



ASAP GLOBAL
ALLIANCE
SUMMIT
MARCH 9-13, 2014 SCOTTSDALE

View From The Summit

ASAP 2014 Global Summit RECAP

By Rebekah L. Fraser

Energy was high at the 2014 ASAP Global Summit in Scottsdale, Arizona. Perhaps it was sparked by the energy of the Talking Stick resort, built on a Native American reservation, owned and operated by the tribe who live in the surrounding area. Perhaps it was simply a result of gathering hundreds of alliance management professionals at varying stages of their career, all pumped to connect and learn from and with each other.

ASAP's new President and CEO, Mike Leonetti, received warm welcome from an attentive and eager audience. Outgoing Chairman of the Board Russ Buchanan received a gracious sendoff from Leonetti, and a standing ovation from the audience.

New ideas from outside the collaborative world flowed from expert presenters. Bart Queen shared his expertise in communication strategy. Nick Arena proffered his experiences turning naysayers into champions to produce billions of dollars to fight



CONTINUED

And The Winners Are...

2014 ASAP ALLIANCE EXCELLENCE AWARDS

- **CHAPTER PROGRAM INNOVATION:**
ASAP Toronto Chapter
- **INDIVIDUAL ALLIANCE EXCELLENCE, LONG-ESTABLISHED:**
Covance and Eli Lilly and Co.
- **INDIVIDUAL ALLIANCE EXCELLENCE, EMERGING:**
Cisco and NetApp
- **INNOVATIVE ALLIANCE BEST PRACTICE:**
Cisco Systems
- **ALLIANCE PROGRAM EXCELLENCE:**
KPMG LLP
- **ALLIANCE FOR CORPORATE SOCIAL RESPONSIBILITY:**
Sanofi and DNDi (Drugs for Neglected Diseases initiative)



Read the official press release announcing the winners of the 2014 Alliance Excellence Awards at:

<http://www.prweb.com/releases/2014/05/prweb11841587.htm>



The Association of Strategic Alliance Professionals
Advancing the Art and Science of Alliance





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the worst aspects of poverty. From within the ASAP community, both recognized and emerging thought leaders like Joost Allard, Lorin Coles, Ard-Pieter de Man, Annick De Swaef, Ben Gomes-Casseres, Kerri Lampard, Alistair Pim, Jeff Shuman, and Lilly's David Thompson & Steve Twait offered their wisdom to eager audiences. With her personal tale of triumph, keynote speaker Lisa Caswell inspired all who wish to see the field of alliance management front and center on a larger playing field.

ASAP founder Robert Porter Lynch circulated the event, welcoming newcomers to ASAP, and reconnecting with friends, colleagues and former students.

"I took your workshop on trust," an ASAP member from Seattle gushed at a cocktail party Tuesday evening. "I still use 'the ladder' in every alliance I manage," he told a beaming Lynch. Special

moments like this are not why we come to ASAP's global summit, but they do make the event sweeter.

On Wednesday, everyone seemed a little more tired, maybe even a tad overwhelmed by the wealth of information they had absorbed. Yet when it came time to announce the ASAP Alliance Excellence Awards, folks were amped to celebrate their own success and the successes of their peers. Mike Leonetti offered a champagne toast, and

sent us into the night for a celebratory dinner and dancing in the courtyard.

If you missed this phenomenal event, and want the feeling of being there, you'll find in-depth coverage of the 2014 Global Summit on the Front Page blog at www.strategic-alliances.org, and just click on keyword "2014 Global Alliance Summit." ■

