

IRMCO 2010
Leading Reform for Mission Performance

Agenda
Updated April 10, 2010

SUNDAY, APRIL 11, 2010

IRMCO Registration Opens

3:00 PM to 8:00 PM

Location: Chesapeake Registration Desk

Golf Awards Reception and Sponsor Welcome Reception

2:30 PM to 3:30 PM

Opening Night Reception

5:00 PM to 6:00 PM

Location: Chesapeake Foyer A/B/C/D

Opening Night Dinner

6:00 PM to 7:15 PM

Location: Chesapeake A/B/C/D

Welcome:

Michael Robertson, Associate Administrator for Governmentwide Policy and Chief Acquisition Officer, U.S. General Services Administration

(P1) Opening Keynote

7:15 PM to 8:30 PM

Location: Chesapeake A/B/C/D

Presenter:

Martha N. Johnson, Administrator, U.S. General Services Administration

IRMCO Late Night

9:00 PM to 11:00 PM

Location: Michener's Library

MONDAY, APRIL 12, 2010

Breakfast

7:30 AM to 9:00 AM

Location: Chesapeake A/B/C/D

Social Media Demonstration Center

8:30 A.M. to 5:00 P.M.

Location: Conference office room (located opposite the business center)

Demonstrations of popular social media sites and real world demonstrations of cloud computing from industry experts. Learn how to use social media to effectively brand your agency programs.

(P2) Plenary

9:00 AM to 10:00 AM

Location: Chesapeake A/B/C/D

Expanding on the Management Agenda

Join OMB administrators as they explain how the broader management agenda filters down into their specific functions and how their particular initiatives overlap one another.

Provocateur:

Jonathan D. Breul, Executive Director, IBM Center for The Business of Government; Partner, IBM Global Business Services

Panelists:

- Vivek Kundra, Federal Chief Information Officer, Office of Management and Budget
- Danny Werfel, Controller, Office of Federal Financial Management
- Dr. Shelley Metzenbaum, Associate Director for Performance & Personnel Management, Office of Management and Budget
- Daniel Gordon, Administrator, OMB Office of Federal Procurement Policy

Break

10:00 AM to 10:30 AM

Location: Chesapeake Foyer A/B/C/D

Dialogue Sessions

10:30 A.M. to 11:45 AM.

D1 Straddling the Proverbial Barbed Wire Fence: How Inspectors General Address Needs of Competing Stakeholders

Location: Chesapeake E/F

This panel of Inspectors General will discuss some of the hot issues facing the IG community and the difficulties often encountered in being the watchdogs reporting to both Congress and their federal agencies.

Provocateur :

Richard Moore, Inspector General, Tennessee Valley Authority

Panelist;

- Peg Gustafson, Inspector General, Small Business Administration
- Tony Ogden, Inspector General, Government Printing Office

- Allison Lerner, Inspector General, National Science Foundation

D2 Realizing the Transparency Promise of Open Data

Location: Choptank A

This panel will foster a dialogue between government and academic data producers and consumers, which will present different perspectives of what open data and transparency mean and how they are implemented. Related topics include data and information quality, standards conformance, and fitness for use based on diverse end user communities. Also a discussion of the benefits of openness versus unintended misuse in specific fields (e.g., geospatial) should open the dialog with attendees.

Provocateur:

Marion A. Royal, Agency Expert, U.S. General Services Administration

Panelists:

- Paul Bugg, Economist, Statistical and Science Policy, Office of Management and Budget
- Jerry Johnston, Geospatial Information Officer, Environmental Protection Agency
- Dr. Peter Fox, Tetherless World Constellation Chair and Professor of Earth and Environmental Science and Computer Science at Rensselaer Polytechnic Institute

D3 Making Government Cool Again

Location: Choptank C

A dialogue centered on the recent improvements to federal hiring and how they will affect the applicant and the hiring managers. Additionally this discussion will focus on pathways to civil service and how we recruit the next generation to support agency missions.

Provocateur:

Jeff Neal, Chief Human Capital Officer, Department of Homeland Security

Panelists:

- Jim McDermott, Director of the Office of Human Resources and Chief Human Capital Officer, U. S. Nuclear Regulatory Commission
- Angela Bailey, Deputy Associate Director, Recruitment and Diversity, Office of Personnel Management
- Matt Collier, Senior Advisor to the Director, Office of Personnel Management

IRMCO Awards & Lunch

12:00 PM to 1:15 PM

Location: Chesapeake A/B/C/D

(P3) Plenary

1:15 PM to 2:00 PM

Location: Chesapeake A/B/C/D

Co-Presenters

- William D. Eggers, Co-Author, *If We Can Put a Man on the Moon... Getting Big Things Done in Government*; Global Director, Deloitte Research-Public Sector
- John O'Leary, Co-Author, *If We Can Put a Man on the Moon... Getting Big Things Done in Government*; Executive Editor of Better, Faster, Cheaper; Research Fellow, Ash Institute of the Harvard Kennedy School of Government

Dialogue Sessions

2:15 PM. to 3:30 PM

D4 SES Session (by invitation only)

Location: Chesapeake E/F

Co-Facilitators:

- Dr. Shelley Metzenbaum, Associate Director for Performance & Personnel Management, Office of Management and Budget
- Pope Ward, Interagency Council Advisor, Office of Management and Budget

D5 Are you Leading by Inspiring or Leading by Rote?

Location: Choptank A

The pressures are enormous. Millions, sometimes billions, of dollars are at stake as you oversee critical programs. Do you sometimes feel “stuck” in a never ending blitz of e-mails and phone calls, each one seemingly more important than the last? How are you adapting as a leader who so many people depend on? Come to this session to stop for a moment and reframe your role in the “big picture”. Presenter Walker Lee Evey, who led numerous high profile government projects including being the NASA team leader for negotiations with Boeing Corporation on the \$5.4 billion International Space Station program and the DOD Program Manager for the Pentagon Renovation, a 10 year, \$4 billion, major construction program, will share valuable advice. This is one session you will not want to miss.

Presenter:

Walker Lee Evey, Former Program Manager, Pentagon Renovation Program

D6 Forensic Audits & Special Investigations

Location: Choptank C

It is a rare occasion that anyone would enjoy being audited or investigated. However, have you ever considered it from the auditor's or investigator's point of view? Come to this session and learn from Greg Kutz, U.S. Government Accountability Office, about the extent to which auditors and investigators must go to uncover the facts from the superficial to the down right hair-raising.

Presenter:

Greg Kutz, Managing Director, Forensic Audits and Special Investigations, Government Accountability Office

Break

3:30 PM to 4:00 PM

Location: Chesapeake Foyer A/B/C/D

(P4) Plenary

4:00 PM to 5:00 PM

Location: Chesapeake A/B/C/D

Federal Leadership in Environmental, Energy, and Economic Performance

Executive Order 13514, Federal Leadership in Environmental, Energy, and Economic Performance, has numerous requirements and deadlines across the acquisition, financial management and information technology communities in support of sustainability. How are these demands to be melded with agency high performance goals as the management functions strategically support their agencies' missions? Join the discussion to find out where sustainability and performance goals intersect.

Provocateur

Chris Dorobek, Federal News Radio, Co-Anchor, The Daily Debrief with Chris Dorobek and Amy Morris

Panelists:

- Stephen R. Leeds, Senior Counselor To The Administrator, U.S. General Services Administration
- Michelle Moore, Federal Environmental Executive, Executive Office of the President

Conference Dinner Seating

6:00 PM or 7:15 PM

Location: Water's Edge Grill

Transportation to Executive Dinner

Bus #1 leaves at 6:00 PM.

Bus #2 leaves at 6:15 PM

Location: Hyatt Lobby

Executive Leadership Dinner & CIO Council Leadership Awards

6:15 PM to 7:00 PM - Reception

7:00 PM to 9:00 PM - Dinner

IRMCO Late Night

9:00 PM to 11:00 PM

Location: Michener's Library

TUESDAY, APRIL 13, 2010**Breakfast**

7:30 AM – 9:00 AM

Location: Chesapeake A/B/C/D

Social Media Demonstration Center

8:30 A.M. to 5:00 P.M.

Location: Conference office room (located opposite the business center)

Demonstrations of popular social media sites and real world demonstrations of cloud computing from industry experts. Learn how to use social media to effectively brand your agency programs.

(P5) Plenary

9:00 AM to 9:45 AM

Location: Chesapeake A/B/C/D

Building the 21st Century Civil Service

Director Berry will speak about OPM's accomplishments in the last year and goals for the current year. Topics include reforming the ways we hire and recruit, and pay, manage, appraise, and train our workers. How do we build a flexible management culture that focuses on results?

Presenter:

The Honorable John Berry, Director, U.S. Office of Personnel Management

Dialogue Sessions

10:00 AM to 11:00 AM

D7 Disruptive Technologies

Location: Chesapeake E/F

The electric lightbulb disrupted the market for candles. The automobile disrupted the market for horses and horseshoes. The world wide web disrupted traditional media and business process. iPhones, iPads, Kindle, smart phones. Even President Barack Obama fought to get his own Blackberry. How are agencies dealing with the technical, security, and accessibility implications of "smart" gadgets employees are demanding to get their jobs done? What are the generational implications?

Provocateur:

John André, Program Manager, U.S. General Services Administration

Panelists:

- Peter Tseronis, Senior Advisor, Department of Energy
- Terry Weaver, Director, IT Accessibility & Workforce Division, U.S. General Services Administration
- Richard J. Friedrich, Director, Strategy and Open Innovation Office HP Laboratories, Hewlett-Packard Company
- Tom Karygiannis, Senior Researcher, National Institute of Standards and Technology

D8 High Priority Performance Goals

Location: Choptank A

The administration's new high priority performance goals will have a significant impact on every area of government operations? What methodology was used to develop them? More importantly how will they apply to the acquisition, financial management, human capital and information technology functions? This panel will shed light on it all.

Provocateur:

Mark Reger, Chief Financial Officer, Office of Personnel Management

Panelists:

- Dustin S. Brown, Deputy Assistant Director for Management, Office of Management and Budget
- Kathleen Turco, Chief Financial Officer, U.S. General Services Administration
- David Abercrombie, Assistant Director, Performance Management, Department of Energy
- Jill Meldon, Assistant Director, Planning and Performance, Department of Justice

D9 Leading Change Across Domains

Location: Choptank C

What is it like to manage change at the strategic level and across functional areas? The panelists share their experiences leading agencies large and small through strategic change, and discuss how to develop those critical management and leadership skills.

Provocateur:

Bethany Blakey, Director of Performance Management, Department of Transportation

Panelists:

- Marc. S. Hollander, Associate Director for Management, National Institute of Environmental Health Sciences and the National Toxicology Program
- Ron Sims, Deputy Secretary, Department of Housing and Urban Development
- Scott Quehl, Chief Financial Officer and Assistant Secretary of Commerce for Administration, U.S. Department of Commerce.

Break

11:00 AM to 11:30 AM

Location: Chesapeake Foyer A/B/C/D

Dialogue Sessions

11:30 AM to 12:30 PM

D10 Creating Innovation through Innovative Funding (and other approaches)

Location: Chesapeake E/F

A number of Federal agencies have used competitions, prizes, venture capital and other approaches to spur creativity and innovation. Learn how they did it and how you can, too.

Provocateur

David Ritter, Chief Technology Officer, InnoCentive, Inc.

Panelists:

- Andrew J. Petro, Program Executive, Innovation Incubator, National Aeronautics and Space Administration

- Connie Bezanson, Technology Development Manager, Education and Outreach, Department of Energy
- Dr. Kathie L. Olsen, Senior Advisor, Office of Information and Resource Management, National Science Foundation
- Robynn Sturm, Assistant Deputy Chief Technology Officer, Office of Science and Technology Policy, Executive Office of the President

D11 Leveraging Partnerships to Fuel Innovation in Acquisition

Location: Choptank A

The federal government spends over \$500B annually on the acquisition of goods and services to meet mission needs. Innovative ideas are needed to identify opportunities for improvement in the acquisition process. The BetterBuy project, a collaborative effort between GSA, the American Council for Technology and Industry Advisory Council (ACT-IAC) and the National Academy of Public Administration (NAPA) aims to increase the transparency and openness of acquisition utilizing new collaborative technologies, such as Web 2.0. The Strategic Partnership for Acquisition Recruitment Coalition (SPARC), a partnership between GSA, DAU and NCMA, has a goal of recruiting the next generation of acquisition professionals from universities. The mid-level recruiting initiative is a partnership between OFPP, OPM and federal agencies to fill the gap of mid-level contracting professionals with streamlined hiring and expedited training.

Provocateur:

Lesley A. Field, Deputy Administrator for Federal Procurement Policy, Office of Management and Budget

Panelists:

- Karen A. Pica, Ph.D., Management Analyst, Office of Federal Procurement Policy, Office of Management and Budget
- Joanie F. Newhart, CPCM, Senior Advisor for Acquisition Workforce, U.S. General Services Administration
- Christopher T. Hamm, Operations Director FEDSIM, U.S. General Services Administration

D12 Building a Mobile Workforce for the 21st Century

Location: Choptank C

An in-depth discussion of telework and other workplace flexibilities aimed at increasing productivity, addressing emergency preparedness and enhancing work/life balance for federal employees.

Provocateur:

Justin Johnson, Deputy Chief of Staff, Office of Personnel Management

Panelists:

- Theresa Noll, Senior Telework Program Analyst, U.S. General Services Administration
- Danette R. Campbell, Senior Advisor for Telework, United States Patent and Trademark Office
- Scott Deutchman, Deputy Chief Technology Officer, White House Office of Science and Technology Policy

- Dr. Kim Wells, Senior Research Psychologist, U.S. Office of Personnel Management

Lunch

12:45 PM to 1:30 PM

Location: Chesapeake A/B/C/D

Presentation of 3rd Annual Citizen Service Awards

Award presented by:

- Martha Dorris, Deputy Associate Administrator, U.S. General Services Administration
- David L. McClure, Associate Administrator, Citizen Services and Communications, U.S. General Services Administration

(P6) Plenary

1:30 PM to 2:15 PM

Location: Chesapeake A/B/C/D

Crisis Communications in a Wired World

"A lie travels round the world, while Truth is putting on her boots." - Charles H. Spurgeon

In a socially networked world, the fact of Spurgeon's quote is only amplified. Your organization's reputation and your personal reputation are at stake as never before. Veteran crisis consultant Rick Amme returns to IRMCO with his popular crisis management session. Packing his presentation with new evidence, poignant stories, and video vignettes of the even-greater demand for rapid response and social media awareness, Rick gives illustrations of successful crisis management ... and the not so successful.

Presenter:

Rick Amme, Crisis Communicator, Amme and Associates, Inc.

Dialogue Sessions

2:30 PM to 3:30 PM

D13 "640K Ought to be Enough for Anybody" and Other Famous Last Words that Should Make us Think Twice About Social Media

Location: Chesapeake E/F

Bill Gates made the quote above in the early days of computing. He's had some time to reconsider and perhaps that's a good idea for all of us especially as the "internet age" explodes around us. The whole concept of social media strikes many as frivolous, extremely egocentric, banal, and a potential security risk; however, it's also a medium that can harness a tremendous amount of collective intelligence. Beyond the "terms of use," what should be an agency's "terms of common sense" when employing social media? How should those who use social media for business be counseled so as not to accidentally release sensitive business information? Come to this session and be ready to expand your mind.

Provocateur:

Martha Dorris, Deputy Associate Administrator, U.S. General Services Administration

Panelists:

- Linda Cureton, Chief Information Officer, National Aeronautics and Space Administration
- Lovisa Williams, Deputy Director for the Department of State's International Information Programs Bureau's Office of Innovative Engagement
- Justina Fugh, Senior Counsel for Ethics, Environmental Protection Agency
- Elizabeth Blumenfeld, Assistant General Counsel, Library of Congress

D14 Cloud Computing

Location: Choptank A

Cloud computing seems to be very much the phrase du jour and appears to hold a great deal of promise for the Federal Government. The problem is that there are different definitions of what it is. Cloud computing becomes better defined when you think about what an IT department always needs: a way to increase capacity or add capabilities immediately without investing in new infrastructure, training new personnel, or licensing new software. It includes any subscription-based or pay-per-use Internet service that extends IT's existing capabilities.

This sounds great for the CIO providing services to his or her agency, but what does it mean to the acquisition, financial management and human capital functions? There are lots of questions to ask:

- How does an organization move from legacy applications and on-site servers or data farms to the cloud?
- Does this mean the end of massive customized financial reporting systems implementations?
- Will it lead to greater data standardization across agency procurement systems and improve data quality?
- Are we going to reduce the size of the Federal staff and contract support?
- What skills will remain or be in the most demand of the Federal workforce?
- What kinds of internal controls do you put on systems that aren't physically within your control or access?

Provocateur:

David L. McClure, Associate Administrator, Citizen Services and Communications, U.S. General Services Administration

Panelists:

- Peter Mell, Computer Scientist, National Institute of Standards and Technology
- John R. Murphy, Director, USA.gov Technologies
- Katie Lewin, Program Manager for Cloud Computing, U.S. General Services Administration

D15 Leading Change by Leading People (It's Not Rocket Science!)

Location: Choptank C

From a Project or Program Management perspective, there is nothing more fundamental than motivating people. The greatest vision in the world will remain just that unless you begin to

master the people side of changing technology. In this session Emma Antunes, a trailblazing NASA Project Manager and NASA IT project management coach Barbara Fuechsel will use real life examples from Social Media and Web 2.0 to help you better understand and apply lessons that you can put to work right away in your organization.

Co-Presenters:

- Emma Kolstad Antunes, IT Specialist, NASA Goddard Space Flight Center's Office of the Chief Information Officer (on detail to the U. S. General Services Administration)
- Barbara Fuechsel, IT Project Management Coach, NASA Goddard Space Flight Center

Break

3:30 PM to 4:00 PM

Location: Chesapeake Foyer A/B/C/D

(P7) Plenary

4:00 PM to 5:00 PM

Location: Chesapeake A/B/C/D

Presenter:

Howard A. Schmidt, White House Cybersecurity Coordinator, National Security Council, Executive Office of the President

Conference Theme Dinner – *Taste of Venice*

6:00 PM to 8:00 PM

Location: Chesapeake A/B/C/D

IRMCO Tennis & Recreation

At individual's discretion

IRMCO Late Night

9:00 PM to 11:00 PM

Location: Michener's Library

WEDNESDAY, APRIL 14, 2010

Breakfast

6:30 AM to 9:00 AM

Location: Water's Edge Grill

(P8) Plenary

9:00 AM to 9:45 AM

Location: Chesapeake A/B/C/D

Presenter:

Vice Admiral John P. Currier, Chief of Staff, U.S. Coast Guard

(P9) Plenary

10:00 AM to 10:30 AM

Location: Chesapeake A/B/C/D

Open Government Directive: Where are you? Where are you going?

The Open Government Directive, M-10-06, dated December 8, 2009, ordered executive departments and agencies to take specific actions to implement the principles of transparency, participation, and collaboration set forth in the President's Memorandum on Transparency and Open Government, issued on January 21, 2009. The Directive contained numerous deadlines for agencies to Publish Government Information Online, Improve the Quality of Government Information, Create and Institutionalize a Culture of Open Government, and Create an Enabling Policy Framework for Open Government. This panel will discuss where agencies are now and where they are going implementing this Directive.

- Michael Robertson, Associate Administrator of Governmentwide Policy and Chief Acquisition Officer, General Services Administration
- David L. McClure, Associate Administrator, Citizen Services and Communications, U.S. General Services Administration
- Eugene J. Huang, Senior Advisor to the Chief Technology Officer, White House Office of Science and Technology Policy

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Closed CHCO Meeting

9:00 AM to 10:30 AM

Location: Choptank A

Break and Hotel Check-Out

10:30 AM to 11:00 AM

Chesapeake Foyer A/B/C/D/E/F

Wrap Up

11:00 AM to 12:00 PM

Location: Chesapeake A/B/C/D

The Net Generation and the Transformation of Talent, Government and Democracy

The Net-Generation, the children of the Baby Boom, is the first generation to come of age in the digital age. The new digital media, particularly the Internet, are at the heart of a new youth culture and a new generation who, in profound and fundamental ways, learn, work, play, communicate, shop and create communities very differently than their parents. For the first time in human history children are authorities on a central innovation. This generation lap is leading to far reaching changes in every institution in society.

How is this generation different? Can we be hopeful? As they enter the workforce and become public sector employees they are changing recruitment, talent, collaboration and management – for the good. As they enter society as adults they are placing new demands on government services, requiring a rethinking of how governments orchestrate capability to create public value. As they become citizens they are causing governments to transform citizen engagement and democracy.

In 1997, Don Tapscott published the landmark book GROWING UP DIGITAL. At IRMCO he discusses insights from the two landmark projects: a \$4 million research project behind his new book GROWN UP DIGITAL and a \$3 million program, now in its 5th year, called Government Insight.

Presenter:

Don Tapscott, Author, *Grown Up Digital: How the Net Generation is Changing Your World*;
Chairman, nGenera Innovation Network

Lunch

11:30 A.M. to 1:00 P.M.

Location: Water's Edge Grill