



Welcome to San Jose

Today more than ever, organizations rely on process improvement professionals to help their teams and organizations perform at a higher level. You're at the center of improving your organization's bottom line by developing high quality software and systems within cost and schedule constraints.

This week you'll experience sessions led by industry experts in topics critical to performance improvement. You can learn essentials in the Tutorials or learn about real-world examples in the Presentations. Browse the Final Program and Directory to find sessions that best meet your needs. But don't forget to have some fun.

Relax, network, catch up with old friends, and meet new ones at the Exhibit Showcase Grand Opening, Gala Reception, and Peer2Peer sessions.

Explore San Jose

There's so much to do and see while you're in town!

Sample some of the San Jose eateries on Santa Clara Street, Paseo de San Antonio, Park Avenue, and San Pedro Square. Shop throughout the Historic District, along Paseo de San Antonio, and at First and Santa Clara Streets. Check out the free Salsa lessons Wednesdays at the Agenda Lounge, a popular place for dining, dancing, and cocktails right across from the Convention Center. See art at the San Jose Institute of Contemporary



The SEPG North America team thanks those who have made this conference a success. Thank you to our Bronze Sponsor Lockheed Martin, Media Sponsors Better Software Magazine and StickyMinds.com, and Contributors SEI Membership, Booz Allen Hamilton, and Discovery Corps, Inc. Thank you to our Exhibitors, who give you the opportunity to learn about solutions and services. We also thank the Program Committee for reviewing abstracts and shaping the technical program, and the SEI Members who are volunteering. And we'd like to extend a warm welcome to the SEI Partners and SEI Members who are joining us this week.

Welcome to San Jose. We hope you enjoy the conference!

Art, the San Jose Museum of Quilts and Textiles, or the many art galleries around town.

Have more time? Consider an excursion to San Francisco, Santa Cruz, Napa, or Monterey. San Jose is the perfect gateway to Northern California's best attractions and experiences.

Find out more about San Jose in the Final Program, or visit the San Jose Information Desk near the Registration Area.

Today's Schedule March 23, 2009

- 7:30 – 8:30 a.m.: Continental Breakfast
- 8:30 a.m. – Noon: Morning Sessions
- 10:00 – 10:30 a.m.: Morning Break
- Noon – 1:30 p.m.: Lunch
- 1:30 – 5:00 p.m.: Afternoon Sessions
- 3:00 – 3:30 p.m.: Afternoon Break
- 5:00 – 6:30 p.m.: Exhibit Showcase
- Grand Opening
- 5:00 – 6:30 p.m.: Poster Sessions

Check the Final Program for details on these and other events.

Program Updates

Please refer to the Conference Addendum in your welcome pack for complete details on new session information received after the Final Program was printed.

NEW SESSION

10:30 a.m. | Ballroom A5

The Siemens Process Assessment: A Cost Effective Appraisal Method Strongly Focusing on Internal Process Improvement, Session ID: 1260

Need Help?

Stop by the Conference and San Jose Information Desks near the registration area during the hours published in the Final Program, and we'll be happy to answer your questions.

Monday—March 23, 2009

Exhibit Showcase Grand Opening Tonight

Enjoy appetizers, a cash bar, and a special performance by Chinese Lion Dancers—you won't want to miss it! The Exhibit Showcase Grand Opening is from 5 to 6:30 p.m. in Exhibit Hall 1.

SEPG North America 2009: Making a Difference

The SEPG North America 2009 team is striving to be environmentally friendly at our conferences and has made "green" choices whenever possible, including:

- Name badges for all attendees printed on recycled paper.
- Site location in San Jose, whose mayor, Chuck Reed, is implementing a "green vision" for the city.
- Conference proceedings available in an online format.
- Conference is being held at the San Jose McEnery Convention Center, which is actively engaged in a green initiative program in which cardboard, aluminum cans, plastic and glass bottles, and remaining brochures and papers from events are recycled.
- Most of the official conference hotels employ their own green initiatives.

In addition, we hope that you will join us in supporting a California-based non-profit called Room to Read by donating a children's book. Drop your book off at the Addison Wesley booth (#306), and you'll be entered to win your choice of 10 books about process improvement from the SEI Series published by Addison Wesley. The winner will be announced during the Thursday morning break. If you haven't brought a book, you can buy one here in San Jose. There's a good selection of children's books in the gift shop of the San Jose Museum of Art.

First Timers' Orientation Welcomes Newcomers

People attending SEPG North America for the first time got together on Sunday for an orientation. Suzanne Garcia of the SEI led the orientation, giving first-timers' tips on making the most of their SEPG conference experience.



"The SEPG North America program is really full, so we wanted to offer some guidance to new attendees on what to expect and how to take advantage of all there is to offer," said Suzanne (SuZ) Garcia.



Over 60 people attended and asked questions relating to how to get started in both small and large companies, how to

measure your progress, how to sustain your process once started, how to establish business value, how CMMI works with Agile

and other models, the new CMMI for Services model, and process improvement for organizations with less than five people.

SuZ's San Jose Area Favorites

The San Jose area is home to SEI'er SuZ Garcia's family. Although she's been in Pittsburgh now for 16 years, she still knows a few of the older-and newer-places that conference attendees may want to visit.

Her favorite downtown restaurant is Germania, at N. 1st St and St. James St. (you can reach it via light rail). A wonderful family-run German restaurant,

this has been the site of most of SuZ's family's big events for at least a decade. Tell them the Poehlman's (SuZ family name) sent you, and try the cheese noodles; for those of you who have traveled to Germany, they'll make you feel right at home.

Download the Conference Proceedings

As part of our environmentally friendly initiatives, all conference content is available in an easily accessible online format. To download the proceedings, go to the SEPG North America 2009 website (www.sei.cmu.edu/sepgna) and click on the button that says "Click here to download conference proceedings."

Log in with the username and password you created when you registered.

Click on the PDF icon beside the Session ID to download individual files. Or, click on the plus sign to add the files to your shopping cart and then click Download Session Files under the files you selected in the left-hand column.

See the instructions in your welcome bag for complete details.