



Council of Information
Services Directors

21st Annual Information Technology Conference and Expo

September 24 - 25, 2012
Crowne Plaza Hotel
4728 Constitution Avenue
Baton Rouge, Louisiana

CISD Technology Conference and Expo
September 24 – 25, 2012
Crowne Plaza
Baton Rouge, Louisiana



Dear Conference Participant:

On behalf of the Council of Information Services Directors, it is our pleasure to welcome you to the 21st Annual CISD Technology Conference and Expo. This year's conference features an outstanding selection of speakers addressing a wide variety of topics including mobile computing, social networking, project management, GIS, Windows 8 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 500 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 21st Annual CISD Technology Conference and Expo. It is your participation that truly makes this conference a success.

Sincerely,

A handwritten signature in black ink, reading "Michael P. Riley".

Michael Riley
2012 CISD Conference Chair

A handwritten signature in black ink, reading "Danny J. Ragan".

Danny J Ragan
2012 CISD President

Notes

CISD CONFERENCE AGENDA

Monday, September 24, 2012

- 7:30 Registration and Continental Breakfast
(Sponsored by CA Technologies)
- 8:00 Vendor Expo Opens
- 8:45 Opening Ceremony
Posting of Colors
Pledge of Allegiance
National Anthem
- 9:00 Welcome
Danny Ragan, CISD President
Ed Driesse, CIO, State of Louisiana
The Honorable Melvin L. “Kip” Holden, Mayor-President
- 9:10 Keynote Speaker
The Emerging Cyber Threat...Understanding the Risk
You Face, and How to Mitigate It
Shawn Henry, President, CrowdStrike Services
- 10:00 Break (Sponsored by Cox Business)
- 10:30 From Information Chaos to Information Excellence -
Implementing Technology Enabled Governance
John Rhoades & Linda Baldwin, Access Sciences Corporation
- 11:15 Lunch (Sponsored by AV Solutions)
- 12:30 Project Management – It’s Not for WIMPS!
Traci Duez, Break Free Consulting
- 1:30 Creating IT Success in an Era of Austerity
Dr. Robert Charette, Compaid
- 2:15 Break (Sponsored by EnfoPoint)
- 2:45 Inevitable Compromise
Rob Davis, Critical Start
- 3:30 Louisiana Film and Entertainment Industry Overview
Patrick Mulhearn, Celtic Studios, Baton Rouge
- 4:15 Vendor Area Closes
- 4:30 Conference Day 1 Ends

Vendor Sponsored Events, Monday

4:30 Jazz Reception – Sponsored by Sparkhound, CGI & Dell

6:00 Vendor Hospitality Suites

Tuesday, September 25, 2012

7:30 Registration and Continental Breakfast
([Sponsored by IBM Corporation](#))

8:00 Vendor Area Opens

8:30 **Lessons Learned in 21 Years of IT**
Darrell Freeman, Zycron

9:15 **The Impact of Mobility in the Enterprise**
Phil Redman, Gartner

10:00 Break ([Sponsored by Razorline](#))

10:30 **Professional Social Network Technologies in Government – How Agencies are Transforming in the 21st Century**
Scott Padgett, IBM

11:30 **Lunch** ([Sponsored by CenturyLink](#))

12:15 Registration Closes

12:30 Vendor Area Closes

12:45 **Open Source Common Operational Picture**
Dale Kirby, Geocent

1:30 **Beyond the Hypervisor**
Ray Jones, VMWare

2:15 Break

2:45 **Windows 8**
Paul Jones & Trey Cook, Microsoft

3:30 **Closing Remarks –Danny Ragan, CISD President**
Conference Ends

End of 2012 Conference

Notes

Notes

PRESENTERS

Monday, September 24

Shawn Henry, President, CrowdStrike Services
(9:05am – 10:00am)

Presentation Title: “The Emerging Cyber Threat...Understanding the Risk You Face, and How to Mitigate It”

As President of CrowdStrike Services, Shawn leads a world-class team of cybersecurity professionals who respond to computer network intrusions to mitigate Advanced Persistent Threats (APT). Shawn retired as FBI Executive Assistant Director (EAD) in March 2012, with responsibility for all criminal and cyber programs and investigations worldwide, as well as international operations and the FBI's critical incident response.

Having served in multiple positions relating to cyber intrusions since 1999, Shawn has been the Bureau's outspoken top agent on cybersecurity issues, and is credited with boosting the FBI's computer crime and cybersecurity investigative capabilities. In addition to his last position as EAD of the Criminal, Cyber, Response and Services Branch, he served as both Deputy Assistant Director and Assistant Director of the Cyber Division at FBI Headquarters; Supervisor of the FBI Cyber Crime squad in Baltimore; and Chief of the Computer Investigations Unit within the FBI-led National Infrastructure Protection Center.

Shawn has been a keynote speaker on a multitude of cyber issues in venues around the world. He has been sought out by the media for his cyber expertise, and has been featured on television and radio, including 60 Minutes; CBS Evening News; Good Morning America; The Today Show; Dateline; Rock Center with Brian Williams and C-SPAN. He has also conducted interviews with numerous print and online publications, including Forbes Magazine, Business Week, The Wall Street Journal, The Associated Press, The New York Times, and USA Today.

Shawn has been professionally recognized during his career. In 2009, he received the Presidential Rank Award for Meritorious Executive for his leadership in enhancing the FBI's cyber capabilities, and was recognized by SC Magazine as one of the top industry pioneers who shaped the information security industry. In 2010, he was named one of the most influential people in security by Security Magazine; received the Federal

100 Award as a government leader who played a pivotal role in the federal government IT community; and was selected as cybercrime fighter of the year by McAfee Inc.

John Rhoades, Vice President, & Linda Baldwin, Director, Access Sciences Corporation

(10:30am – 11:15am)

Presentation Title: “From Information Chaos to Information Excellence – Implementing Technology Enabled Governance”

How often have you read how the volume of business information is exploding at an extraordinary rate? Such articles invoke startling metaphors like “digital landfill” or “information tsunami” to describe the volumes of information overwhelming the ability of organizations—both public and private-- to operate efficiently and in a compliant manner. Yet, where is a dump truck to manage the landfill, or a surfboard to help ride the wave?

This session will present leading practices for how technology enabled information governance can transform information chaos into information excellence. Specific attention will be given to techniques for managing the information lifecycle, decentralizing governance, providing a unified view of enterprise content, and managing the organizational change associated with such a transformation.

Traci Duez, Certified Coach & Consultant, Break Free Consulting

(12:30pm – 1:30pm)

Presentation Title: “Project Management – It’s Not for WIMPS!”

To be a great project manager you must have courage. You have a lot of decisions to make on a daily basis regarding plans, processes, and people. Courage is the backbone of leadership and values secure the backbone in place. To develop the courage to lead, you must have a framework on which to analyze value. The science of axiology gives you this framework and helps you make better decisions and develop your courage to lead. Topics that will be covered in this presentation:

- What is **courage**?

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At Zycron, we continually refine and improve our processes to meet customers' challenges and to remain a viable leader in the ever evolving information technology environment. We not only strive to be a leading IT services firm and a staple business in the economic realm, but we also seek to add value as leaders in the community.

Since 1991, Zycron has offered IT solutions to a broad client base and today is an industry leader providing services to numerous Fortune 500 companies, health care agencies, energy and utilities entities, and state and local governments.



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- Understanding your **core values** impact on your courage
- 3 axiological classes of value and the **hierarchy** of value
- How you can **scientifically** measure your critical valuing habits
- How you can improve your valuing habits to **develop your courage to lead**

Dr. Robert N. Charette, President, ITABHI Corporation

(1:30pm – 2:15pm)

Presentation Title: “Creating IT Success in an Era of Austerity”

In this age of fiscal austerity, IT organizations, especially those in government, are under severe pressure to provide computing services on flat or reduced budgets, but also to respond to their agencies' or departments' needs better and faster. Making this operating setting even tougher is that IT itself is experiencing a sea change of innovation (and risk) not seen since the early 1990s. The challenge is how to cost-effectively exploit this opportunity for innovation while simultaneously maintaining current IT operational integrity and resilience with limited resources. Only by framing the management of IT holistically can the full spectrum of competing problems, risks and opportunities created by both IT budgetary constraints and new sources of innovation be successfully balanced. In this presentation, Dr. Robert Charette will discuss the prerequisites and practices necessary for creating IT success in today's demanding political, fiscal and technological environment.

Rob Davis, Managing Principal, Critical Start

(2:45pm – 3:30pm)

Presentation Title: “Inevitable Compromise”

What many other companies experienced last year was a stark reminder that no public or private organization is immune to advanced cyber attacks. The global threat landscape continues to evolve, creating more complexity and introducing additional risks to your most critical IT assets. Cyber adversaries include terrorists and hacktivists, criminals, insiders, and nation-sponsored groups. How can enterprises reduce the risk exposure associated with these threat vectors?

All organizations must take the time to reevaluate how we position ourselves against advanced threats and adversaries and rethink information security management strategies accordingly. Rob Davis, CISSP will host this candid discussion that includes key lessons learned and the new mindset that must be adopted by organizations to protect their assets.

Patrick Mulhearn, Director of Studio Operations, Celtic Studios

(3:30pm – 4:15pm)

Presentation Title: “Louisiana Film and Entertainment Industry Overview”

Patrick Mulhearn will discuss:

- Intro to Louisiana’s Film Industry and the Celtic Media Centre
- Supply and Demand for American Content and the Industry’s Economic Impact
- History of the Film Industry in Louisiana Prior to Incentives
- The Tax Incentive Era: Competition and Evolution
- Louisiana’s Entertainment Industry: 2009 to Present
- The Future of the Industry in Louisiana

End of first day Conference

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Tuesday, September 25

Darrell S. Freeman, Sr., Founder & Executive Chariman, Zycron, Inc.

(8:30am – 9:15am)

Presentation Title: “Lessons Learned in 21 Years of IT”

Darrell S. Freeman, Sr. is the founder and executive chairman of Zycron, Inc., an information technology services and solutions firm he founded in 1991 in Nashville, Tenn. Zycron’s clientele includes such corporations as FedEx, Deloitte, HCA and Bridgestone.

Zycron is celebrating 21 years of successful operation. The company grew from one employee and \$10,000 in revenue in 1991, to more than 320 employees and \$36 million in revenue today. Along the way, Darrell learned to overcome obstacles that were impeding the organization’s success. This presentation outlines essential characteristics and actions that are required to break through such obstacles and remain competitive in a fast-paced, global marketplace.

In “Lessons Learned in 21 Years of IT,” Darrell details specific challenges about the IT industry as well as general entrepreneurial and intrapreneurial tactics. He shares the tough lessons he learned while transitioning from a computer technician to establishing one of Middle Tennessee’s largest information technology services firms.

Phil Redman, Gartner

(9:15am – 10:00am)

Presentation Title: “The Impact of Mobility in the Enterprise”

Many clients struggle with the process of creating a mobile solution that works for the enterprise. This is because an enterprise mobile solution is composed of more than a mobile application or a mobile device management tool. **Phil Redman**, Research VP with Gartner, will present **The Impact of Mobility on the Enterprise**. His discussion will include the move to mobile as primary communications device, the workforce shift to more remote and mobile employee, how BYOD is impacting the mobile move, and media tablet trends for 2012 and beyond. He will also cover one of the biggest challenges - how to secure content. Alternatives from “anything goes” to “total control” will be discussed, as well as the tools needed to ensure the enterprise is protected. He will also include

applications impact, core components of MDM, and a question and answer period at the end.

Scott Padgett, Business Unit Executive, IBM

(10:30am – 11:30am)

Presentation Title: “[Social Government Agenda](#)”

What's your professional social network strategy for your government agency or department? Do you have one? Are you interested in how other government agencies are using "Professional Social Network Technologies" to dramatically transform their organizations to save significant money and reduce budgets? How they are socially connecting to create a more efficient workforce to do more with less. How agencies are using these technologies to connect and be more transparent with their constituents? How these technologies are delivering more mobile and agile apps to connect?

Dale Kirby, Systems Architect & Project Manager, Geocent

(12:45pm – 1:30pm)

Presentation Title: “[Open Source Common Operational Picture](#)”

Geocent developed a free and open source GIS solution that provides real-time situational awareness to support federal, state, and local government agencies during emergency situations and other crises, such as the Deepwater Horizon Oil Spill response. OpenCOP enables first responders to quickly disseminate mission critical information, ensuring that limited resources are correctly committed to minimize the impact on Louisiana's industry and wildlife. Using industry standards allows OpenCOP to communicate with common GIS platforms, including *Google Earth Enterprise* and *ArcGIS*. The resulting service delivers real-time operational intelligence to all key players regardless of their mapping package. The Department of Homeland Security recognized OpenCOP's value by granting Geocent the only Small Business Innovative Research award to a Louisiana company since 2004. This effort exemplifies an emerging business model that embraces using open source technologies to provide increased value and flexibility to the customer. The software becomes a national asset and all enhancements will be released into the public domain, freely available to all EOCs.



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Ray Jones, Senior Systems Engineer, VMWare

(1:30pm – 2:15pm)

Presentation Title: “Beyond the Hypervisor”

Come learn how VMWare can help you achieve what's required today while dealing with staff and budget constraints. In this presentation we will cover leveraging the latest technology to address optimizing the performance availability and mobility of Business Critical applications.

Paul Jones, Client Technology Solutions Professional, & Trey Cook, Microsoft Technology Strategist, Microsoft Corporation

(2:45pm – 3:30pm)

Presentation Title: “Windows 8 Overview”

View a live demonstration of the new Windows client operating system. Focus will be on the new interface, mobility features and enterprise functionality.



Lunch Menu

Monday, September 24:

Traditional Caesar Salad, Bacon Wrapped Chicken Roulade (Stuffed with Italian Sausage) over Buttered Angel Hair Pasta; Steamed Broccoli Florets; Dinner Rolls;
Tiramisu or Strawberry Cheesecake

Tuesday, September 25:

Marinated Vegetable Salad; Catfish Acadiana (Broiled Catfish topped with Crawfish Etouffee); Rice Pilaf, Italian Green Beans; Pecan Pie or Chocolate Confusion Cake.

Both lunches served with Dinner Rolls, Iced Tea, Water, and Coffee

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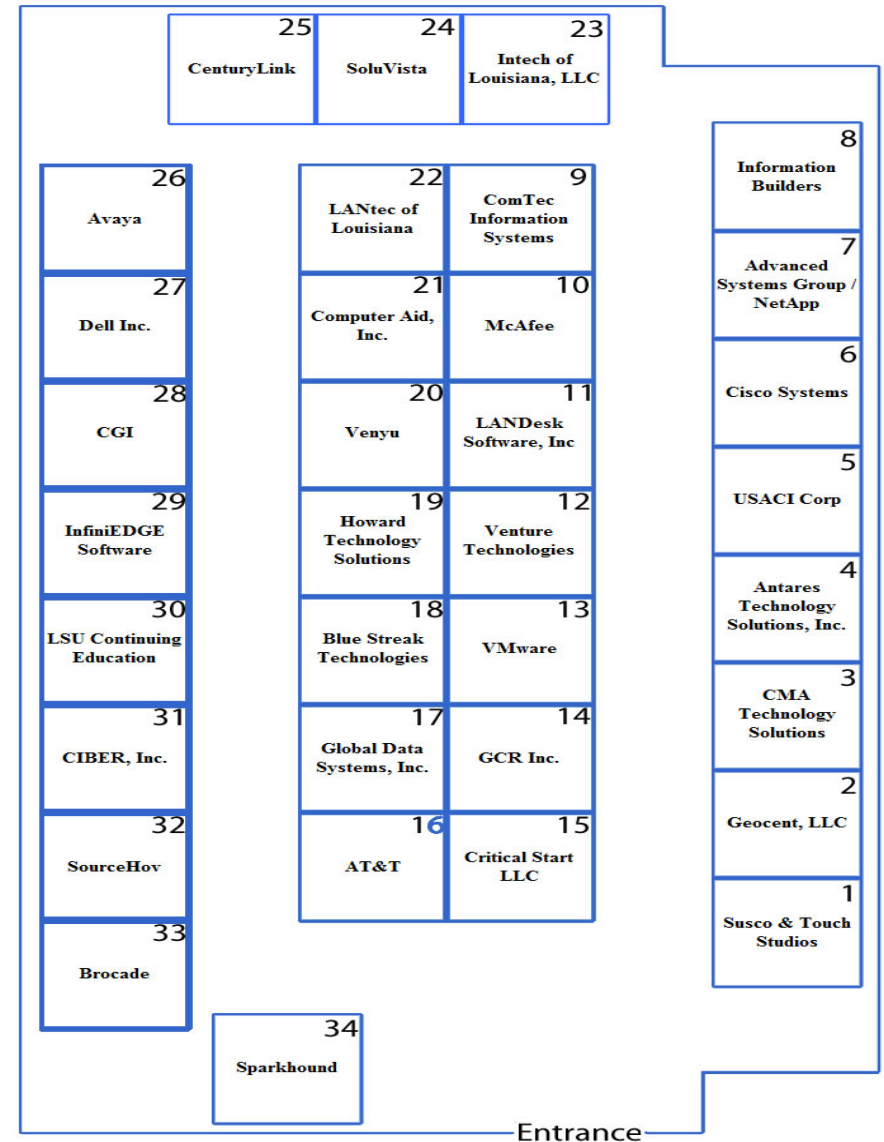
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2012 EXHIBITION HALL - BOOTH LAYOUT



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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>

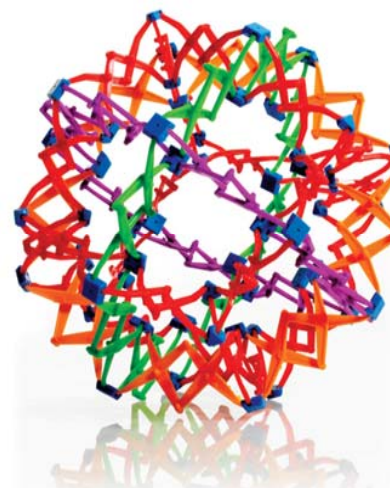
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Venture Technologies	12
VMware	13
GCR Inc.	14
Critical Start LLC	15
AT&T	16
Global Data Systems, Inc.	17
Blue Streak Technologies	18
Howard Technology Solutions	19
Venyu	20
Computer Aid, Inc.	21
LANtec of Louisiana	22
Intech of Louisiana, LLC	23
SoluVista	24
CenturyLink	25
Avaya	26
Dell Inc.	27
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Brocade	33
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