



SEPG North America Opens

The 21st Annual SEPG North America Conference officially opened on Monday with a full day of Tutorials and Panels, followed by the Exhibit Showcase Grand Opening.



Attendees began arriving on Sunday to attend the First Timers' Orientation led by the SEI's Suzanne Garcia. On Monday, attendees were able to focus closely on critical topics during half-day, full-day and mini tutorials on topics like understanding organizations; change management; measurement and analysis; multi-model environments; high maturity; managing risk; and applying Agile to process development. See the back of this newsletter for highlights.

After a day of learning, attendees gathered to share lessons learned and meet this year's exhibitors at the Exhibit Showcase Grand Opening. Everyone enjoyed appetizers and refreshments

while visiting with exhibitors who were showcasing their products and services.

Una Kilberg, exhibits manager, said that the Exhibit Showcase provides valuable one-on-one time for attendees to learn about products, services, and tools that are valuable in process improvement.

"Attendees can make valuable connections with our exhibitors in person," said Kilberg. "It's been a pleasure



working with such great exhibitors. Along with our sponsors, SEPG North America exhibitors contribute to the success of this annual event."

As the conference continues this week, make sure to visit

the exhibitor booths to complete your SEPG experience.



Today's Schedule March 24, 2009

7:30 – 8:30 a.m.: Continental Breakfast

8:15 – 10 a.m.: Opening Remarks and
Keynote Sessions

10:00 a.m. – 4:00 p.m.: Exhibit Showcase

10:00 a.m. – 4:00 p.m.: Poster Sessions

10:00 – 10:30 a.m.: Morning Break

10:30 a.m. – Noon: Morning Sessions

Noon – 1:30 p.m.: Lunch

1:30 – 5:00 p.m.: Afternoon Sessions

3:00 – 3:30 p.m.: Afternoon Break

5:30 – 7:30 p.m.: Gala Reception

Program Updates

Please refer to the Conference Addendum in your welcome pack for complete details.

1:30 p.m. | Ballroom A2

CANCELED: Change for the Better: A Strategy for Successful Transformation, Session ID: 2014

ADDED: Demystifying the People CMM, Session ID: 1340

2:20 p.m. | Ballroom A5

CANCELED: Empowering Lean Product Development in a Multi-Model Process Improvement Environment, Session ID: 2002

ADDED: CMMI, ANSI 748, ISO 9001:2000—High Value and Easier Than You Think, Session ID: 2066

2:20 p.m. | Ballroom A8

CANCELED: Process Investment Value Returns (PIVR) Framework for Measuring ROI, Session ID: 1200

ADDED: The Quality and Performance Outcomes of CMMI-Based Process Improvement: Results from the SEI State of Measurement and Analysis Practice Survey Series, Session ID: 2198

Tuesday—March 24, 2009

Exhibit Showcase Grand Opening

The Exhibit Showcase Grand Opening on Monday evening provided an opportunity to relax, catch up with old friends, and meet new ones. After the ribbon cutting, Chinese Lion Dancers led attendees into the Exhibit Showcase.



Get Ready for the Gala Reception

Relax and mingle with your peers at tonight's Gala Reception, featuring heavy hors d'oeuvres and a cash bar. The Gala will be held tonight from 5:30 to 7:30 p.m. in the Imperial Ballroom on Level Two of the Fairmont Hotel.

Highlights from Monday's Tutorials

The SEPG North America 2009 conference kicked off its technical programs with a full day of tutorials on Monday. Attendees chose between mini, half-day, or full-day tutorials focused on organizational culture, change management, measurement and analysis, multi-model environments, high maturity, managing risk, and process improvement.

Tim Kasse of Kasse Initiatives, LLC gave a lively and engaging half-day tutorial on change management. He began the tutorial by quoting a colleague who told him, "We can't manage change. What we can do is have a tool kit. As we deal with different situations, we will have the tools we need to address them."

"When you talk about process improvement," said Kasse, "you are saying you want to change." You may need to only change a little, or you may need to change a lot, but change is an unavoidable component of process improvement, Kasse explained.

He cautioned that process improvement should be done for the sake of the business—not for its own sake. That means starting with a vision that is

communicated and supported by the entire organization, from senior management to middle management to human, financial, and marketing resources.



Kasse emphasized the importance of people in the process. "It's unlikely that anyone will successfully change an organization without first asking its people to change as well," he said.

Judah Mogilensky of Process Enhancement Partners, led an interactive afternoon mini-tutorial about using organizational maps and sculpts to learn why a process program is stuck.



He led attendees in a hands-on exercise on how to draw visual organizational maps to answer a question about their organization. A visual representation enabled attendees to see organizational challenges and

opportunities in ways they otherwise wouldn't. A sculpt, which is physically putting people into the roles symbolized in the map, allowed attendees to ask the people how it feels to be in those roles.

**SEPG Asia-Pacific 2009
September 16-18, 2009
Osaka, Japan**

www.sei.cmu.edu/sepgap/2009

Call for Papers Open Through May 5

