Council of Information
Services Directors

19th Annual Information Technology Conference and Expo

October 4 - 5, 2010
Crowne Plaza Hotel
4728 Constitution Avenue
Baton Rouge, Louisiana

CISD Technology Conference and Expo
October 4 - 5, 2010
Crowne Plaza
Baton Rouge, Louisiana

Council of Information Services Directors

Dear Conference Participant:

On behalf of the Council of Information Services Directors, it is our pleasure to welcome you to the 19th Annual CISD Technology Conference and Expo. This year's conference features an outstanding selection of speakers addressing a wide variety of topics including cloud computing, social networking, smart phones and more.

Here you'll have an opportunity to network with your professional peers, suppliers, and industry experts. Use those interactions as a catalyst to gain perspectives and insights on your current projects, operational issues, and management challenges. Leverage the combined knowledge of over 600 IT professionals to help deliver top quality IT services to our ultimate customer – the citizens of our great State. In all, consider the Annual Conference as an important tool in your solutions kit for any facet of IT management and operations – now and well after the conference concludes.

The conference features an exhibition hall, which showcases products and services from 34 state and national vendors providing hardware and software support, telecommunications, consulting, networking, and security services. The exhibition hall will be open both days and we encourage you to visit with all the exhibitors. Don't miss this chance to visit with this broad range of industry providers in one location.

As CISD members, we are proud to be your hosts. If you have questions or need assistance, please locate one of the members, wearing a blue CISD shirt or ask for assistance at the registration desk. Thank you for attending the 19th annual CISD Technology Conference and Expo. It is your participation that truly makes this conference a success.

Sincerely,

Lata Johnson
2010 CISD Conference Chair

Michael T. Carl
2010 CISD President

Monday, October 4, 2010

7:30 Registration and Continental Breakfast

8:00 Vendor Expo Opens

8:45 **Opening Ceremony**
Posting of Colors (Broadmoor High School)
Pledge of Allegiance
National Anthem (Nora Patterson)

9:00 **Welcome**
Michael Carl, CISD President

9:05 **Keynote Speaker**
CIO Ed Driesse, State of Louisiana

10:00 Break

10:30 **Google Apps for Government**
Cory Franzmeier, Google

11:15 Lunch

12:30 **Social Media in the Workplace: There Are No Boundaries**
Andrea Di Maio, Gartner

1:30 **Achieving Efficiencies in State Government Using Business Analytics**
Robert Dolan, Jr., IBM Business Analytics

2:15 Break

2:45 **Microsoft's Cloud Strategy**
Steve Read, Microsoft

3:30 **Louisiana: Where the Comedy Writes Itself**
Jamie Wax, Actor, Writer, Comedian

4:15 Vendor Area Closes

4:30 Conference Day 1 Ends

Vendor Sponsored Events

4:30 – 6:00 Cajun-flavored Louisiana experience! Food & Zydeco music by JR Flores & the Bayou Boys. Sponsored by Sparkhound, Dell, DETEL, CGI, and friends.

6:00 – 9:00 Good Time Sparky's by Bag of Donuts, the New Orleans Party Band. Enjoy cocktails, while dancing to music.

9:00 – 12:00 After party continues in the lounge. Music by Bret Vidrine.

Tuesday, October 5, 2010

7:30 Registration and Continental Breakfast

8:00 Vendor Area Opens

8:30 **Social Networking: Is It Good for Business or a Security Nightmare?**
Matthew Britton, TraceSecurity

9:15 **Data Center and Cloud Computing**
David Lawler, Cisco

10:00 Break

10:30 **Early Warning Signs of IT Project Failure**
Dr. Leon Kappelman, University of North Texas

11:30 Lunch

12:15 Registration Closes

12:30 Vendor Area Closes

12:45 **Virtualization: What Are the Other State Governments Doing with Virtualization**
Christopher Simpson, VMware Inc.

1:30 **Oracle MDM - The Source of Clean Data for the Enterprise**
Selim Burduroglu, Oracle

2:15 Break

2:45 **Taking Control of Your User Accounts**
Dustin Puryear, Puryear IT

3:30 Closing Remarks – Michael Carl, CISD President
Conference Ends

Lunch Menus:

October 4: House Salad with Rasberry Vinaigrette and Italian Vinaigrette, Chicken Florentine served with Rice Pilaf and Honey Glazed Carrot Sticks, Alternate at Place Settings: Tiramisu (in glass) and Pecan Pie, Iced Tea/Coffee/Bread/Butter

October 5:
Asian Chophouse Salad with Sesame Ginger Vinaigrette and Citrus Vinaigrette, Rosemary Skewered Shrimp with Vegetable Risotto and Grilled Asparagus, Alternate at Place Settings: Strawberry Shortcake (in glass) and Chocolate Confusion Cake, Iced Tea/Coffee/Water/Bread

Monday, October 4

Ed Driesse, Chief Information Officer, State of Louisiana
(9:05am – 10:00am)

Presentation Title: “Keynote Speaker”

Edward Driesse has been Chief Information Officer for the State of Louisiana since July 22, 2008. He will provide an update on state information technology issues and answer questions from state employees regarding the direction of information technology in our state government.

Cory Franzmeier, Enterprise Account Manager, Google
(10:30am – 11:15am)

Presentation: Google Apps for Government

This talk will cover Google’s vision for cloud-computing in the enterprise space, and specifically what Google has done for its government customers. The presentation will cover a few studies on the transition to Google from several government entities.

Andrea Di Maio, Vice President & Distinguished Analyst, Gartner
(12:30pm – 1:30pm)

Presentation Title: Social Media in the Workplace: There Are No Boundaries

While government organizations face the challenges posed by opening government information and processes to achieve greater transparency and constituent participation, they are discovering that the path to citizen-driven government goes through a fundamental revision of the role of government employees in service delivery and design, operations and policymaking. Rather than being an accessory to service delivery, they must become an integral part — and in some cases the most important part — of the transformation process. Social media, that is still seen by many as an unproductive distraction, can play a key role in empowering employees and make them agents of change. However there is no predefined roadmap to move from individual social networking to enterprise value creation. The session will provide examples of successful use of social networking in the workplace and highlight the tactics to turn it into an enterprise tool.

Robert Dolan, Jr., Worldwide Industry Executive, Public Sector, IBM Business Analytics
(1:30pm – 2:15pm)

Presentation Title: Achieving Efficiencies in State Government Using Business Analytics

Whether town council or state agency, government organizations all face similar challenges. Guided by their mission, they need to optimize services and programs for citizens while demonstrating good governance. And they need to do this within budget in a climate of shrinking resources.

Thousands of public sector organizations worldwide rely on IBM Business Analytics software and services to deliver smarter government. Business intelligence software lets you consolidate, track, analyze and report on all relevant data. Financial performance and strategy management software provides planning, budgeting and consolidation for linking strategy to dynamic plans and targets. Advanced analytics software gives you the insight you need to predict trends and respond at the point of impact. And analytic applications give you a quick start with a particular issue or domain.

See how Business Analytics for Government can help you better manage limited resources and still drive the best outcomes.

Steve Read, U.S. Solution Sales Specialist, Microsoft
(2:45pm – 3:30pm)

Presentation Title: Microsoft's Cloud Strategy

Microsoft has been offering Cloud Services for over 14 years! With all of the talk about Cloud Computing lately, you owe it to yourself to come learn how Microsoft's Cloud offerings can help you reduce cost, increase agility and better serve citizen's needs. We'll provide an overview of Microsoft's Cloud offerings and a Roadmap of what's coming up. Come see that when it comes to Cloud Computing at Microsoft, "We're All In."

Jamie Wax, Actor, Writer, Comedian
(3:30pm – 4:15pm)

Presentation Title: Louisiana: Where the Comedy Writes Itself

Actor, Writer, Comedian Jamie Wax shares characters and humorous observations about life in our state.

Tuesday, October 5

Matthew Britton, Security Services Manager, TraceSecurity
(8:30am – 9:15am)

Presentation Title: Social Networking: Is It Good for Business or a Security Nightmare?

Many organizations are moving toward using social networks as part of their business strategy. Unfortunately, they are not always aware of the risks that may arise from violating privacy issues, social engineering threats and potential hacks. This presentation will address both the benefits and security risks of using social networks as a business tool, outline the responsibilities associated with using social networks within the workplace, and discuss methods integrate security controls to reduce risk.

David Lawler, Vice President Marketing, Cisco
(9:15am – 10:00am)

Presentation Title: Data Center and Cloud Computing

Address data center challenges facing IT departments. Discuss some of the play changers in the data center. Provide an update on standards being used in the data center. Discuss Cloud Computing either public or private. Discuss the effects Cloud Computing has on service offerings. Provide insight on building out data replication and disaster recovery sights. Understand the total cost of ownership. Understand where Cisco plays in the Data Center and Cloud Computing. Understand the value Cisco delivers to you as a customer.

Dr. Leon Kappelman, University of North Texas
(10:30am – 11:30am)

Presentation Title: Early Warning Signs of IT Project Failure: The Four Horseman of IT Project Doom

The mastery of risk distinguishes modern times from the past: By understanding and measuring risks and their consequences, the future was no longer perceived to be a whim of the gods and humans were thereby empowered to transform their world. Despite the fact that IT deals with “modern” technologies, IT project management has a rather poor track record in the mastery of risks. News stories and research studies remind us year after year of over-budget, failing, and cancelled IT projects. The bankruptcy of $5 billion FoxMeyer Drugs, Hershey’s inability to ship candy before Halloween, the Denver Airport, and perennial troubled and failed software projects in FAA, VA, DOD, and California are only a few examples of the significant damage that troubled IT projects can have.

Christopher Simpson, Systems Engineer, VMware Inc.
(12:45pm – 1:30pm)

Presentation Title: Virtualization: What Are the Other State Governments Doing with Virtualization?

Many State and Local Government agencies are deploying virtualization technologies in innovative and creative ways as they get "Back to Basics." This presentation will review a number of deployments and initiatives underway in other states governments (CA, KS, OH, Utah, NM, …) Topics will include virtualizing tier 1 applications such as SQL, Oracle, SAP, SharePoint and ArcGIS Server; reducing power and cooling costs by leveraging inherent power management features; implementing disaster recovery solutions utilizing virtualization technologies among other topics. We will also briefly review the State of CA's published virtualization practices (Network Design, Storage Path Redundancy, Backup, etc.).

Selim Burduroglu, Industry Solution Architect, Oracle
(1:30pm – 2:15pm)

Presentation Title: Oracle MDM – The Source of Clean Data for the Enterprise

What do master data management (MDM) and data governance have in common? More than both being in the top of Chief Information Officers' and Compliance Officers' minds, they also help address poor data quality. The cost of poor data governance (DG) is hidden in inefficient business processes and excessive data management activities and, more importantly in the inability to use information for strategic business advantage. MDM is the technical foundation of data management while data governance is its facilitating and supporting framework. More precisely, DG is a convergence of people, technology and processes that helps a business to manage the availability, utilization and security of their data assets. More than 83% of organizations have suffered problems due to poor master data. Are you part of this statistic?

Dustin Puryear, Founder, Puryear IT
(2:45pm – 3:30pm)

Presentation Title: Taking Control of Your User Accounts

This presentation provides a roadmap for enterprises to begin developing a strategy for controlling user accounts and passwords for increased security, audit, and control, while reducing end-user hassle. The presentation begins with a discussion of the costs and compliance risks most enterprises face because of a lack of such a strategy, and techniques used to move toward a higher level of automation and control.

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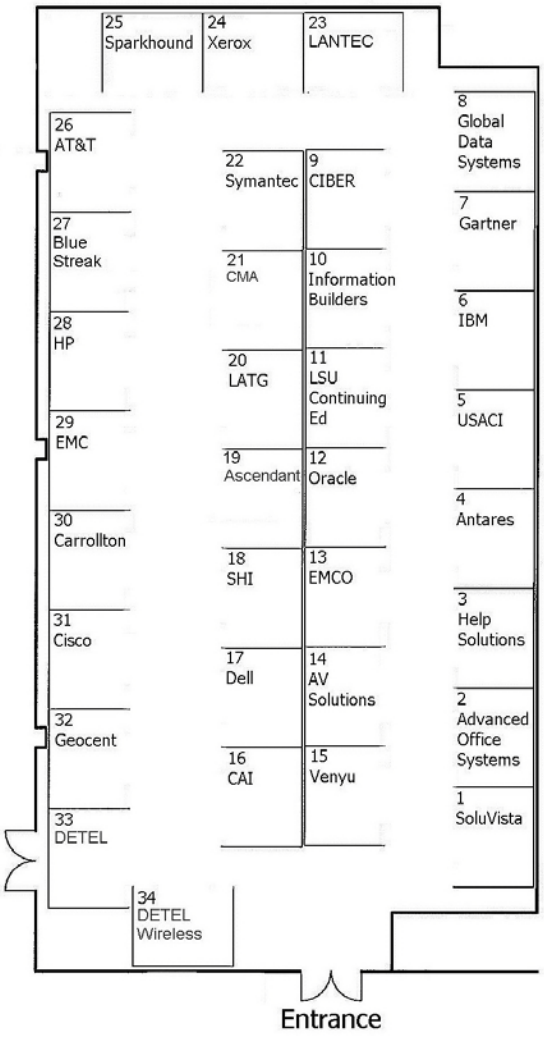
Moderator:

Kellee Hennessy

Exhibition Hall - CISD 2010
Booth Layout



A special note to our public service colleagues: You are reminded that items offered to State of Louisiana employees by vendors during the conference are subject to the State of Louisiana Ethics statutes.

CISD makes no warrants or representations as to whether items offered to attendees by vendors conforms with current Louisiana State Ethics statutes. If you have any questions as to whether it is appropriate to receive an item, please contact the Louisiana State Board of Ethics at 225-219-5600 or 800-842-6630.

In addition, information giving a summary of the applicable State Ethics Statutes and examples can be accessed via the following link:http://www.ethics.state.la.us/Pub/InfoSheets/GiftsRev2-09.pdf

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AV Solutions	14
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CIBER, Inc	9
Cisco	31
CMA Technology Solutions	21
Dell Inc	17
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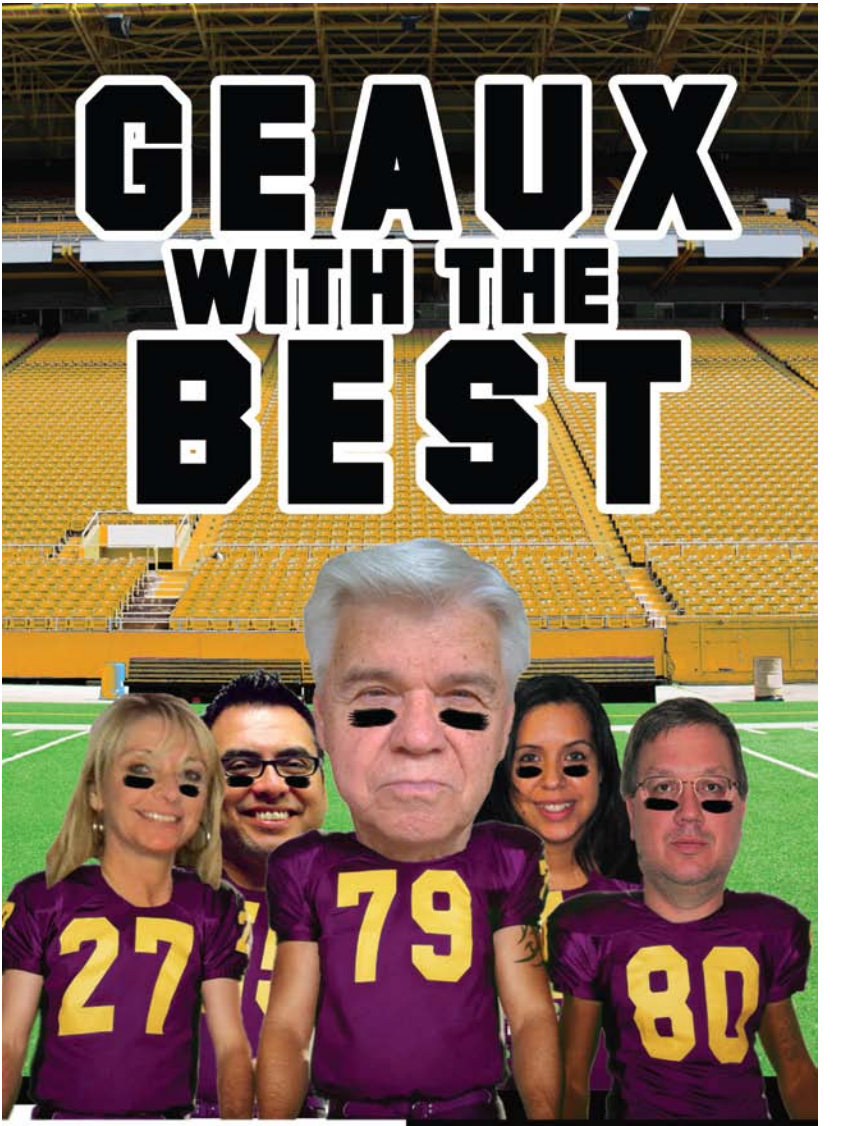

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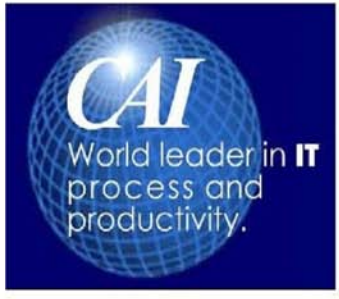

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