

FiRe 2017 CONFERENCE AGENDA

Last updated 10/9/17. Speaking assignments and agenda items are subject to change.

Tuesday, October 10	
5:00pm - 6:15pm	Registration and Cocktail Reception with finger food and live entertainment (Adult partners welcome) – <i>Flagstaff Mountain Deck</i> – <i>Featuring the cello performance of Nicole Pinnell</i>
6:15pm - 6:45pm	Welcome and Introduction to FiReFellows and Staff: Sharon Anderson Morris, SNS Programs Director and SNS FiReFilms Managing Director – <i>Flagstaff Mountain Deck</i>
7:00pm - 7:10pm 7:10pm - 7:30pm	Welcoming Remarks – <i>Olympic Ballroom</i> <ul style="list-style-type: none"> • Introductions and Appreciations: Sharon Anderson Morris • “Breaking Through on a Century Scale”: Mark Anderson
7:30pm - 8:15pm	Dinner – <i>Olympic Ballroom</i>
8:15pm - 9:00pm 9:00pm - - -	Dinner Presentation: “The End of Disease: Solving the Healthcare Crisis”: Leroy Hood, President and Co-Founder, Institute for Systems Biology; and SVP and Chief Science Officer, Providence Health & Services <i>Followed by:</i> Q&A and Discussion

Wednesday, October 11	
6:45am - 7:50am	Buffet Breakfast – <i>Olympic Ballroom</i>
7:50am - 8:00am	Welcome and Opening Remarks:

	<p>“Picturing Breakthrough Discoveries”: Mark Anderson, FiRe Chair; and Author, <i>The Pattern Future – Stein Eriksen Ballroom</i></p>
8:00am - 8:30am	<p>“Visualizing Visualizations: When Does the Picture Become the Analysis?”</p> <p>I. “Pictorial Processing in Nature I”: Chris Johnson, Director, Scientific Computing and Imaging Institute (SCI), and Distinguished Professor, School of Computing, University of Utah</p> <p>II. “Pictorial Processing in Nature II”: Valerio Pascucci, Endowed Chair Professor of Computing and Founding Director, CEDMAV, University of Utah</p> <p>Hosted by Mark Anderson</p>
8:30am - 9:00am	<p>“Century-Scale Breakthroughs: Biology Driving Pictorial Supercomputing”: Larry Smarr, Founding Director, Calit2 (a UC San Diego / UC Irvine partnership), and SNS Ambassador for Pure Science; hosted by Mark Anderson</p>
9:00am - 9:30am	<p>“The Eye–Brain Machine: Computing’s Next Model?” Bryan William Jones, Retinal Neuroscientist and Principal Investigator / Director, Marclab for Connectomics, University of Utah; hosted by Mark Anderson</p>
9:30am - 10:00am	<p>“What I Learned at Yahoo”: Ken Goldman, past CFO, Yahoo, and President, Hillspire; hosted by Ed Butler, Presenter and Senior Broadcast Journalist, BBC</p>
10:00am - 10:30am	<p>Break – <i>Directly outside the Stein Eriksen Ballroom</i></p>
10:30am - 11:00am	<p>“The Next Wave of Venture Investing”: Yanev Suissa, General Partner, SineWave Ventures; Dafina Toncheva, Partner, US Venture Partners; and Mark Gorenberg, Managing Director, Zetta Venture Partners; hosted by Ray Rothrock, CEO, RedSeal, and Partner, Venrock</p>
11:00am - 11:30am	<p><u>FiReStarters I: Five Companies Improving the World</u></p> <p>Hosted by Ed Butler, Presenter and Senior Broadcast Journalist, BBC:</p> <ul style="list-style-type: none"> • 24-Hour Solar Roof: Will Perego, CEO • Aptage: John Heintz, CEO

	<ul style="list-style-type: none"> • ÉlpisÉremo Inc.: James Ryan, President and CEO • Exro Technologies: Mark Godsy, CEO • HALE.life: Doug Jamison, Chairman and CEO
11:30am - 12:00	<p><u>Centerpiece Conversation:</u></p> <p>“Pictorial Processing: Metadata Analysis for the World’s Most Powerful Telescope”: Andrew Connolly, Director, DIRAC Institute, Department of Astronomy, University of Washington; hosted by Mark Anderson</p>
12:00 - 1:00pm	<p>Lunch – Flagstaff Mountain Deck [Weather alternate: Odin Valhalla]</p>
1:00pm - 1:30pm	<p>“The New China: Xi Jinping and His Dream of Global Dominance”: Evan Anderson, CEO, INVNT/IP; and Richard H.L. Marshall Esq., CEO, X-SES, and past Dir. of Global Cyber Security Management, Department of Homeland Security; hosted by Berit Anderson, CEO, Scout.ai</p>
1:30pm - 2:00pm	<p>“Ukraine: On the Front Lines of Russia’s Infowar Machine”: Bob Flores, Partner, Cognitio, and past Enterprise CTO, CIA; Phillip Lohaus, Research Fellow, Marilyn Ware Center for Security Studies, American Enterprise Institute; and Dmytro Shymkiv, Deputy Head of the Presidential Administration of Ukraine, Secretary of the National Reforms Council; hosted by Greg Ness, VP Marketing, Vidder</p>
2:00pm - 2:30pm	<p><u>THE FIRE CTO DESIGN CHALLENGE:</u></p> <p>“Comparative Image Computing: Creating the First Pictorial Processing System”</p> <p>Judges Charging the CTO Panel: Mark Anderson; Larry Smarr, Founding Director of Calit2 (a UC San Diego / UC Irvine partnership), and SNS Ambassador for Pure Science; and Ty Carlson, Founding Member and CTO, Coventry Computer</p> <p>The Challenge Team: Greg Brandeau, Managing Director, Paradox Strategies; Andrew Connolly, Director, DIRAC Institute, Department of Astronomy, University of Washington; Brad Holtz, Chief Nexus Officer, Coventry Computer; Jeff Hudson, CEO, Venafi; Bryan William Jones, Retinal Neuroscientist and Principal Investigator / Director, Marclab for Connectomics, University of Utah; Edy Liongosari, Chief Research Scientist and Managing Director, Accenture Labs; Nathanael Miller,</p>

	<p>Technical Lead, Earth Energy Monitoring System (E2MS), and Aerospace Engineer, NASA Langley Research Center; Valerio Pascucci, Endowed Chair Professor of Computing and Founding Director, CEDMAV, University of Utah; Rob Shearer, Senior Director of Architecture, Microsoft; and others <i>tbd</i>.</p>
2:30pm - 2:45pm	<p>“Coventry Computer: Stealth Team Update”: Pilar Ackerman, Sr. Program Manager; Ty Carlson, Founding Member and CTO; Denyse Davis, EA to Mark Anderson; Michael Dushkoff, Sr. Software Engineer; Eric Greenwade, Technical Fellow; Brad Holtz, Founding Member and Chief Nexus Officer; Marc Jaffrey, Sr. Mathematician; Matt Keener, Lead Hardware Designer; Bill Mannion, Chief Marketing Officer; Irshad Mohammed, Software Development Engineer; James Reinders, Systems Architect; and Michael Riddle, Founding Member and Chief Systems Architect; hosted by Mark Anderson, CEO</p>
2:45pm - 3:00pm	<p>“Evolving the Two Elemental Actions: Flow and Interaction”: Mark Anderson; and Paul Sallomi, Vice Chairman and US & Global Technology Sector Leader, and Global TMT Leader, Deloitte LLP; hosted by Denyse Davis, Director of Research, SNS Flow and Interaction Initiative</p>
3:00pm - 3:15pm	<p>Group Conversation: “Applications and Potential for F&I”</p>
3:15pm - 3:30pm	<p>“Cyber Security”: Rob Roy, Public Sector CTO, Micro Focus Government Solutions, HPE ESP; hosted by Evan Anderson, CEO, INVNT/IP</p>
3:30pm - 4:00pm	<p>FiReStarters II: Five Companies Improving the World</p> <p>Hosted by Ed Butler, Presenter and Senior Broadcast Journalist, BBC:</p> <ul style="list-style-type: none"> • Haydale Technologies Inc.: Trevor Rudderham, President and CEO • LINK3D: Shane Fox, Co-Founder and CEO • ParentSquare: Anupama Vaid, Founder and President • RedSeal: Ray Rothrock, Chairman and CEO • TruTag Technologies: Hank C.K. Wuh, Chairman
4:00pm - 5:00pm	<p>Breakouts:</p> <p><u>I. FiRe CTO DESIGN CHALLENGE: Working Session:</u></p>

	<p>“Comparative Image Computing: Creating the First Pictorial Processing System”</p> <p>The Challenge Team: Greg Brandeau, Managing Director, Paradox Strategies; Andrew Connolly, Director, DIRAC Institute, Department of Astronomy, University of Washington; Brad Holtz, Chief Nexus Officer, Coventry Computer; Jeff Hudson, CEO, Venafi; Bryan William Jones, Retinal Neuroscientist and Principal Investigator / Director, Marclab for Connectomics, University of Utah; Edy Liongosari, Chief Research Scientist and Managing Director, Accenture Labs; Nathanael Miller, Technical Lead, Earth Energy Monitoring System (E2MS), and Aerospace Engineer, NASA Langley Research Center; Valerio Pascucci, Endowed Chair Professor of Computing and Founding Director, CEDMAV, University of Utah; Rob Shearer, Senior Director of Architecture, Microsoft; and others <i>tbd – Flagstaff Room</i></p> <p>II. “Pairing Technology and Community for Education Success”: Moderated by Anupama Vaid, Founder and President, ParentSquare; and David Engle, US Coordinator, SNS Project Inkwell, and Founder, Treehouse Education Consulting – <i>Silver Room</i></p> <p>III. INVNT/IP Open Session: “Xi’s World: Global Implications”: Moderated by Evan Anderson, CEO, INVNT/IP – <i>Bronze Room</i></p> <p>IV. SNS FiReFilms: “Meet the Filmmakers”: Moderated by Sharon Anderson Morris, SNS FiReFilms Managing Director and SNS Programs Director</p> <p><u>Featured films:</u></p> <p><i>Dying in Vein:</i> Jordan Saxton Hackney, Co-Producer <i>The Perfect Donor:</i> Diane Tober, Director <i>Toxic Puzzle:</i> Bo Landin, Director and Producer <i>Diego’s Dream:</i> Peter C. Davidson, Director</p> <p>– <i>Viking Room, in the Mountain Lodge Building (the “other” building)</i></p>
<p>5:00pm - 7:00pm</p>	<p>Meet the FiReStarters: Exhibition and Reception with cocktails and hors d’oeuvres, with FiReStarter companies and Special Exhibitor USTAR:</p> <ul style="list-style-type: none"> • 24-Hour Solar Roof: Will Perego, CEO • Aptage: John Heintz, Co-Founder and CEO • ÉlpisÉremo Inc.: James Ryan, President and CEO • Exro Technologies: Mark Godsy, CEO

	<ul style="list-style-type: none"> • HALE.life: Doug Jamison, Chairman and CEO • Haydale Technologies Inc.: Trevor Rudderham, President and CEO • LINK3D: Shane Fox, Co-Founder and CEO • ParentSquare: Anupama Vaid, Founder and President • RedSeal: Ray Rothrock, Chairman and CEO • TruTag Technologies: Hank C.K. Wuh, Chairman <p style="text-align: center;">Hosted by Special Exhibitor USTAR – Utah Science, Technology and Research Agency – Led by Ivy Estabrooke, Executive Director</p> <p><i>– Stein Eriksen Ballroom Gallery</i></p>
	<p><u>FiRe Film Night – Stein Eriksen Ballroom</u></p> <p style="text-align: center;"><i>Sponsored by Zions Bank and Oracle</i></p> <p>7:00pm - 7:05pm Opening Comments: Sharon Anderson Morris, SNS Programs Director and SNS FiReFilms Managing Director</p> <p>7:05pm - 8:35pm Screening of <i>Chasing Coral</i>, FiReFilms’ “Featured Film of the Year”</p> <p>8:35pm - 9:00pm A Discussion with Sharon and Brian McInerney, Hydrologist, National Weather Service; with closing remarks by Sharon</p>

Thursday, October 12	
6:45am - 7:50am	Buffet Breakfast – Olympic Ballroom
7:55am - 8:00am	Welcome and Announcements: Sharon Anderson Morris
8:00am - 8:30am	<p><u>SNS FiReFilms</u></p> <p>“Documentaries That Change the World: Meet the Directors”: Peter C. Davidson, Senior Media Consultant, Happy Fox Media; Jorden Saxton</p>

	<p>Hackney, Outreach Coordinator, Jenny Mackenzie Films; Bo Landin, Director & Producer and CEO, Scandinature Films USA Inc.; and Diane Tober, Asst. Professor, University of California – San Francisco, Institute for Health and Aging, and Documentary Filmmaker / Founder, Moonchaser Productions LLC; hosted by Sharon Anderson Morris, SNS FiReFilms Managing Director and SNS Programs Director.</p> <p><u>Featured films:</u></p> <p><i>Dying in Vein</i>: Jordan Saxton Hackney, Co-Producer <i>The Perfect Donor</i>: Diane Tober, Director <i>Toxic Puzzle</i>: Bo Landin, Director & Producer <i>Diego's Dream</i>: Peter C. Davidson, Director</p>
8:30am - 9:00am	<p>AI I: “What Is AI Telling Us? The Future of Work for Humans and Machines”: Joseph Smarr, Senior Staff Software Engineer, Google; and David Brin, Physicist, Author, and Chief Visionary, Future Unlimited’</p> <p>Hosted by Ed Butler, Presenter and Senior Broadcast Journalist, BBC</p>
9:00am - 9:30am	<p>AI II: “The Chips That Drive it All”: Robert Patti, VP Hardware, KnuEdge; and Nick Pandher, Director of Market Development – Professional Graphics, AMD; hosted by James Reinders, Systems Architect, Coventry Computer</p>
9:30am - 10:05am	<p><u>The UnDx (Undiagnosed) Initiative</u></p> <p>Introduction by Sharon Anderson Morris, SNS Programs Director and SNS FiReFilms Managing Director; and Co-Founder, UnDx</p> <p>“Undiagnosed, The Documentary”: Katia Moritz, Filmmaker <i>(Undiagnosed: Medical Refugees)</i></p> <p>“The UnDx Initiative, Year 2: Moving from Silos Toward Systems in Precision Medicine”: Doug Jamison, Founder and CEO, HALE.life; Andreas Kogelnik, Director, Open Medicine Institute; DeAunne Denmark, Precision Medicine & Research, Open Medicine Institute; and Michael Kurisu, Clinical Director, Center for Integrative Medicine, UCSD</p> <p>Hosted by Larry Smarr, Founding Director, Calit2 (a UC San Diego / UC Irvine partnership)</p>
10:05am - 10:30am	<p>Break – <i>Directly outside the Stein Eriksen Ballroom</i></p>

10:30am - 11:00am	<p>“Computer Modeling Synchronicity of Whole Body Systems: A New Path in Preventative Medicine”</p> <p><i>and</i></p> <p>“Who Are Scientists’ Customers? How Reshaping Publicly Funded Research Could Lead to Rapid Evolution in Personal Predictive Medicine”: Benjamin Smarr, NIH Postdoctoral Fellow, UC Berkeley</p> <p>Hosted by Rep. Mike Winder, Utah House of Representatives, and Executive Director, Friends of Traditional Banking</p>
11:00am - 11:30am	<p>“Tomorrow’s Pictorial Processing and Tomorrow’s Healthcare”: Michael Kurisu, Clinical Director, Center for Integrative Medicine, UCSD; and James Ryan, President and CEO, ÉlpisÉremo Inc.; hosted by Larry Smarr, Director, Calit2 (a UC San Diego / UC Irvine partnership)</p>
11:30am - 12:00	<p>“Investors Redefine Value: Impact on Public Policy and Education Content”: Bill Ribaud, Managing Partner, Digital Risk Venture Portfolio, Deloitte & Touche LLP; hosted by Ed Butler, Presenter and Senior Broadcast Journalist, BBC</p>
12:00 - 1:00pm	<p>Lunch – <i>Flagstaff Mountain Deck [Weather alternate: Odin Valhalla]</i></p>
1:00pm -1:30pm	<p>“Supporting the Carbon Trifecta: Building Elon’s World”: Will Perego, Founder and CEO, 24-Hour Solar Roof; Mark Godsy, CEO, Exro Technologies; and Ray Gibbs, CEO, Haydale Plc; hosted by Cynthia Figge, CEO and Co-Founder, CSRHub</p>
1:30pm -2:00pm	<p>“Supporting the Carbon Trifecta: Advances in 3D Printing”: Trevor Rudderham, President and CEO, Haydale Technologies Inc.; Shane Fox, Co-Founder and CEO, LINK3D; and Philip Vafiadis, Executive Chairman, Innovyz and Innovyz Institute; hosted by Steve Waite, Co-Founder and Co-Executive Director, Graphene Stakeholders Association</p>
2:00pm - 2:30pm	<p>“Fighting Back: Solving Nation-State IP Theft from Security to Policy”: Evan Anderson, CEO, INVNT/IP; and Jeff Hudson, CEO, Venafi; hosted by Richard Marshall, CEO, X-SES, and Chairman of the Board, Cinturion Group Inc.</p>

2:30pm - 3:00pm	<p>“Winner Takes All (of Us): Tech Giants and the Future of Competition”: Jeff Loucks, Executive Director, Technology, Media, and Telecommunications (TMT) Center, Deloitte; hosted by Rick LeFavre, Director, Ketchum Innovation Center</p>
3:00pm - 3:30pm	<p><u>“Hotspots: Five Views of the Future”</u></p> <p>Hosted by Ed Butler, Presenter and Senior Broadcast Journalist, BBC</p> <ul style="list-style-type: none"> • Caitlin Cameron, Chair and CEO, OtoNexus Medical Technologies • Jim Divver, Senior Vice President, Community Development, Zions Bank • Ken North, SVP Corporate Development, Kineta Immuno-Oncology • Jeff Hudson, CEO, Venafi • Brett Moore, CEO, Mobile IV Systems LLC
3:30pm - 4:00pm	<p>Break – <i>Directly outside the Stein Eriksen Ballroom</i></p>
4:00pm - 5:00pm	<p>Breakouts (<i>Locations subject to change</i>):</p> <p><u>I. FiRe CTO DESIGN CHALLENGE: Working Session:</u></p> <p>“Comparative Image Computing: Creating the First Pictorial Processing System”</p> <p>The Challenge Team: Greg Brandeau, Managing Director, Paradox Strategies; Andrew Connolly, Director, DIRAC Institute, Department of Astronomy, University of Washington; Brad Holtz, Chief Nexus Officer, Coventry Computer; Jeff Hudson, CEO, Venafi; Bryan William Jones, Retinal Neuroscientist and Principal Investigator / Director, Marclab for Connectomics, University of Utah; Edy Liongosari, Chief Research Scientist and Managing Director, Accenture Labs; Nathanael Miller, Technical Lead, Earth Energy Monitoring System (E2MS), and Aerospace Engineer, NASA Langley Research Center; Valerio Pascucci, Endowed Chair Professor of Computing and Founding Director, CEDMAV, University of Utah; Rob Shearer, Senior Director of Architecture, Microsoft; and others <i>tbd</i>.</p>

	<p>II. “The UnDx (Undiagnosed) Global Initiative”: With Katia Moritz, Documentary Filmmaker (<i>Undiagnosed: Medical Refugees</i>); moderated by Doug Jamison, Founder and CEO, HALE.life – <i>Silver Room</i></p> <p>III. “Climate Solutions: The Carbon Trifecta and the Earth Energy Monitoring System”: Moderated by Lee Hall, Project Lead, E2MS; and Hans-Peter Plag, Director and Professor, Old Dominion University, Mitigation and Adaptation Research Institute – <i>Gold Room</i></p> <p>IV. “Cyber Security”: Moderated by Rob Roy, Public Sector CTO, Micro Focus Government Solutions, HPE ESP – <i>Bronze Room</i></p>
5:00pm - - -	Dinner: Off-agenda – Ask the Concierge for suggestions in Park City! Then reconvene for . . .
8:00pm - - -	The FiReJAM Session and Networking Event: A musical adventure open to all FiRe Participants & partners (sorry, no minors) – including FiRe Speakers, FiReStarters, Exhibitors, Press, and SNS & FiRe Staff; with cash bar and snacks – <i>Bronze Room & Foyer Bar</i>

Friday, October 13	
6:45am - 7:50am	Buffet Breakfast – <i>Olympic Gallery</i>
7:55am - 8:00am	Announcements: Sharon Anderson Morris – <i>Stein Eriksen Ballroom</i>
8:00am - 8:30am	“Computational Propaganda”: Berit Anderson, CEO and Editor-in-Chief, Scout.ai; hosted by Ed Butler, Presenter and Senior Broadcast Journalist, BBC
8:30am - 9:00am	“The Future of Analytics: From Connected Car to Fintech”: Gahl Berkooz, Chief Data and Analytics Officer, Acorns, and past Chief of Analytics for General Motors’ Global Connected Customer Experience Division; and John Heintz, CEO, Aptage; hosted by Robert Anderson, Chairman and CEO, Hybrid Electric Vehicle Technologies and HEVT LLC

9:00am - 9:30am	<p>“Breakthroughs in Robotics: Taking AI into Space”: Michael Sims, Founder and CEO, Ceres Robotics; hosted by Jason Preston, Co-Founder, Dent</p>
9:30am - 10:30am	<p><u>CONCLUSION AND REPORT OUT: FIRE CTO DESIGN CHALLENGE</u></p> <p>“Comparative Image Computing: Creating the First Pictorial Processing System”</p> <p>Judges Charging the CTO Panel: Mark Anderson; Larry Smarr, Founding Director of Calit2 (a UC San Diego / UC Irvine partnership), and SNS Ambassador for Pure Science; and Ty Carlson, Founding Member and CTO, Coventry Computer</p> <p>The Challenge Team: Greg Brandeau, Managing Director, Paradox Strategies; Andrew Connolly, Director, DIRAC Institute, Department of Astronomy, University of Washington; Brad Holtz, Chief Nexus Officer, Coventry Computer; Jeff Hudson, CEO, Venafi; Bryan William Jones, Retinal Neuroscientist and Principal Investigator / Director, Marclab for Connectomics, University of Utah; Edy Liongosari, Chief Research Scientist and Managing Director, Accenture Labs; Nathanael Miller, Technical Lead, Earth Energy Monitoring System (E2MS), and Aerospace Engineer, NASA Langley Research Center; Valerio Pascucci, Endowed Chair Professor of Computing and Founding Director, CEDMAV, University of Utah; Rob Shearer, Senior Director of Architecture, Microsoft; and others <i>tbd</i>.</p>
10:30am - 11:00am	<p>“Building Tomorrow’s Pyramid(s): A First Look at Tomorrow’s Compute Universe”</p> <ol style="list-style-type: none"> I. The Pattern Recognition Processor (PRP): Robert Patti, VP Hardware, KnuEdge II. The Pattern Recognition Lab: Larry Smarr, Founding Director, Calit2 (a UC San Diego / UC Irvine partnership) III. The Pattern Computer: Ty Carlson, Founding Member and CTO, Coventry Computing IV. Flow Computing: Lee Hall, Project Lead, E2MS, and Principal, Clew Group LLC V. The Earth Energy Monitoring System (E2MS): Nathanael Miller, Technical Lead, Earth Energy Monitoring System (E2MS); and Aerospace Engineer, NASA Langley Research Center

	<p>VI. Pictorial Processing: Valerio Pascucci, Endowed Chair Professor of Computing and Founding Director, CEDMAV, University of Utah</p> <p>Hosted by Mark Anderson and Brad Holtz, Coventry Computer</p>
<p>11:00am - 11:30am</p> <p>11:30am - 12:00</p>	<p>“Your Turn: The Next Five Years”: Audience Questions & Comments</p> <p><i>and . . .</i></p> <p>Closing Comments and Summary</p> <p>Hosted by Mark Anderson</p>