



## SEPG North America 2009: Tuesday Highlights

SEPG Conference Series Chair Caroline Graettinger welcomed attendees on Tuesday morning.



She then introduced SEI Director and CEO Paul Nielsen. Nielsen noted that people from around the world were attending SEPG North America 2009, the SEI's largest conference.

Nielsen thanked the sponsors who supported this year's conference, noted the great lineup of keynote speakers, and encouraged attendees to interact with the exhibitors.

"One of the intellectual lights of CMMI passed away," Nielsen said in a somber moment. He led the audience in a moment of silence in honor of Roger Bate, a significant member of the SEI team for the past 20 years.

Nielsen recognized the team who worked on the new CMMI for Services model, including Eileen Forrester, Craig Hollenbach, and Hal Wilson.

Nielsen introduced keynote speaker Scott Cook, chairman of the executive committee of the board at Intuit, Inc.

In an enlightening presentation, Cook talked about how Intuit has used TSP, Agile, and TPS processes to innovate and grow. "We used Agile when the customer requirements were changing or not known," he said.



Following Cook's keynote, Graettinger introduced Jim Bampos, vice president for information & quality management at EMC Corporation. Bampos noted that EMC's process programs were focused on the external customer. "It's all about the customer. Without the customer, you don't have revenue. Without revenue, you don't have a business," Bampos said.



## Today's Schedule March 25, 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: Peer2Peer Sessions

Noon – 1:30 p.m.: Lunch

1:30 – 5:00 p.m.: Afternoon Sessions

3:00 – 3:30 p.m.: Afternoon Break

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.

#### 1:30 p.m. | Ballroom A4

**CANCELED:** Journey to Enlightenment: It's Worth the Trip, Session ID: 1640

**ADDED:** Moving from Measurement Implementation to Institutionalization, Session ID: 1624

#### 1:30 p.m. and 2:20 p.m. | Ballroom A1

The 1:30 session (ID 2200) is moved to 2:20, and the 2:20 session (ID 2300) is moved to 1:30.

#### 4:20 p.m. | Ballroom A4

**CANCELED:** Forecasting and Developing Bug Glide Path, Session ID: 2000

## Gala Reception

The annual Gala Reception was a fun opportunity for attendees to enjoy a relaxing evening with old and new friends.



## Start Your Day with a Level 5K Run/Walk

Keeping with tradition, Norm Hammock, Watts Humphrey, and Patrick O'Toole will be sponsoring the Level 5K runs each morning this week.

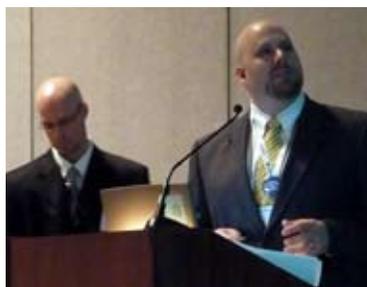
Runners AND walkers of every skill level are encouraged to join them--rain or shine--at 6 a.m. (ugh!) in the lobby of the Marriott hotel. They hope to see you there.

## Tuesday Highlights Continued

Following the keynotes and morning break, attendees chose between sessions on service development and delivery; change management; measurement and analysis; multi-model environments; high maturity; and performance results and ROI.

In CMMI on the Web Remastered, Deen Blash and Shane McGraw of the SEI shared information on CMMI that is readily available for organizations starting and maintaining CMMI-based process improvement. Be sure to download their presentation to access the links to all the tools, presentations, books, resources, forums,

and educational opportunities available.



Michael Konrad of the SEI, Hillel Glazer of Entinex, Jeff Dalton of Broadsword, and David Anderson of David J. Anderson & Associates presented CMMI or Agile: Why Not Embrace Both!



"The words in the models may not match," Dalton said, "But the concepts and goals are the same."

The presenters encouraged the CMMI, Agile, SEI, and academic communities to come together.



Attendees were also extremely engaged in the full day track of sessions on service development and delivery.

## Join the Peer2Peer Sessions

Have a question, challenge, or idea you'd like to talk about with your peers? Wednesday morning after the keynotes is devoted to Peer2Peer sessions, formerly known as Birds of a Feather. It's easy to suggest a topic of your own or participate in one someone else has suggested. In the

Meeting Rooms hallway are whiteboards where you can add a topic. The Process Stew topic is for miscellaneous topics you'd like to discuss. Simply go to the table number of the topic you're interested in and join your peers for a great discussion.

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

[www.sei.cmu.edu/sepgap/2009](http://www.sei.cmu.edu/sepgap/2009)

**Call for Papers Open Through May 5**

