

CIO Government Summit Agenda

Agenda Key

- Networking Opportunities & Session Breaks
- Executive Exchange
- CIO Executive Visions
- Thought-Leadership
- CIO Case Study
- CIO Keynote Presentation

Day 1: Sunday, May 23rd

2:30pm
-
5:30pm

Registration + Greeting to CIO Government Summit

4pm -
5:30pm

 [Executive Think-Tank](#)


**An exclusive invitation only, pre-summit think-tank for CIOs*

6pm

Welcome Reception

7pm -
10pm

Welcome Address

 [Presented by Master of Ceremonies, Harvey Koepfel, Executive Director, Center for CIO Leadership](#)

Welcome Gala Dinner + Keynote Speech

 [Presented by Chad Kirkpatrick, Arizona State CIO & Director of GITA](#)



Day 2: Monday, May 24th

7am -
8:05am

Breakfast Networking Session & Collection of Itinerary

8.10 -
8.50

Keynote Presentation

"How to Lower the Cost & Complexity of Desktop Management through VDI"

There is no doubt that Desktop Virtualization is a very hot topic these days and top of mind with many IT professionals. Government is a vertical where the interest in this emerging technology has been particularly intense due to the potential it offers for improving security, business continuity and overall desktop computing agility, while driving overall TCO and complexity down for managing Windows desktops. Topics covered in this address will include the straight-forward explanation of the various methods available today for Desktop Virtualization, the differences between them, and where each can have their optimal fit within the enterprise depending on specific user roles, applications and physical environments. Presenter Rob Mallicoat will relate

the compelling benefits offered by this exciting new technology and the associated challenges to his many years of real world experiences as an Enterprise Solutions Architect for Quest Software.

 [Sponsored by Quest Software](#)

CIO Thought-Leadership

"Green IT: Convergence in Buildings"

9.00 -
9.30

**Executive
Exchange**

Increasing energy costs, increasing heat density (through virtualization), the smart grid and government attention are just a few of the factors that are contributing to compelling IT vendors to become involved in energy and energy vendors to become involved in IT. This presentation evaluates the scale of the opportunity, addresses government influence and identifies market evidence of a convergence that is quietly in progress: the convergence of real estate and IT.

 [Presented by Joel Manfredo, CTO, Orange County, California](#)

CIO Thought-Leadership

"The Global and Datacenter Energy Dilemma"

9.35 -
10.05

**Executive
Exchange**

The world today faces a growing energy dilemma which needs to be addressed. As world economies grow, access to the internet increases, and internet commerce spreads, the world energy dilemma turns into a Datacenter energy dilemma. In this presentation we will talk about the challenges that stand before us from an energy and datacenter perspective as demand increases for online and electronic mediums for commerce and communication. Virtualization plays a large part in this growing datacenter dilemma as IT organizations drive efficiencies in server utilization but may not fully grasp the long term impact of a highly dense computing platform growing within the datacenter space.

 [Sponsored by APC](#) 

CIO Thought-Leadership

"The National Broadband Plan"

10.10 -
10.40

**Executive
Exchange**

This session will describe the National Broadband Plan, a groundbreaking strategic planning effort to bring broadband capability to all Americans. The plan provides an ambitious roadmap to shift up to \$16 billion in Universal Service Funding to more directly support broadband networks in unserved areas, to free up 300 Mhz of spectrum to support the next generation of mobile broadband, and to provide better connectivity to key strategic institutions across the United States that support the health care, education, public safety, and energy needs of our economy and society.

This session will describe this series of firsts for the FCC and the United States. The plan marks the first time the country has had a comprehensive plan for broadband infrastructure, the first time new media technology was used extensively in making a plan, the first engineering based cost model for improving broadband across the United States, the first nationwide survey of broadband adoption focused primarily on non-adopters, and the first government sponsored hardware based broadband speed test (forthcoming).

 [Sponsored by Diamond Management & Technology Consultants, Inc.](#)

10.45 -
11.10

'Wired' Networking Break + Analyst Q&A Session

11.15 -
11.45

Executive Exchange

CIO Thought-Leadership

"Data Classification: Working with Data Stakeholders"

Understanding the business processes of the many departments within a large organization poses one of the greatest challenges for information security professionals face with implementing a DLP solution. Most information security professionals are well aware of their organization's primary business, but may be unfamiliar with some of the procedural details.

This makes developing a comprehensive data security policy difficult at best. Asking your data owners the correct questions will help you understand their business and the nature of their critical data so you can quickly develop the necessary policies quickly. This presentation will cover the basics of data classification and a sample series of questions you can ask data owners to help you develop good data loss prevention policies.

 **Sponsored by Trend Micro**

CIO Thought-Leadership

"Information Technology Security: Not Just an IT Responsibility Any More"

11.50 -
12.20

Executive Exchange

All organizations use IT systems to support their day-to-day business. Explosive growth in the use of information technology for all manner of applications in all walks of life has made provision of proper security essential. Users must have confidence that systems will operate as intended without unanticipated failures, problems or breaches. Issues concerning privacy, availability, confidentiality and integrity must be addressed; however, the majority of information systems users still think that security issues are the responsibilities of the information technology department. This presentation will address whether in the light of imminent security threats, compounded by the increasingly international nature of information systems, this responsibility still rests with the IT department alone.

 **Presented by John Matelski, CIO, Gwinnett County, Georgia**

12.25 -
12.55

Executive Exchange

CIO Thought-Leadership

"Stop Retaining Forever"

Today's information explosion and modern regulatory pressures are forcing organizations to keep more information and for longer periods of time. Ironically, most organizations unknowingly or unwillingly end up retaining most of their information and applications forever. The ramifications of infinite retention include significantly increased cost, reduced application performance, increased risk, and inability to comply with regulations or meet discovery obligations. Come learn how HP Information Management Solutions can help you stop retaining your information and applications forever by establishing an ongoing, best practice information and application retirement methodology that facilitates your

information governance strategy while transforming your IT operations. For more information, contact HP at stop.retaining.forever@hp.com.

 [Sponsored by HP Information Management](#)



1.00 -
2.00

Luncheon

CIO Thought-Leadership

"Increasing Operational Efficiencies through Effective Portfolio/Program/Project Management Support by IT Governance"

2.05 -
2.35

Executive Exchange

IT Governance has often been thought of as a separate discipline with separate procedures and processes. When effectively implemented, IT Governance must be married to Portfolio/Program/Project Management and integrated into Corporate Governance. Come hear how the city of Phoenix has forged the relationship between these culturally changing concepts.


 [Presented by Charles Thompson, CIO, City of Phoenix](#)

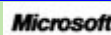
CIO Thought-Leadership

"Cloud Computing for the Public Sector"

2.40 -
3.10

Executive Exchange

 [Presented by Stan Freck, Director of Cloud Computing for Microsoft's US Public Sector](#)



3.15 -
3.45

Executive Exchange

CIO Case Study

"How CIOs Should Use Social Media"

 [Presented by Harvey Koepfel, Executive Director, Center for CIO Leadership](#)

3.50 -
4.20

Executive Exchange

CIO Thought-Leadership

"Unified Communications in the Cloud"

 [Presented by Steve Kalomas, Qwest Business](#)



4.25 -
4.55

Executive Exchange

CIO Case Study

"Using Analytics to Improve Service and Efficiency"

Governments and other public sector organizations are intently focused on outcomes. They are attuned to changes in their environments, continually rethinking their processes to improve the delivery and performance of public services. Increasingly, governments are becoming adept at using data analytics to generate better insights and translate those insights into action quickly and effectively. Analytics can support almost any operational process and, in some cases, can be a key strategic differentiator.

 [Presented by Molly Rauzi, CIO, City and County of Denver](#)

Keynote CIO Executive Visions

"Head in the Cloud?"

Understanding what CIO's want, how they think and answering key questions is imperative. This session offers an overview of various decision angles that typical IT executives will be forced to face and tackle in the upcoming era. If you think it is complicated to be an IT provider, imagine being a CIO in these turbulent times; the economy is compressing business, users are rejecting limiting corporate IT solutions, and vendors are knocking on the door with suspicious multi-year licensing or outsourcing agreements.

Although the future seems to be heading into "The Cloud Computing", there are dubious Service Level Agreements and countless unanswered questions. Is cloud a true cost-effective way to provide technology services? What are the risks? Which areas of IT should move to the cloud and which should stay in house?

Some areas of focus will address:

- When is the cloud right from an economic and operations perspective
- What makes an application a good SaaS candidate
- Is there a difference between internal and client facing applications when it comes to using the cloud or SaaS
- The security considerations for moving anything to the cloud or SaaS deliver
- Other IT infrastructure elements and processes that firms are considering using the cloud or SaaS for (backup, archive, primary storage, compliance management, etc)
- Best practices in managing cloud / SaaS provider

5.00 -
6.00

 [Sponsored by Microsoft](#)

 [Sponsored by VMware](#)

 [Sponsored by Quest Software](#)

[Moderated by: Harvey Koepfel, Executive Director, Center for CIO Leadership](#)

Panelists:

Stan Freck, Director of Cloud Computing for Microsoft's US Public Sector

Chuck Prow, Managing Partner, Public Sector, IBM Global Business Services (GBS)

Conrad Cross, CIO, City of Orlando

Rob Mallicoat, Enterprise Solutions Architect, Quest Software Desktop Virtualization Group

David Hunter, CTO for Public Sector, VMware

6.00 -
7.00

Cocktail Reception

Gala Dinner and Executive Keynote Speech

"Building a Smarter Planet and Smarter Government with Cloud and Analytics"

7.00 -
9.00

We live in a dynamic time where globalization is one of several large-scale factors driving change - demographics, political shifts, etc. At IBM, we're bringing together technology change with the other drivers of change in order to build a smarter planet. A smarter planet and a smarter government means that transmitting and accessing data through the cloud is just the beginning. The real value in collecting this information is using it to speed decision-making and better understand the results of our decisions. Analysis is critical if your end goal is to become

transparent to citizens.

[Presented by Chuck Prow, Managing Partner, Public Sector, IBM Global Business Services \(GBS\)](#) 

9.00 -
10.30

Executive Networking

Day 3: Tuesday, May 25th

7.30 -
8.30

Networking Breakfast

CIO Keynote Presentation

"The Evolving Role of the CIO within Public and Private Sectors"

Preliminary research has indicated that the roles and responsibilities of Public- and Private-sector CIOs in the United States have significant differences, and that the role in both sectors has been constantly evolving since the position was conceived approximately 30 years ago. Research additionally indicates that the rate of change to the role of CIO has accelerated in the world of the "new normal". This keynote session will address and discuss the following questions:

- Are the Public- and Private-sector CIO roles significantly different?
- Is there an overlap of skills and competencies?
- What are the unique skills and competencies for CIOs in the Private- and Public-sectors?
- Are there opportunities for increased collaboration and partnership between the Private- and Public-sector CIO communities?

8.35 -
9.15

[Moderated by Master of Ceremonies, Harvey Koeppel, Executive Director, Center for CIO Leadership](#)

Private Sector CIO Findings Presented By:

[Dr. Mark Chun, Director for the Center of Applied Research and Associate Professor at Pepperdine University's Graziado School of Business and Management](#)

Public Sector CIO Findings Presented By:

[Charla Griffy-Brown, Ph.D., Director for the Center for Teaching and Learning Excellence and Associate Professor for Information Systems and Technology Management at Pepperdine University's Graziado School of Business and Management](#)

9.25 -
9.55

Executive Exchange

CIO Thought-Leadership

"City of San Antonio ERP Project Lessons Learned"

[Presented by Hugh Miller, CTO, City of San Antonio](#)

10.00 -
10.30

Executive Exchange

CIO Thought-Leadership

		<p align="center"><i>"Communicating Business Value through an IT Shared Services Center"</i></p> <p>A presentation on the process for communicating IT business value when more than one type of organization is being served as is the case when the IT organization is a shared service center. In the City of Hartford, CT., the Metro Hartford Information Services Department serves the city of Hartford operating departments, the school district, as well as other municipalities and anchor institutions.</p> <p><u>Presented by Eric Jackson, CIO, City of Hartford</u></p>
10.35 - 11.05	Executive Exchange	<p align="center">CIO Thought-Leadership</p> <p align="center"><i>"How Information Technology Helped Save the City of Springfield Massachusetts"</i></p> <p>The City of Springfield was structurally insolvent in FY 2004, unable to produce a balanced budget for FY 2005 and therefore unable levy and collect taxes. In June 2004, the Massachusetts legislature created a Finance Control Board to take over the financial and personnel management of Springfield. The legislature also approved a \$52,000,000 loan to put the city on sound financial footing. Five years later the city had had budget surpluses for 5 years. Beginning in July 2005, ITD played a key role in establishing a totally new application architecture with state of the art ERP systems, payroll/HR, time and attendance. At the same time the IT staff was doubled, and the hardware architecture was moved from a mainframe to a virtual server farm with over 70 servers. In this session, Thomas Collins, Chief information Officer for Springfield will talk about how this was done and the lessons learned along the way.</p> <p><u>Presented by Thomas Collins, CIO, City of Springfield</u></p>
11.10 - 11.35	Networking Break + Analyst Q&A Briefing	
11.40 - 12.10	Executive Exchange	<p align="center">CIO Executive Visions</p> <p align="center"><i>"Strategic Fiscal Management: Reducing Budget Deficits without Cutting Services"</i></p> <p>As the fiscal crisis that began in 2008 continues, most experts agree that this economic downturn is different than its predecessors: it's deeper and will take longer to resolve. That leaves state and local governments facing a massive challenge of balancing low revenues and high costs with no relief in sight.</p>
12.15- 12.45	Executive Exchange	<p>Overcoming this imbalance will require proactive strategies, not simply cutting staff and slashing services. To succeed, governments must adopt a strategic approach to reducing costs through structural change. This session explores nine ways that government organizations can transform to create structural balance in their budgets while generating new value for their citizens for the long term.</p> <p>This panel explores these strategies and outlines several ways that government organizations are transforming their structures to create balance in their budgets while generating new value for the long term:</p> <ul style="list-style-type: none"> • Apply skill and scale economies to reduce back-office costs • Strategic Sourcing • Shared Services

- IT Rationalization and Consolidation
- Managed Application Services
- Travel Management
- Facilities Optimization
- Improve program efficiencies within and across agencies
- Rapid Process Improvement
- Citizen Services Portal
- Optimize revenue generation
- Audit, Compliance, Discover

[⊕ Moderated by: Harvey Koepfel, Executive Director, Center for CIO Leadership](#)

Panelists:

Carolyn Hogg, CIO, City of Fresno

Mark T. Masterson, Deputy CIO and Deputy Director, Government Information Technology Agency, State of Arizona

Steve Edmonson, CIO, Cook County, IL

1.25 -
1.30

Closing Remarks

1.20 -
2.15

Luncheon + Networking

2.00 -
6.30

Desert Golf Classic Tournament

7.00 -
9.00

Southwestern Dinner + Networking