



## Day 1 – Tuesday – September 11, 2007

### DC – Hyatt Regency Reston, VA

8:15-8:30	<b>WELCOME</b>
8:30-9:15	<b>MASTER MIND SESSION: ENABLING THE PROCESS-CENTRIC AGILE ENTERPRISE</b> Moderated by: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org Featuring: William Ulrich, Conference Co-Chair & President, Tactical Strategy Group; Brett Champlin, President, ABPMP.org; Mike Rosen, Editorial Director, SOAInstitute.org; Larry Goldberg, Managing Partner, Knowledge Partners International; Bruce Silver, Principal, Bruce Silver Associates and Geary Rummier, Author and Founding Partner, Performance Design Lab
9:15-10:00	<b>BEST PRACTICES KEYNOTE: THE HUMAN RESOURCES LINE OF BUSINESS (HROB) USE OF THE FEA</b> Norman Enger, Director, Human Resources Line of Business, US Office of Personnel Management
10:00-10:15	<b>COFFEE BREAK</b>
10:15-11:00	<b>CO-CHAIR KEYNOTE: BUSINESS ARCHITECTURE, BUSINESS PROCESS AND SOA: IT ALL STARTS WITH THE BUSINESS</b> Ken Orr, Conference Co-Chair, Founder and Chief Scientist, The Ken Orr Institute
11:00-11:45	<b>PANEL: THE FEDERAL GOVERNMENT AND BUSINESS ARCHITECTURE</b> Moderated by: Ken Orr, Founder and Chief Scientist, The Ken Orr Institute
11:45-12:30	<b>CASE STUDY: A FORMULA FOR STRATEGIC ALIGNMENT AND TACTICAL EXECUTION OF A BA PLAN</b> Featuring: Craig Jones, Manager, STS Processes and Governance, Sprint Nextel
12:30-1:45	<b>EXECUTIVE LUNCHEON: BPM SECRET SAUCE – BEST PRACTICES IN BUSINESS TRANSFORMATION</b> Featuring: John Wylie, BPM Specialist, BEA Systems
1:45-2:30	<b>DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE</b>
2:30-3:15	<b>CASE STUDY: BUSINESS CAPABILITY MODELS</b> Featuring: Karen Kaye, Deputy Chief Enterprise Architect, Federal Aviation Administration
3:15-4:00	<b>BUSINESS ARCHITECTURE (BA) OVERVIEW: WHAT IS IT AND HOW DO YOU BUILD ONE?</b> Ralph Whittle, Co-Author of <i>Enterprise Business Architecture: The Formal Link between Strategy and Results</i>
4:00-4:15	<b>BREAK</b>
4:15-5:00	<b>CASE STUDY: DEVELOPING THE STRATEGIC BUSINESS ARCHITECTURE WITH BPM AND SOA</b> Featuring: Diane Reeves, Department Business Architect, Department of the Interior
5:00-6:30	<b>EVENING WELCOME RECEPTION ON THE SOLUTIONS SHOWCASE</b> Sponsored by: BPMInstitute.org & SOAInstitute.org

## Day 2 – Wednesday – September 12, 2007

8:30-9:15	<b>OPENING KEYNOTE: GOVERNANCE – THE KEY TO IMPLEMENTING BPM</b> Andrew Spanyi, Author of <i>More for Less: The Power of Process Management and Business Process Management is a Team Sport: Play it to Win!</i>
9:15-10:00	<b>MORNING KEYNOTE: A BUSINESS-DRIVEN, SERVICES ORIENTED APPROACH TO ENTERPRISE TRANSFORMATION</b> Kenneth Mullins, Chief Engineer, Enterprise Strategy & Transformation Division, Center for Enterprise Modernization, The MITRE Corporation & Elaine Ward, Enterprise Strategy & Transformation, Practice Area Manager, The MITRE Corporation
10:00-10:45	<b>COFFEE BREAK ON THE SOLUTIONS SHOWCASE</b>
10:45-11:30	<b>CO-CHAIR KEYNOTE: ALIGNING IT ARCHITECTURES WITH BUSINESS ARCHITECTURES</b> William Ulrich, Conference Co-Chair, President, Tactical Strategy Group
11:30-12:15	<b>PANEL: BUSINESS ARCHITECTURE: CENTER OF EXCELLENCE</b> Moderated by: William Ulrich, President, Tactical Strategy Group
12:15-1:30	<b>BIRDS OF A FEATHER LUNCHEON</b> Sponsored by: BPMInstitute.org & SOAInstitute.org
1:30-2:15	<b>DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE</b>
2:15-3:00	<b>CASE STUDY: OSWER'S SEGMENT ARCHITECTURE-LINE OF SIGHT: FROM ARCHITECTURE THROUGH IMPLEMENTAION</b> Featuring: Lisa Jenkins, Lead Architect, Office of Solid Waste and Emergency Response, US

	Environmental Protection Agency
3:00-3:45	<b>CASE STUDY: BUSINESS ARCHITECTURE IN THE CONTEXT OF CRM</b> Featuring: Saeed Abu Elnaj, Program Manager, American Psychological Association (APA)
3:45-4:30	<b>ESSENTIAL ROLE OF DATA ARCHITECTURE IN BUSINESS ARCHITECTURE &amp; SOA</b> William Mancuso, President, Information Management Solutions Consultants and SOA Lead for Business Transformation Agency, U.S. Department of Defense
4:30-5:00	<b>CLOSING SESSION: CONFERENCE WRAP-UP AND IMPORTANT TAKE-AWAYS</b> Tom Dwyer, Vice President, Research, BrainStorm Group and Editorial Director, BPMInstitute.org and William Ulrich, President, Tactical Strategy Group