

DRAFT CONFERENCE AGENDA: FiRe 2010

Last updated 05/06/2010. Speaking assignments and agenda items are subject to change.

2:00pm - 4:00pm	<p>“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>Channel Island Suite</i></p>
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Tuesday, May 11th

4:00pm - 6:00pm	Registration – <i>Catalina Terrace and Lawn</i>
5:00pm - 6:30pm	Cocktail Reception with live entertainment (adult partners welcome) – <i>Catalina Terrace and Lawn</i>
6:30pm - 6:45pm	Welcome to FiRe, and Introduction to FiRe Interns and Staff: Sharon Anderson-Morris – <i>Catalina Terrace and Lawn</i>
7:00pm - 7:10-pm 7:10pm - 7:30-pm	<p>Welcoming Remarks – <i>Catalina Room</i></p> <ul style="list-style-type: none"> • Introductions and Appreciations: Sharon Anderson-Morris • Opening Remarks: Mark Anderson
7:30pm - 8:15pm	Dinner – <i>Catalina Room</i>
8:00pm - 8:45pm	<p>Dinner Presentation: “Scaling (Alternative) Energy: The Key to Survival”: Presented by Nathan Lewis, George L. Argyros Professor of Chemistry, California Institute of Technology</p> <p>Followed by:</p>
8:45pm - - -	Q & A and Discussion

Wednesday, May 12th

Note: Private test drives will be offered in the all-electric Tesla Roadster – Sign up at FiRe Registration Desk!

6:45am - 7:45am	Breakfast – <i>Point Lawn</i>
7:50am - 8:00am	“Welcome to FiRe” – LIVE Worldwide (<i>Note: This morning session will be streamed to live sites around the world</i>); Mark Anderson – <i>Marineland Ballroom</i>
8:00am - 8:45am	“The Complex World of Emerging Platforms, from Cloud to Phone” : A Centerpiece Conversation with Ray Ozzie, Chief Software Architect and CTO, Microsoft : hosted by Mark Anderson
8:45am - 9:15am	“Is the Network Ready for Cloud Computing?” : A panel with Glenn Dasmalchi, Tech Chief of Staff, Office of the CTO, Cisco Systems; Lew Tucker, former Cloud CTO, Cloud Computing, Sun Microsystems; Mark Thiele, VP Data Center Strategy, ServiceMesh; Yousef Khalidi, Distinguished Engineer, Windows Azure, Microsoft; and Richard McDougall, Chief Cloud Application Architect and Principal Engineer, Office of the CTO, VMware; hosted by Greg Ness, Vice President, Infoblox
9:15am - 9:45am	“Exploiting Emerging Platforms: Moving from Push to Pull” : John Hagel III, Director and Co-Chairman, Deloitte Center for the Edge; and John Seely Brown, Independent Co-Chairman, Deloitte Center for the Edge – authors of <i>The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion</i> ; hosted by Stephen Evans, Presenter, Business Daily, BBC World Service
9:45am - 10:15am	Break – <i>Marineland Foyer</i>
10:15am - 11:00am	Keynote Conversation: Jen-Hsun Huang, Co-Founder, President, and CEO, NVIDIA : hosted by Mark Anderson

11:00am - 11:30am	<p>HOTSPOTS I: Six 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"> • Adrian Steckel: CEO, Azteca America, and Vice Chair, SkyFiber • Jeff Rodman: Co-Founder and CTO, Polycom • Randy Foutch: Chairman and CEO, Laredo Petroleum • Joe Burton: VP and CTO, Unified Communications, Cisco • Paul Sonderegger: Chief Strategist, Endeca • Brett Horvath: Co-Founder, Re-Vision Labs
11:30am - 12:00pm	<p>“Technology and Entertainment: Hollywood’s Future”: A panel with Max Howard, President, Exodus Film Group; Eric Starr, Sr. Strategic Planner for Advertising, Media Arts Lab – Apple; Roy Salter, Founding Principal, The Salter Group; and Rob Hummel, CEO, Prime Focus Post Production, North America; hosted by Lewis Douglas, Managing Director, Ocean Alliance</p>
12:00pm - 1:30pm	<p>Lunch – Point Lawn</p>
1:30pm - 2:00pm	<p>“Tomorrow’s Sustainable Housing Today”: A panel with Hank Louis, Founder and Director, DesignBuildBLUFF, College of Architecture + Planning, University of Utah; Adelle Demko, COO, TrifectaGIS; and Mark Foster, Partner, ZGF Architects; hosted by Cynthia Figge, Co-Founder and COO, CSRHUB, and Co-Founder and Partner, EKOS International</p>
2:00pm - 2:30pm	<p>“Fixing the Business Model: Affordable Higher Education Worldwide”: Angel Cabrera, President, Thunderbird School of Global Management; hosted by Robert Anderson, Director, Technology Transfer and Intellectual Property, Illinois Institute of Technology</p>
2:30pm - 3:00pm	<p>CTO Design Challenge – “Scaling Alternative Energy: How Can It Be Done?” With Ty Carlson, Architect, SiArch Group, Microsoft; Thomas Aidan Curran, CTO, Products & Innovation, Deutsche Telekom AG; Eric Openshaw, Vice Chairman and U.S. Technology Leader, Deloitte; Glenn Dasmalchi, Technical Chief of Staff, Office</p>

	<p>of the CTO, Cisco Systems; Jerry M. Woodall, National Medal of Technology Laureate, and Berry M. and Patricia L. Epstein Distinguished Professor of Electrical and Computer Engineering, Purdue University; and Per-Kristian Halvorsen, SVP and Chief Innovation Officer, Intuit; hosted by David Brin, Author, Physicist, and Co-Host of TV’s “ArchiTechs” series – <i>Resource and judge</i>: Nathan Lewis, George L. Argyros Professor of Chemistry, California Institute of Technology (<i>Panel to continue at 4pm Breakout and Thursday 3:45pm Breakout; “Conclusion” to be presented Friday at 10am</i>)</p>
3:00pm - 3:30pm	<p>“Peak Water”: A panel with Wendy Pabich, Founder, Water Futures; Jonathan Leidich, President and CEO, Patagonia Adventure Expeditions; Tamin Pechet, CEO, Banyan Water LLC; and Rafael Simon, Venture Partner, VantagePoint Venture Partners; hosted by Russ Daggatt, Board Member, American Rivers</p>
3:30pm - 4:00pm	<p>Break – <i>Marineland Foyer</i></p>
4:00pm - 5:00pm	<p>Breakouts (<i>Locations subject to change</i>): <i>Rocky Point #1; Rocky Point #2; Whites Point #1; Whites Point #2; Inspiration Point</i></p> <p>I. FiRe CTO Design Challenge – “Scaling Alternative Energy”: With Ty Carlson, Architect, SiArch Group, Microsoft; Thomas Aidan Curran, CTO, Products & Innovation, Deutsche Telekom AG; Eric Openshaw, Vice Chairman and U.S. Technology Leader, Deloitte; Glenn Dasmalchi, Technical Chief of Staff, Office of the CTO, Cisco Systems; Jerry M. Woodall, National Medal of Technology Laureate, and Berry M. and Patricia L. Epstein Distinguished Professor of Electrical and Computer Engineering, Purdue University; and Per-Kristian Halvorsen, SVP and Chief Innovation Officer, Intuit; hosted by David Brin, Author, Physicist, and Co-Host of TV’s “ArchiTechs” series – <i>Resource and judge</i>: Nathan Lewis, George L. Argyros Professor of Chemistry, California Institute of Technology (<i>Panel to continue at Thursday 3:45pm Breakout; “Conclusion” to be presented Friday at 10am</i>) – <i>Whites Point #1 and #2</i></p> <p>II. “Behind the Film <i>Climate Refugees</i>”: Moderated by Michael P. Nash, Director and Producer, and Stephen Nemeth, Executive Producer, documentary film <i>Climate Refugees</i> – <i>Rocky Point #1</i></p> <p>III. “Moving from Push to Pull in New Platforms”: Moderated by</p>

	<p>John Hagel III, Director and Co-Chairman, Deloitte Center for the Edge; and John Seely Brown, Independent Co-Chairman, Deloitte Center for the Edge – <i>Rocky Point #2</i></p> <p>IV. “Networks Under the Cloud”: Glenn Dasmalchi, Tech Chief of Staff, Office of the CTO, Cisco Systems; Lew Tucker, former Cloud CTO, Cloud Computing, Sun Microsystems; Mark Thiele, VP Data Center Strategy, ServiceMesh; Yousef Khalidi, Distinguished Engineer, Windows Azure, Microsoft; and Richard McDougall, Chief Cloud Application Architect and Principal Engineer, Office of the CTO, VMware; moderated by Greg Ness, Vice President, Infoblox – <i>Inspiration Point</i></p>
5:00pm - 7:00pm	<p>Meet the FiReStarters: Exhibition with cocktails and hors d’oeuvres, with FiReStarter companies Beautifull, Gist, Impact Radius, Mobisante, NeuroRepair, NivaSonix, Power Assure, Tesla Motors, TrifectaGIS, X1, and Zirus – <i>Marineland Foyer</i></p>
7:00pm - 8:30pm	<p>Global Film Debut: Screening of documentary film <i>Climate Refugees</i> (L.A. Think Tank Trulight Pictures) – Partners are welcome! – <i>Marineland Ballroom</i></p>
8:30pm - -	<p>Discussion with Michael P. Nash, Director and Producer, and Stephen Nemeth, Executive Producer</p>

Thursday, May 13th	
7:00am - 8:25am	Breakfast – <i>Point Lawn</i>
8:30am - 9:00am	“The Finer Points of Global Economics”: A discussion with Mark Anderson, hosted by Art Kleiner, Editor-in-Chief, strategy+business
9:00am - 9:05am	FiReStarters I: Introduction by Sharon Anderson-Morris, SNS Programs Director;
9:05am - 9:35am	Hosted by Stephen Evans, Presenter, Business Daily, BBC World Service:

	<ul style="list-style-type: none"> • Beautiful: Eric Greenberg, Founder, Chairman, and CEO • NeuroRepair: James Fallon, Chief Scientific Officer; and Matthew Klipstein, CEO • Impact Radius: Per Pettersen, Co-Founder and CEO • Mobisante: Sailesh Chutani, Co-Founder and CEO • NivaSonix: Bobby Purkait, President and CEO • Power Assure: Brad Wurtz, President and CEO
9:35am - 10:05am	<p>“Trends in Global Investing”: Panel discussion with Kamran Elahian, Co-Founder and Chairman, Global Catalyst Partners; Steve Brotman, Managing Director, Greenhill SAVP; Tara Lemmey, Chairman, LENS Ventures, and CEO, Net Power & Light; and Victor Pertou, Commissioner to the Americas, State Government of Victoria (Australia); hosted by Bruce Dines, Managing Director of Technology Investing, Liberty Global Ventures</p>
10:05am - 10:35am	<p>FiReStarters II</p> <p>Hosted by Stephen Evans, Presenter, Business Daily, BBC World Service:</p> <ul style="list-style-type: none"> • Gist: T.A. McCann, Founder and CEO • TrifectaGIS: Clark Easter, Founder and CEO • Tesla Motors: Ricardo Reyes, Vice President, Communications • X1 Technologies: John Waller, CEO • Zirus: David Perryman, President and CEO
10:35am - 11:00am	<p>Break – Marineland Foyer</p>
11:00am - 11:30am	<p>“Fixing Healthcare: Connecting Patient to Doctor”: A panel with Garri Jones, Founding Partner, Circle Health (Europe); Sheryl Skolnick, SVP, CRT Capital Group LLC; Nick Hanauer, Partner, Second Avenue Partners, and Investor, Qliance; and Constantine Davlantes, VP, Business Development, NivaSonix; hosted by Doug Smith, President, W.D. Smith & Associates</p>
11:30am - 12:00pm	<p>“CyberWar: Today and Tomorrow”: A panel with Barrett Lyon, Founding Partner and CEO, 3Crowd Technologies; and Raimund Genes, CTO, Trend Micro; hosted by Joseph Menn, Technology Correspondent, <i>Financial Times</i>, and Author, <i>Fatal System Error</i></p>

12:00pm - 1:30pm	Lunch – Point Lawn
1:30pm - 2:15pm	Centerpiece Conversation with Paul Jacobs, Chairman, Board of Directors; and CEO, Qualcomm; hosted by Mark Anderson
2:15pm - 2:45pm	“A Global Broadband Preview: New Initiatives in the U.S., Australia, and Elsewhere”: A panel with Chris Hancock, CEO, AARNet; Peter Coroneos, CEO, Internet Industry Association, Australia; Simon Hackett, Managing Director, Internode (Adelaide); and Phil Asmundson, Global Telecom Sector Leader and Vice Chairman and National Managing Partner for U.S. Technology, Media, and Telecommunications, Deloitte; hosted by Larry Smarr, Director, California Institute for Telecommunications and Information Technology (Calit2), UCSD
2:45pm - 3:15pm	HOTSPOTS II: Six Personal Views of the Future Hosted by Chris Albrecht, Editor, GigaOM Network: <ul style="list-style-type: none"> • Peter Möckel: Vice President, Deutsche Telekom Laboratories, Deutsche Telekom AG • James Fallon: Chief Scientific Officer, NeuroRepair • Tony Fadell: Former SVP, iPod Division, Apple • Per Petterson: Co-Founder and CEO, Impact Radius • Jim Sink: CEO, Avatar Reality • Mookie Tenenbaum: Artist, MKT
3:15pm - 3:45pm	Break – Marineland Foyer
3:45pm - 4:45pm	Breakouts (Locations subject to change): Rocky Point #1; Rocky Point #2; Whites Point #1; Whites Point #2; Inspiration Point I. FiRe CTO Design Challenge Working Session: The Challenge Continues – “Scaling Alternative Energy”: With Ty Carlson, Architect, SiArch Group, Microsoft; Thomas Aidan Curran, CTO, Products & Innovation, Deutsche Telekom AG; Eric Openshaw, Vice Chairman and U.S. Technology Leader, Deloitte; Glenn Dasmalchi, Technical Chief of Staff, Office of the CTO, Cisco Systems; Jerry M. Woodall, National Medal of Technology

	<p>Laureate, and Berry M. and Patricia L. Epstein Distinguished Professor of Electrical and Computer Engineering, Purdue University; and Per-Kristian Halvorsen, SVP and Chief Innovation Officer, Intuit; hosted by David Brin, Author, Physicist, and Co-Host of TV’s “ArchiTechs” series – <i>Resource and judge</i>: Nathan Lewis, George L. Argyros Professor of Chemistry, California Institute of Technology (<i>Solution to be presented Friday at 10am plenary session</i>) – <i>White’s Point #1 and #2</i></p> <p>II. “Fixing Healthcare: Connecting Patient to Doctor”: A continuing discussion with Sheryl Skolnick, SVP, CRT Capital Group LLC; Nick Hanauer, Partner, Second Avenue Partners, and Investor, Qliance; Constantine Davlantes, VP, Business Development, NivaSonix; and Doug Smith, President, W.D. Smith & Associates; moderated by Garri Jones, Founding Partner, Circle Health (Europe) – <i>Inspiration Point</i></p> <p>III. “Lighting the FiRe: Taking Your Company to Global Prominence”: A discussion open to all FiRe participants, led by the CEOs of the FiReStarter companies – <i>Rocky Point #1</i></p> <p>IV. “A Global Broadband Preview: New Initiatives in the U.S., Australia, and Elsewhere”: A continuing discussion with Chris Hancock, CEO, AARNet; Peter Coroneos, CEO, Internet Industry Association, Australia; Simon Hackett, Managing Director, Internode (Adelaide); Phil Asmundson, Global Telecom Sector Leader and Vice Chairman and National Managing Partner for U.S. Technology, Media, and Telecommunications, Deloitte; and Larry Smarr, Director, California Institute for Telecommunications and Information Technology (Calit2), UCSD; moderated by Victor Pertou, Commissioner to the Americas, State Government of Victoria (Australia) – <i>Rocky Point #2</i></p>
5:00pm - 9:00pm	Dinner off-agenda , by private arrangement
9:00pm - - -	The FiRe Social: Meet with FiRe Speakers, FiReStarters, Press, and SNS Staff: <i>Library Lobby Bar</i>

Friday, May 14th	

7:00am - 7:55am	Breakfast – Point Lawn
8:00am - 8:30am	“SNS Project Inkwell: New Achievements in 1:1 and Sister Schools Programs” : With David Engle, Director of Operations (U.S.), Project Inkwell, and Superintendent, North Platte School District; Kathy Hurley, SVP Strategic Partnerships, Pearson Education and Pearson Foundation; and David Achim, President and COO, SkyFiber; hosted by Tom Greaves, CEO, the Greaves Group, and Member, Inkwell Steering Committee
8:30am - 9:00am	“Building the First (Remote) Underwater City” : An interview with John Delaney, Professor of Oceanography and Jerome M. Paros Endowed Chair in Sensor Networks, and Director, Regional Scale Nodes Program, University of Washington; on the construction of the world’s first undersea broadband and power-supplied permanent remote sensing network; hosted by Michael Pfeffer, Managing Partner, Kolohala Ventures
9:00am - 9:30am	“Searching for Life on Mars” : Steve Squyres, Principal Investigator of the Mars Exploration Rover Mission, and Professor of Astronomy, Cornell University; hosted by Larry Smarr, Director, California Institute for Telecommunications and Information Technology (Calit2), UCSD
9:30am - 10:00am	“Discovering the Future: Experiments in Nonlocal Quantum Communication and Retrocausality” : A conversation with John Cramer, Science Fiction Author and Professor Emeritus in Physics, University of Washington; hosted by David Brin, Author, Physicist, and Co-Host of TV’s “ArchiTechs” series
10:00am - 11:00am	FiRe CTO Design Challenge – “Scaling Alternative Energy” : Conclusion : Hosted by David Brin, Author, Physicist, and Co-Host of TV’s “ArchiTechs” series; <i>Group TBA</i>
11:00am - 11:30am	“Your Turn: The Next Five Years” : Audience Questions and Comments, hosted by Mark Anderson
11:30am - 12:00pm	Closing Comments and Summary : Mark Anderson

