



Sunday, August 22, 2010

7:30 am - 1:00 pm

CIO 100 Golf Tournament

The [Trump National Golf Course](#) is perched high above the jagged California cliffs, taking advantage of one of the most incredible views in the world from every hole. Gleaming white sand lines the walls of the massive bunkers, expansive lakes protect tucked away greens, and magnificent waterfalls cascade down at Trump National.

Regardless of your handicap, you'll find this course challenging yet enjoyable. Our CIO 100 tournament brings participants of all skill levels together for a morning of networking and relaxing play. The tournament will have a 7:30 a.m. shotgun start and is open to all CIO 100 event attendees. Transportation will be made available to/from the Terranea Resort. [Click here](#) for more information.

6:00 AM – 7:00 AM

Tournament Breakfast

Continental breakfast will be served at the hotel prior to tee-off.

6:30 AM – 7:15 AM

Tournament Check-in

Check-in and receive your foursome assignment.

6:30 AM – 7:00 AM

Shuttle Service

Continuous shuttle service will be provided to bring golfers from Terranea Resort to the Trump National Golf Course.

7:30 AM

Tournament Begins

Tournament rules will be announced, and then you'll head out to the links. Good luck!

12:30 PM

Lunch

Boxed lunch will be available after the tournament prior to boarding the return shuttle.

Tournament underwritten by Juniper Networks

Registration

12:30 pm - 6:00 pm

Executive Roundtables

2:00 pm - 4:00 pm

Catching the Next Wave of Business Mega-Trends

A powerful trio of mega-trends in social media, mobility and cloud computing are converging on the IT/business landscape today, fast becoming a core component of leading-edge innovation and business value delivery. CIOs already feel the impact of these technologies in how they manage IT, collaborate with business colleagues and engage with customers. With mobile 'net users predicted to exceed desktop users by 2015, the world your business will experience is one where 3G/4G networks, social computing, video and unified communications all meld together to create new opportunities everywhere, across every industry. How should your IT/business strategies evolve to catch and ride this wave? How will business priorities in customer service, commerce, supply chain, communication, location-based services – to name just a few -- shift to the forefront of enterprise investment?

Join CIO's Editor in Chief Maryfran Johnson and Computerworld's Executive Editor for Events Julia King for this lively exchange of ideas, experiences and strategies. Pre-registration required.

Technology Innovations: Disruption or Opportunity?

Corporate IT must always look to increase agility while improving efficiencies. For many organizations, it's imperative to implement the right new technology initiatives that allow companies to continually innovate. It's not just the cloud, virtualization, application modernization and other new mobile devices; it's forming the best and most flexible business infrastructures to grow profits, drive a competitive edge and identify new product and market opportunities. The key: transform business processes powered by IT into the platforms of innovation. The result: more agile businesses that deliver increasing value to customers.

How can new technologies and architectures be applied to accelerate business agility and innovation? Which technologies from part of the answer, and why?

Join Charles Pelton, Contributing Editor of CIO magazine, as he leads a discussion about the interrelationships between new technologies and business innovation. Pre-registration required.

5:30 pm - 6:30 pm

19th Hole Welcome Reception

Whether you spent the day on the links or taking part in our executive roundtable discussions, come join us for some refreshing cocktails and great conversations as we kick off this extraordinary event.

Golf Awards/Prizes will be given out for: Winning Foursome, Closest to the Pin (hole # 11), and Longest Drive (hole # 2)

6:30 pm - 7:30 pm

Surf, Turf & Wine: The CIO 100 Reception

CompuCom invites you to indulge in fine food and good company. Enjoy this relaxed networking time with your CIO 100 colleagues, while feasting on a steak carving station, assorted seafood and a freshly prepared pasta. All are welcome!

7:00 pm - 9:00 pm

Executive Women in IT Dinner sponsored by Juniper Networks

From securing entry-level jobs to reaching the pinnacle of the CIO position, women have a unique perspective on the challenges to become top executives in a primarily male-dominated business, the IT profession. Join this lively group of women and share your own personal stories to foster stronger IT leaders and better business executives. Discussion will be led by Council CIOs and session is sponsored by Juniper Networks.

You must RSVP and be pre qualified to attend. Consultants and marketing/sales/PR executives are not eligible for this limited seating dinner. Request your registration by emailing cmathews@cio.com.

Monday, August 23, 2010

7:00 am - 8:00 am

Registration and Networking Breakfast

8:00 am - 8:15 am

Welcome and Opening Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & events

8:15 am - 9:15 am

Close the Performance Gap: How to Energize and Unite Your Team

John Foley, Former Lead Solo Pilot, The U.S. Navy Blue Angels

In every organization, winning depends on the performance of leaders and their teams. As lead solo pilot of the U.S. Navy's Blue Angels Squadron, John Foley had to perform consistently as part of a team in an intense, high-stakes environment. Reaching that level of excellence required commitment, discipline and trust. Applying insights from his Blue Angels experience, the Stanford Graduate School of Business and the inner circle of a venture capital company, John will share in this opening keynote address how he developed a practical, effective model for closing performance gaps. His unique approach – combined with an energetic, contagious enthusiasm -- simplifies complex challenges so they can be tackled faster.

9:15 am - 10:00 am

Harnessing the Power of IT to Improve Lives

Richard D. Daniels, SVP and IT Business Information Officer, Health Plan & Hospital Operations, Kaiser Permanente

Kaiser Permanente's integrated health care delivery system relies on a collaboration of IT, medical groups, hospitals and health plans, all

powered by technology innovation. Leaders of this \$40 billion health care giant believe the ideal system for health care should have all patient information available all of the time, connecting with patients for real-time, personalized health care via systems such as HealthConnect®, the world's largest civilian electronic medical record. Another example of Kaiser innovation is its CIO 100 award-winning Mobile Health Vehicle, one of the country's most wired mobile "clinics on wheels." In this engaging presentation, Kaiser's Business Information Officer will talk about the role of technology innovation and how to position IT as a strategic business partner in today's challenging climate of national health care reform.



10:00 am - 10:30 am

Networking and Refreshment Break

10:40 am - 11:10 am

Business Technology Breakouts

Sponsored sessions and case studies focused on the latest technologies and their impact on innovation, customer service delivery and business value within the enterprise.

10:40 am - 11:10 am

Cloud Computing: Hope or Hype?

Chris Curran, Partner and Chief Technology Officer, Diamond Management & Technology Consultants, Inc.

The early results from many cloud computing engagements, frankly, are mixed. For every glowing vendor case study there's an ox-in-the ditch story about a faltering cloud initiative. Join Chris Curran, CTO at Diamond Management & Technology Consultants, for some candid observations from the front lines of the Fortune 500. He will present new research findings on the state of the IT organization and attitudes of business and IT executives

The HEAT is Hot: Game-Changing Networking

Tony Coba, SVP & CIO, HEAT Group
Andy Zupsic, SVP, America Enterprise Sales, Juniper Networks

By using innovative technology and new ways of thinking, the Miami HEAT has found itself ahead of the curve on delivering new applications and services to its customers. In this conversational case study, you'll hear from Tony Coba, Sr. VP & CIO of the HEAT Group and Andy Zupsic, Sr. VP of Americas Enterprise at Juniper Networks about how the network is just as important as any player on the team. Learn how seeking out strategic vendor partnerships, like

How IT Delivers Business Value with SaaS

Seth Halpern, Value Management, Workday

Join Workday President & COO, Mike Stankey, and head of Workday's Value Management program, Seth Halpern, to review some real world case studies of companies who have focused on using SaaS to deliver true business impact. The discussion will provide lessons learned from CIOs on driving business-IT alignment, building and communicating the business case internally to gain buy-in for projects, and the value achieved post-implementation on those projects. We will cover case

Evolving from Best-Effort Cloud Services to True Enterprise Class

Charles Pelton, Contributing Editor, CIO magazine
Helen Cousins, EVP & CIO, Lincoln Trust Company
Martin Capurro, Director, Application & Infrastructure Services, Qwest Business

Having gained a better understanding of the basics of cloud computing, many businesses today are ready to move beyond the hype and into emerging best practices enabled by cloud. What types of services best lend themselves to a cloud-based approach? How has the process of vendor vetting changed? What IT

towards cloud computing. Then, via SMS voting, Chris will give audience members an opportunity to share their perspectives on whether cloud computing is living up to its hype. This session will deliver fresh perspectives and practical strategies on what it takes to turn the hopes for cloud computing into actual value for your enterprise.

that with Juniper, allows the HEAT studies from Fortune 1000 to deliver a high-performance network that spans from the wiring closest to the concession stands. companies including Flextronics, Chiquita and H.B. Fuller.

frameworks are best for mapping existing environments to newer, more efficient web-based models? In this engaging exchange of practical experience and expertise, CIO Contributing Editor Charles Pelton will lead a discussion with Martin Capurro, a senior director at Qwest Communication, and CIO Helen Cousins of Lincoln Trust Co., a real estate investment firm.

Sponsored by CompuCom



11:15 am - 12:15 pm

Innovate and Create Marketplace Disruption
Adam Hartung, Managing Partner, Spark Partners

Why does Apple now have a higher market capitalization than Microsoft? How did Google leap past its search engine beginnings to become one of the fastest growing companies in global business? Why do "innovations" from major market leaders often fall flat? Learn what sets the big winners apart from the also-rans in today's IT-driven world. In this session, Adam Hartung, author of "Create Marketplace Disruption: How to Stay Ahead of the Competition," will demonstrate how winners use disruptions and "White Space" to create a successful future no matter what their industry or company size. He'll also talk about what IT professionals need to know about innovation implementation, to make wiser decisions leading their companies to more profitable growth in today's rapidly shifting global markets.



12:15 pm - 1:45 pm

Lunch and Book Signing

Join your colleagues for more good conversations over lunch, and then meet Author Adam Hartung as he signs complimentary copies of his book, "Create Marketplace Disruption: How to Stay Ahead of the Competition." *Sponsored by Juniper Networks*

1:45 pm - 2:15 pm

The Evolving Data Center in the Era of Cloud Computing

Andrew Bach, Senior Vice President, Technology, NYSE, Euronext
Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & events
Kim Perdikou, Executive Vice President, Office of the CEO, Juniper Networks

Today's data centers stand at the epicenter of powerful technological and economic trends. Just as other areas of the data center have evolved to meet the demands of an Internet-enabled world, the time has come for networks to take a significant leap forward into cloud computing. By rethinking traditional legacy approaches and preparing for the advent of cloud computing, it's possible for businesses to build data center networks that offer greater economies of scale, improved application service levels, simpler management and lower costs. In this candid interview with CIO's Maryfran Johnson, you'll hear from Juniper Networks' Kim Perdikou, SVP of the Office of the CIO, and Andrew Bach, SVP and global head of network services for NYSE Euronext -- owner of the New York Stock Exchange -- about the most critical steps IT organizations should take now to meet the coming wave of data center challenges.

2:20 pm - 2:50 pm

Business Technology Breakouts

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2:20 pm - 2:50 pm

CIOs as Executive Champions for the Workplace of the Future

Gabriel Schild, Director, Strategic Services for Continental Europe , Cognizant Business Consulting
Eric Gauthier, Vice President , Cognizant Business Consulting - Strategic Services

The convergence of globalization, virtualization, collaborative methods and techniques and the presence of an increasingly tech-savvy generation of employees is overturning traditional methods of conducting business both inside and outside the enterprise. New ways of working require different contributions and roles from IT, elevating the CIO's potential to lead and support a more global, connected business that fosters

Strategies for Managing the Cloud-Connected Enterprise

Brink Tully, VP IT Operations, CA Technologies

CA Technologies' IT organization is leveraging both revolutionary and evolutionary technologies to manage and secure public and private cloud services. The IT group is also applying its technology to assure both performance and security from Salesforce.com and other SaaS offerings, as well as providing a private cloud to its developers to self-provision lab resources on demand. In this expert session, CA's VP of IT Operations will talk about his experiences engaging with internal constituents to explore and evaluate public cloud offerings and a desktop

Mobile, Social, Local: The New Retail Imperatives

Jon Kubo, CIO, Wet Seal, Inc.

Teen fashion retailer, The Wet Seal, is embracing the fast-changing retail landscape with an integrated business and IT strategy focused on technologies that are changing not only the retail industry but today's world. In this session, you'll learn how Wet Seal has implemented business-specific social marketing, merchandising and mobile applications in a retail IT architecture centered around store localization of price, size, and assortment. You'll also hear how the challenges Wet Seal dealt with can be applied across any industry feeling the impact of the mega-business trends.

Practical Application of Cloud

Tim O'Brien, Senior Director, Platform Strategy Group, Microsoft Corp.

As the cloud gains industry mindshare, the focus turns increasingly toward practical application of this new generation of computing, and how businesses should approach it in the context of their existing portfolio of software. In this session, Tim will delve into how Microsoft views cloud computing, and some of the rationale behind why customers are moving certain applications and workloads to the cloud. He'll also discuss Microsoft's progress and plans for continuing to evolve category-leading products and platforms such as Exchange, SharePoint, Dynamics CRM,

fresh ideas and innovation at much greater velocity. Is your organization prepared for these changes? Are CIOs ready to accept the challenge? Join Cognizant Business Consulting's Eric Gauthier and Gabriel Schild in this interactive session to discuss this exciting, challenging time for CIOs in the workplace of the future.

virtualization initiative currently underway. CA Technologies was named a 2010 CIO 100 award winner because of its innovative approaches to driving future business growth. *Sponsored by SAS*

Windows, and SQL to the cloud as commercial services for business.



3:00 pm - 4:00 pm

Closing Keynote: Innovation, Emotional Intelligence and the Collaborative IT Organization

Frank Wander, SVP and CIO, The Guardian Life Insurance Co.

The typical large enterprise “doesn’t understand innovation and isn’t set up to allow creativity,” says CIO Frank Wander of the Guardian Life Insurance Co. Yet IT is “fundamentally a problem-solving business that requires creativity.” The challenge for CIOs lies in fostering a collaborative mindset within IT, and enabling that to spread throughout the enterprise. Having led a substantive transformation effort during his past four years at the helm of Guardian’s IT operation, Frank has practical, hands-on expertise to share about how “cultural mandates of transparency, sharing and openness” can benefit companies of all sizes. In this deeply engaging talk, he will delve into the best practices of “socially intelligent leadership” and talk about building trust into a force that binds people together and guarantees success.



4:00 pm - 4:15 pm

Closing Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & events

4:30 pm - 5:30 pm

CIO Executive Council Member Social

A private reception for members of the CIO Executive Council, our global peer advisory service and professional association.

5:30 pm - 6:30 pm

California Dreamin' Reception

California is known as a state not traditionally bound by structure. We celebrate our host state’s restless and innovative spirit, along with the beautiful beaches at our evening reception. Since you’re busy, we thought we’d bring a bit of the beach to you!

Tuesday, August 24, 2010

7:00 am - 8:00 am

Registration and Networking Breakfast

8:00 am - 8:15 am

Welcome Back and Opening Remarks

Maryfran Johnson, Editor in Chief, CIO magazine & events

8:15 am - 9:15 am

Opening Keynote: Who's Got Your Back?

Keith Ferrazzi, Chairman and Co-Founder , Ferrazzi Greenlight

In times of organizational uncertainty and disruption, it's more important than ever for CIOs to strengthen their relationships and personal bonds with fellow business executives, peers and employees, to both support change and accelerate growth in the enterprise. In this high-energy opening keynote, New York Times best-selling author Keith Ferrazzi will help you succeed with your most important community: the people with whom you work every day. His session will deliver some vital lessons about enhancing productivity, promoting innovation and fostering the kind of growth that will ultimately create recession-proof relationships with your business counterparts.



9:15 am - 10:15 am

Innovation on the Move: A CIO 100 Discussion Panel

Moderator: Julia King, Executive Editor of Events, Computerworld

Anuj Dhanda, CIO, PNC Financial Services Group

Ray Rivera, CIO, TASER International

James Armstrong, CIO, Missile Defense Agency

Carol Dow, CTO, Vanguard Group

Mobility has become a core component of leading-edge innovation in business today. Whether it's an iPhone application, a "mobilized" website design or an e-collaboration system spanning the globe with Web. 2.0 technologies, the need to leverage new kinds of data "on the move" is having a profound impact on IT/business strategies across many industries. In this moderated panel discussion with CIO 100 winners, you'll hear how these IT leaders are tapping into new customer bases, creating lucrative new services and balancing the increasing mobility demands of the business.

10:15 am - 10:45 am

Networking and Refreshment Break

10:45 am - 11:30 am

CIO 100 Case Study Breakouts

An inside look at some innovative projects in SOA, cloud-based data warehouses and mobile technologies.

10:45 am - 11:30 am

Marriott International's High Value SOA Project

Misha Kravchenko, VP of Global Enterprise Mainframe Systems, Marriott International

Marriott International's winning project is the Direct Connect for External Channels initiative, which simplifies the way the hotel chain's central reservations system connects with its partners' systems. By adopting a service oriented architecture (SOA), Marriott lowered the cost of adding an interface from about \$400,000 to \$50,000. In this session, Marriott's VP of Global Enterprise Mainframe Systems will discuss the challenges, lessons learned and ultimate rewards of a project that is expected to yield more than \$60 million in incremental revenue to the world-renowned hotelier.



Centocor's Data Warehouse in the Cloud

Eric Perakslis, CIO of R&D Information Technology, Johnson & Johnson Pharmaceuticals R&D
Karan Sorenson, VP of IT, Pharma R&D, Johnson & Johnson

This subsidiary of Johnson & Johnson created tranSMART, a data warehouse entirely hosted in Amazon's Elastic Computing Cloud (EC2). In bringing together R&D data from a variety of sources, the tranSMART warehouse takes data from J&J's entire research organization and puts it in the hands of scientists and researchers who can now create safer, more effective clinical trials. In this session, Eric Perakslis, VP of Pharma R&D IT, will talk about the business drivers behind the cloud computing move, the strategic value it has delivered to the organizations, and the lessons learned along the way.

Using Mobile Technology as a Business Accelerator: BREG's Inventory Management Innovation

Steve Romeo, VP of IT, BREG

The sports medicine field is a highly competitive one with a sharp focus on innovation. For San Diego-based BREG, a mid-sized medical device company, making a bold move to differentiate itself meant building a web-based application (BREG VISION) to enable large orthopedic practices to track and re-order inventory, network with industry peers and manage many aspects of their business. This unique offering quickly created a competitive advantage, as well as a six-figure revenue stream from customers paying to use it. BREG is now expanding VISION to take advantage of iPhones and iPads. In this session, Steve will demonstrate this innovative mobile application and talk about the IT challenges involved.



11:35 am - 12:30 pm

How Can a Leader Tell Who's Following? (The New Science of Reading Body Language)

Nick Morgan, Executive Speech Coach and Author, Public Words

How do you know if your team is really with you? How can you tell when a negotiation is going your way? What are the signs that your CEO is about to make the call in your favor? The best leaders often make decisions about other people based on intuition or something they call "gut feel." But recent new findings in brain research enable us to take the mystery out of other people's intentions by reading their body language with increasing accuracy. Some of the results go against our common understanding of what people mean by how they gesture, how they stand and how they look. In this interactive session, Nick Morgan will use a series of video clips to reveal his unique system for analyzing body language and getting an accurate, fast read on other people's intentions.

12:30 pm - 1:30 pm

Lunch and Networking Break

Sponsored by SAS

1:30 pm - 2:30 pm

Afternoon Keynote: Transforming Business with Innovative IT Services at Procter & Gamble

Filippo Passerini, CIO and President of Global Business Services, Procter & Gamble

Innovation is Procter & Gamble's lifeblood, and few organizations are better positioned to bring new technologies to life than P&G's Global Business Services. The GBS organization takes a unique approach to partnerships, collaboration and shared services. Its pioneering work in virtualization, for example, is now used in more than 80% of P&G initiatives, saving millions of dollars and speeding time to market. "The way we organize, the way we operate, we are a very innovative company," says CIO Filippo Passerini. "We apply the same concepts to the shared services IT work." In this inspiring afternoon keynote, Filippo will delve into P&G's innovation process and talk about how the IT agenda plays an increasingly strategic role throughout this \$77 billion consumer products giant.

2:40 pm - 3:10 pm

Business Technology Breakouts

Sponsored sessions and case studies focused on the latest technologies and their impact on innovation, customer service delivery and business value within the enterprise.

2:40 pm - 3:10 pm

Securing Data in the Cloud: Three Expert Views from the Front Lines

Treb Ryan, CEO, OpSource Inc.
Bill Yeack, EVP, INTEGRALIS
Kazuhiro Gomi, President & Chief Executive Officer, NTT America, Inc.

Enterprises are adopting cloud technologies for speed to market, business flexibility and cost control. But serious questions still abound on the security vulnerabilities of cloud deployment. How segmented is your data from other customers in a public cloud? Who has access? What attacks have been launched against cloud platforms and what are the right defenses? Midsized to large enterprises face entirely different issues than smaller companies when considering cloud technology, such as regulatory risk. Join our panel of experts as

Changing the Rules of the Game: Redefining the "Information" Component in the CIO's Role

Tony Young, Chief Information Officer, Informatica

Every company struggles with the essential challenge of dealing with critical business information that exists everywhere -- in different systems, such as ERP and CRM, and all the way to the desktop in spreadsheets, PDF files and more. Connecting your information strategy with your business strategy always matters, but it especially comes to the forefront during uncertain economic times. In this session, Informatica CIO Tony Young will share his perspective on how we can better harness information to establish a sustainable competitive advantage

The Future of IT Innovation in a Multilingual, Global Operation

Moderator: Tarek El-Sadany, Senior Advisor to the Minister of Communications & Information Technology of Egypt for Technology Policies, Information Technology Industry Development Agency (ITIDA)
Hisham Sanad, Chairman, CEO and co-founder, Egabi Solutions, an Egyptian IT services organization
Ahmed N. Tantawy, Director, Egypt Nanotechnology Center (in collaboration with IBM)

Any successful business must set itself apart from the competition, and the key to that is innovation. Already established as an outsourcing and offshoring destination, Egypt has invested heavily in the education and

Is Your Legacy Holding You Back?

Fred Luddy, CEO and Founder, Service-now.com

You are here at the CIO 100 because you are good at what you do. Using the latest ideas and information technology, you've helped transform your company by establishing smart IT as the backbone of business success. In the process you are building a legacy as a CIO. You now have your eyes on a substantial opportunity that lies ahead. You have the people and the drive to innovate, but is your legacy technology holding you back?

Join Fred Luddy, CEO of Service-now.com, as he talks about the CIO challenges he's observed in his 25 years as a

they discuss these issues from three perspectives: Treb Ryan, CEO of OpSource, a cloud and managed hosting provider; Bill Yeack, EVP at Integralis, a security specialist; and Kazu Gomi, CEO of NTT America, a global hosting and network infrastructure provider.

Sponsored by NTT Communications Corporation

while building a high performance IT infrastructure. He'll also talk about facilitating successful business strategies today and in the future.



training of its workforce to lay the foundation for technology innovation and business entrepreneurship. Through the Innovation and Entrepreneurship Center and initiatives like the Technology Incubation Program, Egypt has established key collaborations with multinational companies such as IBM and Microsoft. Led by Tarek El-Sadany, this interactive panel discussion will provide insight into Egypt's innovative IT work, focusing on the value provided by a highly technical, multilingual workforce, a modern and safe business environment and cost-competitive services that foster the free flow of business innovation.

builder and creator of technology for IT leaders. During the session he will provide examples of how CIOs like you have transformed their legacy operations by taking a fresh, modern approach.



Company	Executive Speaker	Project Summary
Amerisure Mutual Insurance	Frank Petersmark , VP of IT	The company virtualized its entire IT environment to replace a diverse mix of systems. Expected to save \$8.5 million over five years, this virtualization project is making Amerisure's infrastructure agile and cost effective.
Cancer Treatment Centers of America	Chad Eckes , CIO	CTCA developed an electronic health record system, which is used to open the first all-digital cancer hospital in the US. All patient information and data is accessible through the fully wireless system, which also eliminated paper charts.
Foley & Lardner	Douglas Caddell , CIO	The law firm developed its online Budget Management Tool to help prevent client disputes over invoicing. This Web-based application enables the legal team and its client to monitor costs and activities jointly, in real time.
FONA International	Steve Brewer , Development Director of	This food flavoring manufacturer deployed an internal social network (FONApedia) designed to disseminate market changes,

Harrah's Entertainment	Business Applications Katrina Lane , CTO & SVP	best practices and ideas. One result: Workers now send less email. Harrah's created a personalized, episode-based game with a Star Trek theme. Now customers using Harrah's loyalty card are greeted by their first name and proceed through the levels of play by earning virtual medals.
Hess Corp.	Jeffrey Steinhorn , CIO	In a global outsourcing deal with IBM and other vendors, Hess streamlined problem-reporting procedures and created a worldwide service desk as the single contact for all service requests and incidents.
NASA Ames Research Center	James Williams , Acting CIO	NASA Ames created an open-source cloud computing environment to deliver high-capacity computing, network connectivity, storage and other services to NASA scientists. Dubbed Nebula, the cloud service uses modular, containerized data centers to significantly cut energy consumption while providing a secure, high-performance infrastructure that the White House now uses, as well.
Lincoln Trust	Helen Cousins , EVP & CIO	Lincoln Trust implemented a business continuity plan, enabling its employees to work from anywhere, by using desktop virtualization technology and business process management tools.
Mansfield Oil	Douglas Haugh , EVP & CIO	This national fuel distribution and logistics company moved its infrastructure to a private cloud and upgraded hundreds of servers using IBM blade systems across six distributed operations centers and two third-party data centers.
Monsanto	Jim Kinnett , IT Lead	Monsanto developed special seeds to improve farmers' yields and needed IT systems built quickly to support this new product. Working with the commercial group, the IT team raced to incorporate the new Accelaron business into the SAP system and also built online tools for training dealers, licensees and others. The project created a completely new revenue stream for Monsanto by constructing a means to develop external business relationships with seed treaters using the Accelaron coating.

4:30 pm - 4:45 pm

Closing Remarks

6:00 pm - 7:00 pm Maryfran Johnson, Editor in Chief, CIO magazine & events
CIO 100 Awards Reception

7:00 pm - 9:00 pm **CIO 100 Awards Presentation and Dinner**

The 2010 CIO 100 Awards honor 100 companies that are creating new business value by innovating with technology. [Find out more](#) about these IT leaders and the technologies that are critical to their success.

Underwritten by Juniper Networks

As a courtesy reminder, please note that the Awards Dinner is black tie optional.

[Click here for information on ordering a tux.](#)

8:30 pm - 10:00 pm **Celebration Dessert Reception**

Roll out the red carpet! The festivities will continue with all the glitz and glam that only Hollywood can bring. Enjoy an evening just like Sinatra and the rest of the Hollywood Pack did – listen to toe-tapping music, sip on your favorite martini, and test your luck at the VIP casino tables!

Underwritten by Juniper Networks