

# What's Happening at SEPG North America 2011: A Portland Preview

March 21-24, 2011  
Portland, Oregon



# Welcome and Introduction



## **SEPG North America 2011**

***The Power of Process***

March 21-24, 2011

Oregon Convention Center  
Portland, Oregon

## **Technical Co-Chairs**

Palma Buttles

Gian Wemyss

## Polling Question 1

**Where in the world are you right now?**

Europe

Asia Pacific

South America

Africa

North America



## SEPG Conference Series: How It All Began

Started as a concept in Watts Humphrey's book *Managing the Software Process* (1988-89)



# SEPG Conference Series: From Concept to Community

## Past

- SEPG Conference Series launched as workshop in 1988 - grew into SEPG North America
- SEPG Europe started by ESPI in 1996
- SEPG Asia-Pacific started as SEPG Australia in 2003
- SEPG Latin America started by ESI in 2004

## Today

- SEPG North America 2011 (23 years)
- SEPG Europe 2011 (16 years)
- SEPG Asia-Pacific 2011 (3 years)
- SEPG Latin America 2011 (8 years)





## Polling Question 2

**Have you attended an SEPG North America in the past?**

Yes

No



## **Polling Question 3**

**If you answered “yes” to the previous question, what did you like most about the conference?**

Keynote Speakers

Conference Program

Networking

Location

Professional Development





# SEPG North America 2011: Why Participate?

- **The power of learning...**
  - ... from a **technical program** that will enable yourself, your team, and your organization to improve performance
  - ... from **keynote speakers** who are leading experts in their fields
  - ... from **professional development** opportunities before, during, and after the conference
- **The power of networking...**
  - ... by taking advantage of the many opportunities to **share ideas** for success
  - ... by meeting with our vendor partners to find **ready solutions** for your current needs



## SEPG North America 2011: Official Conference Activities

Sunday,  
March 20

- First-timers' orientation

Monday,  
March 21

- Tutorials
- Exhibit showcase opening reception

Tuesday,  
March 22

- Official conference welcome
  - Tribute to Watts Humphrey
- Keynote presentation
- Technical presentations
- Exhibit hall open
- Gala event

Wednesday,  
March 23

- Keynote presentations
- Technical presentations
- Exhibit hall open

Thursday,  
March 24

- Technical presentations
- Professional development sessions



# Learning Opportunities: Technical Program

## The power of your peers

- Technical program development and review process
- Introduction of technical tracks and track chairs

Track Name	Track Chair
Business Value, Benefits, & Impact	Mike Evanoo, Systems and Software Consortium, Inc; Kathy Smith, HP Enterprises, LLC
People, Teams & Workforce	Michael Robillard, McKesson
Moving Fast, Saving Money	David Quinn, Mosaic Technologies
Combining Models	Keith Heston, Accenture; Steve Masters, SEI
How'd They Do That?	Shane Atkinson, ATKOTT; Angela Tuffley, Griffith University
Appraisals	Pat O'Toole, Process Assessment, Consulting & Training
High Maturity	Jim Nash, Nash Laboratories
Small Settings	Gian Wemyss, SEI; Palma Buttles, SEI
Services	Eileen Forrester, SEI
Changing Behavior	Jorge Boria, Liveware
Professional Development	Jeff Welch, SEI
To Infinity and Beyond	Paul Croll, IEEE Computer Society
Resilience and Cyber Security	Michele Moss, Booz Allen Hamilton



## Polling Question 4

**Which of the following tracks are you most interested in attending at the conference?**

Business Value, Benefits, & Impact

How'd They Do That?

Combining Models

High Maturity

Resilience & Cyber Security



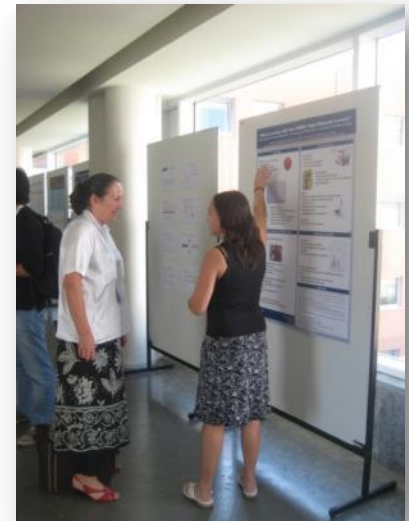
## Learning Opportunities: Student Poster Program

- Full-time undergraduate and graduate students are eligible
- Submit a short 50- to 75-word abstract and three learner outcomes by February 28, 2011
- Students whose presentations are accepted will get free full-conference registration
- Poster presentation hours: 5:00 p.m. – 6:30 p.m. on Monday and afternoon breaks on Tuesday and Wednesday

### The Power of Presenting

- Get professional feedback
- Make connections
- Gain valuable insights
- Receive recognition
- Explore employment opportunities

For more information, and to download a fact sheet:  
[sei.cmu.edu/sepg/na/2011/speakers.cfm](http://sei.cmu.edu/sepg/na/2011/speakers.cfm)



## Polling Question 5

**What is your main reason to attend a conference?**

Keynote Speakers

Professional Development

Conference Program

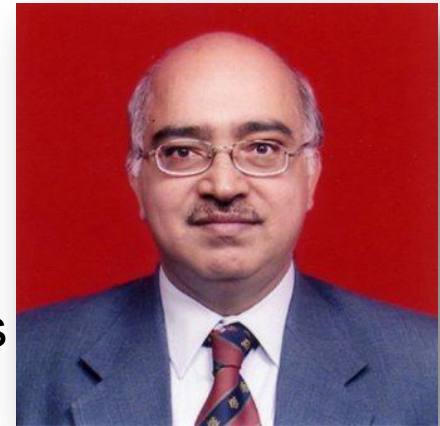
Location

Networking



## Keynote: K. Dinesh

- Co-founder and a member of the board of Infosys Technologies Limited; chairman of Infosys Technologies Australia Pty Ltd.
- President of the board of trustees of Infosys Science Foundation, which honors outstanding achievements of researchers and scientists.
- Director of Narayana Hrudayalaya Private Limited, one of the largest health care players in the country.
- Focuses on managing quality at Infosys, championing the company's software quality processes in achieving world-class benchmarks, including CMM Level 5.
- Championed the cause of technology enabling and automation to help the organization manage explosive growth without affecting service times to internal customers.



## Keynote: William “Liam” Durbin

- More than 20 years of leadership experience with Fortune 500 companies and as a naval officer.
- In 2011, Durbin left his most recent role at Heinz North America to focus on his small business, E-ponies.com, with a focus on technology as a differentiator.
- As CIO at Heinz North America, he reorganized the team and drove a culture that fostered a much stronger partnership between IT and business functions.
- Spent nine years with GE companies, including CIO of supply chain systems at GE Consumer & Industrial, where he led the supply chain that included more than 150 manufacturing plants, \$2 billion globally in purchased direct materials, and \$14 billion in annual sales.
- Named 2010 CIO of the Year by the Pittsburgh Technology Council.





## Keynote: Harry Hertz



- Professional focus on change management and the evolving definition of quality.
- Director of the Baldrige Performance Excellence Program that administers the Malcolm Baldrige National Quality Award.
- Held positions with National Institute of Standards and Technology since 1973, originally as a research chemist, and then in a series of management positions including director of the Chemical Science and Technology Laboratory.
- Author or co-author of more than 50 publications and holds one patent.
- Fellow of the American Association for the Advancement of Science.



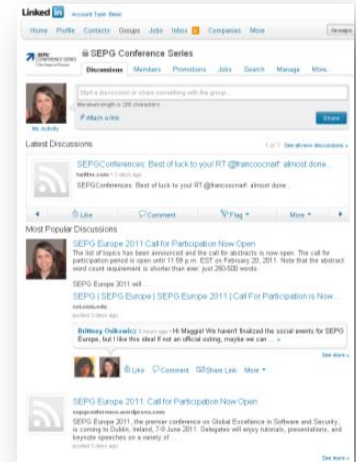
## Networking

- **The power of connections:** SEPG North America 2011 facilitates connections among experts, peers, and solution-providers
  - **Gala Event: Tuesday, March 22**
    - Theme: Casino Night
    - Featured games: blackjack, craps, let it ride, roulette, Texas hold 'em, three card poker
    - Location: Doubletree Hotel Portland
  - **Peer 2 Peer Sessions: Wednesday, March 23**
    - Suggest topics for discussion with your peers interested in that same topic or simply join a discussion that someone else has proposed.
    - Either way, these sessions are your chance to talk in-depth with your peers about hot topics in a casual setting.
  - **Morning Breakfast**
    - Registered guests of the Doubletree Hotel Portland can start each day off right by enjoying complimentary daily breakfast with fellow attendees at the hotel.



## Networking: SEPG Social Media

- **The power of ongoing networking:** making connections with the SEI and fellow attendees begins now
- Ways to connect
  - LinkedIn: SEPG Conference Series group
  - Twitter: @SEPGConferences (hash tag: #SEPGNA)
  - Blog: <http://sepgconference.wordpress.com/>
    - Comment on blog posts
    - Serve as a guest blogger
    - Email [bao@sei.cmu.edu](mailto:bao@sei.cmu.edu) to indicate interest in guest blogging
  - Social Media Sweepstakes
    - Special social media-only giveaways coming in early March
    - Opportunity to win signed copies of the latest SEI Series books
    - Bookmark the blog and follow us on Twitter for more information



## Polling Question 6

**Do you own a smart phone (i.e. Blackberry, iPhone, Droid etc)?**

Yes

No



# The Power of Professional Development: SEI Course Offerings

<b>Sunday March 20</b>	<b>Mon.–Thurs. March 21-24</b>	<b>Friday March 25</b>	<b>Saturday March 26</b>	<b>Sunday March 27</b>
Introduction to the CMMI Accelerated Improvement Method (AIM)	SEPG North America 2011 Conference	Development Supplement for CMMI for Services		
		CMMI-DEV Level 2 for Practitioners		
		Modified Analyzing Project Management Indicators		
			CMMI for Services Instructor Training	

For more information, or to register: <http://www.sei.cmu.edu/training/index.cfm>



## Finding Solutions: Visit the Exhibit Hall

- **The power of solutions-providers:** Visit with elite and innovative exhibiting companies who are ready to present you with solutions
- **The power of play:** Enjoy the interactive “Then and Now Arcade” featuring vintage Atari 2600 consoles and new Wii gaming systems. Prizes will be awarded each day to the top Atari and top Wii scorers.



## Finding Solutions: Become an Exhibitor

Three reasons to exhibit at SEPG North America 2011

- **The power of personal connections:** Each year, many attendees tell us they plan to return the following year to learn what is new and exciting from our exhibitors. More than half of those attendees are managers or directors.
- **The power of solutions:** The majority of SEPG attendees report that they attend the conference to “find solutions to specific problems” and to “keep up to date on industry trends and issues.”
- **The power of prominence:** New this year, the exhibit hall will house the registration and information areas and the brand-new “Then and Now Arcade.”

“ I would say we get 20 to 30 percent of our business directly from the conference each year. And from that we also get leads which tend to build the rest of our business, so it's always very profitable for us.”  
- Past SEPG North America exhibitor



# For More Information

## Website:

[www.sei.cmu.edu/sepg/na](http://www.sei.cmu.edu/sepg/na)

## Email:

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## Social Media:

Twitter: [twitter.com/SEPGConferences](https://twitter.com/SEPGConferences)

Blog: [sepgconference.wordpress.com](http://sepgconference.wordpress.com)

YouTube: [youtube.com/user/SEICMU](https://youtube.com/user/SEICMU)

LinkedIn: Search for “SEPG Conference Series”

