



## 2017 IPMA Executive Seminar

Sep 18, 2017 - 12:00pm - Sep 20, 2017 - 12:00pm

### Seminar Theme “Leadership and Partnership”

#### AGENDA – PRESENTATION ABSTRACTS

<b>Monday</b>	<b>September 18</b>
<b>12:00 pm</b>	<b>Registration and Check-in</b>
<b>1:30 pm – 5:00 pm</b>	<b>Rapid Information Exchange</b> - Corporate Members and Agencies rotate to meet each other in a series of short meetings. They share plans, priorities and strategies.
<b>6:30 pm – 8:00 pm</b>	<b>Dinner and Introductions – IPMA</b>  <b>Earthquakes in Cascadia</b> – Paul Bodin, Research Professor, Acting Director of the Pacific Northwest Seismic Network, UW, Seattle  <b>Session Abstract:</b>  From Cape Mendocino, California in the south to northern Vancouver Island, Canada, in the north, the sea floor of the Pacific Ocean is being thrust slowly underneath the North American continent: Cascadia. Stresses in the rocks of Cascadia related to this convergence build up slowly over time but are released quickly by the slip on faults in a complicated but spatially systematic patterns. In this talk we will explore what is known about the 3 major types of earthquakes that afflict Cascadia resulting from the inexorable plate tectonic processes, their anticipated impacts, and how we might mitigate some of the threats they present. We will cover how we discovered these threats and how Earth motions are monitored by modern seismic networks. And we will discuss the latest weapons in our defensive arsenal: Earthquake Early Warning, which can provide from a few seconds and in some cases 2 or 3 minutes of warning before ground shaking from an earthquake in the region reaches a vulnerable site.  <b>What Attendees will Learn:</b> <ul style="list-style-type: none"><li>• Types of earthquakes that afflict Cascadia</li><li>• Earthquake hazards and risk in the region</li><li>• The advent of Earthquake Early Warning technology</li></ul>

<b>Tuesday</b>	<b>September 19</b>
<b>7:15 am – 8:15 am</b>	<b>General Breakfast</b>
<b>8:30 am – 10:00 am</b>	<p><b>Watson Impact in State &amp; Local Government</b> - Chris Codella, Cognitive Solutions Chief Technology Officer, IBM</p> <p><b>Session Abstract:</b></p> <p>Digital disruption. Compressed innovation cycles. New forms of competition. Rising customer expectations. Increasing cost pressures. Today’s enterprises are facing unprecedented challenges and they have less time than ever to incubate new ideas, nurture innovation and deliver compelling solutions to customers.</p> <p><b>What Attendees will Learn:</b></p> <ul style="list-style-type: none"> <li>• What is Cognitive Computing</li> <li>• What it is meant for</li> <li>• Why IBM is investing in this area</li> <li>• History including start on Jeopardy</li> <li>• What is Watson Now</li> <li>• How it works</li> <li>• What it doesn't do</li> <li>• How it evolved into a collection of API Services</li> <li>• Real Examples in State and Local government</li> <li>• Thought experiment with the audience</li> <li>• What it takes to build Watson</li> <li>• What is coming next</li> </ul>
<b>10:15 am – 11:45 am</b>	<p><b>Brand Strategy and Innovation for Game-Changers</b> – Cordila Jochim, Corhouse</p> <p><b>Session Abstract:</b></p> <p>It is our belief that every human being is filled with a creative life-force energy strong enough to change the world. It's undeniable. It's inexplicable. And it's truly and profoundly awesome. We see a world where every human knows that to be true, lives accordingly and builds spaces, companies and movements that live that out. We call it living your Coessence and knowing you're a Full Dollar and we built our company on it. You have big visions. You strive for more. You see a better world and are deeply inspired to bring it to life. We see you. And we want to help you take us there.</p> <p><b>What Attendees will Learn:</b></p> <ul style="list-style-type: none"> <li>• Understand what you sell</li> <li>• Build your Core Values</li> <li>• Establish your Action Pillars</li> </ul>

<p><b>11:45 am – 1:00 pm</b></p>	<p><b>Lunch</b></p> <p><b>Special Guest Speaker</b>, Representative Zack Hudgins, House of Representatives</p> <ul style="list-style-type: none"> <li>• Insider perspective from 2017 legislative session related to IT</li> <li>• Will the politics of the capital budget dominate the short Session 2018?</li> <li>• Forward thinking for IT strategies for 2019</li> <li>• Q and A</li> </ul>
<p><b>1:00 pm – 2:30 pm</b></p>	<p><b>Transformation as an Opportunity</b>  Gregg Descheemaeker Director, U.S. Education, State &amp; Local Government  INTEL Solutions Group  Sara Stiles, Public Sector Account Executive, INTEL</p> <p><b>Session Abstract:</b></p> <p>During times of rapid change it's easy to become overwhelmed and exhausted. However, if we look at transformation as an opportunity to grow, improve, and learn we can shift our thinking. During the workshop, we'll discuss how we can alter perspectives and begin to examine our own and our organizations' evolution through the adoption and cultivation of a growth mindset.</p> <p><b>What Attendees will Learn:</b></p> <ul style="list-style-type: none"> <li>• The drivers propelling transformational technology at a global level</li> <li>• How organizations are responding to this rapid change</li> <li>• What you can do to help yourself and your organization respond creatively and successfully to transformation</li> </ul>
<p><b>3:00 pm</b></p>	<p><b>Networking Time – Reservations Required – State Staff Only</b>  Golf - Lake Chelan Golf Course – Sponsored by CGI, CNSI, and Woodburn.  Wine Tasting - Benson Vineyards – Sponsored by CA Technologies, CodeSmart, Deloitte, F5, and ImageSource.</p>
<p><b>7:00 pm – 8:30 pm</b></p>	<p><b>Dinner</b></p> <p><b>National Guard Leadership in Service to our Nation and State</b>--Colonel (Brigadier General select) Jeremy Horn, Commander, Washington Air National Guard and Director of Joint Forces, Washington National Guard</p> <p><b>Session Abstract:</b></p> <p>The 8,000 Citizen Soldiers and Airmen of the Washington National Guard serve in two invaluable roles: service to our nation as part of the Total Force military, and service to our communities during times of crisis. Colonel Horn will provide insight to the structure and capabilities of the seven major organizations of the Washington National Guard, some highlights of recent support in response to Washington emergencies, and a look at the future of the Guard.</p>

	<p>One area where the Washington Air National Guard leads the nation is defensive cyber operations, strengthening Department of Defense networks and civil critical infrastructure. Colonel Horn will discuss the cyber capabilities and successes of our Airmen, future initiatives, and leadership in a rapidly-evolving, multi-discipline environment.</p> <p><b>What Attendees will Learn:</b></p> <ul style="list-style-type: none"> <li>• The unique capabilities and accomplishments of Citizen Airmen and Soldiers.</li> <li>• Air National Guard cyber capabilities, partnerships, and potential.</li> <li>• Challenges of multi-discipline and multi-domain leadership.</li> </ul>
<b>Wednesday</b>	<b>September 20</b>
<b>9:00 am – 11:30 am</b>	<p><b>360° Leadership: Becoming and Effective Situational Leader</b> – Meisha Rouser, Leadership Coach &amp; Organizational Psychologist, The Watermark Group</p> <p><b>Session Abstract:</b></p> <p>In a sea of constant and rapidly changing environments, situational leadership is not about being reactive, but instead it’s the ability to harness strategic thinking, employ emotional intelligence, leverage relationships, and to quickly take calculated, intentional action. This engaging, interactive session will help leaders expand their leadership agility by honing in on some tools and techniques that can be implemented immediately to help leaders become more effective in their work environment.</p> <p><b>What Attendees will Learn:</b></p> <ul style="list-style-type: none"> <li>• What is Situational Leadership</li> <li>• Ways to Increase and Establish Trust and Credibility</li> <li>• Strategies for Enhancing Leadership Agility</li> </ul>