



# 2007 IT Executive Conference Agenda

## Saturday, April 28, 2007

All Day

**Arrivals/Check-in**

7:00pm (*Tentative*)

**Optional Networking Outing with fellow IT Executives**  
Downtown Disney, Dinner at Catal Restaurant and Uva Bar;  
Expenses "on own"  
*Meet in Lobby of Anaheim Marriott.*

## Sunday, April 29, 2007

6:30am – 9:00am

**Continental Breakfast**  
Anaheim Marriott - Room 304

7:00am – 1:00pm

**Golf or Spa** (optional)  
*Locations:*  
- Coyote Hills Golf Course, Fullerton, CA; [www.coyotehillsgc.com](http://www.coyotehillsgc.com)  
- Mandara Spa – located in Disney's Grand Californian Hotel;  
[www.mandaraspaspa.com](http://www.mandaraspaspa.com)

1:00pm – 3:15pm

**COMMON EXPO**  
*Anaheim Convention Center - Hall A*

3:30pm – 5:25pm

**COMMON Opening Session**  
*Anaheim Convention Center - Ballroom C – E, 3<sup>rd</sup> Level*

5:30pm – 6:30pm

**COMMON Expo**  
*Anaheim Convention Center - Hall A*

7:00pm – 8:30pm

**Reception with COMMON Board and IBM Executives**  
*Anaheim Convention Center*

8:30pm – 9:30pm

**iSocial – Ask the Experts Night** (Optional – Event begins at 7:00pm)  
*Anaheim Marriott - Grand Ballroom E/F*

## Monday, April 30, 2007

7:30am – 8:00am

**Continental Breakfast/Networking**  
*Anaheim Convention Center*

8:00am – 9:00am

**Introduction**  
*Anaheim Convention Center*

9:00am – 10:00am

**Welcome**  
Mark Shearer, *General Manager, System i IBM Systems & Technology Group*  
Jim Herring, *IBM Director, System i Products & Business Operations*  
*Anaheim Convention Center*

**Note:** To facilitate having a very open conversation with Jim about IBM's directions, attendees will be asked to sign a Confidential Disclosure Agreement (CDA) in advance to participate in this session.

10:00am – 10:30am

**Facilitated Discussions**

10:30am – 11:00am

**Break**

11:00am – 12:00pm

**Controlling the Information Avalanche:  
Content Management Strategies for Your Enterprise**

Randy Dufault, MBS Technologies, Inc. and COMMON President  
*Anaheim Convention Center*

**Abstract:** Much of the unstructured data an enterprise collected in the past consisted of relatively easy to manage paper documents. But now, with more and more applications accepting and creating unstructured data in an electronic form, the problem of managing stuff outside the database is key to overall enterprise success. Add the still-evolving requirement for compliance and the problem gets even worse. In this presentation, we'll look at defining what the content problem is, the components of what the problem solving strategy should be, and take a brief assessment of what the software marketplace offers for addressing the need.

12:00pm – 12:30pm

**Facilitated Discussions**

12:30pm – 1:30pm

**Lunch - Anaheim Convention Center**

1:30pm – 2:30pm

**IT Staffing: Recruiting and Retaining Knowledge Workers  
in a Global Economy**

Dr. Jim Chambers, Institute for Organizational Leadership  
*Anaheim Convention Center*

**Abstract:** The last two decades has given rise to a new breed of knowledge worker, a highly skilled IT professional who is paid to design, develop, manage, and apply information technology in an expanding global marketplace. While most companies value the contributions of these workers, few have mastered the ability to recruit and retain them long-term.

Dr. Jim Chambers of the Institute for Organizational Leadership will discuss some of the major challenges and benefits of knowledge-driven organizations using System i, and what can be done to improve recruitment and retention. He will also offer practical insights and ideas for creating a collaborative work culture to attract and motivate IT professionals, as well as how to leverage the COMMON job board and Academic Initiative.

2:30pm – 3:00pm

**Facilitated Discussions**

3:00pm – 3:30pm

**Break**

3:30pm – 4:30pm

**An Executive's Guide to Security Best Practices**

Carol Woodbury, SkyView Partners, Inc., President and Co-founder  
*Anaheim Convention Center*

**Abstract:** Organizations are facing increasing pressure to ensure their data is appropriately secured. The last thing the organization wants is to be the next "data breach" headline! This session will discuss the challenges facing IT today, describe what "security best practices" means to you and recommend ways to enable your staff to implement best practices to meet your organization's data security requirements.

4:30pm – 5:00pm

**Facilitated Discussions**

5:00pm – 6:30pm

**COMMON Expo / All Attendee Reception**

*Anaheim Convention Center - Hall A, 1<sup>st</sup> Level*

7:00pm

**IT Executive Conference Dinner/Networking**

*Off- site Restaurant*

*Meet in the Anaheim Marriott Lobby*

## Tuesday, May 1, 2007

8:00am – 8:30am

**Continental Breakfast/Networking**  
*Anaheim Convention Center (ACC)*

8:30am – 9:30am

**IP Telephony, Live on the System i**  
Roxanne Reynolds-Lair, CIO,  
Fashion Institute of Design and Merchandising  
*Anaheim Convention Center*

**Abstract:** FIDM paved the way with the first U.S. implementation of the integrated IBM/3com solution in Dec 2006. The college transitioned from traditional telephone switches and costly ATM lines to VOIP on the System i using a cost effective MPLS solution. Roxanne will share lessons learned and tips for anyone considering moving to VOIP on the i. After her update, she will open the floor for attendees to discuss current business challenges within the group.

9:30am – 10:00pm

**Facilitated Discussions**

10:00am – 10:30am

**Break**

10:30am – 11:30am

**Service Oriented Architecture: What, Why, Where and When**  
Carson Soule, CEO, CAS Severn  
*Anaheim Convention Center*

**Abstract:** Talk about Service Oriented Architecture (SOA) is everywhere but what is it really and why should you care? This session focuses on the conceptual and practical considerations of executives and managers looking to understand where and when they should implement or modernize applications using a service orientation. Sticky issues such as technology maturity, return on investment, process management, service granularity, user interface and security are covered.

11:30am – 12:00pm

**Facilitated Discussions**

12:00pm – 1:00pm

**Lunch**  
*Anaheim Convention Center*

1:00pm – 2:00pm

**The Business Value of Information Technology Upgrades to the Enterprise;**  
**JUSTIFYING INFORMATION TECHNOLOGY ACQUISITIONS**  
*Anaheim Convention Center*

Peter Colen,  
IBM Global Financing - National Alliance Financing Executive

**Abstract:** In the decision process of deciding when and whether to acquire newer and better information technology, it is generally sought by the business in general to understand the overall timing and value of the acquisition v. various alternatives. The challenge and objective for the I/T professional is to translate the manifest technical advantages of the new technologies into these general business terms. The presentation explores the means by which this can be done. These range from the more readily presentable lines of thought such as direct cost reductions enabled by the improved features, functions &c., to the more strategic considerations involving technology price performance trends and their impacts on the company's overall business strategy and results.

2:00pm – 2:30pm

**Facilitated Discussions**

2:30pm – 3:00pm

**Break**



## 2007 IT Executive Conference Agenda

**3:00pm – 4:00pm**

**Conference Closing Session**

Elaine Lennox, IBM VP of System i Marketing  
*Anaheim Convention Center*

**4:00pm – 4:30pm**

**Conference Wrap-up**

*Anaheim Convention Center*

**5:00pm – 6:00pm**

**Feedback Reception**

*Anaheim Marriott, Presidential Suite*

(All locations are tentative)

*As of 4/06/07*