



Tuesday - November 3, 2009

8:25-8:40	WELCOME Gregg V. Rock, President & Founder, BrainStorm Group, Inc.		
8:40-9:25	BEST PRACTICES KEYNOTE: BUILDING A WORLD-CLASS BPM CENTER OF EXCELLENCE Featuring: Frank La Rocca, Director Shared Services, Con Edison		
9:25-9:35	COFFEE BREAK		
	BPM PROFESSIONAL TRACK	BPM TOOLS & TECHNOLOGY TRACK	BUSINESS ARCHITECTURE TRACK
	Track Chair: Shelley Sweet Principal I-4 Process Consulting	Track Chair: Bruce Silver Principal Bruce Silver Associates	Track Chair: William Ulrich President Tactical Strategy Group
9:40-10:25	TRACK CHAIR KEYNOTE: HOW BPM TAKES THE WASTE OUT OF WORK Shelley Sweet Principal I-4 Process Consulting	TRACK CHAIR KEYNOTE: BPMN AND BUSINESS-EMPOWERED IMPLEMENTATION Bruce Silver Principal Bruce Silver Associates	TRACK CHAIR KEYNOTE: BUSINESS ARCHITECTURE: STATE OF THE ART/STATE OF THE PRACTICE William Ulrich President Tactical Strategy Group
10:30-11:15	TRANSFORMING AN ENTERPRISE, A PROVEN PROCESS-DRIVEN APPROACH FOR IMPLEMENTING THE BUSINESS STRATEGY Izabela Waglay CEO EELI Group Inc.	CASE STUDY: PERFORMANCE MANAGEMENT THROUGH TOPCAT-A CENTRAL ALERT TRACKING TOOL Featuring: Kumud Majumder Vice President Citigroup	PANEL: BUSINESS ARCHITECTURE: WHO OWNS IT - WHO DELIVERS IT? WHO BENEFITS FROM IT? Moderated by: William Ulrich President Tactical Strategy Group
11:20-12:05	LEADING AN EFFECTIVE CHANGE MANAGEMENT PROGRAM, A KEY TOOL FOR REALIZATION OF THE EXPECTED BENEFITS Izabela Waglay CEO EELI Group Inc.	CASE STUDY: BPM DRIVES ADAPTIVE SOFTWARE FACTORY AUTOMATION Featuring: Labro Dimitriou Chief Architect Wells Fargo Retirement Services	CASE STUDY: SYNCHRONIZING BUSINESS ARCHITECTURE WORK-A LOOSELY COUPLED VIEW Featuring: Bobbie Cooper Business Analyst Erie Insurance
12:05-1:20	BIRDS OF A FEATHER LUNCHEON Sponsored by: BPMInstitute.org, SOAInstitute.org & BusinessArchitectureInstitute.org		
1:20-2:05	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE		
2:10-2:55	WHAT IS SCOPE (AND HOW DO YOU KNOW WHEN YOU HAVE IT)? Art Moore President Clear Systems, LLC	EXECUTABLE BPMN: BPMN-2.0 ONTOLOGY-BASED ENGINE Mohamed Keshk Lead Ontologist UML-OWL Gen, LLC	BUILDING AND USING A BUSINESS CAPABILITY MODEL FOR BUSINESS ARCHITECTURE Greg Suddreth Founding Board Member BusinessArchitectureInstitute.org
3:00-3:45	INCREASING BUSINESS ANALYSIS MATURITY FOR RULES-DRIVEN BUSINESS PROCESS MANAGEMENT Neal McWhorter Chief Architect Enterprise Agility	EXTENDING CORE PLATFORMS VIA WEB SERVICES Fred B. Kauber CIO ENTITLE DIRECT GROUP	BUSINESS INFORMATION ARCHITECTURE: WHAT IS IT Jim Rhyne Principal Consultant Software Renovation Consulting
3:50-4:35	SOLUTION EDUCATION SESSION: INNOVATIONS IN BPM TECHNOLOGY - PROCESS MINING, CASE MANAGEMENT AND AGILITY SOLUTIONS; SAVING SIGNIFICANT MONEY AND TIME OVER TRADITIONAL BPM APPROACHES Featuring: Lynn R. Hogg, President, Pallas Athena USA	SOLUTION EDUCATION SESSION: CLEAR DIRECTIONS FOR BPM SUCCESS Featuring: Brandon Baxter Senior Product Marketing Manager Lombardi	
4:40-5:25	PANEL: TIPS FOR STARTING AND MAINTAINING A SUCCESSFUL BPM INITIATIVE Moderated by: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org		
5:30-5:45	FOUNDER CLOSING KEYNOTE: REFLECTIONS FROM 2009; OUTLOOK FOR 2010 Featuring: Gregg V. Rock, President & Founder, BrainStorm Group, Inc.		
5:45-6:30	EVENING RECEPTION ON THE SOLUTIONS SHOWCASE Sponsored by: BPMInstitute.org, SOAInstitute.org & BusinessArchitectureInstitute.org		

Wednesday - November 4, 2009

8:45-9:30	OPENING KEYNOTE: THE HIDDEN FACTORY IN CHANGE MANAGEMENT Featuring: Tiran Dagan, Director, Strategic Initiatives & Analysis, NBC Universal		
	BPM PROFESSIONAL TRACK	BUSINESS ARCHITECTURE TRACK	BUSINESS DECISION MANAGEMENT TRACK
	Track Chair: Daniel J. Madison, Author of <i>Process Mapping, Process Improvement, and Process Management</i> and Owner, Value Creation Partners	Track Chair: Neal McWhorter Chief Architect Enterprise Agility	Track Chair: Larry Goldberg Managing Partner Knowledge Partners International
9:35-10:20	TRACK CHAIR KEYNOTE: CREATING A NEW PROCESS USING PROCESS DESIGN PRINCIPLES Daniel J. Madison, Author of <i>Process Mapping, Process Improvement, and Process Management</i> & Owner Value Creation Partners	TRACK CHAIR KEYNOTE: THINKING BROADLY: INTEGRATING BUSINESS ARCHITECTURE INTO AN ORGANIZATION Neal McWhorter Chief Architect Enterprise Agility	TRACK CHAIR KEYNOTE: BDM – BEYOND BUSINESS RULES Larry Goldberg Managing Partner Knowledge Partners International
10:20-10:30	COFFEE BREAK		
10:35-11:20	HOW DOES A BUSINESS DETERMINE THE ROLE OF THE CLOUD IN TODAY'S BUSINESS STRATEGIES AND EVER CHANGING OPERATING MODELS? Neal Lohmann Former Vice President, Business Architecture MetLife	WHAT IS AN ENTERPRISE BUSINESS RULE REPOSITORY? DO I NEED ONE? Rich Southwell Business Development Manager New Wisdom Software	
11:25-12:10	REUSING PROCESS AUTOMATION SOLUTIONS BY ABSTRACTING BUSINESS CONTENT Gary Morgen Director, Consulting Services AllSector Technology Group	THE ROLE OF BUSINESS ARCHITECTURE IN GOVERNANCE & MANAGEMENT Marilyn Martin Business Architecture, Practice Director Collaborative Consulting, LLC	RULE DRIVEN PROJECT TAILORING AT THE IRS: A CASE STUDY AUTOMATING THE CENTER OF EXCELLENCE WITH RULE TECHNOLOGY Art Moore President Clear Systems LLC
12:15-1:30	HONORARY CERTIFICATE OF TRAINING LUNCHEON Sponsored by: BPMInstitute.org & SOAInstitute.org & BusinessArchitectureInstitute.org		
1:30-2:15	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE		
2:15-3:00	CASE STUDY AT ERNST & YOUNG: BETTER! FASTER! CHEAPER! AUTOMATING THE CENTER OF EXCELLENCE WITH RULE TECHNOLOGY Featuring: David Pedersen Senior Decision Architect Knowledge Partners International	ESTABLISHING A PROGRAM MANAGEMENT OFFICE Frank Saladis President Project Management Institute New York City Chapter	CASE STUDY AT ERNST & YOUNG: BETTER! FASTER! CHEAPER! AUTOMATING THE CENTER OF EXCELLENCE WITH RULE TECHNOLOGY Featuring: David Pedersen Senior Decision Architect Knowledge Partners International
3:05-3:50	CLOSING SESSION: CONFERENCE WRAP-UP & IMPORTANT TAKE-AWAYS William Ulrich, President, Tactical Strategy Group		

BrainStorm New York - Training Agenda-at-a-Glance

The Westin Times Square ~ November 2-5, 2009

Monday, Nov. 2, 2009

	Training Courses
9am-5pm	BPM 101: An Introduction to Business Process Management
9am-5pm	Business Rules and BDM 101: Incorporating Business Rules and Decisions into BPM, BDM and SOA
9am-5pm	BA 101: Introduction to Business Architecture
9am-5pm	Methodologies and Approaches for BPM
12pm-1pm	Luncheon
5pm-6pm	Training Reception

Tuesday, Nov. 3, 2009

8:40am-9:25am	Best Practices Keynote: Building a World-Class BPM Center of Excellence
	Training Courses
9:30am-5:30pm	Facilitation Skills for Process Improvement Projects
9:30am-5:30pm	Analyzing the "As Is" and Creating the "To Be" Process
9:30am-5:30pm	SOA for Architects
12:05pm-1:20pm	Birds of a Feather Luncheon
5:45pm-6:30pm	Evening Reception

Wednesday, Nov. 4, 2009

8:45am-9:30am	Opening Keynote: The Hidden Factory in Change Management
	Training Courses
9:30am-5:30pm	SOA for Integration
9:30am-5:30pm	Organizational Change Management Concepts & Strategies
9:30am-5:30pm	BPM & Six Sigma
9:30am-5:30pm	Process Measurement & Metrics
9:30am-5:30pm	Process Modeling with BPMN - 2-Day Course – Nov. 4-5, 2009
12:15pm-1:30pm	Honorary Certificate of Training Luncheon

Thursday, Nov. 5, 2009

	Training Courses
9am-5pm	Developing Business Process Models in the Real-World
9am-5pm	Business Architecture / IT Architecture Alignment: Cross-Disciplinary Alignment Strategies for Business & IT
9am-5pm	Business Rules Driven Requirements: Using the Decision Model to Enhance Model Based Business Requirements and Testing
9am-5pm	Establishing Business Process Governance and Centers of Excellence
12pm-1pm	Training Luncheon