

**NEWS RELEASE**

For Immediate Release

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**CORPORATE UNITED ANNOUNCES SPEAKERS, TOPICS FOR ITS  
SPEND MANAGEMENT CONFERENCE THIS MAY IN CHICAGO**

CLEVELAND— April 8, 2010 — Corporate United, the nation’s largest group purchasing organization, hosts its ninth annual SYNERGY spend management conference May 4-6, 2010 in Chicago.

“SYNERGY 2010 is one of the only complimentary spend management conferences in the supply chain industry, says Corporate United President Marc Rosen. “We are pleased to offer this event to procurement, sourcing and supply chain professionals who are interested in continuing education, best practice sharing and networking opportunities.”

**SYNERGY 2010 AGENDA**

**May 4, 2010**

- Speed Networking
- Corporate United Member Advisory Board Presentation
- Corporate United State of the GPO Presentation
- Implementation & Compliance Workshop

**May 5, 2010**

- Corporate United Supplier Exposition
- Morning Breakout Sessions
  - **Developing Category Management Results through Improved Market Intelligence**  
*Robert Handfield, Ph.D., Bank of America distinguished professor of supply chain management, North Carolina State University*

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- **Procurement Thriving in the "New Normal" –  
Emerging from the Downturn Stronger...Not Just Leaner**  
*Pierre Mitchell, director, procurement research and advisory, The Hackett Group*
- **How to Manage Global Alliances for Improved Firm Performance: Buyer and  
Supplier Perspectives**  
*Daniel Lynch, Ph.D., associate professor and director for the Centre for International  
Trade and Transportation, Dalhousie University and former assistant professor of  
marketing and supply chain management, Michigan State University*
- Afternoon Breakout Sessions or Training Session
  - **Bridging the Gap Between IT and Procurement: How to Drive Improved  
Collaboration**  
*Allen Rittscher, chief technical officer and Joanne Roth, chief procurement officer, Volt  
Information Sciences*
  - **What I Just Learned about your Key Supplier**  
*Brian Sommer, president, TechVentive*
  - **Procurement Technology Deployment:  
The Four-Phase Journey to Best-in-Class**  
*Deborah Wilson, research director, procurement strategies & systems, Gartner*
  - **Training Workshop: 5 Purchasing Best Practices**  
(3 hour session)  
*Charles Dominick, SPSM, president & chief procurement officer, Next Level Purchasing,  
Inc.*

**May 6, 2010**

- **Media Presentation:**  
**Toward the Sustainable Supply Chain:  
Risks, Opportunities and Critical Capabilities**  
*Andrew K. Reese, editor, Supply & Demand Chain Executive*
- **CPO Panel and Q&A Discussion; panelists to include:**  
*Michael Bavaro, vice president, purchasing, Henkel of America, Inc.*  
*Reuben Slone, executive vice president, Supply Chain, OfficeMax*  
*Sharon Spina, head of procurement, North America, Munich Re America*
- **Keynote Presentation: Supply Chain 2010:  
On the Frontline of Economic Recovery**  
*Marci Rossell, former CNBC chief economist and co-host of Squawk Box*

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### **Supplier Exposition**

SYNERGY 2010 will feature a Supplier Exposition, allowing attendees to interact with Corporate United's growing portfolio of suppliers. Visit our [website](#) to see the complete Supplier Exposition exhibition list.

### **Corporate United Supplier of the Year Presentation**

During the SYNERGY conference, Corporate United will recognize its 2010 Supplier of the Year. The Supplier of the Year honor is an annual award given to the supplier that ranks highest in overall satisfaction among Corporate United members. Additional supplier honors will be awarded for outstanding supplier growth and outstanding supplier representatives.

### **Registration**

For more information, or to register, visit [www.corporateunited.com/synergy.aspx](http://www.corporateunited.com/synergy.aspx). SYNERGY admission is complimentary for Corporate United members and invited guests (supply chain, sourcing, procurement and spend management professionals).

### **About Corporate United**

Corporate United is the nation's largest group purchasing organization, serving the world's leading companies across every industry sector with sourcing, contract management and networking solutions. Corporate United's more than 160 member companies collaborate for the purposes of enhancing their spend management efforts, sharing best practices and interacting with an unrivaled network of professionals.

For more than a decade, Corporate United has provided its membership with unique solutions to more effectively manage indirect spend across their enterprise. By combining leveraged agreements with ongoing supplier development and implementation support, member organizations realize savings and resource flexibility.

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