs between Alliance management and Project management
- Additional Panelists, TBA

5:20 pm End of Day One Sessions

6:30 pm Cocktail Reception (Sponsorship Opportunities Available. Contact Arnie Wolfson at awolfson@healthtech.com or 781-972-5431.)

3:30 pm Networking Break with Exhibit Viewing and One-to-One Meetings

3:40 pm Developing Global Vertical Go-to-Market Programs with System Integrator Partners
Tyler Prince, Group Vice President, North America Alliances and Channels, Oracle
As one of the world’s largest enterprise software companies, Oracle has successfully transformed itself into an industry-oriented, solution based company. This session will focus on how Oracle has also transformed its strategic alliance program to support an industry go-to-market approach with the Global System Integrators. Key areas include:
- Business justification for developing Vertical GTM Program with Global SI’s
- Challenges in aligning a new program with Global SI’s
- Measurements and metrics required to drive success of these GTM programs

4:10 pm Converting to a Fee Based Partner Program
Larry W. Acord, Director Business Development, CA
This session will discuss redesigning a partner program within a large company and making it self funding. The session will discuss changes in roles within the company and increasing partner participation through increased interactions with the partners. This session will provide a blueprint for companies looking to redesign & re-launch their partner programs. Key topics to be covered include:
- Selling a “Self-Funding Partner Program” within your company and to existing partners
- Establishing an off-shore office: Do’s & Don’ts
- Reporting vehicles and SOP’s to support “Self-Funding Partner Programs”
- Extending the footprint of the program internationally

4:50 pm Alliance Management Practices Needed to Succeed in Channel Relationships
Brian Boekel, Partner Manager, Agilysys, Inc
8:00 am  The Greening of the Data Center Joining Forces to Solve Data Center Problems

Alistair Pim, Vice President, Global Strategic Accounts, American Power Conversion

Today's data center managers must provide increased capacity and availability while reducing costs and increasing efficiencies. The IBM – APC Alliance enables a collaborative product development environment focused on solving these challenges with integrated offerings of APC technology and IBM services. The result is an energy efficient, scalable, adaptable data center infrastructure.

- Organizing for successful innovation
- Identifying key questions where expert knowledge is essential
- Identifying best alliance cases
- Developing a program for 2008 which is of optimal interest to members
- Building an International Green Alliance Directory
- Demonstrating an Advanced Web 2.0 Market and Competitive Intelligence Platform on Green Alliances which can help to build the Directory, document, and mine best practices.

8:40 am  Green Energy/Clean Technology Alliances: Growing Revenue and Creating Goodwill – A Joint Presentation

Kevin Petersen, Director Alliances and Technology Partnerships, Verdiem Corporation

Northwest Energy Efficiency Alliance, Speaker to Be Announced

The objective of the presentation is to present new strategies, best practices and lessons learned in building and leveraging green technology alliances. We will address the expanded value chain requirements, specifically, the energy related and not-for-profit organizations. We will address the new types of revenue streams that we have generated by addressing Corporate Responsibility Initiatives.

9:20 am  Organizing Meeting for The ASAP Clean Tech/Green Energy Council

Julian Gresser, Chief Executive Officer, Energy Voyager Corporation, Chairman, ASAP Clean Tech/Green Energy Council (www.energyvoyager.com)

The ASAP Clean Tech/Green Energy Council is an Expert Knowledge Community (EKC) organized around a central common concern: How will strategic alliances and global networks help companies, public benefit organizations and cooperatives, state and local governments, even nations adapt creatively to the radical changes and uncertainty of an Emerging Global Energy Economy? The mission of the ASAP Clean Tech/Green Energy Council is to build best international alliance practices by working with you to clarify your most important questions, build a congenial community to address them, and provide some essential tools, processes, and platforms. Please join us in this important Organizational Meeting of the Council in which we will accomplish the following:

- Identify the central challenges of the members and the most important ("jugal") questions where expert knowledge is essential
- Identify some best illustrative alliance cases
- Develop a program for 2008 which is of optimal interest to members
- Begin building an International Green Alliance Directory
- Demonstrate an Advanced Web 2.0 Market and Competitive Intelligence Platform on Green Alliances which can help to build the Directory, document, and mine best practices.

10:30 am  The Contribution of Strategic R&D Alliances to Solving “Jugular Problems” in Biofuels

William Kubasek, Ph.D., Consulting Scientist, GreenFuel Technologies

In this session, we will explore how advanced collaborative search technologies and alliance structures are addressing these fundamental challenges in biofuels. Topics addressed include:

- What are the optimal genetic traits to incorporate into plants for cellulosic ethanol production?
- What other commercially viable products besides ethanol can be developed with cellulosic technologies?
- What algae species and growth conditions are optimally suited for biodiesel production?

11:10 am  China's Green Valley Innovation Park – A Model for Sustainable Development

James Caldwell, President, E3 Regenisys

Dr. James Caldwell will describe his current work in building clean tech/green energy alliances in a new high tech park near Beijing. The Green Valley Park is welcoming international partners in building sustainable green businesses in China. The Park is a flagship demonstration of China's new strategic emphasis on clean technology as the key driver in economic growth.

10:00 am  Networking Break with Exhibit Viewing and One-to-One Meetings

10:30 am  International Strategic Marketing Alliances

Hans Peter Hvid, Managing Partner, InterMark A/S, Denmark

Going to market together means getting results faster and more cost-effectively! We look at the best practices from several multi-partner worldwide Strategic Marketing Alliance (SMA) that InterMark facilitates including case studies of:

- A bio-fuel alliance promoting European second generation solutions to US key accounts in the bio-ethanol sector
- A process technology alliance – focusing on global brewery groups
- An alliance of pharmaceutical technology suppliers to India and Asia Pacific

11:10 am  Italtel and Cisco – Innovation through Partnering with European Service Providers

Roberto Zuccolin, Head of Marketing and Communication, Italtel

The Italtel and Cisco Alliance has been deploying VoIP infrastructures for Service Providers for more than six years allowing operators worldwide to cut costs and offer innovative services to their customers. The Alliance is a complementary union that takes advantage of Cisco’s industry-leading IP infrastructure equipment and Italtel’s state-of-the-art Softswitch technology and systems integration capabilities. It has a demonstrated success in deploying voice services in a cost-effective, scalable and reliable manner over a converged IP network. This accumulated expertise has been used to refine both product and solution design, enabling expected results in a shorter time frame. We will discuss how these co-development efforts have allowed Cisco and Italtel to:

- Design and develop new solutions for services providers based on high margin business models
- Expand VoIP technology from a campus and enterprise environment to a service provider network
- Offer rigorous network designs, services and solid service testing

12:00 pm  Luncheon (Sponsorship Available)

www.strategic-alliances.org
1:00 pm  The New JOE: Reinventing a Company through the Creative Power of Strategic Alliances
Jerry M. Ray, Senior Vice President, Strategic Alliances and Communications, The St. Joe Company

Ten years ago, The St. Joe Company (NYSE: JOE) transformed itself from an industrial conglomerate into one of Florida’s most dynamic real estate developers. Now, in a difficult real estate downturn, JOE is reinventing itself again by accelerating value creation through strategic alliances. This presentation will discuss how the largest landowner in Florida is creating an entirely new business model with strategic alliances as an integral part of its value creation chain. Key issues examined include:
- Reorienting and leveraging the business structure to create a second level of certification and training
- Identifying, recruiting and coming to terms with, new alliance partners
- Reorienting a company’s culture to make alliances work
- Communicating the value of alliance structure to shareholders

1:40 pm  “Looking Back – Looking Forward” The Future and Past of ASAP and the Field of Alliances
Michael Leonetti, Executive Director, Healthcare Partnerships, Boehringer Ingelheim Pharmaceuticals, Inc.; Chairman, ASAP Global Board of Directors
Robert Porter Lynch, President, The Warren Company, Chairman Emeritus ASAP
William T. Lundberg, Founding President and Executive Director, ASAP

2:20 pm  The ASAP / Humentum Alliance Training Simulation Project
Ken Spero, President, Humentum
Michael Leonetti, Executive Director, Healthcare Partnerships, Boehringer Ingelheim Pharmaceuticals, Inc.; Chairman, ASAP Global Board of Directors

This session examines the status of the ASAP’s collaboration with Humentum in the creation of an innovative new set of training simulation tools for alliance management education. We examine the training modules and scenarios within the Simulation Package and their applicability within the alliance management function within the biotech and pharma industries and beyond.

3:00 pm  Networking Break with Exhibit Viewing and One-to-One Meetings

3:30 pm  Alliance Management Professional Certification: Road Map to the Future
Keith Gaylord, Global Business Partner Executive, Financial Services Alliances, IBM

At “Summit 2007” ASAP announced the Alliance Management Professional Certification program. As committed to the membership in September of 2007 the first of three certification exams - CAAM (Certification of Achievement - Alliance Management) was released. The CAAM exam tests a broad knowledge of 15 alliance management capabilities and skills. ASAP’s Professional Certification Program reflects hundreds of years of cumulative ASAP membership alliance management knowledge and experience. Working under the guidance of Applied Measurements Professionals (AMP) scores of ASAP volunteers designed, wrote, tested and delivered the CAAM. AMP is now guiding the second level of certification - CSAP (Certified Strategic Alliance Professional). CSAP will assess a practitioner’s knowledge of the more technical and situation specific circumstances of alliance management. This session will outline:
- Why certification is important to the profession of alliance management
- How professional certification benefits individuals and organizations
- ASAP’s certification program
- A preview of what the future of professional certification could bring to the global alliance management community

4:00 pm  Negotiating with an Implementation Frame of Mind: The Hidden Enabler of Alliance Success
Stuart Kliman, Managing Partner, Vantage Partners

As we all know, one key characteristic of an alliance contract is ‘in completeness’ - the idea that no contract can anticipate every contingency and indeed one of the attractiveness of an alliance structure is that it has in it the flexibility to grow and change, reacting to circumstances, over time. In addition, the consummation of the alliance contract is not the moment of value creation - rather it is through the process of the partners working together - the alliance implementation - that value is created. Thus, what ought to be considered in the negotiation phase such that the implementation phases is set up for success? This talk will cover:
- What does it mean to negotiate with an “implementation frame of mind”?
- What are the costs of not doing so?
- How does one build the organizationally capability to do so?
- What are the particular implementation needs associated with international negotiations?

4:40 pm  Network Collaboration Management – An Emerging Model of Alliance Management Design – A Panel Discussion
Moderator: Jeffrey Shuman, Ph.D., Principal, The Rhythm of Business, Inc.; Professor of Management, Bentley College
Panelists: Mary Jo Struttmann, Senior Director, Alliance Management, Astellas Pharmaceuticals
John Buckingham, Vice President, Alliance Management, Endo Pharmaceuticals
Manlio Huacuja, Director, Strategic Alliances and Purchasing, OnStar

An evolution of the alliance management function is emerging in organizations where partnering across the business is essential to strategy. Network collaboration management right-sizes and applies principles of alliance management to outsourcing, distribution, and supply chain partners, resulting in a consistent strategic framework for managing all key external relationships. Topics covered include:
- Why network collaboration management reports to the CEO
- Why this model is especially appropriate for lean organizations
- Key elements of the model and how to sell it and implement it in your organization

5:20 pm  End of Day Two Sessions

5:30 pm  Cocktail Reception, Sponsored by Abbott

7:30 pm  ASAP’s Annual Meeting and ASAP Awards Dinner, Sponsored by Abbott

Take Advantage of One-to-One Meetings Using CHI’s Intro-Net

CHI’s Intro-Net offers you the opportunity to set up meetings throughout the two days with selected attendees before, during and after this conference, allowing you to connect to the key people that you want to meet. This online system was designed with your privacy in mind and is only available to registered session attendees of this event.
THURSDAY, FEBRUARY 28, 2008 – MORNING

7:00 am Continental Breakfast

PLENARY SESSION

8:00 am Collaborative Innovation - A Panel Discussion
Moderator: Robert Porter Lynch, President, The Warren Company; Chairman Emeritus, ASAP
Panelists: Procter & Gamble, Speaker to Be Announced
Tim Graczewski, Vice President, Strategic Alliances, Intuit
Other Panelists to Be Announced

Alliances are perhaps the most effective vehicle for producing innovation because they bring together unique synergies. But innovation is not a natural occurrence unless the right strategies, legal approaches, organization, processes, and metrics are applied. This panel discussion will discuss what produces continual streams of innovation between companies and will address the findings of a first of a kind study of what causes innovation to occur between companies.

8:50 am Finding Alliance Opportunities in Non-Traditional Places through “Coolhunting”
Scott M. Cooper, Research Affiliate, MIT Sloan School of Management
Informal collaborative innovation networks that cross company and industry lines are the source of many great ideas for products and services. Because they are so non-traditional, though, these networks are not what companies typically look for when seeking alliances. However, they may offer some of the most fruitful opportunities for alliances. I will explore why these networks are so valuable as seeds for alliances, provide some brief case examples, and explain how they can be unearthed with “cool-hunting.” Key points addressed include: Alliance opportunities in the world of open-source collaborative innovation networks
• Some companies are tapping in and capitalizing on such opportunities
• A method for finding these networks and seeding them for alliance-building

9:30 am When to Terminate an Alliance
Douglas Tuttle, Principal, Deloitte Consulting, LLP
Most organizations are very focus on creating and managing an alliance, and over time develop a broader portfolio for their organization. But ‘end of life’ for an alliance is a fact of life. How do you know when to terminate an alliance, and how do you go about doing this? Within Deloitte’s Alliance portfolio of alliances, we change the portfolio by about 20% each year. The presenter will address the following points:The value of managing an alliance as a part of a portfolio
• Why making hard decisions ultimately helps the other alliances be more successful Understanding the alliance mix to achieve a broader strategic objective
• Measuring performance and determining when to “terminate an alliance”
• Tactics and experiences in termination - internally & externally

10:40 am Managing Alliance Portfolios
Bridget Booth, Principal, Blue Cross and Blue Shield of Florida
Companies are recognizing the increasing complexities and need for coordination across relationships as the number of its alliances grows. This presentation will provide practical, actionable approaches to manage and optimize a company’s set of alliances including how to:
• Address conflicting objectives among alliances and among alliances and the parent company’s divisions or wholly-owned subsidiaries
• Assess and compare the value of existing and potential alliance
• Manage multiple touch points within a company with an alliance partner to maintain or increase the health of the alliances

11:20 am Developing Alliance Champions – A Roundtable Discussion
Moderator: To Be Announced
Panelists: Ninon Prozonic, VP Strategic Alliances, Connect America
Sherman Whitfield, Alliance Manager, Eli Lilly and Company
Other Panelist to Be Announced
This session, we discuss how to identify and develop Alliance Champions:
• In the Executive Suite, as Alliance Executive Sponsors
• In the Trenches, as Alliance Line Managers
• and Within your Alliance Partners

12:00 pm End of Summit

POST SUMMIT OPTIONAL ACTIVITY

12:45-4:15 pm Disney “Innovation in Action” Behind the Scenes Tour *
*(see page 1a for details)*

* separate registration required
**HOTEL & TRAVEL INFORMATION**

**Hilton in the Walt Disney World® Resort**

Hilton in the Walt Disney World Resort®  
1751 Hotel Plaza Blvd.  
Lake Buena Vista, FL 32830  
Phone: 407-827-4000  
Fax: 407-827-6369  
Discounted Room Rate: $219 s/d  
Discounted Room Rate cutoff: February 1, 2008

To book your hotel reservation on-line go to www.healthtech.com/2008/sap/travel.asp

You may also call the hotel directly to make your room reservation. Identify yourself as an Alliance Summit 2008 conference attendee and reference group code ASA to receive the reduced room rate. Reservations made after the cut-off date or after the group room block has been filled (whichever comes first) will be accepted on a space-and-rate-availability basis. Rooms are limited, so please book early.

The Hilton located in the WALT DISNEY WORLD® Resort is an official hotel of Walt Disney World® in Lake Buena Vista, Florida. Hotel guests will enjoy exceptional facilities at the Four Star Diamond Resort. The hotel is steps away from Downtown Disney, home of the Disney Marketplace, Pleasure Island and Disney’s West Side. Complimentary transportation to Walt Disney World® Theme Parks is provided for all guests.

**Flight Discounts:**

To receive a 5% discount on American Airlines, American Eagle and American Connections call and make your flight reservations at 1-800-433-1790 or go online at aa.com. Please refer to the authorization number AN# A2418SS via phone or enter it in the promotion discount box online.

**Car Rental Discounts:**

Special discount rentals have been established with AVIS for this conference. Please call AVIS directly at 800-331-1600 and you must reference your Avis Worldwide Discount (AWD) Number J868190.

**SPONSORSHIP INFORMATION**

Your company has a unique opportunity to influence a major gathering of senior alliance professionals representing Bio-Pharma, IT, Communications and other major industries. These executives will come together at the 10th Anniversary Alliance Summit, produced by ASAP, in cooperation with Cambridge Healthtech Institute (CHI).

Brand your company as an alliance thought leader by participating as an active sponsor. Presenting your solutions or services directly to our top-tier delegates can significantly impact their purchasing and collaboration decisions and help you achieve your sales and business development objectives.

Presentation opportunities include Embedded Agenda Presentations, Breakfast and Luncheon Presentations, or, you may pre-select and gain access to the highest-level prospects through an Invitation-only VIP dinner or function (limited availability).

ASAP & CHI will support your Sponsorship and brand your company with strong marketing programs before, during and after the event. The earlier you secure your Sponsorship, the more opportunity for exposure.

To discuss your objectives and explore ways to participate, please contact

Arnie Wolfson, Tel: 781-972-5431  
Email: awolfson@healthtech.com
YES!  Register Me for Alliance Summit 2008

Unleashing Creativity to Drive Corporate Performance through Alliances

February 25-28, 2008 • Hilton in the Walt Disney World® Resort
Lake Buena Vista, Florida

REGISTRATION INFORMATION
☐ Mr. ☐ Ms. ☐ Mrs. ☐ Dr. ☐ Prof.
Name
Job Title
Company
Address
City/State/Postal Code
Country
Telephone

-Payments for registrations must be received by the deadline date to retain registration and networking opportunities.

PAYMENT INFORMATION
☐ Check here if you are an ASAP member
☐ Check here if you would like to become an ASAP member

*Email is not a mandatory field. However, by excluding your email you will not receive notification about online access to pre-conference presenter materials, conference updates and networking opportunities.

Pricing Information

SUMMIT ONLY
Early Bird Discount- Ends December 15, 2007
Regular Price- Ends February 2, 2008
Late Price and On-site - After February 2, 2008

Please select which 2 tracks (1/2 day each) you are most likely to attend:

Tuesday, Feb. 26 (select one) ☐ Bio-Pharma or ☐ IT/Comm. Marketing and Channels

Wednesday, Feb. 27 (select one) ☐ Clean Tech/Green Energy or ☐ Globalization

ASAP ENDORSED, OPTIONAL PRE-SUMMIT AMA WORKSHOPS (MONDAY 2/25/08)

☐ “Skills Mastery - Alliance Professional Certification Exam Preparation” (Mon. 2/25 AM)
☐ “Advanced Negotiations” (Mon. 2/25 AM)

☐ “Getting Results Without Authority” (Mon. 2/25 PM)
☐ “Launching and Managing Strategic Alliances and Partnerships” (Mon. 2/25 PM)

Single Workshop ☐ $595 ☐ $645 ☐ $695
Two Workshops ☐ $895 ☐ $945 ☐ $995

POST SUMMIT: (THURSDAY, 2/28/08 AT 1:00PM)

Special Optional “Innovation in Action” Behind the Scenes Educational Tour of Disney Operations
☐ $99 ☐ $99 ☐ $99

I cannot attend but would like to purchase the Alliance Summit 2008 conference CD for $250 (plus shipping). Massachusetts delivery will include 5% sales tax.

Please send information on exhibiting and opportunities to present.

PAYMENT INFORMATION
Enclosed is a check or money order payable to Cambridge Healthtech Institute, (ASAP’s Summit Management Company) drawn on a U.S. Bank, in U.S. currency.

I invoice me, but reserve my space with credit card information listed below.

Invoices unpaid two weeks prior to conference will be billed to credit card at full registration rate. Invoices must be paid in full and checks received by the deadline date to retain registration discount. If you plan to register on site, please check with CHI beforehand for space availability.

Please charge: ☐ AMEX (15 digits) ☐ Visa (13-16 digits) ☐ MasterCard (16 digits) ☐ Diners Club (14 digits)

Card # ☐ Exp. Date
Cardholder
Cardholder’s Address (if different from above)
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Country

Please refer to the Keycode below:

GROUP DISCOUNTS AVAILABLE

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<th>Discount</th>
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<td>3-5 people from the same organization</td>
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<td>6-9 people from the same organization</td>
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<td>10 people and above</td>
<td>20% reduction</td>
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Companies wishing to register multiple employees, receive an invoice/pay by check- please contact Pam Browne at pbrowne@healthtech.com

Additional Registration Details

Each registration includes all conference sessions, posters and exhibits, food functions, and a copy of the conference CD.

Handicapped Equal Access

In accordance with the ADA, ASAP-CHI is pleased to arrange special accommodations for attendees with special needs. All requests for such assistance must be submitted in writing to CHI at least 30 days prior to the start of the meeting.

Substitution/Cancellation Policy

In the event that you need to cancel a registration, you may:

- Transfer your registration to a colleague within your organization
- Credit your registration to another Cambridge Healthtech Institute or ASAP program
- Request a refund minus a $100 processing fee per conference
- Request a refund minus the cost ($250) of ordering a copy of the CD

NOTE: Cancellations will only be accepted up to two weeks prior to the conference.

Program and speakers are subject to change.

Conference management services provided by:

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