

# agenda

7:00 – 8:00 am REGISTRATION

8:00 – 8:15 am  
WELCOME & CONFERENCE INTRODUCTION  
Kate Rubin, President, Minnesota High Tech Association

8:15 – 9:00 am GENERAL SESSION I  
A NEW WAY FORWARD – LEGACY MEDIA MEETS NEW MEDIA  
*Transferable Innovation Lessons for Business Leaders*  
Mike Sweeney, Chairman of the Board, Star Tribune

9:15 – 10:15 am BREAKOUT SESSIONS

INFRASTRUCTURE  
TRACK 1A

CLOUD COMPUTING

SOCIAL MEDIA  
TRACK 1B

CYBER SECURITY

WORKPLACE  
TRACK 1C

DRIVING RESULTS  
FOR EXECUTIVE  
ALIGNMENT

INNOVATION  
TRACK 1D

GO LEAN

BUSINESS & FINANCE  
TRACK 1E

EXPLORING  
FINANCIAL OPTIONS  
AND STRATEGIES

10:15 – 11:00 am Networking Break in Expo Hall

11:00 – 12:00 pm BREAKOUT SESSIONS

TRACK 2A

ENGAGING  
YOUR STAFF IN THE  
GREENING OF IT

TRACK 2B

VIDEO GAMES &  
ENTERTAINMENT  
SOFTWARE AS AN  
INDUSTRY

TRACK 2C

COMMUNICATION  
EVOLUTION

TRACK 2D

INNOVATION  
MANAGEMENT

TRACK 2E

LESSONS LEARNED  
ON THE  
ENTREPRENEURIAL  
JOURNEY

12:00 – 1:15 pm Networking and Lunch in Expo Hall

1:15 – 2:15 pm BREAKOUT SESSIONS

TRACK 3A

iPHONE AND iPad –  
WHAT IT MEANS TO  
THE ENTERPRISE  
AND THE  
CONSUMERIZATION  
OF IT

TRACK 3B

PREPARING TO GET  
SOCIAL IN THE  
WORKPLACE

TRACK 3C

STEM THE TIDE –  
WORKFORCE  
NEEDS AND  
STEM EDUCATION

TRACK 3D

SMART GRID

TRACK 3E

HEALTHCARE IT

2:15 – 3:00 pm Networking Break in Expo Hall

3:00 – 3:45 pm GENERAL SESSION II  
CEO STORIES – LEADERSHIP LESSONS IN ACTION  
Harry Debes, Chief Executive Officer, Lawson Software  
Joel Ronning, Chief Executive Officer, Digital River

3:45 – 4:45 pm CLOSING SESSION  
INNOVATION AND ENTREPRENEURSHIP – CREATING JOB & BUSINESS GROWTH  
ITASCA PROJECT PANEL  
Tom Kieffer, Chief Executive Officer, Virteva (Moderator)  
Michael Gorman, Managing Director, Split Rock Partners  
Karen Himle, Vice President of University Relations, University of Minnesota  
Ken Powell, Chief Executive Officer, General Mills

## WELCOME AND INTRODUCTIONS (8:00 – 8:15 am)

Kate Rubin, President, Minnesota High Tech Association

### NAMED SCHOLARSHIP RECIPIENTS

ADC Scholarship Kelsey Larson, Mathematics Secondary Education, College of Saint Benedict  
Thomson Reuters Scholarships Kurtis Nusbaum, Computer Science, St. John's University  
Katherine Peske, Mathematics and Computer Science, Concordia College

## GENERAL SESSION I (8:15 – 9:00 am)

### A NEW WAY FORWARD—LEGACY MEDIA MEETS NEW MEDIA TRANSFERABLE INNOVATION LESSONS FOR BUSINESS LEADERS

Mike Sweeney, Chairman of the Board, Star Tribune

Mike Sweeney, investment banker and serial entrepreneur, is currently Chairman of the Board of Minnesota's century old Star Tribune newspaper. Mr. Sweeney will discuss the challenges and recovery from the Star Tribune's 2009 bankruptcy filing as well as the iconic newspaper's new way forward as it competes in the new media world, armed with a unique repertoire of legacy and digital assets. Additionally, he will share his vision for the Star Tribune's role in Minnesota's new way forward.

## BREAKOUT SESSION 1 (9:15 - 10:15 am) FOR FULL SPEAKER BIOGRAPHIES SEE PAGE 45

### 1A CLOUD COMPUTING sponsored by Virteva

Moderator Dave Walstad, Virteva  
Mark Bluhm, Thomson Reuters  
Edward Ferron, Digieneer  
Steven John, H.B. Fuller

As the economy heals, cloud computing will continue to gather momentum as the primary way to cut IT costs, reduce risks and quickly adapt to the ever-changing competitive marketplace. Cloud computing is not a product, it's a concept. It is a revolutionary way of sourcing and delivering IT services. Multiple cloud services, along with internal resources, can be brought together in a pragmatic blend to form Composite IT platforms that have dramatic utility. This session will review the plethora of Applications, Platforms and Infrastructure services that are now available from the likes of Microsoft, Google and Amazon, as well many others. Panelists will share experience and tips about making the emerging cloud and Composite IT platforms work for your organization.

### 1B CYBER SECURITY sponsored by Oracle

Moderator Ed Jackowiak, Oracle  
Jarret Brachmann, Upper Great Plains  
Transportation Institute, NDSU  
Chad Mead, Cargill  
Patricia Titus, Unisys Federal Systems

Cyber security is a high priority for commercial, academic and governmental systems. The threat is ever present, dynamic and challenging. This session will discuss current threats and approaches leading organizations are taking to characterize, detect, and prevent against cyber security attacks.

### 1C DRIVING RESULTS FOR EXECUTIVE ALIGNMENT sponsored by Right Management

Moderator Mark Kinnich, Right Management  
Ganesh Iyer, Algos Preclinical  
Shirish Mehta, Land O'Lakes, Inc.

Key challenges facing technology companies today include speed of change and intensity of competition. An organization's ability to successfully meet these challenges resides in its people; its leadership and key technical talent. Three essential elements of maximizing organizational performance through people are ability to focus the organization around a value proposition that will succeed in the marketplace, attract and retain key talent that can deliver on that value proposition, and fully engage the whole employee population in that value proposition. This session will present both a framework and process for developing an aligned leadership team, along with examples from leaders who are seeing positive results in their organizations through these activities.

### 1D GO LEAN sponsored by QlikView

Moderator James Malbon, QlikView  
Tim Dokken, Thrivent Financial for Lutherans  
Bob Hirsch, Deloitte Consulting  
Scott Singer, PaR Systems

Often it's not the biggest, but the fastest, that survives. Whether in service, software, or technology, launching products or services quickly, with quality, and iterating often allows for continuous improvement, more innovation, and higher revenues. In this session, learn about how running Lean can help improve quality, eliminate waste, reduce time, and minimize costs.

### 1E EXPLORING FINANCIAL OPTIONS AND STRATEGIES sponsored by Toronto Stock Exchange

Moderator Mark Sheffert, Manchester Companies, Inc.  
Andrew Borgstrom, Analysts International Corporation  
Ungad Chadda, Toronto Stock Exchange  
Chris Hoffmann, TripleTree

As we emerge from the recent financial crisis, this session will identify changes in the economy and how current trends might impact financial markets. We will explore recent merger and acquisition activity in the technology sector, options for initial public offerings, and trends in venture capital.

## BREAKOUT SESSION 2 (11:00 am – 12:00 pm)

### 2A ENGAGING YOUR STAFF IN THE GREENING OF IT sponsored by SEH Technology Solutions

Moderator Eric Hollan, SEH Technology Solutions  
Vandy Johnson, Medtronic  
Jim Jones, Great River Energy  
Gopal Khanna, State of Minnesota

When most of us think of Green IT, we think of big power saving initiatives that few IT staff actually get to participate in. Hear from organizations who have engaged the hearts and hands of their IT staff to get personally involved in simple day to day activities that are helping to Green IT. Hear from local IT leaders who have different roll out and implementation processes that have produced measurable results for their organizations. This session is a great spring board for any IT organization looking to launch Green initiatives or revitalize their current Green programs.

### 2B VIDEO GAMES AND ENTERTAINMENT SOFTWARE AS AN INDUSTRY sponsored by Digital River

Moderator Ted Hoy, Digital River  
Joyce Fleck, Navarre Corporation  
Rich Taylor, Entertainment Software Association

America's entertainment software industry creates a wide array of computer and video games to meet the demands and tastes of audiences as diverse as our nation's population. Today's gamers include millions of Americans of all ages and backgrounds. In fact, more than two-thirds of all American households play games. This vast audience is fueling growth in this multi-billion dollar industry and bringing jobs to communities around the world. Come to this session to hear about the technology how Minnesota is already a player in this growing field.

### 2C COMMUNICATION EVOLUTION sponsored by Video Guidance

Moderator Brian Groff, Video Guidance  
Jim Boyd, General Mills  
Laura Owen, ADC  
Mark Rude, AgStar Financial

How are communication patterns changing, and how does this change the way we work? This session will explore advances in the integration of real-time communication technologies such as instant messaging (chat), presence information, IP telephony, HD video conferencing, call control and speech recognition into our workplace. Panel members will discuss their experience regarding leveraging both existing and emerging communication technologies to improve the performance of your organization.

### 2D INNOVATION MANAGEMENT sponsored by Faegre & Benson, LLP

Moderator Walter Linder, Faegre & Benson  
Peter Jackson, Thomson Reuters  
Barry Snyder, H.B. Fuller  
Tim Trine, Starkey Laboratories

Innovation is back. It seems like every company has an innovation agenda today. But if innovation was easy, everyone would be doing it! Come hear from local technical leaders as they share their insights and answer your questions regarding the practical aspects of creating a culture of innovation within their companies. What works? What doesn't? What can you take back to the office tomorrow and apply?

### 2E LESSONS LEARNED ON THE ENTREPRENEURIAL JOURNEY sponsored by Minnesota Cup

Moderator Scott Litman, Magnet 360  
Wade Gerten, Alvenda  
Andy Vander Woude, VAST Enterprises  
Steve VanTassel, Packet Power

Ever think of branching off on your own, becoming an entrepreneur and starting your own business? Hear from three innovators who have had both successes and failures in their journeys as entrepreneurs. Learn what to do and what not to do if you're thinking of starting a new venture of your own.

## BREAKOUT SESSION 3 (1:15 – 2:15 pm)

### 3A IPHONE AND IPAD—WHAT IT MEANS TO THE ENTERPRISE AND THE CONSUMERIZATION OF IT sponsored by ITR Group

Nathan Clevenger, iPhone Life Magazine

How has Apple achieved 80% adoption within the FORTUNE 100 without selling to IT? They've achieved this by relying on consumers to bring their personal devices into this workplace. This represents a dramatic shift in the mobile/wireless industry as well as corporate IT. This session will examine leading case studies and outlines strategies to make the most of the current situation. From security, device management, and application deployment, this session will cover the issues that every IT leader must face when looking at supporting the iPhone or not.

### 3B PREPARING TO GET SOCIAL IN THE WORKPLACE sponsored by Padilla Speer Beardsley

Moderator Matt Kucharski, Padilla Speer Beardsley  
Eric Boyles, Medtronic  
Jason Elles, Imation

Social media channels like Facebook, Twitter, Instant Messaging, Blogs and Wikis are making an impact on how we communicate and collaborate with employees and customers, but figuring where, when and how to use social media without getting frustrated – or worse yet getting into trouble – remains an important issue. Hear from a panel as they discuss the steps they've taken to prepare their organizations for a Social Media-charged business environment.

### 3C STEM THE TIDE - WORKFORCE NEEDS AND STEM EDUCATION sponsored by 360° Manufacturing and Applied Engineering Center of Excellence

Moderator Karen White, 360° Manufacturing and Applied Engineering Center of Excellence

John Samuelson, Lockheed Martin

Kris Taylor, Ecolab

Eileen Youds, Pearson VUE

You have read the articles—the U.S. is losing ground in STEM (science, technology, engineering, mathematics) professions at an alarming rate. Minnesota is not immune to this trend. At MHTA we partner with Minnesota companies and stand up firmly to change this trend. Join this breakout to review national as well as Minnesota STEM trends. These trends affect your ability to find talent, your children's future and the health of Minnesota companies and Minnesota overall. The balance of this session will talk about what you and your organization can do to help us "STEM the Tide" and turn it around to provide a solid STEM future within Minnesota.

### 3D SMART GRID sponsored by Xcel Energy

Moderator Brian Isle, Adventium Labs

Massoud Amin, Technology Leadership Institute, University of Minnesota

Georgie Hilker, Minnesota Department of Commerce

Smart grid will revolutionize the way that energy is distributed and used in the United States providing a whole new level of energy awareness and efficiency. Along with the new and

more flexible control of power will come several challenges including privacy issues of the end-user, sophistication of the energy-distribution network, and new and innovative applications that will stress the power grid. The challenges for the IT professionals will be to take what we've learned in deploying large IT solutions regarding privacy, security and business applications and apply these lessons to the smart grid infrastructures.

### 3E HEALTHCARE IT sponsored by BenchmarkQA

Moderator Betty Schaar, BenchmarkQA

Alan Abramson, HealthPartners

Michael Hedges, Medtronic

Jay Levine, Blue Cross Blue Shield

Few information technology sectors are as demanding and fluid as the Healthcare IT industry. The challenges facing the leaders on our panel demand that they run lean organizations that get the most out of each investment. Come listen to our industry experts describe how they lead their organizations through this period of change, while delivering the highest level of services to the stakeholders in this important market. You will also contrast and compare the challenges that are specific to the Healthcare industry—many of which will surprise and enlighten you.

## GENERAL SESSION II (3:00 – 3:45 pm)

### CEO STORIES – LEADERSHIP LESSONS IN ACTION

Harry Debes, Chief Executive Officer, Lawson Software; Joel Ronning, Chief Executive Officer, Digital River

This can't miss session features a panel of CEOs from two of Minnesota's greatest success stories. These global companies represent different technology sectors, yet all were established, grew up and remain headquartered right here in Minnesota. Join us to hear from these leaders as they candidly share their stories—leadership lessons we can all learn from.

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## CLOSING SESSION (3:45 – 4:45 pm)

### INNOVATION AND ENTREPRENEURSHIP – CREATING JOB & BUSINESS GROWTH

Itasca Project Panel: Moderator Tom Kieffer, Chief Executive Officer, Virteva; Michael Gorman, Managing Director, Split Rock Partners; Karen Himle, Vice President of University Relations, University of Minnesota; Ken Powell, Chief Executive Officer, General Mills

Itasca Project is an employer-led alliance drawn together by an interest in new and better ways to address regional issues that impact our future economic competitiveness and quality of life. Its 50 plus participants are primarily private-sector CEOs, but also include a small number of public and non-profit leaders. Join us to hear about recent focus areas that address innovation and job creation.