

Drumming Up Enthusiasm for FY08

Against the calm backdrop of swaying palm trees and the sound of crashing waves on the white sand beach, the mood in the Grand Ballroom at the Westin Diplomat was far from tranquil. It was electric. Drum beats filled the room with a symphony of sound. Lights flashed across the center of the stage. Eager participants sat at the edge of their seats, their eyes dazzled by a sea of energy. The Global Sales Meeting — “Get Connected: Customer driven success in 2008” — was alive in Hollywood, Florida.

Attended by 487 employees, the week-long meeting held in early November celebrated a successful end to fiscal year 2007 and the promising start of FY08. It also provided a venue for employees from every corner of the globe to meet, connect and learn.

“Every year, I look forward to meeting colleagues from other parts of ADC and celebrating together the successes of the last fiscal year, as well as learning how others were successful in the previous year,” said Joerick Santiago, Business Development and Program Manager for Network Solutions in Europe, Middle East and Africa (EMEA). A meeting attendee for 12 years, Joerick stressed the importance of building internal relationships throughout the week. “Relationship and team building is a vital part of the company’s main existence. ADC wouldn’t be where it is right now without these critical activities: a company that continuously innovates.”



Lori Sullivan, Director, Event Management, began the process of organizing this year’s meeting three years ago. Upon looking back at the culmination of her team’s work, which ranges from selecting the venue to coordinating event logistics to designing event graphics, she said, “This year’s sales meeting was extremely successful in setting the tone for FY08 and connecting global

Continued on next page



get connected!

Customer driven success in 2008



ADC's products were on display through many of the 82 breakout sessions held.

Sales employees as one team." From the opening ceremony, where employees beat drums in perfect harmony with a team of skilled drummers to the President's Advisory Council (PAC) awards ceremony, which ended the week with a bang, the meeting was designed to connect employees with each other and the business.

"We annually brainstorm the theme for the coming year's sales meeting," said Lori. "This year we wanted to do something unique. We also wanted to play off the global nature of the meeting as this was the first time in a few years the entire Sales organization would meet together. This is how the 'Get Connected' theme was born."

Kaz Sakia, National Sales and Country Sales Manager in Japan, was a first-year meeting attendee. Kaz was interested in hearing an overall corporate update and learning about new products prior to the meeting. Upon hearing various presentations from Bob Switz, President and Chief Executive Officer, the business unit presidents and the global Sales leadership team, he said, "I felt energy from each senior executive's presentation, and every time they presented, it exceeded my expectation."

Energy could also be felt by those who attended various breakout sessions and other organized events. Michelle Martland, Senior Learning Specialist and coordinator of this year's breakout sessions for the Go To Market Americas team, said, "The meeting allows our Product Managers and Sales force the opportunity to learn about new product lines, new sales techniques and to reinforce a commitment to our customers. Sessions last all day long and can be tiresome, but the hunger for learning exhibited by presenters and attendees is evident."

To connect employees with functional areas and streamline learning across all global Sales teams, five mandatory sessions were introduced this year. Those included a presentation on purposeful reselling, a Sales Operations review, a Legal overview,

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2007, ADC Telecommunications, Inc.

a discussion on our business strategy and a lesson in financial acumen. Sales teams also connected through two team meetings. In total, 82 sessions encompassing each business unit and region were available.

“I felt energy from each senior executive’s presentation, and every time they presented, it exceeded my expectation.”

Kaz Sakia
National and Country Sales Manager, Japan

“Education is one of the fundamental success factors for any Sales team,” Joerick Santiago commented. “The more educated our Sales teams and Product Managers are, the more we can do our job effectively. By conducting educational sessions we enable our Sales team to learn new ideas, products and technologies. Most successful companies in any industry prioritize education and training among their staff, and ADC is one of those companies.”

Amid all of the breakout sessions and presentations, attendees still personally connected through organized social events and team-building exercises. Various events, including a dinner cruise, a Monday Night (American) Football party and the Beach Olympics, a team-building activity, were held during the week. Employees were also recognized for their FY07 accomplishments at the FY07 President’s Citation Awards Luncheon and PAC Awards Dinner.

Kaz Sakai, who works with customers including AT&T Japan and Fujitsu, said, “These events gave us good opportunities to meet people from various regions, and the Beach Olympics was the perfect example of team building across ADC. It was great fun.”

Lori Sullivan couldn’t be more pleased with the feedback she heard following the meeting. “I think the theme really emboldened Sales and attendees to get ready for a great FY08. We’ve recreated these messages in other areas of the company, and I’m happy to see that all of the hard work done by my team and by those who helped present was received so well.”

Turn to page 12 for a special “Did You Know?” section covering the Sales meeting. Profiles of three PAC winners are featured in this edition’s “A Day in the Life Of ...” series.



Teams participated in team-building activities, including tug of war.



Efforts of ADC employees were applauded at the FY07 President’s Citation Awards Luncheon.



Attendees connected to ADC’s network at the wireless-enabled communications center.