2020 Business Technology Summit
January 22-23, 2020

January 22, 2020

8:30 a.m. Registration and Continental Breakfast/Expo Opens

9:00 a.m. Summit Welcome
*Adam Berry, Vice President, Economic Development and Technology, Indiana Chamber of Commerce*

Keynote Presentation: Interstate Strategic Competition: The Impact on the Private Sector
This presentation will address a variety of threats/issues the United States government is seeing as they relate to the private sector, including cyber threats.
*Alex Middleton, Assistant Special Agent in Charge, Indianapolis Field Office, Federal Bureau of Investigation*

10:00 a.m. Break

10:30 a.m. Educational Session One

A. Tech in the Workplace Panel
- Strategies for integrating internet of things devices safely into the workplace
- Cybersecurity awareness and training throughout an organization starts at the top
- Getting through to millennials: How we see and manage the new age of talent

*Panelists: Jason Dell, Security Practice Manager, Network Solutions Incorporated; Ryan Gould, Director, Business Technology, KSM Consulting; and John Hoover, VP of Solutions Enablement and IT, GyanSys Inc. Moderator: Bill Oesterle, CEO, TMap.*

B. Future of Mobility
- Future of mobility
- Autonomous vehicles
- All modes of transit

*Peter SerVaas, President / VP of Innovation, DoubleMap*

C. Navigating Cloud Security With Confidence
- The major security component missing from the hyperscale providers
- Why your company is vulnerable to a security attack
- Tips and strategies for how to achieve a secure environment throughout the entire stack

*Jason Pohlman, Director of Solutions Architecture and DeLano Hornbuckle, Network Administrator, Otava*

11:45 a.m. Expo Lunch (provided)

1:15 p.m. Educational Session Two

D. Cyber Attack Awareness and Prevention Panel
- Learn what happens in a real-world cyber-attack scenario and how to improve cybersecurity posture
- Counterattacking cyber criminals who adapt at the speed of business
- New approach to ensuring universities deliver cybersecurity-ready professionals

*Panelists: Brad Alexander, VP and CTO, Immedion; Chuck Johnson, President, Vincennes University; and Indiana State Police representative. Moderator: Paul Baltzell, Director IT Operations & Business Systems, Indiana Economic Development Corporation.*

E. The Internet of Every Thing
- The internet of things (IoT) is making the monetization of your product's data possible, with data becoming the creator and destroyer of business
- Learn how IoT allows you to transform operations while maintaining quality
- Learn how everyone in every industry has data that can be valuable and monetized to enhance your customer's experience with your product and brand

*John McDonald, CEO, ClearObject*

F. Privacy on the Go: Emerging Standards for Mobile, Biometrics and Geolocation Data
- New and expansive definitions of personally identifiable information and the impact on mobile business
- Mobile application and biometric authentication to deliver seamless customer experience
- Product innovation to maximize privacy and data security

*Michelle Bray, VP, IP + Technology Counsel, KAR Global*

2:15 p.m. Expo Break

2:30 p.m. Educational Session Three

G. Sourcing and Retaining IT Talent Panel
- How to attract and retain IT talent in an environment where talent is scarce
- Indiana's unique stake in tech talent: i.e., the need for supply chain management in manufacturing and across industry sectors
- Moving from SLAs to XLAs: outsourcing IT to consultants who deliver human-centric services and processes

*Panelists: Brenda Lichtenberg, SVP Strategy & Portfolio, Bell Techlogix; Linda Calvin, Ivy Tech; Joel Russell, CEO/Founder, eimagine; and John Qualls, CEO, Purpose.ly. Moderator: Matt Hunckler, CEO, Powderkeg.*

H. Risks and Rewards, The Business of IoT
- Jason Pennington will focus on methods and examples that apply IoT with intention to deliver customer centric outcomes (aka the rewards)
- Jason Ortiz will cover the vulnerabilities and opportunities associated with Internet of Things devices, as well as how the threat landscape is evolving to include an increased variety of risks
- Attendees will walk away with a better understanding of how IoT is going to impact business in the coming years and how security of these ecosystems is essential to successful implementations

*Jason Ortiz, Senior Integration Engineer, Pondurance and Jason Pennington, Executive Director, Indiana IoT Lab*

I. What the Intersection of New Technology, Cybersecurity and Privacy Means to You
- Emerging technologies
- Novel legal and regulatory issues
- Opportunities in this disruptive environment

*Robert Prostko, Deputy General Counsel, IP and Cybersecurity, and Chief Privacy Officer, Allegion, plc*

3:30 p.m. Expo Break

3:45 p.m. Educational Session Four

J. Blockchain, Cryptocurrencies and Your Bottom Line Panel
- Learn how the core elements of blockchain can impact organizations and cases where blockchain technology can be used
- Understanding what blockchain is, its origins with bitcoin, where it is headed and why so many Fortune 150 firms are investing in the technology
- Learn how microtransactions work by utilizing cryptocurrency and how it is changing the way businesses accept payment

*Panelists: Cory Campbell, Assistant Professor of Accounting, Indiana State University and Daniel Jones, Co-Founder & CEO, Nomad Rides, Inc. Moderator: TBD.*

K. Best Practices for Artificial Intelligence (AI) Development in Business
- Data governance focused to build data assets with AI in mind
- Scoping and developing solutions for business
- Ongoing monitoring

*David Cieslak, Chief Data Scientist, Aunalytics*

L. Carrots, Big Data, Machine Learning…Oh My
- Industry and Indiana transformation: why Indiana is key, and why industries are moving so quickly
- Opportunities and pitfalls: stories of success and failure
- Strategies and carrots: making it work for you

*Ken Miller, Chief Technology Officer, Vertex Intelligence*

4:45 p.m. Sponsor Networking Reception

5:45 p.m. Adjourn for the Day/Expo Closes

January 23, 2020

8:30 a.m. Registration and Continental Breakfast

9:00 a.m. Morning General Session: RESOLUTION: 2030 - Rethink Everything

2020 will start the clock on perhaps the most important decade of our lives and the lives of our children, and our children's' children. We are approaching a tipping point on many fronts and it will be up to individuals and private enterprise to take responsibility to tackle some of the most pressing issues facing humanity. So many of us are unaware of our own ability to make a difference, how to go about it, where to start, and what to do. The power of one should never be taken for granted for it only takes single drop creates a waterfall.

*Shayne Veramallay, Co-Founder & Managing Partner, CAЯBON*

10:00 a.m. Break

10:15 a.m. Educational Session Five

M. Data Security Panel

- Case studies: How investing in data analysis and business analytics can help organizations overcome data science challenges
- Tossing out tech: How markets, technologies and growing security regulations are changing the IT asset disposition landscape
- Data security and data privacy: The legal landscape as it pertains to your personal data

*Panelists: Guang Lin, Director of Purdue University Data Science Consulting Service, Purdue University; Casey Stanley, Vice President, Marketing and Business Development, Ontario Systems; and TJ Barelmann, Cascade Asset Management. Moderator: Rex Johnson, Director, BKD Cyber.*

N. Understanding How Technology is Changing Consumer Expectations

- What is digital transformation?
- How does it impact the customer experience?
- How can you identify digital opportunities in your business?

*Mike Reynolds, CEO, Innovatemap*

O. Managing Technology Vendor Relationships in the New World (Dis)Order

- There are very real cyber threats to our businesses
- The legal context of our businesses includes substantial and changing limitations and influences related to computing
- Strategic and intentional management of vendor relationships can help deal with these threats, limitations and influences

*Matthew Schantz, Attorney and Victoria Beckman, Attorney, Co-chair, Privacy and Data Security Group, Chair, Latin America Desk, Frost Brown Todd LLC*

11:30 a.m. Lunch (provided)

Legislative Update

*Adam Berry, Vice President, Economic Development and Technology, Indiana Chamber*

Keynote Presentation: AI in Customer Communication

This presentation will address the use of artificial intelligence in email, specifically around custom offers and content of the email to maximize response rates (open rate, click, conversion, revenue, etc.).

*Mike Berry, Head of Marketing Technology, Shutterfly*

1:00 p.m. Educational Session Six

P. Technology Workforce Pipeline Panel
- Jobs landscape: Assessment of employers' needs and how state stakeholders are taking an "all hands on deck" approach to establishing a supply of tech talent
- How colleges and universities ensure their curriculum is current, relevant and applicable to Indiana's jobs market
- New kid in town: Learn how a newly launched coding school is helping to feed Indiana's tech pipeline

*Panelists: Barrett Caldwell, Professor, Purdue University / Indiana Space Grant Consortium; Rachel Dockery, Acting Executive Director, IU Cybersecurity Clinic, IU Cybersecurity Program, Indiana University; and Danielle McDowell, General Manager, Kenzie Academy. Moderator: Jason Bearce, Vice President, Education and Workforce Development, Indiana Chamber.*

Q. Data Security Incidents in Indiana: Update From the Indiana Attorney General and Practitioners
- Understand common types of reportable data breaches
- Understand the reporting process
- Learn lessons for avoiding reportable data security incidents

*Stephen Reynolds, Partner, Ice Miller LLP and Douglas Swetnam, Section Chief - Data Privacy and Identity Theft Unit, Office of Indiana Attorney General*

R. Becoming Digital: Transformation From Manufacturing to Tech
- Allegion has transitioned in the last few years from a solely manufacturing company into a technology company that manufactures digital and physical products
- Fostering a new kind of relationship between business and IT has radically changed the perception of the IT organization at Allegion and allowed for the creation of exceptional IT solutions that are shaping the digital landscape of our customer interactions
- Starting with a central place for customers to get information and evolving into custom software solutions and collaboration spaces for both internal and external customers is transforming the way our company is looked at in the industry

*Maggie Ober, Sr. IT Project Manager, Allegion*

2:00 p.m. Break

2:15 p.m. Educational Session Seven

S. Futurist Panel
- AR/VR is cool … but is it practical? Options and opportunities for company-wide AR/VR adoptions
- 5G: Indianapolis is one of two 5G zones in the country; does this mean the state is ground zero for the next industrial revolution?
- Prototype demonstration: Vision for Indianapolis as a leader in using advanced technology for audience experiences in sporting, city events and citywide experiences

*Panelists: Connor Love, President, Sensible; Zebulun Wood, Lecturer and Co-Director, Media Arts and Sciences Program, IU School of Informatics and Computing, IUPUI; and Robert Cochrane, Vice President-Solution Delivery, CSpring.*

T. Debunking Tech Sector Immigration Issues in 2019 and 2020
*Ogletree Deakins*

U. How to Create a Cybersecurity Strategy for Your Organization's Data
   - How to collect the right data, real-time data analysis and anomaly identification
   - Data-driven cyber threat and incident analysis
   - Data-driven threat anticipation

   *Clayton Calvert, Information Security and Risk Management Consultant, netlogx*

3:15 p.m. Adjourn