

# FUEL

*Fueled by Innovation. Fueled by You.*

**BUCHS, SWITZERLAND**

## DREAM JOB

Team Sigma-Aldrich at the Buchs site fosters a close relationship with the Lukashaus, a foundation that serves people with mental and physical

challenges. For 10 residents of the Lukashaus, a dream came true when they visited Buchs and served with the Company's fire brigade. In full turnout gear, just like real firefighters, they tested fire hoses and engaged in target practice at pylons, rode the



*It was a dream comes true for residents of the Lukashaus, as they became firefighters for a day.*

fire engine and communicated via the radios.

## AACC SHOW A SUCCESS FOR SIGMA-ALDRICH



**S**igma-Aldrich took the largest clinical research tradeshow by storm for a very successful return to the American Association of Clinical Chemistry (AACC) tradeshow held July 27-31 in Chicago.

In its second year at the show, Sigma-Aldrich added 10 feet to its booth, as well as a 10-by-10 office area for customer interaction, and according to Theresa S. Creasey, Vice President, Diagnostics & Testing, the Company needed every bit of the additional real estate. She said leads more than doubled from the previous year, and more importantly, traffic from

existing customers was nonstop for the duration of the show.

At the same time, Cerilliant, an AACC show sponsor, garnered significant interest at its booth as well. According to Sherri Pogue, Site Director, more than 170 customers and potential customers of Cerilliant products visited their booth. She said interest ranged the full gamut of product offerings from prescription monitoring to clinical diagnostics (vitamins, catecholamines, etc).

"I attended the show last year, and a significant number of customer conversations focused on customer concerns," said Frank Wicks, Executive

Vice President and President Applied Markets. "What a difference a year makes. The number one thing customers talked about over and over again at this year's show was our quality, and our people's commitment to quality and their need to have Sigma-Aldrich as a strategic partner."

Creasey said the key to the strong turnaround is that the sales and marketing teams are listening to customers and identifying the products and solutions they need. In turn, the supply chain is taking action and getting them the products. The conversations in the booth bear this out, as many customers were simply focused on how to get Sigma-Aldrich more involved as a partner.

"This was a great collaborative effort between marketing and sales for a very successful show," said Creasey. "I would especially like to thank Narayan Krishnaswami, Wendy Johnson, BJ Seyler, Ken Leveillee, Mitzi Rettinger and Lissa Stoll for leaving nothing to chance. From the candies and pens, to the booth graphics and literature, the execution was flawless, and we look forward to a return to the show next year and even more success."



# A THOUSAND WORDS

Living a dream. Winning an award. Helping a local charity. Having fun with co-workers. All are great reasons to crack a smile, and are depicted in this edition of A Thousand Words. So, enjoy, and do something that puts a smile on your face. You'll be glad you did.



It was smiles all around as the residents of Lukashaus learn to use a fire hose at the Buchs site.



Undergraduate students from the University of Wisconsin-Milwaukee toured Sigma-Aldrich's Teutonia facility.



Tracy Ascah, Ilya Koltover, John Listello, Scott Nelson, Bill Coon and Camille Tucker (L to R) are preparing dishes for an Iron Chef-style competition as part of the Applied Industrial Team's global marketing meeting.



Dorothy Bunn, human resources specialist for BioReliance, proudly displays her "world cups" - this penny donation game benefits local charities.



Cerilliant team members Meredith Thagard and John Cooper proudly display the AACC's Corporate Supporter Recognition Program honors.



Employees in St. Louis sold 200 flamingos, including this well-dressed flamingo mariachi band, to raise money for the Komen St. Louis Race for the Cure.

## THE PEOPLE BEHIND THE POSTER

In each issue, we get to know one of the hundreds of faces behind the "Build Your Own FUEL Poster" initiative. In this edition, we meet **Olga Shimelis, Ph.D.**, an R&D Scientist, based in Bellefonte, Pennsylvania. Olga's poster illustrates her dedication to working with our customers, ultimately ensuring that food products are safe and nutritious for newborns around the world.



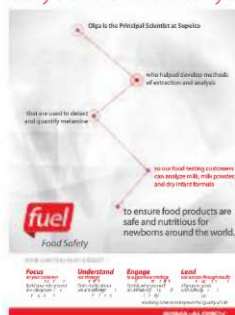
**ONE COMPANY:** What do you value most about the FUEL campaign?

**Shimelis:** The FUEL campaign brings into focus Sigma-Aldrich employees and the roles they play in the success of our customers.

**OC:** How do the words of the FUEL campaign (Focus, Understand, Engage and Lead) apply to what you do every day at Sigma-Aldrich?

**Shimelis:** Working in the Analytical R&D, we frequently have to communicate directly with our customers. We Focus on the specific details of their methods and the need to Understand the customer's workflows and problems. We offer solutions that provide better, faster, more efficient and more sensitive methods of analysis. We need to Engage our customers for them to implement our suggestions and to resolve any issues.

**OC:** What FUELS you outside of work? What do you like to do on your own time?



**Shimelis:** Outside of work, my family is my focus. I enjoy both teaching and doing fun activities with my children – as well as supporting

my entrepreneurial husband in his endeavors.