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# TECHNOLOGY CONFERENCE & EXPO

09.30.2013 - 10.01.2013

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# CISD

Technology Conference and Expo

September 30 - October 1, 2013

Crowne Plaza, Baton Rouge, Louisiana

# NOTES

Dear Conference Participant:

On behalf of the Council of Information Services Directors, it is our pleasure to welcome you to the 22nd Annual CISD Technology Conference and Expo. This year's conference features an outstanding selection of speakers addressing a wide variety of topics including mobile & cloud computing, IT security, project management, BYOD, Office 365 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.

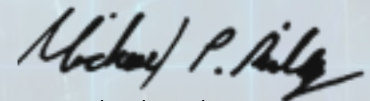
The conference features an exhibition hall, which showcases products and services from 35 state and national vendors providing hardware and software support, telecommunications, consulting, networking, and security services. The exhibition hall will be open both days and we encourage you to visit with 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 22nd Annual CISD Technology Conference and Expo. It is your participation that truly makes this conference a success.

Sincerely,



Lance M. Neal  
2013 CISD Conference Chair



Michael P. Riley  
2013 CISD President





# AGENDA

MONDAY - 09.30.2013

7:30 Registration & Continental Breakfast

8:00 Vendor Expo Opens

8:45 Opening Ceremony

Posting of Colors

Pledge of Allegiance

National Anthem

9:00 Welcome

Mike Riley, CISD President

The Honorable Melvin L. "Kip" Holden, Mayor-President

9:15 "Information Technology Statewide  
Consolidation"

Richard "Dickie" Howze, Interim Chief Information Officer

10:15 Break (Sponsored by IBM)

10:45 "The Evolution of Security and How the  
Current Threat Landscape Demands a  
Connected Approach"

James Stroud, Director of Technical Sales, McAfee

11:30 Lunch (Placemats sponsored by AV Solutions & LifeSize)

12:30 "Secure Cloud Computing with Office 365"

Rochelle M. Eichner, Office 365 Cloud Executive, Microsoft

1:30 "Mobile Apps for Business: They're Real and  
They're Spectacular"

Calvin Fabre, President, Envoc

2:15 Break (Sponsored by Cox Business)

2:45 "From Paper to Platform"

Gary S. Scofield, Regional Manager, ESRI

3:30 "This Thing We Call Success"

Jeffrey Marx, *New York Times* bestseller

4:15 Vendor Area Closes

4:30 Conference Day 1 Ends

## CISD

Technology Conference and Expo

September 30 - October 1, 2013

Crowne Plaza, Baton Rouge, Louisiana



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TUESDAY - 10.01.2013

7:30 Registration & Continental Breakfast

8:00 Vendor Expo Opens

8:30 "Turning Around Failing Projects"

Rick Morris, ITIL Practitioner, Consultant, Author, Mentor  
and Evangelist for Project Management

9:15 "IT Modernization and the Cloud"

Dale Vecchio, Research Vice President, Gartner Research

10:00 Break

10:30 "The Defendable Network"

Rob Davis, Managing Principal, Critical Start

11:30 Lunch

12:15 Registration Closes

12:30 Vendor Area Closes

12:45 "Understanding Motivation"

Titus Williams, MCT, MCAS-Master Instructor, LanTec

1:30 "BYOD: The Changing Workspace"

Ernest Dunn, Director, Presidio

2:15 Break

2:45 "Software Defined Network (SDN),  
A Strategic Assessment"

Richard Tando, CTO, Universal Data

3:30 Closing Remarks

Mike Riley, CISD President

# PRESENTERS

MONDAY - 09.30.2013

9:15- 10:15

Richard "Dickie" Howze  
Interim Chief Information Officer

## "Information Technology Statewide Consolidation"

Mr. Howze will provide an update on the statewide consolidation effort. The update will include messages from the planning vendor and include examples of consolidation efforts that have already been completed in other departments. Participants will include an IT director along with messages from the undersecretaries involved.

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10:15 - 10:45

Break

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10:45- 11:30

James Stroud  
Director of Technical Sales, McAfee

## "The Evolution of Security and How the Current Threat Landscape Demands a Connected Approach"

We will discuss how a connected security solution can increase visibility, have the products work together to ease the time spent per day, and simplify remediation using automation, across the network, endpoint, and risk and compliance environment.

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## LUNCH

Tomato, cucumber, and feta salad

Beef tips Dianne, roasted tri-color potatoes, steamed vegetable medley

Cheesecake with strawberry and raspberry topping or marbled chocolate truffle cake

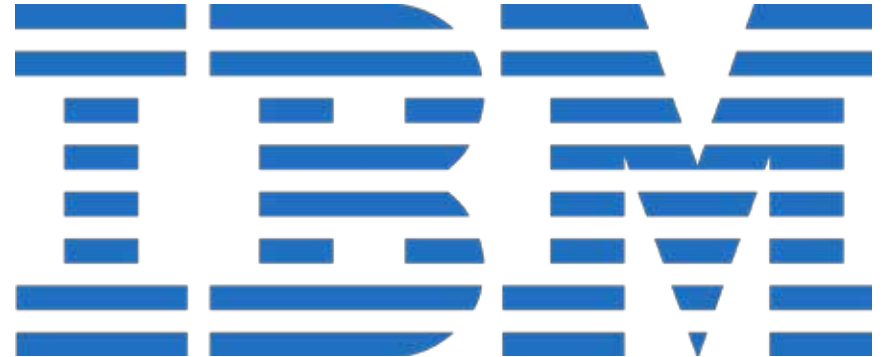
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12:30 - 1:30

Rochelle M. Eichner  
Office 365 Cloud Executive, Microsoft

## "Secure Cloud Computing with Office 365"

The demand for government at every level to trim down yet accomplish more has never been greater. It's a seemingly impossible mandate, but with the right set of tools, the State of Louisiana can meet that challenge head-on. The answer lies in the cloud, with technology that maximizes flexibility for workers and organizations, enabling them to achieve greater efficiency and to cost-effectively improve services. Microsoft's Office 365 provides the



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MONDAY - 09.30.2013

robust security and reliability the state requires while helping enable agencies to be compliant with mandated standards. Rochelle will share the proven cost savings, security, privacy and compliance benefits and the real impact the cloud offers for lean government solutions.

1:30 - 2:15

Calvin Fabre  
President, Envoc

### "Mobile Apps for Business : They're Real and They're Spectacular"

Clean the popsicle juice off the mobile phone and tablets, its time to show business apps that contribute to ROI's instead of robbing family QT. See how GPS-driven time-clock, two-way SMS messaging, text-to-speech, and other productivity-friendly technology is right at home on today's mobile devices. This will be a demo-rich presentation and promises no "death-by-Power-Point."

2:15 - 2:45

Break

2:45 - 3:30

Gary S. Scoffield  
Regional Manager, ESRI

### "From Paper to Platform"

Advances in technology have changed the expectations and capabilities of users to find, access, manage, and share information. At the same time, people have become more location aware through their smartphones, where maps are now the most frequently used apps. ESRI enables organizations to leverage these trends to reveal the where in their corporate data through a scalable platform that can be deployed in the cloud and within your existing IT infrastructure. Adding geographic context extends the value of traditional enterprise applications to help you visualize, question, analyze, and interpret data. This approach unearths relationships, patterns, and trends that otherwise remain buried and allows you to more effectively communicate this understanding to others on the device of their choice. Maps have been used throughout human history as powerful tools to understand and communicate complex information. Learn how you can impart this same power to your users in the digital age through a platform that supports the way you do business.



# PRESENTERS

MONDAY - 09.30.2013

3:30 - 4:30

Jeffrey Marx  
New York Times bestselling author

## "This Thing We Call Success"

Marx focuses on the major themes in his *New York Times* bestseller *Season of Life: Building Healthy Relationships, Building Community, Building Leaders*. He inspires audiences with a whole new definition of what it really means – really ought to mean – to be a successful man or woman in this world. Marx offers the power of a personal journey focused on concepts such as empathy, integrity, inclusion, justice, and living a life of service to others.

TUESDAY - 10.01.2013

8:30 - 9:15

Rick Morris  
ITIL Practitioner, Consultant, Author, Mentor &  
Evangelist for Project Management

## "Turning Around Failing Projects"

One of the most sought after topics for project managers is how to deal with failing projects or even how to turn them around. When industry figures show a variation of 60-82% of projects failing, it is easy to see why so many seek this information.

In typical Rick Morris style, this session will not be full of theories or textbook options. Instead, it will be an introspective look into actual experiences and a telling of true lessons learned. Rick made a name for himself at Fortune 100 companies for his ability to quickly analyze, understand, and put plans in motion to turn around failing projects. Some of the stories will include:

- Dealing with difficult sponsors
- Dealing with an unresponsive and unsupportive direct manager
- Turning around software development as well as IT services projects
- Dealing with ethical/moral issues

Rick will also discuss some of his personal failures in trying to bring a project back to life. As in every situation, there are times when a project will simply fail. Rick will discuss some of the difficult lessons that he learned in some of the most trying times of his career.



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TUESDAY - 10.01.2013

9:15 - 10:00

Dale Vecchio

Research Vice President, Gartner Research

## "IT Modernization and the Cloud"

- The inevitable evolution of IT
- Changing and transitioning IT delivery models
- What are the key forces that could drive cloud computing acceptance for legacy modernization?
- What are the key cloud deployment options and how can they be used for IT modernization efforts?
- Which application modernization strategies are best suited for cloud deployment?

10:00 - 10:30

Break

10:30 - 11:30

Rob Davis

Managing Principal, Critical Start

## "The Defendable Network"

Organizations often spend money on security because of compliance and recommended best practices. Spending money on compliance can sometimes help an organization pass an audit, but it doesn't address the underlying issue of building a network resistant to attack. Security involves much more than products – it is a holistic viewpoint that considers people, process, and configuration of the infrastructure. Critical Start discusses an approach to build an infrastructure that is resistant to attack and resilient when recovering from security events.

## LUNCH

Caesar salad

Seafood crepes with shrimp, crabmeat, and crawfish with pepper jack sauce  
Saffron rice, roasted asparagus spears

Strawberry shortcake or chocolate mousse in chocolate cups

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# PRESENTERS

TUESDAY - 10.01.2013

12:45 - 1:30

Titus Williams

MCT, MCAS-Master Instructor, LanTec

## "Understanding Motivation"

Titus will discuss the foundations of personal and professional motivation. We'll examine motivating and de-motivating factors as well as negative thoughts. We will also discuss motivation theories and the benefits of motivation. The audience will examine the concept of having a positive mental attitude, and how they can work towards a PMA in their lives. During this session, participants will examine in detail the fundamentals of the "core four" known as good health, life-long learning, effective communication, and good organization skills. Finally, we will discuss the motivation process and how they can work towards reaching their peak performance.

1:30 - 2:15

Ernest Dunn

Director, Presidio

## "BYOD: The Changing Workspace"

The internet of things is evolving into the internet of everything. Total global IP traffic was assessed at 9 exabytes in 2009 and is estimated to grow to 11.2 exabytes in 2017, with each individual utilizing 3+ devices on the network. The BYOD movement has significant productivity, convenience and cost benefits, but it is leading to serious challenges for IT security and privacy. How do you manage the risk of employees bringing their own devices to work? Join us for this session and let Presidio help you build a game plan to protect your network and enable your knowledge workers.

2:15 - 2:45

Break

2:45 - 3:30

Richard Tando

CTO, Universal Data

## "SDN: A Strategic Assessment"

Software defined network is getting a lot of activity on the marketplace with news articles touting it as a game changer and big company acquisitions of little SDN startups making competitors of long time partners. Richard Tando, Universal Data's CTO will provide an analysis of software defined networking (SDN) from an IT strategist's point of view. He will provide both theoretical and practical definitions of SDN and discuss the technologies that both enable SDN and those that SDN will enable. Lastly he will discuss some of the approaches that developing vendors are taking and products currently being produced.



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Martha O'Hara	Attendee Registration Coordinator
Fred Piazza	Program Coordinator

### Moderator

Kellee Hennessy	Moderator
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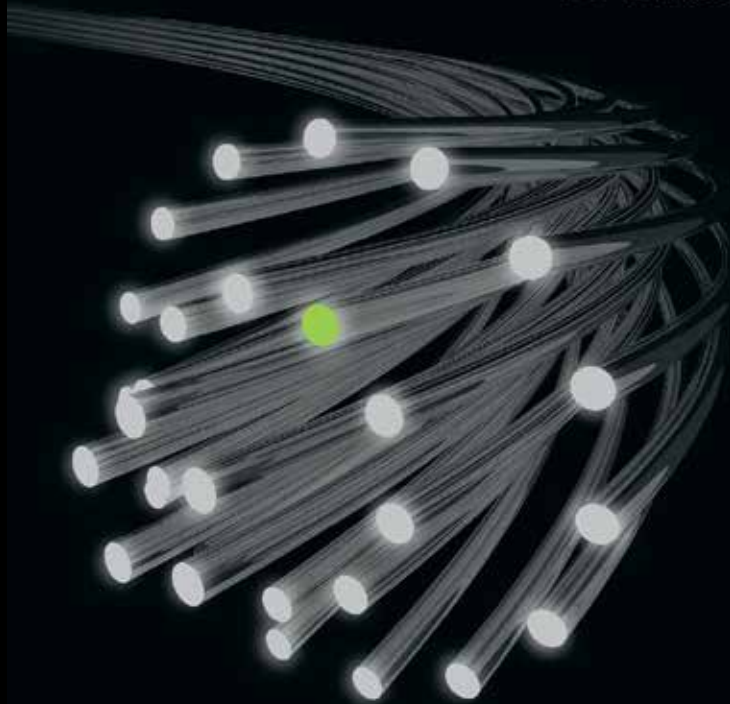


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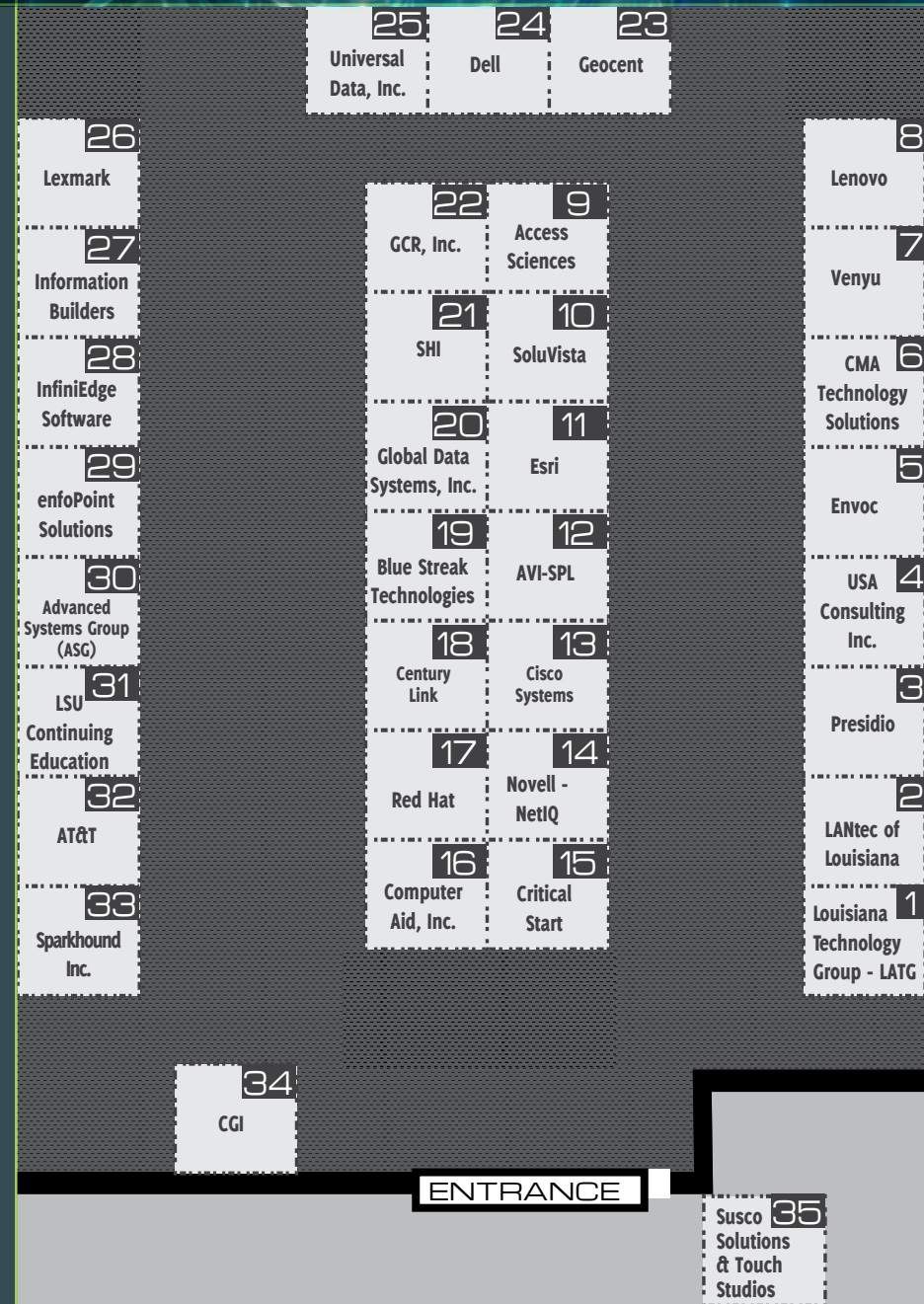


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# EXHIBITION HALL BOOTH LAYOUT



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