

LavaCon 2009 Professional Development Summit Preliminary Schedule

Saturday, October 24, 2009	
8:00–5:00	Community Service Day
8:00–5:00	Winning Government Contracts and Grants
7:30–8:00	Registration
8:00–8:50	2009–2010: The Year of Opportunity Jo Ann Lawrence, Supervisory Business Development Specialist, US Small Business Administration
9:00–9:50	Keys to Successfully Accessing Government Opportunities John W. Matthews, Executive Director, State of Louisiana Office of Small Business Services
10:00–10:50	Navigating the Internet to Find Opportunities Marcia McDowell, Director of the South Mississippi Contract Procurement Center
11:00–11:50	Beyond the Basics: How to Win Government Contracts Marcia McDowell, Director of the South Mississippi Contract Procurement Center
12:00–1:00	Lunch Session: The Value of Small Contracts: Don't Step over a Dollar to Pick up a Dime! Bob Brunett, Supplier Diversity Program Office, Lockheed Martin Aeronautics
1:15–2:15	Success Through Teaming: Partnering with Other Companies Ludmilla Parnell, Director of Small Business Partnerships, General Dynamics Information Technology
2:30–3:30	Breaking the RFP Communication Barrier: How to Gain Access to Prime Contractors Bob Brunett, Supplier Diversity Program Office, Lockheed Martin Aeronautics
3:45–5:00	How to Increase Your Contract Win Rate: Q&A with Procurement and Government Contracting Experts JoAnn Lawrence, Small Business Administration Marcia McDowell, Director of the South Mississippi Contract Procurement Center Ludmilla Parnell, Director of Small Business Partnerships, General Dynamics Information Technology Bob Brunett, Supplier Diversity Program Office, Lockheed Martin Aeronautics
5:30–	New Orleans Halloween Parade Everyone meet in the hotel lobby to see the annual New Orleans Halloween Parade.

Sunday, October 25, 2009						
7:30–8:30	Continental Breakfast Exhibit Area Open				Attendee Orientation Breakfast Forum	
8:30–10:15	<p style="text-align: center;">Keynote Address <i>Frank Saladis, International Institute for Learning</i></p>					
	<i>Leading and Managing People and Projects</i>		<i>Business and Prof. Development</i>		<i>Technical Communication and Training Technologies</i>	
10:30–11:45	Transforming a Project Team's Comm. Model to Deliver Exceptional Customer Service <i>Darryl Moore, PMP DynMcDermott</i>	Introduction to Strategic Planning <i>Alexandra Piacenza Northcentral University</i>	Managing Your Online Brand <i>Rahel Baillie Intentional Design</i>	Content Management: No Mystery! <i>Mollye Barrett ClearPath, LLC</i>	Adobe AIR Help for Next-Generation Applications <i>Dee Elling Embarcadero Technologies</i>	
11:45–1:00	<p style="text-align: center;">Lunch Keynote Address <i>Walter Viali, PMO ToGo</i></p>					
1:00–2:15	New Paradigms in Project Management: Release Your Creative BIRD <i>Lisa DiTullio Lisa DiTullio & Associates</i>	Balanced Scorecard Methodology for Strategy Execution <i>Alexandra Piacenza Northcentral University</i>	Marketing your Business in a Down Economy <i>Frank V. Payne, PMP Wainscott Finch Associates a pqc company</i>	Formulating a Content Strategy <i>Rahel Baillie Intentional Design</i>	From Huge Wiki to Huge Help System: Mediawiki to H2 <i>Dee Elling Embarcadero Technologies</i>	
2:15–2:30	Break					
2:30–5:00 Hands-on Workshops	LEADing the Way to Project Success <i>Lisa DiTullio Lisa DiTullio & Associates</i>	Using Riskonomics™ to Mitigate Risk and Increase Project Success <i>Frank V. Payne, PMP Wainscott Finch Associates a pqc company</i>	Promoting Your Business One Tweet at a Time: A Hands-on Twitter Workshop <i>Scott Abel The Content Wrangler</i>	Understanding and Leveraging the Content Lifecycle <i>Mollye Barrett, ClearPath Leigh White, Allscripts-Misys</i>	Doc-To-Help 2009: Publishing in a Click <i>Nicky Bleiel ComponentOne</i>	
5:00–6:30	Speaker Reception / Networking Event					

Monday, October 26, 2009					
7:00–8:00	Continental Breakfast Exhibit Area Open			Documentation Managers Forum	Content Strategy Forum
8:00–9:00	Keynote Address: <i>Michael Hecht, Greater New Orleans, Inc.</i>				
	<i>Leading and Managing People and Projects</i>		<i>Professional Development</i>	<i>Technical Communication and Training Technologies</i>	
9:15–10:15	Expected Behaviors for Team Performance: Road Rules, Not Road Rage <i>Lisa DiTullio</i> <i>Lisa DiTullio & Associates</i>	Start Early and Plan for Success: Business Readiness for Project Managers and Tech Writers <i>Jamie Wagner & Darren Nerland,</i> <i>Bill & Melinda Gates Foundation</i>	Throwing The Elephant: Zen and The Art of Managing Up <i>Emma Hamer</i> <i>eHamer Associates</i>	eBooks and the Future of Publishing <i>Scott Abel</i> <i>The Content Wrangler</i>	Is XML Right for You? <i>Sarah O'Keefe</i> <i>Scriptorium Publishing Services, Inc</i>
10:15–10:30	Break				
10:30–11:45	The Marriage of PM and Marketing: A Scientific Approach in a Creative Industry <i>Jennie Campbell,</i> <i>Meet Your Market</i>	One Hat, Two Hats or Three.... How Many do you Wear? <i>Eugenia Schwalm, PMP</i> <i>Lighthouse Consulting Partners</i>	Strategies for Corporate Career Advancement <i>Andrea Ames</i> <i>IBM</i>	Moving from Knowledge-Based Training to Competency-Based Training <i>Emma Hamer</i> <i>eHamer Associates</i>	Midnight in the Garden of Good and Evil: Strategies for Integrating User-Generated Content <i>Sarah O'Keefe</i> <i>Scriptorium Publishing Services, Inc.</i>
11:45–1:00	Lunch Keynote Address: <i>Andrea Ames, IBM</i>				
1:00–2:15	The Marriage of PM and Marketing: A Case Study <i>Jennie Campbell,</i> <i>Meet Your Market</i> <i>Nancy Cassagne,</i> <i>West Jefferson Medical Center</i>	Are you a Right-Brain or Left-Brain Thinker? Essential Aptitudes for the Digital Future <i>Eugenia Schwalm, PMP,</i> <i>Lighthouse Consulting Partners</i>	Developing the Skills of Influence: Applying the Art of Motivation <i>Andrea Ames</i> <i>IBM</i>	Developing Effective Training for Intangible Products <i>Audrey Schmidt & Aaron Hoge & Rich Leazer,</i> <i>University of Michigan</i>	Using Help Authoring Tools as Content Management Systems <i>Neil Perlin</i> <i>Hyper/Word Services</i>
2:15–3:00	Sponsor and Exhibitor Break				
3:00–5:00 Hands-on Workshops	Planning, Optimizing, Baselineing and Updating Projects Using Primavera <i>Lee Pearson</i> <i>PMOLink, LLC</i>	Critical Thinking Skills for Conflict Resolution <i>Bonni Graham</i> <i>Scantron</i>	Overcoming Resistance to Change <i>Emma Hamer</i> <i>eHamer Associates</i>	Developing eLearning without ePain <i>Audrey Schmidt & Aaron Hoge & Rich Leazer</i> <i>University of Michigan</i>	Creating a Professional Online Portfolio <i>Mollye Barrett</i> <i>ClearPath, LLC</i>

Tuesday, October 27, 2009					
8:00–8:45	Continental Breakfast Exhibit Area Open				PM and EVM Forum
	<i>Leading and Managing People and Projects</i>		<i>Professional Development</i>	<i>Technical Communication and Training Technologies</i>	
8:45–10:00	Using Earned Value Management (EVM) to Measure Project Performance <i>Lee Pearson PMOLink, LLC</i>	Learning the WHYs of the Project You're Working on and WHY You Should Care <i>Christopher Reade Carrollton Technology Partners</i>	How to Build a Business Case: Using Historical Data to Win Purchase Approval <i>Bonni Graham Scantron</i>	How to Save Big Bucks on Translation Projects <i>Panel Discussion</i>	Hey Rocky, Watch Me Pull DITA Out of My HAT <i>Neil Perlin Hyper/Word Services</i>
10:00–10:15	Break				
10:15–11:30	Microsoft Project, Program and Portfolio Management Tools <i>Sean Pales ProSymmetry</i>	Managing Management Changes <i>Jim Smith Platform Computing</i>	Expand Your Sphere of Influence: Lead an eDiscovery SWAT Team <i>Johnette Hassell, PhD Electronic Evidence Retrieval</i>	Designing and Implementing Embedded, Dynamic User Assistance <i>Nicky Bleiel ComponentOne</i>	From Rough Notes to DITA Output in 75 Minutes or Less <i>Bernard Aschwanden Publishing Smarter</i>
11:30–12:30	<p style="text-align: center;">Lunch Keynote Address <i>Robert A. Rowlette, Sr. Program Manager Greater New Orleans Hurricane and Storm Damage Risk Reduction System (HSDRRS) US Army Corps of Engineers</i></p>				
12:30–1:45	Microsoft Project, Program and Portfolio Management Tools (continued)	The People Side of Change Management <i>Will Lannes University of New Orleans</i>	The Difference Between Management and Leadership: How to Do More of the Latter and Have More Fun <i>Emma Hamer eHamer Associates</i>	Integrating Usability Testing into Your Product Development Lifecycle <i>Scott Butler Ovo Studios, LLC</i>	Management Challenges with DITA <i>Jim Smith, Platform Computing Vivian Aschwanden, CAPM, Platform Computing</i>
1:45–2:00	Break				
2:00–4:30 Hands-on Workshops	Microsoft Project, Program and Portfolio Management Tools (continued)	PM, You're Hired! <i>John Padgett Definitive Business Solutions</i>	Take Control of Your Career! <i>Jack Molisani ProSpring Staffing Emma Hamer eHamer Associates</i>	Usability Testing and User-Centered Design Activities <i>Scott Butler, Ovo Studios, LLC</i>	The DITA Open Toolkit Workshop <i>Robert Anderson IBM Leigh White Allscripts-Misys</i>
4:40–5:30	Closing Session				