

INSIGHT NEWSLETTER

EMPLOYEE PROFILE

A Quality Goaltender

by Lori Taylor, *HR Intern*



Just like many other Straumann employees, Andy Mailloux, *Director of Quality Management*, arrives at work coffee at hand and begins to settle in for the day by checking e-mails and saying hello to his staff. What most people don't realize is that chances are that his day had started long before arriving at work bright and early. As most employees are waking up and prepping for their day, Andy is hitting the ice rink. Lacing up the skates and grabbing his gear, you'll find him tending goal and protecting the net. With a true passion for hockey, there's almost nothing that can keep him away from the game he's been playing for thirty or so years, even if it means an extra early morning game. Joining Straumann with a previous 21 years experience in quality management, just over two years ago Andy took the leap from Senior Quality Manager at Medtronic to Director of Quality Management at Straumann Andover. When asked to describe his first years at Straumann he was very upbeat and

(continued on page 2)

Sales Spotlight: Best Practices & Success Stories

by Dan Arban, *Regenerative National Sales Director*

In the spirit of cross pollinating success, please check out these best practices on page 3 that could help you exceed your sales goals this year. Good Selling to all!

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positive. "It's been quick, but great. I am enjoying my experiences here. I enjoy knowing that my work is impacting lives [for the better]." His first goal at Straumann was to 'learn the system' and as he explained "don't make change just to make change. Learn the system, get others involved and make improvements when the timing is right." Doing just that, Andy has noted great success so far at Straumann.

When asked about what he enjoys most about his job, he is quick to respond. "It's the people. We have a group who are not caught up in themselves. They know their job at hand, get the job done, and have fun while doing it. The Quality group here is the best I've ever managed. Everyone at Straumann is focused and professional. Full of personality, knowledge, and talent- we've got a great workforce."

In his position, Andy spends his days focused on compliance issues, ensuring product quality, and maintaining U.S. and ISO regulations. Monitoring trends, auditing results, and collecting data are examples of his day-to-day activities. When asked to describe a typical day or week, Andy explains that he spends a good amount of time writing and reviewing reports while continuing to ask and answer the question "What should we do?"

Switching gears, I began to ask more questions pertaining to life outside of the Straumann walls, beginning with his first job. With a smile, Andy recalls working as a meat cutter and stock boy at his father's butcher shop in Lawrence MA as a young man. In addition to working alongside his father, Andy spent a lot of his time dedicated to sports right here in Andover. Following high school, Andy earned a business degree from Endicott College and developed a passion for design drafting and house building. Interestingly enough, to this day, Andy has fifteen local houses that have been built. Building traditional colonial style homes, Andy enjoys the overall concept and experience of designing, drafting, and seeing them built them, including his own. During the week day mornings you can find him at the hockey rink, and on weekends your best bet is to look for him around his house. Landscaping, making home improvements and hanging out with the family... weekends are his down time.

When asked for book and television show recommendations, Andy paused and stated "I like a good mystery." Authors Walter Mosley and Dennis Lehane are two of his favorites. And if you catch him watching TV it's most likely a sports channel (although he will admit

to watching shows such as NCIS and First 48). When it comes to music Andy is a blues fan, enjoying the musical entertainment of James Hunter.

Returning to our conversation on hockey, one could tell that Andy has a true passion for the game. Favorite professional team? The Boston Bruins. Favorite Player? P.J. Axelson. As I'm sure you've guessed, if he wasn't the Quality Director, he would want to be a professional hockey player (or interestingly enough, a middle school teacher and soccer coach)! "Hockey is game where nothing is set. It is a reactionary game – you don't know where the puck will go next. Hockey just kind of plays and keeps you on your toes. It is a lot of fun."

So whether he's whirling around the ice at the hockey rink, designing his newest house, or managing the Quality Department at Straumann, Andy Mailloux is an active member of the local community and a great asset to the company. As Spring was approaching I thought I'd find out what he likes most about the season, "I love the ability to just be outside, especially to do yard-work. I am greatly looking forward to leaving work at the end of the day and see the sun still shining." Andy is certainly excited to spring forward and keep tending goal for team Straumann.



Topic 1: Synergy

Denis Royer, Regenerative Market Development Manager – Great Lakes
Beth Dumas, Executive Territory Manager - Northwest Indiana

BACKGROUND

Beth Dumas has successfully developed the Straumann brand in NW Indiana, with the exception of Dr. Bonick in Merrillville who has maintained a Nobel Biocare practice. Beth would get stalled in advancing the doctor to seriously consider Straumann, implants or regenerative products. He has a flourishing Perio practice and places approximately 200 implants annually.

PLAN

Beth and Denis collaborated and decided that a new tactic had to be pursued. The regenerative product portfolio positioned correctly could be the way to get in the door with the Straumann brand. Our goal was to first convince the doctor of Straumann's commitment to the regenerative market. Then convince the doctor to start utilizing Emdogain or Allograft. If we were able to accomplish this goal Beth would then have the opportunity to introduce the advantages of the Straumann implant system to his practice.

EXECUTE

Denis called and scheduled a meeting with Dr. Bonick. Denis presented himself as the Straumann regenerative specialist visiting NW Indiana specifically to meet with this Doctor. Denis introduced the regenerative products by indication and procedure. Then presented the doctor with a business plan that included marketing Emdogain in his practice in order to grow referrals to the Periodontal side of his practice. He became very interested in the fact that there was a Straumann regenerative specialist to help accomplish his business goals. The conversation transitioned to additional practice growth ideas including implants, SLActive, Bone Level and Roxolid to grow referrals.

ACHIEVE

Denis secured a meeting for Beth to follow up from an implant perspective and reinforce the discussion of practice growth. Beth secured an 25 implant conversion order and gained a commitment to utilize Emdogain to grow his perio practice.

Topic 2: Conversions through current implant customer base

Bart Halberstadt, Senior Territory Manager – Pasadena
David L. Rodriguez, Regenerative Market Development Manager – Orange County

BACKGROUND

Bart Halberstadt (TM, Los Angeles) has worked diligently to win competitive AlloGraft business in his region and sees potential for conversions through his current implant customer base.

PLAN

- Based on the responses – if there is usage, Bart plans to probe for competitive information and to leave Straumann materials
- Bart plans to inquire at EACH appointment to discover what if any grafting products are being used in the practice
- Bart also has been targeting GPs who engage in minor perio procedures to encourage their use of the product in their practice.

EXECUTE

- He prepares for the call by reviewing competitive data and engages the DDS and their Staff to determine feasibility and potential product fit.
- Bart suggests that the employment of Allograft can have significant impact on practice profitability and efficiency – one vendor and an all-in solution from Straumann

ACHIEVE

Bart has gained orders for over 50 boxes of Allograft in the month of January, including a 40 box order from Drs. Charles and Morishita in Pasadena, CA – one of his largest implant customers.

2009 President's Club Leadership Conference: Andover Winners

At our Q1 Town Hall Meeting, 2009 President's Club winners for Andover were revealed. This year we are proud to announce that Bridgette Bossidy, Sales Operations Manager and Carl Rodrigues, Senior Customer Service Representative will be headed on the trip of a lifetime to visit Rosewood Mayakobá, Riviera Maya, Mexico!

Straumann is proud to have such outstanding members of our team. Please congratulate these incredible employees and wish them Bon Voyage in May!



Employee Assistance Program (EAP) NOW with New Benefits

For 2010 we have some exciting new benefits from our Life Insurance and EAP provider, The Hartford. Please check out the value added benefits and services that are confidential, free of charge and available to you 24/7. If you have any questions, please contact a member of Human Resources.



• **ABILITY ASSIST**

Emotional counseling, financial planning, or legal advice to employees and their families to help them cope with lifestyle changes and the challenges of a disability.

Phone: 1-800-96-HELPS
Web: www.guidanceresources.com
Company/Organization ID: HLF902

• **WORLDWIDE TRAVEL ASSISTANCE SERVICES**

Pre-trip information, emergency medical assistance and emergency personal services to employees when traveling more than 100 miles or more from their primary home.

Phone: 800-243-6108

• **LIFE CONVERSATIONS**

Access to a suite of online tools and services to guide employees through major life decisions.

Phone: 1-866-854-5429
Web: www.hartfordlifeconversations.com

• **ESTATE PLANNING**

Estate Guidance, Funeral Planning and Concierge Services
Web: www.EstateGuidance.com/wills
promotional code:WILLHLF

• **BENEFICIARY ASSIST**

Emotional counseling, financial planning or legal advice to beneficiaries, eligible employees dependents when they qualify for benefits from a group life or accident plan.

Phone: 1-800-411-7239

• **IDENTITY PROTECTION SUPPORT SERVICE - IDENTITY THEFT**

An array of identity fraud services to help victims restore their identity.

Phone: 1-877-890-0240
Group Member Number 20265136

Attention Andover employees:
SAVE THE DATE

Andover's National Bring Your Child to Work Day

Monday, April 19, 2010

Brought to you by your Employee Activities Committee.



More details to follow via email soon!

Our Straumann family continues to grow! If you have a newborn you would like to introduce, please pass along any info and pictures to hr.us@straumann.com.



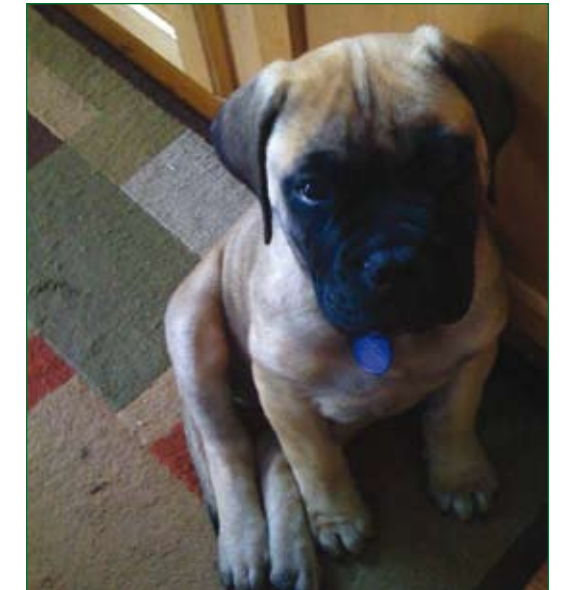
Technical Support Rep Cory Fratus welcomed Cameron Lucas Fratus to his family on September 15, 2009.



Territory Manager Christine Russell's family has grown with the addition of William Frederick Russell, born December 9, 2009.

Our employees sure do love their four-legged friends, and once again this page has gone to the dogs. If you have an im-paws-ible pet photo, roll it over to hr.us@straumann.com or drop a submission by Human Resources.

Check out this snapshot of Winston, who belongs to our CAD/CAM TM, Eric Stollar. This little guy is surely the top dog in the Mountain Region!



WINSTON

SIMPLY MORE WORDS

March marks the start of Daylight Savings and the beginning of Spring. With extra hours of sunlight and a new season upon us, why not plant some new words in your vocabulary? If you have “simply more words” you would like to see sprout up in a future issue, pot them in an email to Human Resources and your submission may bloom in a future issue.

This issue’s words are:



Emollient

\i-MOL-yuh-nt\

adjective: 1. Making soft or supple; soothing
2. Making less intense or harsh; mollifying

The emollient music helped to relax the patient before the surgery.

Predilection

\pred-HEK-shuhn\

noun: 1. A tendency to think favorably of something in particular
2. A partiality or preference

Even though spring-time weather is delightful, I have a strong predilection for the hot summer sun.



MARCH ANNIVERSARIES

07	Robert Elkins	03	Michael Dickinson
06	Jocelyn Beaulieu		Chandavy Mom
	Anna Stensvaag		Valerie Cwiekowski
	Abigail Henry		Morgan Stephenson
05	George Koskinas		David Valencia
	Roy Smith IV		Denis DeGrandpre
	Kathleen Bordonaro		Thanh Pham
	Kerry Thomas		Jeremy Martin
	James Ferrick		Jill Foley
	Millard Mitchell Jr.	02	Ramona Mieses
	Katey Barbaro		Chanthol Nhem
	Glenda Denton		Chris Dahill
04	Kristen White		Karen Sybert
	Daryl Galbavy		Chhivby Ho
	Susan Misenti		Karina Oganova
	Richard Say		Cory Fratus
	Gina Anderson		Julio Deleon
	Joyce Donovan		Phosy Lakongpheng
	John Deardorff		Charlotte Ringleb
	Craig Levesque		Barbara Demille
	Daniel Mearls		Luisa Taveras-Lugo
	Griff Thomas		
	Tony Susino		
	Riley Nick		

APRIL ANNIVERSARIES

10	Sandro Klofer		Tevy Porn
09	Jack Sciacca		Matt Kantor
07	Linda Nall		Aaron Rawdon
05	Tracy Murphy		Kevin Norman
	Bruce Woods	02	Bob Love
	Beth Dumas		John Stoops
04	Skip Benanti		Marie Dalton
	Sue Hamilton		Jim Murphy
	Greg Montillo		Todd Bianchi
	Peggy Anderson		Irene Moldrik
	Amy Saladin		Richard Dunn
	Rogo Marciano		David Ohler
	Matt Carroll		Adam Dorsky
	Rose Gravel		Bill Benjaminsen
	Eileen Bardwell		Christine Russell
	Deb Camacho		Noelle Caterino
	Adam Bast		Dianne Perlino
	Carole Riley		Steven Barrett
03	Bridgette Bossidy		Glenn Thom
	Daniel Maillet		
	Eric Blay		
	Gil Vargas		
	Demetrios Tsitsipas		

MARCH BIRTHDAYS

01	Chanthol Nhem	24	Marc Ouellette
	Sophie Lalancette	26	Karen Sybert
03	Kevin Nguyen	27	Jim Ferrick
05	Angela Phanthal		Trish Gardner
	Troy Laird	28	Tito Alvarado
06	Pauline Tan		Mary Banford
08	John Deardorff		Chhivby Ho
09	Jocelyn Beaulieu	30	Joyce Donovan
	Jean-Francois Grenon		Susan Anwyll
	Carl Uthus		Chris Gladysz
	Lisa Stirling		David Diaz
11	Leroy Montanez		
	John Macalino		
13	Byron Crane		
	Carl Rodrigues		
17	Patty Ellis		
19	Morgan Stephenson		
22	Katie McGowan		
23	Kaisha Holder		
	Paul McKenna		

APRIL BIRTHDAYS

01	Chris Richards	09	Ambrosia Walsh
02	Casey Pichany		Martin Hegyesy
	Robert Marrero		Sopheap Na
	Nay Tann	10	Kristy Weller
03	Greg Montillo		Donna Davis
	Jennifer Jackson	12	Sebastien Lebeau
	Jennifer Snider	14	Jason Cusack
	Kristen White	15	Cecily Kertson
04	Sithach Chhun	16	Tracy Murphy
	Chandavy Mom		David DeBruzzi
	Terri Kleps	17	Eliza Schulz
05	Pat Boeing	18	Keith Conard
06	Eileen Bardwell		Brian Keesey
	Mike O'Brien	19	Carie Marsh
	Michael Casillo	21	James Nau
	Michelle Stone		Anna Nichol
07	Julie Rutherford	23	Ryan Fears
08	Ksenia Klugkist	26	Joanne Baertsoen
	Dianne Perlino		Mi Htwe
			Adam Dorsky
		27	Matthew Erhard

NEW EMPLOYEES



Jesse Devito

Co-Op Machinist

From Shawsheen Valley Technical High School, Straumann welcomes Jesse Devito to the team. After playing a rigorous season on his school's Varsity Football team, Jesse will be joining Line Chief Tony Valente as a Co-Op Machinist.



Kevin Ramirez

Co-Op Machinist

Supplementing his classes at Greater Lowell Technical High School, Kevin Ramirez has joined Straumann as a Co-Op Machinist. Under the direction of Line Chief Mike Merron, Kevin hopes to learn a lot and have a great experience as part of the Straumann family.



Dara Sok

Co-Op Machinist

As a student from Greater Lowell Technical High School, Dara Sok will be joining the Straumann team. When not in school, he can be found volunteering at the Merrimack Valley Food Bank. Dara will be also reporting to Mike Merron, Line Chief for the M16 Surgical Line.



Edison Wong

Sales Analyst

Ed's experience in commissions reporting, compensation, and financial analysis provides us an experienced addition to the Sales Operations team. He previously worked at Avanade Inc. as a Compensation Analyst, where he administered calculation and reporting of sales incentives for over 200 employees in more than 15 countries from Europe and Asia. He also worked as a liaison with finance managers and region directors for monthly accruals and budget forecasts. Ed's new responsibilities will include North America commissions reporting, sales analytics & managing the Runzheimer vehicle reimbursement program. Ed graduated from Bentley College with a Bachelor of Science degree in Finance. He will report to Bridgette Bossidy, Manager of Sales Operations.



Kevin Valorz

Financial Accountant

Kevin joins our Finance team after spending time as a Financial Cost Analyst at Proctor & Gamble Company. At P&G Kevin oversaw and completed analysis of all spending costs incurred by Packaging, Supply Warehouse and Manufacturing to ensure accurate month end financial reporting. He was also responsible for creating and presenting monthly P&L and Plant Performance reports and managing co-op and temporary employees within his department. He is a graduate of the University of Massachusetts where he earned his BA in Business Finance. He brings outstanding interpersonal skills, solid experience in SAP and strong accounting skills which will help him quickly acclimate into his new role. Kevin will report to Nancy Gomez, Accounting Manager.

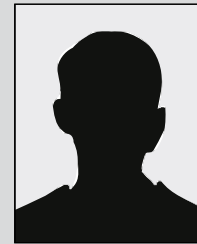


Alisha Robinson

Clinical Research Associate II

Alisha is our newest member of the Regulatory Affairs department. Alisha brings strong clinical research experience in both the medical device and pharmaceutical fields, and also private medical practice. She joins us from Enobia Pharma, Inc. based in Cambridge, MA where she was most recently working as a Lead CRA, where she developed specific clinical and therapeutic knowledge in Rare Genetic Disease. At Enobia Alisha was the liaison for 10 clinical trial sites across the US, Canada, Europe and the United Arab Emirates. She possesses solid presentation, relationship-building, and organizational skills will make her a tremendous addition to the team. Alisha will report to Jennifer Jackson, Senior Manager Clinical Research.

NEW EMPLOYEES (cont.)



Luc Cyr

Territory Manager, Eastern Canada

Luc joins us from Nycomed Canada where he was a medical representative for respiratory and gastroenterology products. Joining us with over six years experience with pharmaceuticals, Luc achieved great success as he has been recognized as top Medical Representative of the Year in eastern Canada for highest achievements in sales to objective, as well as sales and market share growth. With many other accomplishments under his belt, we are excited to welcome him to RSD Daniel Roger's Straumann team. He is a graduate of the University of Moncton holding a Bachelors degree in Business Administration. In his spare time, Luc is a hockey and baseball coach and enjoys golfing, hiking, and camping.



Julie Villemure

Continuing Education Coordinator (Canada)

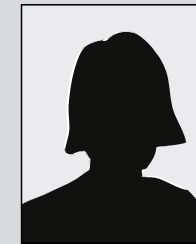
Joining us from J. Hylands & Associates Inc., we welcome Julie as Canada's newest Continuing Education Coordinator. With experience as a bilingual account executive, event coordinator, and corporate promotional specialist, Julie brings a diverse skill set and knowledge to the table. Working with prominent clients at Morgan International, she spent around seven years coordinating promotional programs for companies such as Proctor & Gamble as well as Morgan Racing (Motorsports). Working under the direction of Helen Everett, we welcome Julie to the Straumann team.



Derek Barnes

CADCAM Territory Manager, Sunshine

A top performing medical, dental & technology professional, Derek joins us from Biomet Orthopedics where he most recently worked as an Independent Sales Rep. At Bioment, Derek provided sales and operating room case coverage for orthopedic implants, biologics, bone cement and surgical instruments, primarily related to total hip, knee and shoulder arthroplasty. Derek comes with ten year's experience and a solid track record of consistently exceeding sales goals and growing and managing large territories. He is a graduate of Tusculum College in Knoxville, TN where he earned his BS in Management. Derek will report to RSD Byron Crane in his new role.



Michelle LeBlanc

Financial Accountant, Taxation & Expense

Reimbursement

An experienced tax and accounting professional, Michelle joins us from Siemens Water Technologies Corporation, based in Lowell, MA. At Siemens Michelle ascended from Tax Accountant to State & Local Tax Accountant II, where she was responsible for all sales tax returns in over 118 business locations in the US. In addition, Michelle also comes to us with Canadian tax experience, as she filed all monthly provincial tax returns at Siemens. She is very knowledgeable with tax laws, regulations and has prepared information for numerous sales, provincial and property tax audits. Michelle will join our Finance team and report to Accounting Manager, Nancy Gomez in her new role.



WE WANT TO HEAR FROM YOU!

We greatly encourage employees to submit any appropriate newsletter content for future issues!

Please send us any company related articles, news, photos, or updates.
We are also looking for personal content, such as your own milestones,
vacation photos, event updates and more.

Please submit all content for the May/June issue by Friday, April 23, 2010.

Please drop off any newsletter submissions in the Human Resources department
or e-mail your pieces to: hr.us@straumann.com