FiRe 2009 Conference Agenda

Speaking assignments and agenda items are subject to change.

Tuesday, May 19

4:00pm - 6:00pm	**Registration** – *Windsor Lawn*
5:00pm - 6:30pm	**Cocktail Reception** with live entertainment (adult partners welcome) – *Windsor Lawn*
6:30pm - 6:45pm	**Welcome to FiRe, and Introduction to FiRe Interns and Staff:** Sharon Anderson-Morris, SNS Programs Director – *Windsor Lawn*
7:00pm - 7:10pm	**Introductions and Appreciations:** Sharon Anderson-Morris – *Crown Room*
7:10pm - 7:30pm	**Opening Remarks:** Mark Anderson
7:30pm - 8:15pm	**Dinner** – *Crown Room*
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 – *Crown Room*

Wednesday, May 20

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.

7:00am - 7:50am	**Breakfast** – *Crown Room*
7:50am - 8:00am	**"Welcome to FiRe" – LIVE Worldwide:** Mark Anderson – *Grand Ballroom*
8:00am - 8:30am	**"How the World Really Works, and Why Technology Will Lead the Economic Rebound":** Mark Anderson; hosted by Stephen Evans, Business Daily, BBC World Service

8:30am - 9:00am	**"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, Technology Consulting, Accenture
9:00am - 9:30am	**"Bandwidth Economics: The Global Rollout":** A conversation with Sol Trujillo, CEO, Telstra; hosted by Larry Smarr, Director, California Institute for Telecommunications and Information Technology (Calit2 – the "FiRe Lab"), UCSD
9:30am - 10:00am	**Break** – *Courtyard*
10:00am - 10:30am	**Keynote Conversation: Mark Hurd, Chairman and CEO, Hewlett-Packard;** hosted by Mark Anderson
10:30am - 11am	**HOTSPOTS I: Five Personal Views of the Future** A panel hosted by Stephen Evans, Presenter, Business Daily, BBC World Service: • **Sophie Vandebroek,** CTO, Xerox, and President, Xerox Innovation Group • **Nova Spivack,** CEO and Founder, Twine.com; and CEO, Radar Networks • *TBA* • **J.D. Sitton III,** President and CEO, Infinia Corp. • **Bright B. Simons,** Coordinator of the mPedigree Network; IMANI-Ghana
11:00am -11:30am	"**In Search of Economic Redemption":** Bill Janeway, Senior Advisor, Warburg Pincus**;** hosted by Mark Anderson
11:30am - 12:00pm	**"Clouds 2.0: Utility Computing for Consumers and the Enterprise":** Amitabh Srivastava, Senior VP, Windows Azure, Microsoft; Russ Daniels, VP and CTO, Cloud Services Strategy, Hewlett-Packard; Rowan Trollope, SVP, Symantec; and Werner Vogels, CTO and VP, Amazon.com; hosted by John Thompson, CEO, Kognitio
12:00pm - 1:00pm	**Lunch** – on the Windsor Lawn
1:00pm - 1:30pm	**"The Future of Wireless Broadband":** A panel with Hugh Bradlow, CTO, Telstra; Scott Richardson, Chief Strategy Officer of Clearwire;

Fred Kitson, Corporate Vice President, Motorola; and Chris Pearson, President, 3G Americas; David C. Achim, President and COO, SkyFiber; hosted by Chetan Sharma, President, Chetan Sharma Consulting

1:30pm - 2:00pm   **"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

2:00pm - 2:30pm   **"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 (New York); hosted by Larry Smarr, Director, California Institute for Telecommunications and Information Technology (the "FiRe Lab"), UCSD

2:30pm - 3:00pm   **CTO Design Challenge – "Water Beyond Tomorrow: Using Technology and Innovation to Provide San Diego (and the World) with Adequate Safe Water for Future Decades":** A panel consisting of world-class technology leaders: Joe Burton, CTO, Cisco; Ty Carlson, Architect, "SiArch Group," Microsoft; Per-Kristian (Kris) Halvorsen, SVP and Chief Innovation Officer, 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; and Larry Smarr, Director, Calit2 (the "FiRe Lab"), UCSD; hosted by David Brin, Author, Physicist, and Co-Host of TV's "ArchiTechs" series (*Panel to continue at 4pm Breakout and Thursday 3:30pm Breakout; "Solution" session to be presented Friday at 10am*)

3:00pm - 3:30pm   **"Weapons-Free Nuclear Power Worldwide":** A conversation with Ambassador Dennis 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   **Breakouts** *(Locations subject to change)***:**

I. FiRe CTO Design Challenge Working Session: The Challenge Continues – "Water Beyond Tomorrow: Using Technology and Innovation to Provide San Diego (and the World) with Adequate Safe Water for Future Decades": With Joe Burton, CTO, Cisco; Ty Carlson, Architect, "SiArch Group," Microsoft; Tom Malloy, SVP and

Chief Software Architect, Adobe Systems; Per-Kristian (Kris) Halvorsen, SVP and Chief Innovation Officer, 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; and Larry Smarr, Director, Calit2 (the "FiRe Lab"), UCSD; hosted by David Brin, Author, Physicist, and Co-Host of TV's "ArchiTechs" series (*Panel to continue at Thursday 3:30pm Breakout; "Solution" session to be presented Friday at 10am*) – CONTINENTAL ROOM

II. "Shaping the Rebound": Moderated by John Hagel III, Director and Co-Chairman, Deloitte Center for Edge Innovation – CRYSTAL ROOM

III. "Making Electric Cars for Mass Markets": Moderated by Elon Musk, Chairman and CEO, Tesla Motors, and CEO, SpaceX – WINDSOR COMPLEX

IV. "Australia's Role As Asia Rises": A panel conversation, moderated by Phil Scanlan, Australian Consul-General (New York); 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 – GARDEN ROOM

5:00pm - 7:00pm	**Meet the FiReStarters:** Exhibition with cocktails and hors d'oeuvres – *Grand Ballroom*
7:00pm - 8:30pm	**Global Film Debut: *The Cove*, winner of the 2009 Sundance Film Festival Audience Award:** With documentary filmmaker Louie Psihoyos, Executive Director, Oceanic Preservation Society

THURSDAY, MAY 21

7:00am - 7:55am	**Breakfast** – *Crown Room*
8:00am - 8:30am	**HOTSPOTS II:** Five Personal Views of the Future

A panel hosted by Stephen Evans, Presenter, Business Daily, BBC World Service:

- **Josh Wolfe,** Managing Partner, Lux Capital
- **Connie Wong,** CEO, Vidiator

- **Balan Nair,** SVP and CEO, Liberty Global Inc.
- **Jim Butler,** General Manager, Communications Sector, Greater China, Microsoft
- *TBA*

8:30am - 8:55am	**"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.
8:55am - 9:30am	**FiReStarters I:** Introduction by Sharon Anderson-Morris, SNS Programs Director Hosted by Stephen Evans, Presenter, Business Daily, BBC World Service: • **Complete Genomics:** Aaron Solomon, VP, Business Development • **Tigo Energy:** Sam Arditi, CEO • **Rearden Commerce:** Patrick Grady, Chairman and CEO • **Avatar Reality:** Jim Sink, VP, Business Development • **American CareSource:** David Boone, President and CEO • **TTTech Comuptertechnik AG,** Georg Kopetz, Member, Executive Board
9:30am - 10:00am	**"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
10:00am - 10:30am	**Break** – *Courtyard*
10:30am - 11:00am	**"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
11:00am - 11:30am	<u>**The Mercantilists:**</u> **"What the West Doesn't 'Get' About China":** Sidney Rittenberg Sr., Rittenberg Associates Inc.; *and*

"Japan: The Real Asian Tech Tiger": Scott Foster, Senior Analyst, HSBC Securities (Japan) Ltd.;

hosted by Russ Daggatt, Founding Partner, Denny Hill Capital

11:30am - 12:00pm	**Latin America:**

"Mexico's Future: Business vs. Narcotics": A conversation with Ricardo Salinas, Chairman, Grupo Salinas; *and*

"Venezuela's Future: Living with Chavez": A conversation with Nelson Ortiz, former President, Caracas Stock Exchange; and David Brillembourg, President, The Brilla Group;

hosted by Stephen Evans, Business Daily, BBC World Service

12:00pm - 1:00pm	**Lunch**
1:00pm - 1:30pm	**"Assessing the N1H1 ('Swine Flu') Pandemic: What to Expect for the Next Few Years":** Larry Brilliant, President, Skoll Urgent Threats Fund, and Senior Advisor to Jeff Skoll; hosted by Alan Smith, Founder and CEO, Vesta Health Systems Inc.
1:30pm - 2:00pm	**"One Cloud Serving Many Platforms, Applications, and Devices":** A panel with Per-Kristian (Kris) Halvorsen, SVP and Chief Innovation Officer, Intuit; Noam Ziv, VP, Engineering, Qualcomm; Henry Tirri, SVP and Head, Nokia Research Center, Nokia; and Mario Dal Canto, Chairman and CEO, SIMtone Corp.; hosted by Tom Malloy, SVP and Chief Software Architect, Adobe Systems
2:00pm - 2:30pm	**"Trends in Global Venture Investment":** Gary Rieschel, Founder and Managing Director, Qiming Venture Partners (Shanghai); Niall Davis, Partner, aeris CAPITAL AG (Zurich); Michael Pfeffer, Managing Partner, Kolohala Ventures (Hawaii); and Jeb Terry, President, Aberdeen Investment Management (Dallas); hosted by Rick LeFaivre, Venture Partner, OVP Venture Partners (Seattle)
2:30pm - 3:05pm	**FiReStarters II**

Hosted by Stephen Evans, Presenter, Business Daily, BBC World Service:

- **SkyFiber Inc.:** David C. Achim, President and COO

- **Smaato Inc.:** Ragnar Kruse, Founder and CEO
- **Blue Lava Technologies:** Henk Rogers, Co-Founder and Chairman
- **ClearFuels Technology Inc.:** Eric Darmstaedter, CEO
- **SIMtone Corp.:** Mario Dal Canto, Chairman and CEO
- **Attensity Group:** Ian Hersey, Global CTO and EVP, Products
- **Vesta Health Systems Inc.:** Alan Smith, Founder and CEO

3:05pm - 3:30pm   **Break –** *Courtyard*

3:30pm - 4:30pm   **Breakouts** *(Locations subject to change)***:**

I. FiRe CTO Design Challenge Working Session: The Challenge Continues – "Water Beyond Tomorrow: Using Technology and Innovation to Provide San Diego (and the World) with Adequate Safe Water for Future Decades": With Joe Burton, CTO, Cisco; Ty Carlson, Architect, "SiArch Group," Microsoft; Tom Malloy, SVP and Chief Software Architect, Adobe Systems; Per-Kristian (Kris) Halvorsen, SVP and Chief Innovation Officer, Intuit; Eric Openshaw, Vice Chairman and U.S. Technology Leader, Deloitte LLP; Henry Tirri, SVP and Head, Nokia Research Center, Nokia; and Larry Smarr, Director, Calit2 (the "FiRe Lab"), UCSD; hosted by David Brin, Author, Physicist, and Co-Host of TV's "ArchiTechs" series (*Solution to be presented Friday at 10am plenary session*) – CONTINENTAL ROOM

II. "Fixing Healthcare": Alan Smith, Founder and CEO, Vesta Health Systems Inc.; Noam Ziv, VP, Engineering, Qualcomm; David Boone, President and CEO, American CareSource Holdings; and Aaron Solomon, VP, Business Development, Complete Genomics; moderated by Doug Smith, President, W.D. Smith & Associates – CRYSTAL ROOM

III. "Mexico and Latin America's Near-Term Future": Ricardo Salinas, Chairman, Grupo Salinas (Mexico City); with Nelson Ortiz, former President, Caracas Stock Exchange; and Marcel Vinay, CEO, Investment Media Group; moderated by David Brillembourg, President, Brilla Group (Miami) – GARDEN ROOM

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 – WINDSOR COMPLEX

5:00pm - 9:00pm **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 – *Buses depart promptly at 5:15; **meet at the hotel's main entrance by 5:00***

FRIDAY, MAY 22

7:00am - 7:55am **Breakfast** – *Crown Room*

8:00am - 8:30am **"SNS Project Inkwell: From Utah to Africa":** Sharon Anderson-Morris, SNS Programs Director and Project Inkwell Africa**;** with David Engle, Director of Operations (U.S.), Project Inkwell; hosted by Tom Greaves, Chairman, the Greaves Group, and Member, Inkwell Steering Committee

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 **FiRe CTO Design Challenge – "Water Beyond Tomorrow: And the Solution Is – ":** Conclusion, with Joe Burton, CTO, Cisco; Ty Carlson, Architect, "SiArch Group," Microsoft; Per-Kristian (Kris) Halvorsen, SVP and Chief Innovation Officer, Intuit; Eric Openshaw, Vice Chairman and U.S. Technology Leader, Deloitte LLP; Henry Tirri, SVP and Head, Nokia Research Center, Nokia; and Larry Smarr, Director, Calit2 (the "FiRe Lab"), UCSD; 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 David Engle, Director of Operations (U.S.), SNS Project Inkwell

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

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With deep appreciation to Joe Sterling, FiReScribe 2009, of Sterling Insights – for providing his scribing services throughout the FiRe conference (http://sterlinginsights.com).