

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 Boot Camp
7:30–8:00	Registration
8:00–8:45	2009–2010: The Year of Small Business Opportunity Jo Ann Lawrence, Supervisory Business Development Specialist, US Small Business Administration
8:45–9:45	Keys to Successfully Accessing Government Opportunities John W. Matthews, Executive Director, State of Louisiana Office of Small Business Services
10:00–11:00	Beyond the Basics: The Ins and Outs of Government Contracting Marcia McDowell, Director of the South Mississippi Contract Procurement Center
11:15–12:15	Navigating the Internet to Find Government Contracts Marcia McDowell, Director of the South Mississippi Contract Procurement Center
12:15–1:15	Lunch Break
1:15–2:15	Success Through Teaming: Marketing to Prime Contractors Ludmilla Parnell, Director of Small Business Partnerships, General Dynamics Information Technology
2:30–3:30	To Proposal Hell and Back: Lessons Learned About Bidding Government Contracts Geoffrey C. Hingle, PMOLink, LLC
3:45–5:00	How to Increase Your Contract Win Rate: Advice from 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	Keynote Address <i>Frank Saladis, International Institute for Learning</i>					
	<i>Winning & Managing Government Contracts</i>	<i>Leading and Managing People and Projects</i>		<i>Technical Communication and Training Technologies</i>		<i>Business and Prof. Development</i>
10:30–11:45	The Importance of Managing the Proposal Process <i>Dick Eassom, Past CEO and Fellow, Association of Proposal Management Professionals</i>	SWAT: A Tactical Systems Approach to Designing Accomplishments <i>Timothy Johnson Carpe Factum</i>	Introduction to Strategic Planning <i>Alexandra Piacenza Northcentral University</i>	Content Management: No Mystery! <i>Mollye Barrett ClearPath, LLC</i>	Adobe AIR Help for Next-Generation Applications <i>Dee Elling Embarcadero Technologies</i>	Managing Your Online Brand <i>Rahel Baillie Intentional Design</i>
11:45–1:00	Lunch Keynote Address <i>Walter Viali, PMO ToGo</i>					
1:00–2:15	Best Value Procurement for Military Construction Projects <i>Linda Spadaro, Deputy for Small Business, U.S. Army Corps of Engineers</i>	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>	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>	Marketing your Business in a Down Economy <i>Frank V. Payne, PMP Wainscott Finch Associates a pqc company</i>
2:15–2:30	Break					
2:30–5:00 Hands-on Workshops	Avoiding Proposal Pitfalls: A Hands-On Proposal Writing Workshop <i>Mary M. Moore Procurement Specialist, U.S. Army Corps of Engineers</i>	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>	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>	Promoting Your Business One Tweet at a Time: A Hands- on Twitter Workshop <i>Scott Abel The Content Wrangler</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	Small Business Forum	
8:00–9:00	<p align="center">Keynote Address: <i>Michael Hecht, Greater New Orleans, Inc.</i></p>					
	<i>Winning & Managing Government Contracts</i>	<i>Leading and Managing People and Projects</i>		<i>Technical Communication and Training Technologies</i>		<i>Business and Prof. Development</i>
9:15–10:15	Floating Cities: Small Business Opportunities with Gulf Coast Defense Contractors <i>Joan Branson Northrop Grumman Ship Systems</i>	How to Transform a Project Team's Communications Model to Deliver Exceptional Customer Service <i>Darryl Moore, PMP DynMcDermott</i>	One Hat, Two Hats or Three.... How Many do you Wear? <i>Eugenia Schwalm, PMP Lighthouse Consulting Partners</i>	eBooks and the Future of Publishing <i>Scott Abel The Content Wrangler</i>	Is XML Right for You? <i>Sarah O'Keefe Scriptorium Publishing Services, Inc</i>	Strategies for Corporate Career Advancement <i>Andrea Ames IBM</i>
10:15–10:30	Break					
10:30–11:45	The Value of Small Contracts: Don't Step over a Dollar to Pick up a Dime! <i>Bob Brunett, Supplier Diversity Program Office, Lockheed Martin Aeronautics</i>	The Marriage of PM and Marketing: A Scientific Approach in a Creative Industry <i>Jennie Campbell, Meet Your Market</i>	Are you a Right- Brain or Left-Brain Thinker? Essential Aptitudes for the Digital Future <i>Eugenia Schwalm, PMP, Lighthouse Consulting Partners</i>	Moving from Knowledge-Based Training to Competency-Based Training <i>Emma Hamer eHamer Associates</i>	Midnight in the Garden of Good and Evil: Strategies for Integrating User- Generated Content <i>Sarah O'Keefe Scriptorium Publishing Services, Inc.</i>	Developing a Personal Roadmap for Your Project Management Career <i>John Padgett Definitive Business Solutions</i>
11:45–1:00	<p align="center">Lunch Keynote Address: <i>Andrea Ames, IBM</i></p>					
1:00–2:15	Breaking the RFP Communication Barrier: How to Gain Access to Prime Contractors <i>Bob Brunett, Supplier Diversity Program Office, Lockheed Martin Aeronautics</i>	The Marriage of PM and Marketing: A Case Study <i>Jennie Campbell, Meet Your Market Nancy Cassagne, West Jefferson Medical Center</i>	Start Early and Plan for Success: Business Readiness for Project Managers and Tech Writers <i>Jamie Wagner & Darren Nerland, Bill & Melinda Gates Foundation</i>	Developing Effective Training for Intangible Products <i>Audrey Schmidt & Aaron Hoge & Rich Leazer, University of Michigan</i>	Using Help Authoring Tools as Content Management Systems <i>Neil Perlin Hyper/Word Services</i>	Developing the Skills of Influence: Applying the Art of Motivation <i>Andrea Ames IBM</i>
2:15–3:00	Sponsor and Exhibitor Break					
3:00–5:00 Hands-on Workshops	Planning, Optimizing, Baselining and Updating Projects Using Primavera <i>Lee Pearson PMOLink, LLC</i>	Taming the Beast: How to Identify, Handle and Prevent Office Politics <i>Timothy Johnson, Carpe Factum Lisa DiTullio, Lisa DiTullio & Associates</i>	Overcoming Resistance to Change <i>Emma Hamer eHamer Associates</i>	Developing eLearning without ePain <i>Audrey Schmidt & Aaron Hoge & Rich Leazer University of Michigan</i>	DITA: What it is, Is it Right for You, and How to Get the Most out of It <i>Robert Anderson Chief Architect, DITA Open Toolkit, IBM</i>	Creating a Professional Online Portfolio <i>Mollye Barrett ClearPath, LLC</i>

Tuesday, October 27, 2009						
8:00–9:00	Continental Breakfast Exhibit Area Open				Content Strategy Forum	PM and EVM Forum
	<i>Winning & Managing Government Contracts</i>	<i>Leading and Managing People and Projects</i>		<i>Technical Communication and Training Technologies</i>		<i>Business and Prof. Development</i>
8:45–10:00	Using Earned Value Management (EVM) to Measure Project Performance <i>Lee Pearson PMOLink, LLC</i>	No- and Low-cost Collaboration Tools <i>Bernard Aschwanden Publishing Smarter</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 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>	Critical Thinking Skills for Conflict Resolution <i>Bonni Graham Scantron</i>
10:00–10:15	Break					
10:15–11:30	New Federal EVM Policies and Directives: How to Respond to RFPs Requiring EVM <i>Buddy Everage, PMP Director, Emerging IT Programs, MCR, LLC</i>	Microsoft Project, Program and Portfolio Management Tools <i>Sean Pales ProSymmetry</i>	Managing Management Changes <i>Jim Smith Platform Computing</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>	Expand Your Sphere of Influence: Lead an eDiscovery SWAT Team <i>Johnette Hassell, PhD Electronic Evidence Retrieval</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	Using Integrated Baseline Review (IBR) to Ensure Successful EVM Implementations <i>Buddy Everage, PMP Director, Emerging IT Programs, MCR, LLC</i>	Microsoft Project, Program and Portfolio Management Tools (continued)	The People Side of Change Management <i>Will Lannes University of New Orleans</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>	The Difference Between Mgmt. and Leadership: How to Do More of the Latter and Have More Fun <i>Emma Hamer eHamer Associates</i>
1:45–2:00	Break					
2:00–4:00 Hands-on Workshops	How to Build a Business Case: Using Historical Data to Justify Proposals and Win Purchase Approval <i>Bonni Graham Scantron</i>	Microsoft Project, Program and Portfolio Management Tools (continued)	PM, You're Hired! <i>John Padgett Definitive Business Solutions</i>	Usability Testing and User-Centered Design Activities <i>Scott Butler, Ovo Studios, LLC</i>	Understanding the DITA Open Toolkit / Customizing the DITA Open Toolkit Output <i>Leigh White Allscripts-Misys</i>	Take Control of Your Career! <i>Jack Mollisani ProSpring Staffing Emma Hamer eHamer Associates</i>
4:15–5:30	Closing Session					