

**2009 IT Executive Conference Agenda
 GRAND SIERRA RESORT & CASINO
 April 26 - 28, 2009
 Reno, NV**

Saturday, April 25, 2009

All Day Arrivals/Check-in
 Evening Open

Location:

Grand Sierra Resort & Casino

Sunday, April 26, 2009

6:45am – 9:00am	Continental Breakfast	<i>Carson 4, Casino Level</i>
7:30am – 1:30pm	Optional activities D’Andrea Golf Club The Spa at the Sienna Hotel <i>Transportation will depart from the South Lobby Bus Terminal, Casino Level.</i>	<i>D’Andrea Golf Club, Sparks, NV. The Spa at the Sienna Hotel, Reno, NV.</i>
1:00pm – 3:15pm	COMMON EXPOSITION	<i>Summit Pavilion</i>
3:30pm – 5:30pm	COMMON Opening Session	<i>Reno/Tahoe Ballroom, Casino Level</i>
5:30pm – 7:30pm	COMMON EXPOSITION	<i>Summit Pavilion, Casino Level</i>
7:45pm – 9:00pm	Reception with COMMON Board, IBM Executives and Innovation Award Winners	<i>Charlie Palmer’s, Grand Sierra Casino Level</i>
9:00pm – 10:00pm	Power Down – Ask the Experts Night (Optional)	<i>Tahoe Ballroom, Casino Level</i>

Monday, April 27, 2009

7:30am – 8:00am	Continental Breakfast/Networking	<i>Carson 4, Casino Level</i>
8:00am – 9:00am	Introduction – Roxanne Reynolds-Lair	<i>Carson 3, Casino Level</i>
9:00am – 10:00am	IBM Executive Welcome Ross Mauri, VP and General Manager, Power Systems.	<i>Carson 3, Casino Level</i>

• This session requires advance signature of IBM’s Confidentiality Disclosure Agreement.

10:00am – 10:30am Facilitated Discussion - Roxanne Reynolds-Lair

10:30am – 11:00am Break

Carson 4, Casino Level

Monday, April 27, 2009 (cont'd)

11:00am – 12:00pm **Power and i Directions**
Ian Jarman, Manager, Power Systems Software
Abstract:
• This session requires advance signature of IBM's Confidentiality Disclosure Agreement.

Carson 3, Casino Level

12:00pm – 12:30pm **Facilitated Discussion – Roxanne Reynolds-Lair**

12:30pm – 1:30pm **Lunch - Industry Roundtables**

Carson 4, Casino Level

Topics to be determined by participant mix.

1:30pm – 3:00pm **"Solution Exchange"**
Roxanne Reynolds-Lair
This is an Interactive Q& A session designed to allow participants to pose issues or specific questions they have for discussion and to get input or possible solutions from fellow ITEC attendees.

Carson 3, Casino Level

3:00pm – 3:30pm Break

Carson 4, Casino Level

3:30pm – 4:30pm **Alison Butterill, IBM i Application Development Offerings Manager**

Carson 3, Casino Level

4:30pm – 5:00pm **Facilitated Discussion – Roxanne Reynolds-Lair**

5:00pm – 6:30pm **COMMON Exposition / All Attendee Reception**

Summit Pavilion, Casino Level

6:45pm **IT Executive Conference Networking Dinner**

Please be prompt! We will depart from the South Lobby Bus Terminal, Casino Level at 6:45pm.

Bricks Cuisine & Cocktails, Off-Site

Tuesday, April 28, 2009

8:00am – 8:30am	Continental Breakfast/Networking	<i>Carson 4, Casino Level</i>
8:30am – 9:30am	"Top Concerns " Anne Lucas, COMMON Leadership & Advocacy Program Manager Genisys Group, Inc., Customer Account Executive Ron Newman, Advocacy Chair In this session you will get an overview of the new COMMON operating structure with a focus on the Leadership & Advocacy pillar within that new structure. As decision makers, you will learn the benefits of the new structure and how it will affect you and your companies. During the second half of the session, we will solicit your views of the Top Concerns of the Power System Exec for the coming year. Using audience recommendations, we will prioritize the list to determine our own Powe System Top Concerns. We will partner with COMMON Europe and view their list of Top Concerns, compiling a worldwide list of Top Concerns for the Power System customer. After the conference, we will publish the list to the COMMON membership and have them vote as part of a joint effort between COMMON and Common Europe. COMMON is changing to meet the needs of the Power System community and listening to feedback received from COMMON members.	<i>Carson 3, Casino Level</i>
9:30am – 10:00am	Facilitated Discussion – Roxanne Reynolds-Lair	
10:00am – 10:30am	Break	<i>Carson 4, Casino Level</i>
10:30am – 11:30am	"Power Case Study" Peter Greenfield, Senior Infrastructure Manager, IT, Uline, Inc.	<i>Carson 3, Casino Level</i>

Uline Shipping Supplies has been a user of the IBM Midrange platform for many years. The heart of the business has been the "AS/400", delivering reliable service enabling the company to provide unparalleled customer service. In 2006 Uline started a project to modernize their Order Managements System, rewriting it in Java using Webshpere. The platform of choice for the Webshpere application Servers was the IBM pSeries, which would communicate with e legacy database running on the "AS/400". In December 2007 Uline replaced their existing AS/400's with the latest IBM System i model 570, encompassing the iSeries and pSeries workloads, providing much needed development, testing and High Availability environments. This session covers the journey from three AS/400's to two Power Systems, running a mixed i5/OS and AIX environment of sixteen Logical Partitions (LPAR's), at no added cost.

11:30am – 12:00pm	Facilitated Discussion – Roxanne Reynolds-Lair	
12:00pm – 1:00pm	Lunch	<i>Carson 4, Casino Level</i>
1:00pm – 2:00pm	Creating Compelling Presentations	<i>Carson 3, Casino Level</i>
	<p>Sandy Cureton, IBM User Group Relations, Worldwide Client Satisfaction, IBM</p> <p>A compelling story, written in a way that gets the audience to take action, is not easy! No time, No resources. How can you plan the writing as part of the process so that you minimize boring messages and maximize audience oriented ones? This session will cover best practices in planning, writing and delivering executive-oriented presentation. <u>Major Theme "Pardon me for writing such a long letter - I didn't have time to write a short one."</u> Learn the secrets to writing concise, compelling messages. How can we make our writing reflect the logic of our thinking in a way that drives clients to take action? We will discuss hints and tips that will help in the planning, writing, and delivery of a presentation. Let your pages answer the audiences 'so what' questions, so they don't need to ask? Walk away with actionable hints that will help you in your next presentation</p>	
2:00pm – 2:30pm	Facilitated Discussion – Roxanne Reynolds-Lair	
2:30pm – 3:00pm	Break	<i>Carson 4, Casino Level</i>
3:00pm – 4:00pm	<p>Jeff Howard, IBM</p> <p>Scott Handy, IBM</p>	<i>Carson 3, Casino Level</i>

4:00pm – 4:30pm	Facilitated Discussion – Roxanne Reynolds-Lair	<i>Carson 3, Casino Level</i>
4:30pm – 5:00pm	Conference Wrap-up – Roxanne Reynolds-Lair	<i>Carson 3, Casino Level</i>
5:30pm – 6:30pm	Closing Reception	<i>Carson 4, Casino Level</i>