

CONFERENCE AGENDA: FiRe 2009

Last updated 4/23/09. Speaking assignments and agenda items are subject to change.

Tuesday, May 19th	
2:00pm - 4:00pm	“Meet the FiReStarters” : Private reception for the BBC, FiReStarters, and FiReSpotters; with Mark Anderson; Sharon Anderson-Morris, SNS Programs Director; and select SNS staff – <i>Coronet Room</i>
4:00pm - 6:00pm	Registration – <i>Windsor Lawn</i>
5:00pm - 6:30pm	Cocktail Reception with live entertainment (adult partners welcome) – <i>Windsor Lawn</i>
6:30pm - 6:45pm	Welcome to FiRe, and Introduction to FiRe Interns and Staff: Sharon Anderson-Morris – <i>Windsor Lawn</i>
7:00pm - 7:10-pm 7:10pm - 7:30-pm	Welcoming Remarks – <i>Crown Room</i> <ul style="list-style-type: none"> • Introductions and Appreciations: Sharon Anderson-Morris • Opening Remarks by Mark Anderson
7:30pm - 8:15pm	Dinner – <i>Crown Room</i>
8:00pm - 8:45pm	Dinner Presentation: “Practical Strategies for Solving the Climate Problem” : Veerabhadran “Ram” Ramanathan, Distinguished Professor of Climate Sciences and Director, Center for Clouds, Chemistry & Climate (C ⁴), Scripps Institution of Oceanography, UCSD

Wednesday, May 20th

7:00am - 7:50am	<p>Breakfast – <i>Crown Room</i></p> <p><i>Note: Private test drives in the all-electric Tesla Roadster will be available to all FiRe attendees today, on a first-come basis, with thanks to CEO Elon Musk</i></p>
7:50am - 8:00am	<p>“Welcome to FiRe” – LIVE Worldwide: Mark Anderson – <i>Grand Ballroom</i></p>
8:00am - 8:30am	<p>“How the World Really Works, and Why Technology Will Lead the Economic Rebound”: Mark Anderson; hosted by Stephen Evans, Business Daily, BBC World Service</p>
8:30am - 9:00am	<p>“Shaping the Rebound: A How-To Guide”: John Hagel III, Director and Co-Chairman, Deloitte LLP’s Center for Edge Innovation; hosted by Bill Phelps, Executive Director, Accenture</p>
9:00am - 9:30am	<p>“Bandwidth Economics: The Global Rollout”: A conversation with Sol Trujillo, CEO, Telstra; hosted by Larry Smarr, Director, California Institute for Telecommunications and Information Technology (“the FiRe Lab”), UCSD</p>
9:30am - 10:00am	<p>Break – <i>Courtyard</i></p>
10:00am - 10:30am	<p>Keynote Conversation: Mark Hurd, Chairman and CEO, Hewlett-Packard; hosted by Mark Anderson</p>
10:30am - 11:00am	<p>HOTSPOTS I: Five Personal Views of the Future</p> <p>A panel hosted by Stephen Evans, Presenter, Business Daily, BBC World Service:</p> <ul style="list-style-type: none">• Sophie Vandebroek, CTO, Xerox, and President, Xerox Innovation Group• Nova Spivack, CEO and Founder, Twine.com, and CEO,

	<p>Radar Networks</p> <ul style="list-style-type: none"> • Marc Porat, Chairman and CEO, Global Homes and CalStar Cement • J.D. Sitton III, President and CEO, Infinia Corp. • Bright B. Simons, Director of Development, IMANI Center for Policy and Education
11:00am - 11:30am	<p>“In Search of Economic Redemption”: Bill Janeway, Senior Advisor, Warburg Pincus; hosted by Mark Anderson</p>
11:30am - 12:00pm	<p>“Clouds 2.0: Utility Computing for Consumers and the Enterprise”: Amitabh Srivastava, Corporate VP, Windows Azure, Microsoft; Russ Daniels, VP and CTO, Cloud Services Strategy, Hewlett-Packard; and Rowan Trollope, SVP, Symantec; hosted by John Thompson, CEO, Kognitio</p>
12:00pm - 1:00pm	<p>Lunch – <i>Windsor Lawn</i></p>
1:00pm - 1:30pm	<p>“The Future of Wireless Broadband”: A panel with Hugh Bradlow, CTO, Telstra; Scott Richardson, Chief Strategy Officer of Clearwire; Fred Kitson, Vice President, Motorola; and Chris Pearson, President, 3G Americas; hosted by Chetan Sharma, President, Chetan Sharma Consulting</p>
1:30pm - 2:00pm	<p>“Blast Off! From Launching Private Rockets to the Next Electric Cars”: A conversation with Elon Musk, CEO, Space Exploration Technologies (SpaceX) and Tesla Motors; hosted by Mark Anderson</p>
2:00pm - 2:30pm	<p>“Australia’s Role As Asia Rises”: A panel conversation with Chris Hancock, CEO, AARNet Pty Ltd; Simon Hackett, Founder and CEO, Internode Systems Pty Ltd; Adrian Turner, CEO, Mocana Corp.; Phil Scanlan, Australian Consul-General; hosted by Larry Smarr, Director, California Institute for Telecommunications and Information Technology (“the FiRe Lab”), UCSD</p>
2:30pm - 3:00pm	<p>“CTO Design Challenge”: A panel consisting of world-class technology leaders: Joe Burton, CTO, Cisco; Per-Kristian Halvorsen, SVP and CTO, Intuit; Eric Openshaw, Vice Chairman and U.S. Technology Leader, Deloitte LLP; Henry Tirri, SVP and Head,</p>

	Nokia Research Center, Nokia; and Sophie Vandebroek, CTO, Xerox, and President, Xerox Innovation Group; hosted by David Brin, Author, Physicist, and Co-Host of TV's "ArchiTechs" series (<i>Panel to continue at 4pm Breakout and Thursday 3:30pm Breakout; "Solution" session to be presented Friday at 10am</i>)
3:00pm - 3:30pm	"Weapons-Free Nuclear Power Worldwide": A conversation with Ambassador Denis Hays, Thorium Power; hosted by Robert F. Anderson, Director of Tech Transfer and Intellectual Property, Illinois Institute of Technology
3:30pm - 4:00pm	Break – Courtyard
4:00pm - 5:00pm	<p>Breakouts (<i>Locations subject to change</i>):</p> <p>I. "FiRe CTO Design Challenge Working Session: The Challenge Continues": With Joe Burton, CTO, Cisco; Tom Malloy, SVP and Chief Software Architect, Adobe Systems; Per-Kristian Halvorsen, SVP and CTO, Intuit; Eric Openshaw, Vice Chairman and U.S. Technology Leader, Deloitte LLP; Henry Tirri, SVP and Head, Nokia Research Center, Nokia; Sophie Vandebroek, CTO, Xerox, and President, Xerox Innovation Group; hosted by David Brin, Author, Physicist, and Co-Host of TV's "ArchiTechs" series (<i>Panel to continue at Thursday 3:30pm Breakout; "Solution" session to be presented Friday at 10am</i>) – CONTINENTAL ROOM</p> <p>II. "Shaping the Rebound": Moderated by John Hagel III, Director and Co-Chairman, Deloitte Center for Edge Innovation – CRYSTAL ROOM</p> <p>III. "Making Electric Cars for Mass Markets": Moderated by Elon Musk, Chairman and CEO, Tesla Motors, and CEO, SpaceX – GARDEN ROOM</p> <p>IV. "Australia's Role As Asia Rises": A panel conversation, moderated by Phil Scanlan, Australian Consul-General; with Chris Hancock, CEO, AARNet Pty Ltd.; Simon Hackett, Founder and CEO, Internode Systems Pty Ltd; Hugh Bradlow, CTO, Telstra; and Adrian Turner, CEO, Mocana – LOCATION TBA</p>
5:00pm -7:00 pm	Meet the FiReStarters: Exhibition with cocktails – <i>Grand Ballroom</i>

7:00pm - 8:30pm	Global Film Debut: <i>The Cove</i>, winner of the 2009 Sundance Film Festival Audience Award: With documentary filmmaker Louie Psihoyos, Executive Director of Oceanic Preservation Society

Thursday, May 21st	
7:00am - 7:55am	Breakfast – Crown Room
8:00am - 8:30am	<p>HOTSPOTS II: Five Personal Views of the Future</p> <p>A panel hosted by Stephen Evans, Presenter, Business Daily, BBC World Service:</p> <ul style="list-style-type: none"> • Josh Wolfe, Managing Partner, Lux Capital • Alexander Gounares, Corporate VP for Corporate Strategy, Microsoft • Connie Wong, CEO, Vidiator • <i>tba</i> • <i>tba</i>
8:30am - 8:55am	<p>“Finding Solutions to Current Global Economic Challenges”: Ira Kalish, Director of Global Economics, Deloitte Research; hosted by Scott Foster, Sr. Analyst, HSBC Securities (Japan) Ltd.</p>
8:55am - 9:30am	<p>FiReStarters I: Introduction by Sharon Anderson-Morris, SNS Programs Director</p> <p>Hosted by Stephen Evans, Presenter, Business Daily, BBC World Service:</p> <ul style="list-style-type: none"> • Complete Genomics: Aaron Solomon • Tigo Energy: Sam Arditì , CEO • Rearden Commerce: Patrick Grady, Chairman and CEO • Avatar Reality: Henk Rogers, Founder • American CareSource: David Boone, President and CEO • TTTech Computertechnik AG: George Kopetz, Member of

	the Executive Board
9:30am - 10:00am	<p>“Infrastructure 2.0: The Coming Network Revolution”: A panel discussion with Doug Gourlay, VP, Data Center Solutions, Cisco; Erik Giesa, VP, Product Management and Product Marketing, F5 Networks; Richard Kagan, VP Marketing, Infoblox; and Mark Thiele, Director, Business Operations for R&D, VMware; hosted by Greg Ness, Senior Director, Infoblox</p>
10:00am - 10:30am	Break – <i>Courtyard</i>
10:30am - 11:00am	<p>“The Global Unveiling of the U-Movement™: Accelerating the U.N. Millennium Development Goals Through Social Media”: Kamran Elahian, Chairman and Co-Founder, Global Catalyst Partners; hosted by Larry Brilliant, President, Skoll Urgent Threats Fund, and Senior Advisor to Jeff Skoll</p>
11:00am - 11:30am	<p><u>The Mercantilists:</u></p> <p>“What the West Doesn’t ‘Get’ About China”: Sidney Rittenberg Sr., Rittenberg Associates Inc.; <i>and</i></p> <p>“Japan: The Real Asian Tech Tiger”: Scott Foster, Senior Analyst, HSBC Securities (Japan) Ltd.;</p> <p>hosted by Russ Daggatt, Founding Partner, Denny Hill Capital</p>
11:30am - 12:00pm	<p><u>Latin America:</u></p> <p>“Mexico’s Future: Business vs. Narcotics”: A conversation with Ricardo Salinas, Chairman, Grupo Salinas; <i>and</i></p> <p>“Venezuela’s Future: Living with Chavez”: A conversation with Nelson Ortiz, former President, Caracas Stock Exchange; and David Brillembourg, President, The Brilla Group;</p> <p>hosted by Stephen Evans, Business Daily, BBC World Service</p>
12:00pm - 1:30pm	Lunch – <i>Windsor Lawn</i>

1:30pm - 2:00pm	<p>“One Cloud Serving Many Platforms, Applications, and Devices”: A panel with Noam Ziv, VP, Engineering, Qualcomm; and Henry Tirri, SVP and Head, Nokia Research Center, Nokia; hosted by Tom Malloy, SVP and Chief Software Architect, Adobe Systems</p>
2:00pm - 2:30pm	<p>“Trends in Global Venture Investment”: Gary Rieschel, Founder and Managing Director, Qiming Venture Partners (Shanghai); Niall Davis, Partner, Aeris Capital (Zurich); Michael Pfeffer, Managing Partner, Kolohala Ventures (Hawaii); and Jeb Terry, President, Aberdeen Investment Management (Dallas); hosted by Rick LeFavre, Venture Partner, OVP Venture Partners (Seattle)</p>
2:30pm - 3:05pm	<p>FiReStarters II</p> <p>Hosted by Stephen Evans, Presenter, Business Daily, BBC World Service:</p> <ul style="list-style-type: none"> • SkyFiber Inc.: David C. Achim, President and COO • Smaato Inc.: Ragnar Kruse, CEO • Blue Lava Technologies: Laurenz Sell, Co-Founder and CEO • <i>Special announcement tba on 5.2</i> • SIMtone Corp.: Mario Dal Canto, Founding Chairman and CEO • <i>tba</i>
3:05pm - 3:30pm	<p>Break – Courtyard</p>
3:30pm - 4:30pm	<p>Breakouts (<i>Locations subject to change</i>):</p> <p>I. “The FiRe CTO Design Challenge Working Session: The Challenge Continues”: With Joe Burton, CTO, Cisco; Per-Kristian Halvorsen, SVP and CTO, Intuit; Eric Openshaw, Vice Chairman and U.S. Technology Leader, Deloitte LLP; and Henry Tirri, SVP and Head, Nokia Research Center, Nokia; hosted by David Brin, Author, Physicist, and Co-Host of TV’s “ArchiTechs” series (<i>Solution to be presented Friday at 10am plenary session</i>) – CONTINENTAL ROOM</p> <p>II. “Fixing Healthcare”: Alan Smith, Founder and CEO, Vesta</p>

	<p>Health Systems Inc.; and Noam Ziv, VP, Engineering, Qualcomm; moderated by Doug Smith, President, W.D. Smith & Associates</p> <p>III. “Mexico and Latin America’s Near-Term Future”: Ricardo Salinas, Chairman, Grupo Salinas (Mexico City); with Nelson Ortiz, former President, Caracas Stock Exchange; moderated by David Brillembourg, President, Brilla Group (Miami)</p> <p>IV. “Lighting the FiRe: Taking Your Company to Global Prominence”: A discussion open to all FiRe participants, including the CEOs of the 12 FiReStarter companies – CRYSTAL ROOM COMPLEX</p>
5.15pm - 9:00pm	<p>Food and cocktail reception and Special Tour of Next-Generation Visualization and Networking Facilities (“the FiRe Lab”) of the California Institute for Telecommunications and Information Technology (Calit2) at UC–San Diego: Hosted by Internet pioneer Larry Smarr, Director of Calit2 – <i>Buses depart promptly at 5:15 from the hotel’s main entrance</i></p>

Friday, May 22nd	
7:00am - 7:55am	Breakfast – <i>Crown Room</i>
8:00am - 8:30am	“SNS Project Inkwell: From Utah to Africa”: Sharon Anderson-Morris, Project Inkwell; Tom Greaves, Chairman, the Greaves Group, and Inkwell Steering Committee Member; hosted by David Engle, Director of Operations (U.S.), Project Inkwell
8:30am - 9:00am	“Pollution Report on the World’s Oceans”: Roger Payne, Founder and President, Ocean Alliance; hosted by Cynthia Figge, Co-Founder, EKOS International and EkoHub
9:00am - 9:30am	“Whale Wars: Filming and Fighting Illegal Whalers in the Antarctic”: Paul Watson, President and Founder, Sea Shepherd Conservation Society; hosted by Roger Payne, Founder and President, Ocean Alliance

9:30am - 10:00am	“Looking Further” : A conversation with Brenda Cooper, Science Fiction author; hosted by Glen Hiemstra, Founder and Owner, Futurist.com
10:00am - 10:45am	“The FiRe CTO Design Challenge: And the Solution Is – ” : Conclusion, with Joe Burton, CTO, Cisco; Per-Kristian Halvorsen, SVP and CTO, Intuit; Eric Openshaw, Vice Chairman and U.S. Technology Leader, Deloitte LLP; and Henry Tirri, SVP and Head, Nokia Research Center, Nokia; hosted by David Brin, Author, Physicist, and Co-Host of TV’s “ArchiTechs” series
10:45am - 11:05am	“Documenting Lushootseed, Through Its Last Living Speakers: A Foresight Foundation Project” : A conversation with Jay Miller, Vice President, Lushootseed Research; hosted by Larry Brilliant, President, Skoll Urgent Threats Fund, and Senior Advisor to Jeff Skoll
11:05am - 11:30am	“Your Turn: The Next Five Years” : A group conversation with Mark Anderson
11:30am - 12:00pm	Closing Comments and Summary : Mark Anderson