

CONFERENCE AGENDA: FiRe 2011

Last updated 05/15/2011. 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>Executive Suite 225</i></p>
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Tuesday, May 24th	
4:00pm - 6:00pm	<p>Registration – <i>Pacific Lawn</i></p>
5:00pm - 6:45pm	<p>Cocktail Reception with live entertainment (adult partners welcome) – <i>Pacific Lawn</i></p>
6:30pm - 6:45pm	<p>Welcome to FiRe, and Introduction to FiRe Interns and Staff: Sharon Anderson-Morris – <i>Pacific Lawn</i></p>
7:00pm - 7:10-pm 7:10pm - 7:30-pm	<p>Welcoming Remarks – <i>Gallery Ballroom</i></p> <ul style="list-style-type: none"> • Introductions and Appreciations: Sharon Anderson-Morris • Opening Remarks: Mark Anderson
7:30pm - 8:15pm	<p>Dinner – <i>Gallery Ballroom</i></p>
8:15pm - 9:00pm	<p>Dinner Conversation: “Economic Cyberwar and the New Security Mandate”: A conversation between Mark Anderson and Richard Marshall, Director, Global Cyber Security Management, Department of Homeland Security</p> <p>Followed by:</p>
9:00pm - - -	<p>Q & A and Discussion</p>

Wednesday, May 25th

Note: Private test drives will be offered in the all-electric Tesla Roadster – Check out details at the FiRe Registration Desk

6:45am - 7:45am	Continental Breakfast – <i>Gallery Ballroom</i>
7:50am - 8:00am	“Welcome to FiRe” – LIVE Worldwide (<i>Note: This morning’s sessions will be streamed live to sites around the world</i>): Mark Anderson – <i>Grand Ballroom</i>
8:00am - 8:30am	“Technology Driving Economics” : A Conversation with John Hagel III, Director and Co-Chair, Deloitte Center for Edge Innovation; and Ira Kalish, Director of Global Economics, Deloitte Research; hosted by David Willis, Senior Foreign Correspondent, BBC
8:30am - 9:00am	“The Future of Chipped Intelligence” : A Conversation with Justin Rattner, CTO and Senior Fellow; and VP and Director, Intel Labs; Intel Corp.; hosted by Mark Anderson
9:00am - 9:30am	“Polar Ice Volumes Over Time: Is the Climate Debate Over?” : A Conversation with Wieslaw Maslowski, Research Professor of Oceanography, Naval Postgraduate School, Monterey; hosted by Larry Smarr, Director, California Institute for Telecommunications and Information Technology (Calit2), UC San Diego and Irvine
9:30am - 10:00am	Break – <i>The Courtyard</i>
10:00am - 10:45am	Keynote Conversation: Paul Ricci, Chairman and CEO, Nuance Corp. ; hosted by Russ Daggatt, General Partner, Denny Hill Capital
10:45am - 11:15am	HOTSPOTS I: Five Personal Views of the Future A Panel hosted by David Willis, Senior Foreign Correspondent, BBC:

	<ul style="list-style-type: none"> • Stephen Dunnivant: Associate Dean, Gulf Coast Community College Advanced Technology Center • Samuel Huegli: CFO/Head, Corporate Center, Ringier AG • Paul Pluschkell: Co-Founder and CEO, Spigit Inc. • Jaidev Shergill: Founder and CEO, Bundle.com • Simon Hackett: Managing Director, Internode Pty
11:15am - 11:45am	“The Future of Car Computing”: A Conversation with Paul Mascarenas, CTO, Ford Motor Co.; hosted by Mark Anderson
11:45am - 1:00pm	Lunch – <i>Ocean Lawn</i>
1:00pm - 1:30pm	“IPTV and the World of Streaming 4G Devices”: A Conversation with David Garrison, CEO, iBAHN; and Philip Nelson, SVP Strategic Development, NewTek; hosted by Jim Louderback, CEO, Revision3
1:30pm - 2:00pm	“Embedded Vision: Computers Seeing You”: A Conversation with Bruce Kleinman, Corporate VP, Platform Marketing, Xilinx; Jason Bluming, General Manager, Technical Strategy, Microsoft; and Ian Weightman, President, IMS Research; hosted by Scott Gardner, General Manager and EIC, Embedded Vision Alliance
2:00pm - 2:30pm	“Computing with Light: The Future of Photonics and the New OPSIS Lab”: A Conversation with Michael Hochberg, Executive Director, OPSIS Lab, University of Washington; hosted by Robert Anderson, Director Technology Transfer, Illinois Institute of Technology
2:30pm - 3:00pm	<p>CTO Design Challenge: “Saving the Planet by Capturing Carbon” – Introduction: A Conversation with Greg McRae, Executive Director, Morgan Stanley, and Hoyt C. Hottel Professor of Chemical Engineering; hosted by Larry Smarr, Director, California Institute for Telecommunications and Information Technology (Calit2), UC San Diego and Irvine;</p> <p>– followed by Charging the CTO Panel, including:</p>

	<p>David Brin, Scientist, Inventor, and Author; Joseph B. Burton, CTO and Global Head of Development, Plantronics Inc.; Ty Carlson, Business Productivity Online Services Engineering R&D, Office 365, Microsoft; Tom Malloy, SVP and Chief Software Architect, Advanced Technology Labs, Adobe Systems; Peter Moeckel, VP, Deutsche Telekom Laboratories, Deutsche Telekom; and Eric Openshaw, Vice Chairman and U.S. Technology Leader, Deloitte LLP, and Global Technology Sector Leader, Deloitte – <i>Panel to continue at 4pm Breakout and at Thursday 3:45pm Breakout; Conclusion to be presented Friday at 10am</i>)</p>
3:00pm - 3:30pm	<p>“Technology and Entertainment: Hollywood’s Future”: A Panel with Jean-Luc De Fanti, Founder and Managing Partner, Hemisphere Capital Management; Tim Disney, Executive Producer, <i>The Last Mountain</i>; and Ed Lantz, President and CTO, Vortex Immersion Media; and hosted by Lew Douglas, President, Lewis Douglas Consulting, and Board Member, Exodus Film Group</p>
3:30pm - 4:00pm	<p>Break – The Courtyard</p>
4:00pm - 5:00pm	<p>Breakouts (Locations subject to change):</p> <p>I. FiRe CTO Design Challenge: “Saving the Planet by Capturing Carbon” (<i>Panel to continue at Thursday 3:45pm Breakout; Conclusion to be presented Friday at 10am</i>) – <i>Gallery Ballroom 1</i></p> <p>II. “A Revolution in Car Computing”: Moderated by Padraic Hannon, VP, Software and Data Architecture, Edmunds.com; with Paul Mascarenas, CTO, Ford Motor Co.; and Mark Zeinstra, Director, Infotainment and Connectivity, Johnson Controls – <i>Gallery Ballroom 2</i></p> <p>III. “Computers Hearing and Seeing”: Moderated by Scott Gardner, General Manager and EIC, Embedded Vision Alliance; with Bruce Kleinman, Corporate VP, Platform Marketing, Xilinx; Gary Clayton, Chief Creative Officer, Nuance Communications; and Marc Tremblay, Distinguished Engineer, Microsoft – <i>Executive Suite 229</i></p> <p>IV. “Tomorrow’s Entertainment: Technology and Devices”: Moderated by Jim Louderback, CEO, Revision3; with Rob Chandhok, President, Qualcomm Internet Services and Qualcomm Innovation Center, Qualcomm; Tim Disney, Executive Producer,</p>

	<i>The Last Mountain</i> ; Lew Douglas, Board Member, Exodus Film Group, and President, Lewis Douglas Consulting; David Garrison, CEO, iBAHN; and Ed Lantz, President and CTO, Vortex Immersion Media – <i>Executive Suite 227</i>
5:00pm - 7:00pm	Meet the FiReStarters and Exhibitors: Reception with displays, cocktails, and hors d’oeuvres; FiReStarter companies CSRHUB, Cynvenio Biosystems, Easy Energy Systems Inc., Finsphere, Magnet Systems, Spigit, Terremark Worldwide, Vantage Data Centers, and Wave Systems Corp. – <i>The Courtyard</i>
7:00pm - 7:20pm	<u>FiRe Film Night</u> <i>Grand Ballroom</i>
7:20pm - 7:30pm	“Investing in Films That Make a Difference” : GERALYN WHITE Dreyfous, Co-Founder, IMPACT Partners Film Fund; and Founder and Board Chair, SLC Film Center
7:30pm - 9:00pm	FiRe 2011/Sundance Documentary Film Selection: <i>The Last Mountain</i> : Presented by Tom Burns, Founder and Director of the Carmel Art & Film Festival, a FiRe 2011 Alliance Partner
9:00 - - -	Global Film Debut: <i>The Last Mountain</i>
	Discussion with the Producer : Tim Disney, Executive Producer, Uncommon Productions and <i>The Last Mountain</i>

Thursday, May 26th	
6:50am - 7:50am	Continental Breakfast – <i>Gallery Ballroom</i>
8:00am - 8:15am	“Operation Enduring Care” : A Conversation with Sloan D. Gibson, President and CEO, United Service Organizations (USO); and Louis “Chip” Weil III, Member, Board of Governors, USO, and Chairman, President, and CEO, Central Newspapers Inc. (Ret.); hosted by Don Budinger, Chair and Founder, The Rodel Foundations
8:15am - 8:40am	“Tolerating Waste: From Keynes to Schumpeter” : A Conversation with Bill Janeway, Senior Advisor, Warburg Pincus; hosted by Mark Anderson

8:40am - 8:45am	FiReStarters I: Introduction by Sharon Anderson-Morris, SNS Programs Director;
8:45am - 9:15am	Hosted by David Willis, Senior Foreign Correspondent, BBC: <ul style="list-style-type: none"> • Cynvenio Biosystems: André de Fusco, CEO and Director • Finsphere: Mike Buhrmann, Chairman and CEO • Magnet Systems: Alfred Chuang, Founder and CEO • Spigit Inc.: Paul Pluschkell, Co-Founder and CEO • Wave Systems Corp.: Steven Sprague, CEO
9:15am - 9:45am	“Global Investing”: A Panel with Kamran Elahian, Founder, Global Catalyst Partners; Gary Rieschel, Founding Partner, Qiming Ventures, Shanghai; Ricardo Salinas, Founder and Chairman, Grupo Salinas; and Christie Simons, Partner, Chinese Services Group, Deloitte & Touche LLP; hosted by Russ Daggatt, Founding General Partner, Denny Hill Capital
9:45am - 10:15am	Fixing Healthcare I: “The Quantified Self: Personal Monitoring and Control for Health”: A Conversation with Larry Smarr, Director, California Institute for Telecommunications and Information Technology (Calit2), UC San Diego and Irvine; hosted by André de Fusco, CEO and Director, Cynvenio Biosystems
10:15am - 10:40am	Break – <i>The Courtyard</i>
10:40am – 11:05am	FiReStarters II Hosted by David Willis, Senior Foreign Correspondent, BBC: <ul style="list-style-type: none"> • CSRHUB: Cynthia Figge, Co-Founder and COO • Easy Energy Systems: Mark Gaalswyk, Founder and Chairman • Terremark Worldwide: Chris Drumgoole, SVP • Vantage Data Centers: Greg Ness, VP Marketing
11:05am - 11:35am	Special Showing: “Are We Loving Them to Death?” – A KCPQ-TV production: How SNS’ Orca Relief contributed to new federal protection for Killer Whales; with Pam Pearson, SVP/General Manager, KCQP/KZJO-TV and Tribune Broadcasting Co.; hosted by Mark Anderson

11:35am - 12:00pm	<p>Economic Cyberwar II: “The Relation of Hackers to Nation-States”: A Conversation with Jeffrey Carr, founder and CEO, Taia Global, and author of <i>Inside Cyberwar</i>; hosted by Richard Marshall, Director, Global Cyber Security Management, Department of Homeland Security</p>
12:00pm - 1:00pm	<p>Lunch – Ocean Lawn</p>
1:00pm - 1:30pm	<p>“Infrastructure 2.0: Fixing the Cloud”: A Conversation with Ali Alasti, VP, Hardware Development, Oracle; and Chris Drumgoole, SVP, Terremark Worldwide; hosted by Greg Ness, VP, Marketing, Vantage Data Centers</p>
1:30pm - 2:15pm	<p>Fixing Healthcare II – “How Systems Medicine and Emerging Technologies Will Transform Healthcare”: Centerpiece Conversation with Leroy Hood, President, Institute for Systems Biology; hosted by Mark Anderson</p>
2:15pm - 2:45pm	<p>“Privacy Protection: The Consumer Side of Security”: A Panel with Michael Buhrmann, CEO and Chairman, Finsphere; Kristy Edwards, Senior Director, Global Privacy and Information Security, Oracle; Tom Malloy, SVP and Chief Software Architect, Advanced Technology Lab, Adobe Systems; Sim Simeonov, Co-Founder, Evidon; and Steven Sprague, CEO, Wave Systems; hosted by Jonathan Ewert, CEO, Codero</p>
2:45pm - 3:15pm	<p>HOTSPOTS II: Four Personal Views of the Future</p> <p>A Panel hosted by David Willis, Senior Foreign Correspondent, BBC:</p> <ul style="list-style-type: none"> • Rob Chandhok: President, Qualcomm Internet Services and Qualcomm Innovation Center, Qualcomm • Nancy Stagliano: CEO, CytomX Therapeutics • Charles Stucki: VP/GM, Solutions & Business Incubation, TECB Group, Cisco Systems • Special Announcement: Kamran Elahian, Chairman, Global Catalyst Foundation, and Co-Chair, UN Global Alliance for Information and Communication Technologies and Development (UNGAID); and John McArthur, CEO, Millennium Promise

3:15pm - 3:45pm	Break – The Courtyard
3:45pm - 5:00pm	<p>Breakouts (<i>Locations subject to change</i>):</p> <p>I. FiRe CTO Design Challenge Working Session: The Challenge Continues: “Saving the Planet by Capturing Carbon” (<i>Conclusion to be presented Friday at 10am</i>) – <i>Gallery Ballroom 1</i></p> <p>II. “Fixing Healthcare”: Moderated by André de Fusco, CEO and Director, Cynvenio Biosystems; with Leroy Hood, President, Institute for Systems Biology; and Larry Smarr, Director, California Institute for Telecommunications and Information Technology (Calit2), UC San Diego and Irvine – <i>Gallery Ballroom 2</i></p> <p>III. “Securing Privacy”: Moderated by Tom Malloy, SVP and Chief Software Architect, Advanced Technology Lab, Adobe Systems; co-led by Jonathan Ewert, CEO, Codero; with Michael Buhrmann, CEO and Chairman, Finsphere; Kristy Edwards, Senior Director, Global Privacy and Information Security, Oracle; and Steven Sprague, CEO, Wave Systems – <i>Executive Suite 229</i></p> <p>IV. “Advanced Persistent Threats: The Next Security Battle”: Moderated by Jeffrey Carr, Founder and Principal, Taia Global, and author of <i>Inside Cyberwar</i>; with Richard Marshall, Director, Global Cyber Security Management, Department of Homeland Security – <i>Executive Suite 227</i></p>
5:00pm - - -	Dinner off-agenda – Ask the Concierge for suggestions in Laguna Beach! Then come back for...
8:30pm - - -	The FiRe Social: Meetup for One and All, including FiRe Speakers, FiReStarters, Press, and SNS & FiRe Staff – <i>Lobby Lounge</i>

Friday, May 27th	
7:00am - 7:55am	Continental Breakfast – <i>Gallery Ballroom</i>

8:00am - 8:30am	<p>“Changing Our Buildings vs. Our Climate: From Data Centers to Residences”: A Conversation with Jason Green, Director, Vantage Data Centers; Hank Louis, Founder and Director, DesignBuildBLUFF, College of Architecture + Planning, University of Utah; and Brad Peacock, Principal, DwellTek; hosted by Cynthia Figge, Co-founder and COO, CSRHUB</p>
8:30am - 9:00am	<p>“Remote Viewing in Underwater Cities”: A Panel with John Delaney, Professor, School of Oceanography and Paros Endowed Chair for Sensor Networks, and Director and PI for the Regional Cabled Observatory of NSF’s OOI; and Doug Stanley, CEO and Co-Founder, Ridgeline Entertainment; 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</p>
9:00am - 9:30am	<p>“Social Networks in Political Change”: A Panel with John Crowley, Research Fellow, Harvard Humanitarian Initiative and STAR-TIDES; Jesse Driscoll, Assistant Professor of Political Science, International Relations and Pacific Studies, UC San Diego; and Patrick Meier, Co-Founder, International Network of Crisis Mappers, and Director of Crisis Mapping and Partnerships, Ushahidi; hosted by Brett Horvath, Director, Leaders Network</p>
9:30am - 10:00am	<p>“Looking Further: The World in 20 Years”: A Conversation with David Brin, Scientist, Inventor, and Author; hosted by Glen Hiemstra, Founder and Owner, Futurist.com</p>
10:00am - 11:00am	<p>FiRe CTO Design Challenge: “Saving the Planet by Capturing Carbon” – Conclusion: Hosted by Larry Smarr, Director, California Institute for Telecommunications and Information Technology (Calit2), UC San Diego and Irvine</p>
11:00am - 11:30am	<p>“Your Turn: The Next Five Years”: Audience Questions and Comments; hosted by Mark Anderson</p>
11:30am - 12:00pm	<p>Closing Comments and Summary: Mark Anderson</p>