

All plenary sessions will be held in the Grand Ballroom. This insert shows the most updated agenda info. Please see Event Book for agenda details and bios.

TUESDAY, MAY 24

4:00 - 6:00pm: Registration – *Pacific Lawn*

5:00 - 6:45pm: Hors d'oeuvres and cocktail reception with live music (adult partners welcome) – *Pacific Lawn*

6:30 - 6:45pm: Welcome to FiRe, and Intros to FiRe Staff and Interns: Sharon Anderson-Morris – *Pacific Lawn*

7:00 - 7:30pm: Intro to Sponsors & FiReStarters: Sharon Anderson-Morris; Opening: Mark Anderson – *Gallery Ballroom*

7:30 - 8:15pm: Dinner – *Gallery Ballroom*

8:15 - 9:00pm: Dinner Conversation with **Richard Marshall and Mark Anderson:** “Economic Cyberwar and the New Security Mandate”

9:00 - - : Q&A and Discussion

WEDNESDAY, MAY 25

CHECK @ FIRE DESK TO EXPERIENCE THE ELECTRIC TESLA ROADSTER!

6:45 - 7:45am: Continental Breakfast – *Gallery Ballroom*

7:50 - 8:00am: “Welcome to FiRe” – LIVE Worldwide: Mark Anderson – *Grand Ballroom*

8:00 - 8:30am: “Technology Driving Economics”: John Hagel III and Ira Kalish; hosted by the BBC’s David Willis

8:30 - 9:00am: “The Future of Chipped Intelligence”: Justin Rattner; hosted by Mark Anderson

9:00 - 9:30am: “Polar Ice Volumes Over Time: Is the Climate Debate Over?”: Wieslaw Maslowski; hosted by Larry Smarr

9:30 - 10:00am: Break – *The Courtyard*

10:00 - 10:45am: Keynote Conversation with Paul Ricci: Hosted by Russ Daggatt

10:45 - 11:15am: HOTSPOTS I: Stephen Dunnivant, Samuel Huegli, Paul Pluschkell, Jaidev Shergill, and Simon Hackett; hosted by the BBC’s David Willis

11:15 - 11:45am: “The Future of Car Computing”: Paul Mascarenas; hosted by Mark Anderson

11:45 - 1:00pm: Lunch – *Ocean Lawn*

1:00 - 1:30pm: “IPTV and the World of Streaming 4G Devices”: David Garrison and Philip Nelson; hosted by James Louderback

1:30 - 2:00pm: “Embedded Vision: Computers Seeing You”: Bruce Kleinman, Marc Tremblay, and Ian Weightman; hosted by Scott Gardner

2:00 - 2:30pm: “Computing with Light: The Future of Photonics and the New OPSIS Lab”: Michael Hochberg; hosted by Robert Anderson

2:30 - 3:00pm: CTO Design Challenge: “Saving the Planet by Capturing Carbon”: Intro with Greg McRae and host Larry Smarr; followed by “Charging the Panel,” including David Brin, Joseph Burton, Ty Carlson, Tom Malloy, Peter Möckel, and Eric Openshaw

3:00 - 3:30pm: “Technology and Entertainment: Hollywood’s Future”: Jean-Luc De Fanti, Tim Disney, and Ed Lantz; hosted by Lew Douglas

3:30 - 4:00pm: Break – *The Courtyard*

4:00 - 5:00pm: Breakouts (*Locations subject to change*):

I. FiRe CTO Design Challenge Working Session: “Saving the Planet by Capturing Carbon” – *Gallery Ballroom 1*

II. “A Revolution in Car Computing”: Moderated by Padraic Hannon; with Paul Mascarenas and Mark Zeinstra – *Gallery Ballroom 2*

III. “Computers Hearing and Seeing”: Moderated by Scott Gardner; with Bruce Kleinman, Gary Clayton, and Marc Tremblay – *Executive Suite 229*

IV. “Tomorrow’s Entertainment: Technology and Devices”: Moderated by James Louderback; with Rob Chandhok, Tim Disney, Lew Douglas, David Garrison, and Ed Lantz – *Executive Suite 227*

5:00 - 7:00pm: Meet the FiReStarters and Exhibitors: Reception with displays, cocktails, and hors d'oeuvres – *The Courtyard*

7:00 - 9:00pm: Screening of *The Last Mountain*, with introductions by Geralyn Dreyfous (7:00-7:20) and Tom Burns (7:20-7:30) – Adult partners welcome – *Grand Ballroom*

9:00 - - : Discussion with the Producer: Tim Disney – *Grand Ballroom*

THURSDAY, MAY 26

6:50 - 7:50am: Continental Breakfast – *Gallery Ballroom*

8:00 - 8:15am: “Operation Enduring Care”: Sloan Gibson and Louis “Chip” Weil; hosted by Don Budinger

8:15 - 8:40am: “Tolerating Waste: From Keynes to Schumpeter”: Bill Janeway; hosted by Mark Anderson

8:40 - 9:15am: FiReStarters I: Cynvenio Biosystems, Finsphere, Magnet Systems, Spigit, and Wave Systems; introduced by Sharon Anderson-Morris; hosted by the BBC’s David Willis – *See FiRe event book for company descriptions*

9:15 - 9:45am: “Global Investing”: Kamran Elahian, Gary Rieschel, Ricardo Salinas, and Christie Simons; hosted by Russ Daggatt

9:45 - 10:15am: Fixing Healthcare I: “The Quantified Self: Personal Monitoring and Control for Health”: Larry Smarr; hosted by André de Fusco

10:15 - 10:40am: Break – *The Courtyard*

10:40 - 11:05: FiReStarters II: CSRHUB, Easy Energy Systems, Terremark Worldwide, and Vantage Data Centers; hosted by the BBC’s David Willis – *See FiRe event book for company descriptions*

11:05 - 11:35: Special Showing: “Are We Loving Them to Death?” – A KCPQ-TV production on Orca Relief; with Pam Pearson; hosted by Mark Anderson

11:35 - 12:00pm: Economic Cyberwar II: “The Relation of Hackers to Nation-States”: Jeffrey Carr; hosted by Richard Marshall

12:00 - 1:00pm: Lunch – *Ocean Lawn*

1:00 - 1:30pm: “Infrastructure 2.0: Fixing the Cloud”: Ali Alasti and Chris Drumgoole; hosted by Greg Ness

1:30 - 2:15pm: Centerpiece Conversation with Leroy Hood: Fixing Healthcare II: “How Systems Medicine and Emerging Technologies Will Transform Healthcare”: Hosted by Mark Anderson

2:15 - 2:45pm: “Privacy Protection: The Consumer Side of Security”: Michael Buhrmann, Kristy Edwards, Tom Malloy, Sim Simeonov, and Steven Sprague; hosted by Jonathan Ewert

2:45 - 3:15pm: HOTSPOTS II: Rob Chandhok, Nancy Stagliano, Charles Stucki, and Special Announcement by Kamran Elahian and John McArthur; hosted by the BBC’s David Willis

3:15 - 3:45pm: Break – *The Courtyard*

3:45 - 5:00pm: Breakouts (*Locations subject to change*)

I. FiRe CTO Design Challenge Working Session (Continued): “Saving the Planet by Capturing Carbon” – *Gallery Ballroom 1*

II. “Fixing Healthcare”: Moderated by André de Fusco; with Leroy Hood and Larry Smarr – *Gallery Ballroom 2*

III. “Securing Privacy”: Moderated by Tom Malloy; co-led by Jonathan Ewert; with Michael Buhrmann, Kristy Edwards, and Steven Sprague – *Executive Suite 229*

IV. “Advanced Persistent Threats: The Next Security Battle”: Moderated by Jeffrey Carr; with Richard Marshall – *Executive Suite 227*

5:00pm - - : Dinner off-agenda; ask the Concierge for suggestions in town! Then come back for...

8:30pm - - : **The FiRe Social:** All invited, with FiRe Speakers, FiReStarters, Press, and SNS & FiRe Staff – *Lobby Lounge*

FRIDAY, MAY 27

7:00 - 7:55am: Continental Breakfast – *Gallery Ballroom*

8:00 - 8:30am: “Changing Our Buildings vs. Our Climate: From Data Centers to Residences”: Jason Green, Hank Louis, and Brad Peacock; hosted by Cynthia Figge

8:30 - 9:00am: “Remote Viewing in Underwater Cities”: John Delaney and Doug Stanley; hosted by Michael Pfeffer

9:00 - 9:30am: “Social Networks in Political Change”: Alfred Chuang, John Crowley, Jesse Driscoll, and Patrick Meier; hosted by Brett Horvath

9:30 - 10:00am: “Looking Further: The World in 20 Years”: David Brin; hosted by Glen Hiemstra

10:00 - 11:00am: FiRe CTO Design Challenge: “Saving the World by Capturing Carbon” – Conclusion: Hosted by Larry Smarr

11:00 - 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