

CDUs and PD Hours Building Business Capability 2017

Monday, November 6, 2017 Pre-Conference Tutorials				
Time	Location	Event & Speaker	CDUs/ PD	Attended
9:00 am- 12:00 pm	<i>Java 1 & 2</i>	The What, Why and How of Business Rules Ronald G. Ross, Business Rule Solutions, LLC and BRCommunity.com • Gladys S.W. Lam, Business Rule Solutions, LLC, BRCommunity.com	3	
	<i>Coral 1 & 2</i>	Scalable Agile — Harnessing the Power of Enterprise Business Architecture (EBA) Cheryl Wheeler, Mejora Consulting, Inc. • Marlowe Stone, Province of British Columbia	3	
	<i>Oceana 7</i>	A Foundation For All Things Process: Modeling, Design and Architecture Roger Burlton, Process Renewal Group, BPTrends Associates	3	
	<i>Timor 1 & 2</i>	Elicitation Simulator - Extracting More Information From Elicitation Sessions Ronak Sanghavi, ValueBASE, Inc • Michael Peters, Whitespace Consulting	3	
	<i>Oceana 8-10</i>	Business Analysis Essentials Kevin Brennan, CBAP, PMP	3	
	<i>Banda Sea 1&2</i>	Discover Your Product's Quality Attributes Before They Discover You Ellen Gottesdiener, EBG Consulting, Inc.	3	
	<i>Oceana 6</i>	Systems Thinking: A Crucial BA Skill in an Uncertain World Adrian Reed, Blackmetric Business Solutions, Ltd.	3	
	<i>Oceana 11 & 12</i>	Your Pivotal Role as Organizational Change Agent Rose Alcamo, Mannone Catelan Incorporated	3	
	<i>Oceana 3-5</i>	Demonstrating Courageous Leadership - Effectively Manage Politically Charged Projects Haydn Thomas, Mindavation	3	
1:30 pm- 4:30 pm	<i>Java 1 & 2</i>	Decision-Centric Business Transformation: Decision Modeling James Taylor, Decision Management Solutions	3	
	<i>Coral 1 & 2</i>	Business Strategy and Transformation Alternatives John A. Zachman, Zachman International	3	
	<i>Banda Sea 1 & 2</i>	Becoming Digital: Designing Transactional Processes and Interactive Services Michael zur Muehlen, Stevens Institute of Technology	3	
	<i>Timor 1 & 2</i>	Habits to Become a Business Analyst Problem Solving Machine Heather Mylan-Mains, BAs Without Borders • Jared Gorai, The Passionate BA	3	
	<i>Oceana 6</i>	Agile Business Analysis: Why, What and How Steve Adolph, University of British Columbia • Jas Phul, IIBA®	3	
	<i>Oceana 8-10</i>	Discover Agile and Scrum through Games Stephanie Vineyard, Excella Consulting	3	
	<i>Oceana 7</i>	Little Slices of Big Truths: How to Think, Learn and Work Differently Bob Prentiss, Bob the BA	3	
	<i>Oceana 11 & 12</i>	Design Thinking Bootcamp: Unleash Your Inner Digital Innovator Clay Richardson, Digital FastForward • Cornelius Pone, Digital FastForward	3	
	<i>Oceana 3-5</i>	Agile Digital Transformation Jason Bloomberg, Intellyx	3	

Tuesday, November 7, 2017 | Pre-Conference Tutorials

Time	Location	Event & Speaker	CDUs/ PD	Attended
9:00 am- 12:00 pm	<i>Oceana 7</i>	Engineering the Business Capability: How Business Rules, Business Processes, and Requirements Can All Work Together Gladys S.W. Lam, Business Rule Solutions, LLC, BRCommunity.com	3	
	<i>Java 1 & 2</i>	The Core Concepts of Business Architecture Sasha Aganova, Process Renewal Group • Roger Burlton, Process Renewal Group, BPTrends Associates	3	
	<i>Banda Sea 1 & 2</i>	Digitize Your Processes Steven Stanton, FCB Partners	3	
	<i>Coral 1 & 2</i>	Run With the Big Dogs: Advanced Consulting Core Skills to Better Your Results Michael Taylor, SchellingPoint	3	
	<i>Timor 1 & 2</i>	Your Path to Business Analysis Mastery Michael Augello, OptimiseYou, IIBA® • Jas Phul, IIBA	3	
	<i>Oceana 6</i>	User Story Workshop - Creating High Quality User Stories Angela Wick, CBAP®, PMP, BA-Squared, LLC	3	
	<i>Oceana 8-10</i>	Bringing Design Thinking into Your Practice Kupe Kupersmith, KupeTalks	3	
	<i>Oceana 11 & 12</i>	Virtual Leadership: Practical Strategies for Getting the Best out of your Virtual Projects and Virtual Teams Penny Pullan, Making Projects Work Ltd.	3	
	<i>Oceana 3-5</i>	Cognitive Systems of the Future: Accelerating Business Capability using Human Machine Symbiosis Sridhar Iyengar, IBM TJ Watson Research Center	3	
1:30 pm- 4:30 pm	<i>Java 1 & 2</i>	Decision-Centric Business Transformation: Decision Table Modeling Jan Vanthienen, K.U. Leuven	3	
	<i>Coral 1 & 2</i>	Business Concept Models as a Foundation for Analysis Martin Sykes, Cambridge Assessment	3	
	<i>Timor 1 & 2</i>	Improving Process Improvement: Delivering on the Promise Roger Tregear, Leonardo Consulting	3	
	<i>Oceana 6</i>	Creative and Practical Approaches to Effective BA Techniques Jamie Champagne, Champagne Collaborations, LLC	3	
	<i>Oceana 7</i>	Enterprise Level Business Analysis Practices to Improve Results Kathleen [Kitty] B. Hass, Kathleen Hass & Associates, Inc. • Jas Phul, IIBA	3	
	<i>Oceana 8-10</i>	Digital Transformation: New Realities Require New Architecture Michael Rosen, IDC	3	
	<i>Banda Sea 1 & 2</i>	Designing and Changing Business: Working with the Business Model Canvas Michael Lachapelle, Business Model Fulcrum	3	
	<i>Oceana 11 & 12</i>	Giving Data a Voice: Transforming Data Into Actionable Insight Through Story Lori Silverman, Partners for Progress	3	
	<i>Oceana 3-5</i>	Techniques for Explicit Business Knowledge Engineering Ronald G. Ross, Business Rule Solutions, LLC, BRCommunity.com	3	

Wednesday, November 8, 2017 Conference Sessions				
Time	Location	Event & Speaker	CDUs/ PD	Attended
8:50 am- 9:50 am	<i>Pacifica Ballroom 4-6</i>	Opening Keynote Make Change Work®: Stay Nimble, Relevant & Engaged in a World of Disruption Randy Pennington, Pennington Performance Group	1	
10:25 am- 11:25 am	<i>Coral 1 & 2</i>	Enabling Customer Driven Innovations Using Business Architecture Daniel Lambert, Benchmark	1	
	<i>Java 1 & 2</i>	Using the Customer Experience as Project Guide Beth Hettich, Intuit	1	
	<i>Oceana 11 & 12</i>	Designing Value Propositions that Matter to Your Customers Michael Lachapelle, Business Model Fulcrum	1	
	<i>Oceana 8-10</i>	Designing for the Knowledge Lifecycle Ben-Johan Van Der Walt, Vizuri • Joe Dickman, Vizuri	1	
	<i>Oceana 6</i>	Examining the Product Owner Role Kent J. McDonald, KBP.media	1	
	<i>Oceana 3-5</i>	Rapid Alignment — Expediting Project Launches with Facilitation Best Practices Connie Kobal, Nationwide Insurance • Belinda Honigfort, Nationwide	1	
	<i>Timor 1 & 2</i>	Project Manager and Business Analyst - Three Steps to Collaboration Elizabeth Larson, Watermark Learning, Inc.	1	
	<i>Oceana 7</i>	Making The Message Stick: Powerful Communication in a Distracted World Adrian Reed, Blackmetric Business Solutions, Ltd.	1	
	<i>Banda Sea 1 & 2</i>	Digital Transformation Requires Enterprise wide Agile Transformation Jason Bloomberg, Intellyx	1	
	11:35 am- 12:35 pm	<i>Coral 1 & 2</i>	Transforming the 'Time to First Transaction' Jaime Bruhn, Moneris • Kiki Plytas, Moneris	1
<i>Java 1 & 2</i>		Customer Experience 101: Building CX Capabilities to Drive Differentiation and Business Success Michael Hinshaw, McorpCX	1	
<i>Oceana 11 & 12</i>		Demystifying Strategy: Business Architecture + Client Experience = Magic Anntin Schroeder, Mayo Clinic • Alyson Roth, Mayo Clinic	1	
<i>Oceana 8-10</i>		Business Rules and Agile: Can or Cannot? Gladys S.W. Lam, Business Rule Solutions, LLC, BRCommunity.com	1	
<i>Oceana 6</i>		Defining Value: Perspective Is Everything Angela Wick, CBAP®, PMP, BA-Squared, LLC	1	
<i>Oceana 3-5</i>		Business Transformation — Are You Ready? Cheryl Wheeler, Mejora Consulting, Inc.	1	
<i>Timor 1 & 2</i>		Married, With Children: Communication Do's and Don'ts in the PM/BA Relationship Michelle Green, JM Family Enterprises • Luis Ramirez, AutoNation	1	
<i>Oceana 7</i>		Leadership Agility Richard O'Brien, Liberty Mutual Insurance • Randy Cox, Liberty Mutual Insurance	1	
<i>Banda Sea 1 & 2</i>		Successful SaaS Implementations - Business Analysis in the Cloud Age Angie Buchholz, Thrivent Financial	1	
2:00 pm- 3:00 pm		<i>Coral 1 & 2</i>	Case Study - Creating a Culture of Business Process Management at Southwest Airlines Andrew Mathieson, Southwest Airlines • Columbus Brown, Daugherty Business Solutions	1
	<i>Java 1 & 2</i>	Customer Value Creation: What's Beyond Customer Experience Art Drake, Discite, LLC	1	

3:10 pm- 4:10 pm	<i>Oceana 11 & 12</i>	Big Data, Little Data, What begins with Data? A look inside the Data Integration of an M&A Simon Pfister, Knowledge Group, Inc.	1		
	<i>Oceana 8-10</i>	Business Analysis Essentials Kevin Brennan, CBAP®, PMP	1		
	<i>Oceana 6</i>	Ensuring the Quality of Business Vocabulary and Business Rules in an Agile SDLC Brian Childs, Railinc • Nicole Robbins, Railinc	1		
	<i>Oceana 3-5</i>	Guiding Accountants with Expert Advice, a Use Case for Business Rules Christian Pettersen, Decisive AS • Carlos Serrano-Morales, Sparkling Logic, Inc.	1		
	<i>Timor 1 & 2</i>	The Trio of Success: the PM, BA and QA Mihaela Popescu, CBAP, Spectrum Health/Priority Health	1		
	<i>Oceana 7</i>	Negotiating Like A Pro Dagmar Cole, Leidos Corporation	1		
	<i>Banda Sea 1 & 2</i>	What Does the Future Hold for Business Analysis Tool Kits? Wayne Hashimoto, Murphy USA Technology Services - Enterprise Systems	1		
	<i>Coral 1 & 2</i>	A Transformation Tale: How We Boldly Shocked The System Sheri Rhoades, The Penn Mutual Life Insurance Co • Meghan Haley, The Penn Mutual Life Insurance Co	1		
	<i>Java 1 & 2</i>	How does the Customer Experience Fit into Your Projects? Merri Melvin, Lincoln Financial Group • Kim Cihunka, Lincoln Financial Group	1		
	<i>Oceana 11 & 12</i>	Analytics of Organizational Wargaming Kathleen Walsh, US Department of Defense • Radhika Patel, US Department of Defense	1		
	<i>Oceana 8-10</i>	The Life of a Business Rule: Enabling Impact Analysis through Traceability Annten Seer, Business Rule Solutions, LLC	1		
	<i>Oceana 6</i>	RE goes Digital Design - A New Understanding of Requirements Engineering (RE) and Agile Development for Digital Transformation Kim Lauenroth, PH.D., IREB, adesso AG	1		
	<i>Oceana 3-5</i>	Practical and Passionate Product Ownership Ellen Gottesdiener, EBG Consulting, Inc.	1		
	4:50 pm- 5:50 pm	<i>Timor 1 & 2</i>	Merging Project Management and Business Analysis into One Role: the Project Business Manager Michele Maritato, PMP, CBAP®, PMProgetti srl	1	
		<i>Oceana 7</i>	Three Ways Business Analysts Lead their Organizations to Success Barbara Carkenord, CBAP, CCBA, RMC Learning Solutions	1	
<i>Banda Sea 1 & 2</i>		Implementing Sustainable Change: Structure and Culture in Harmony Sasha Aganova, Process Renewal Group	1		
<i>Coral 1 & 2</i>		Transformational Change—Making it Last Jonathan Kraft, APQC	1		
<i>Java 1 & 2</i>		Metro Maps as a Way to Visualize Customer Journeys Mechteld de Hooge, Dienst Uitvoering Onderwijs (Dutch Ministry of Education)	1		
<i>Oceana 11 & 12</i>		Governance Panel Moderator: Roger Burlton, Process Renewal Group, BPTrends Associates Speaker(s): Amy Smith, LinkedIn • Anntin Schroeder, Mayo Clinic Phil Short, Mars Canada Inc	1		
<i>Oceana 8-10</i>		Writing the Right User Stories Right Robin Goldsmith, Go Pro Management, Inc.	1		
<i>Pacifica Ballroom 4-6</i>	The Game Changer: It's Time to Think, Learn & Work DIFFERENTLY Bob Prentiss, Bob the BA	1			

5:50 pm- 7:50 pm	<i>Timor 1 & 2</i>	Using a Blended Approach to Project Management Greta Blash, CSM, PMP, PMI-ACP, PMI-PBA, PMI, Facilitated Methods	1	
	<i>Oceana 7</i>	Political Martial Arts Paula Bell, Paula A Bell Consulting, LLC	1	
	<i>Banda Sea 1 & 2</i>	Maximizing the Value of a BRMS with Decision Modeling James Taylor, Decision Management Solutions	1	
	<i>Pacifica Ballroom 4-6</i>	Networking Reception	1	

Thursday, November 9, 2017 Conference Sessions					
Time	Location	Event & Speaker	CDUs/ PD	Attended	
8:00 am- 8:50 am	<i>Coral 1 & 2</i>	Building a Culture of Continuous Improvement Amanda Dietz, Orion Development Group	1		
	<i>Java 1 & 2</i>	Architecting the Business: Building the Bridge Between Business Capabilities and Requirements Bao Do, Wells Fargo Advisors	1		
	<i>Oceana 11 & 12</i>	Finding Efficiencies in Your Supply Chain Vardhan Mulik, Cenovus Energy Inc.	1		
	<i>Oceana 3-5</i>	Are you a Business Analyst Care taker or Accelerator? Mercy Obi, FirstPlus Consulting Limited	1		
	<i>Oceana 6</i>	Testing Agility in the World of Scrum Giovanni Diviacchi, Fannie Mae	1		
	<i>Oceana 8-10</i>	Digital Strategy Deployment Using Business Capabilities Denis Gagne, Trisotech	1		
	<i>Timor 1 & 2</i>	Maximise the Impact of Your Analysis and Architecture Martin Sykes, Cambridge Assessment	1		
	<i>Oceana 7</i>	Transformative BA Training and Education to Meet the New Business Reality Kathleen [Kitty] B. Hass, Kathleen Hass & Associates, Inc.	1		
9:00 am- 10:00 am	<i>Banda Sea 1 & 2</i>	Agile Business Analysis – State of the Practice Jas Phul, IIBA®, Kent McDonald, KBP.media, Shane Hastie, SoftEd	1		
	<i>Pacifica Ballroom 4-6</i>	Business Knowledge Engineering Ronald G. Ross, Business Rule Solutions, LLC and BRCommunity.com	1		
	<i>Oceana 3-5</i>	Do You Think You Are a Good Listener? Let Us Surprise You! Sandra Sears, PMP, CBAP®, PMI-PBA, SA, CCP, Robbins Gioia • Carol Drew, CBAP, SA, Robbins Gioia	1		
	<i>Oceana 6</i>	Shifting from Process to Practice: Developing a Center of Excellence Ann Torres, GameStop	1		
	<i>Oceana 8-10</i>	Business Analysis and Architecture Support of Large, Scaled-Agile Programs Dean Larson, Enterprise Analysis Consulting	1		
	<i>Timor 1 & 2</i>	TBC	1		
	<i>Oceana 7</i>	Creating an Ecosystem for a Successful Global BA Community of Practice Pardeep Dhanda, Deutsche Bank	1		
	<i>Banda Sea 1 & 2</i>	The Robots are Rising - and FAST! How Do You Adopt Them into Your Organizations? Tom Einar Nyberg, KPMG Norway	1		
	10:40 am- 11:40 am	<i>Coral 1 & 2</i>	Bridging Strategy to Execution through a Business Capability Model Helen T. McCullough, Health Care Service Corporation	1	
		<i>Java 1 & 2</i>	The Business Case for Agility	1	

	Aaron Kopel, Project Brilliant, LLC		
<i>Oceana 11 & 12</i>	Picking your Battle — Maturity Model Driven Business Decision Making Amy Smith, LinkedIn	1	
<i>Oceana 3-5</i>	How to Survive and Prosper in a Transformation Aaron Burns, Asurion • Mary Sue Moore, Asurion	1	
<i>Oceana 6</i>	How To Successfully Launch Products and Services Sharon Brown, eLuminate Network	1	
<i>Oceana 8-10</i>	All Models are right ... Models - Culture and Beliefs Juergen Pitschke, BCS	1	
<i>Timor 1 & 2</i>	Building Believable Business Cases Randy Radic, Online Business Systems	1	
<i>Oceana 7</i>	Business Analysis 4.0: A New World of Opportunities for the Evolving BA Professional Alain Arseneault, IIBA® • Jas Phul, IIBA	1	
<i>Banda Sea 1 & 2</i>	Introducing the Chief Enterprise Engineer Phil Short, Mars Canada Inc	1	
<i>Pacifica Ballroom 4-6</i>	From Business Architecture to Operational Results Roger Burlton, Process Renewal Group, BPTrends Associates	1	
<i>Oceana 3-5</i>	Unlock Your BA and Leadership Potential Michael Augello, Optimise You, IIBA	1	
<i>Oceana 6</i>	3 Graces of Extraordinary Business Analysis Stewart Mednick, TEKsystems Inc.	1	
<i>Oceana 8-10</i>	Financial Services and Decision Management: Together Again Brian Stucky, Allegiance Advisory Group	1	
<i>Timor 1 & 2</i>	Fail Fast — Fail Safe! — League of Analysts Inc Paul Crosby, Bob the BA	1	
<i>Oceana 7</i>	Transforming the BA Practice: Beyond Business Analysis Josh Barnett, SMS Management & Technology	1	
<i>Banda Sea 1 & 2</i>	Is the Future of Project Management #noprojects? Evan Leybourn, IBM • Shane Hastie, SoftEd	1	
<i>Coral 1 & 2</i>	Cultivating Business Transformation: A Packet of Seeds and a Shovel is not Gardening Roger Tregear, Leonardo Consulting	1	
<i>Java 1 & 2</i>	Expanding Business Rule Management Across the Enterprise Patrick Talley, USAA	1	
<i>Oceana 11 & 12</i>	BA's Guide to Architecture — How to use Business Architecture for Digital Transformation Michael Rosen, IDC	1	
<i>Oceana 3-5</i>	Pushing a Heavy Boulder up a Hill — Insights into Overcoming Resistance Marlene Barker, B.SC., Veris Inc.	1	
<i>Pacifica Ballroom 4-6</i>	Back to the Future - Business Analysis in 2020 and Beyond! Joy Beatty, Seilevel	1	
<i>Timor 1 & 2</i>	Fun, Frightening and Weird: The Drama of Bringing Agile to Government Patrick Devine, Deloitte	1	
<i>Oceana 7</i>	The Role of the Business Analyst in a SAFe® Environment Maureen Weverka, Mutual of Omaha • Kathy Burnham, Mutual of Omaha	1	
<i>Banda Sea 1 & 2</i>	Achieving Innovations Without Getting Torn Apart Filip Hendrickx, altershape	1	
<i>Coral 1 & 2</i>	Value Networks and the API Economy	1	

11:50 am-
12:50 pm

2:10 pm-
3:10 pm

3:20 pm-
4:20 pm

4:50 pm- 5:50 pm		Michael Callahan, AgileLayer Services Corporation		
	<i>Java 1 & 2</i>	Presentation Case Study: Aligning Strategy to Execution through a Capability Based Approach Jasmine Baten, Cigna • Robert Behrmann, Cigna	1	
	<i>Oceana 11 & 12</i>	Work Smarter, Not Harder Steven Stanton, FCB Partners	1	
	<i>Oceana 3-5</i>	Cybersecurity Challenges & Opportunities for Business Analysts John Keppler, IEEE Computer Society	1	
	<i>Oceana 6</i>	Always-on: Establishing a Continuously Accurate Enterprise Architecture Repository Gene Shoykhet, DuPont Pioneer	1	
	<i>Oceana 8-10</i>	The Realities of Process-Decision Integration Jan Vanthienen, K.U. Leuven	1	
	<i>Timor 1 & 2</i>	Saboteurs - What Can You Do About Them? Liz Calder, Blue Raccoon Ltd	1	
	<i>Oceana 7</i>	Born from Disruption: NYS IT BACOP Charlene Huggard, New York State	1	
	<i>Banda Sea 1 & 2</i>	Sprinting to Hire: Leveraging Agile Values and Principles in Building Teams Joy Toney, CBAP®, St Jude Children's Research Hospital	1	
	<i>Coral 1 & 2</i>	Your Guide to Business Change for IT Governance - Never Be a Back-Seat Driver Again! Linda Hebert, Department of Veterans Health Administration • Tammy Talley, Department of Veterans Health Administration	1	
	<i>Java 1 & 2</i>	Adopting Process and Decision Technology - the Subject Matter Expert's Perspective Alexandra Caraballo, Kaiser Permanente • James Taylor, Decision Management Solutions	1	
	<i>Oceana 11 & 12</i>	Capability Uplifts: The Guiding Light Tracking Agile Releases in a Digital Transformation Terry Roach, PH.D., Capsifi	1	
	<i>Oceana 3-5</i>	From Burnout to Brilliance: Regaining, Rebuilding and Renewing You Rebecca Scott, Eli Lilly and Company	1	
	<i>Pacifica Ballroom 7-12</i>	AI & The Future Workforce — What Will the Future Enterprise Demand for Their Workforce? Andy Chen, Catronic Enterprise	1	
	<i>Timor 1 & 2</i>	Facilitating International Communication on a Multicultural Team Christopher Jones, Walmart Technology	1	
	<i>Oceana 7</i>	How to Launch and Manage a BA Community of Practice Margaret May, CBAP®, PMI-ACP, Emory University	1	
	<i>Banda Sea 1 & 2</i>	Your Role in Digital Transformation Initiatives Matthew Leach, NTT Data	1	

Friday, November 10, 2017 | Conference Sessions

Time	Location	Event & Speaker	CDUs/ PD	Attended
8:00 am- 8:50 am	<i>Java 1 & 2</i>	Bullet Proof Business Cases for Transformational Improvement Opportunities James Proctor, The Inteq Group, Inc.	1	
	<i>Oceana 11 & 12</i>	The Seven Key Capabilities of the Adaptive Enterprise Peter Matthijssen, BiZZdesign	1	
	<i>Oceana 8-10</i>	Culture Modeling Workshops: A Practical Approach to Transform an	1	

		Organization Fabrício Laguna, Gigante Consultoria Empresarial Ltda • Olimpio dos Santos Filho, Itaipu Hydroelectric Dam		
	<i>Oceana 6</i>	TBC	1	
	<i>Oceana 7</i>	Business Analyst & Business Analysis in an Agile World Raj Kumar, Ford Motor Corporation • Arathi Chukkapalli, Ford Motor Corporation	1	
	<i>Oceana 3-5</i>	Mirror, Mirror on the Wall, Who's the Wisest of them All? - BA Perspective on Predictive Analytics and Artificial Intelligence Andrej Gustin, CREA pro, IIBA® Slovenia	1	
	<i>Coral 1 & 2</i>	Leadership Strategies for Wild Success Jessie Sims, GuideOne Insurance	1	
	<i>Timor 1 & 2</i>	BPM and CJM as the Backbone to your Digital Transformation and Continuous Improvement Programs! Meir Levi, B.ENG., M.ENG., Interfacing Technologies, Evinance Innovation	1	
	<i>Banda Sea 1 & 2</i>	The Future of Decision Making using Machine Learning, AI & Cognitive Systems Sridhar Iyengar, IBM TJ Watson Research Center	1	
9:00 am- 10:00 am	<i>Java 1 & 2</i>	Creating an Innovation Rich Culture Melissa Petak, Onlife Health	1	
	<i>Oceana 11 & 12</i>	Business Architecture: Built on a Foundation of Business Analysis Smriti Sinha, New York State Office of the State Comptroller • Kelly Geraghty, New York State Office of the State Comptroller	1	
	<i>Oceana 8-10</i>	AgileBPM for Rapid Digitalization Success John Stretton, EDP Renewables (Renewable Energy Company)	1	
	<i>Oceana 6</i>	Entities, Objects, & Classes Oh My — A BA's Definitive Guide to Modeling Business Data Requirements Kevin Dittman, Purdue University • Jeffrey Brewer, Purdue University	1	
	<i>Pacifica Ballroom 7-12</i>	NextGen Business Competencies: Keys to Being Ready for The Future Kupe Kupersmith, KupeTalks	1	
	<i>Coral 1 & 2</i>	From Standard to Stellar; High Performing Teams that Achieve Results Traci Onkst, Cincinnati Insurance Company	1	
	<i>Timor 1 & 2</i>	How Business Analysts Build Executable Decision Models Using DMN Without Programming Jacob Feldman, OpenRules, Inc.	1	
	<i>Banda Sea 1 & 2</i>	The Faster, Smarter Workforce of the Future: The Real Business Impact of Natural Language Understanding Amy Guarino, Kyndi	1	
10:20 am- 11:20 am	<i>Java 1 & 2</i>	Navigating Change and Driving Transformation Kim Beynon, Optimum Ascent	1	
	<i>Oceana 11 & 12</i>	Governance for Business Rules and Vocabulary — Does One Size Fit All? Cindy Scullion, Business Rule Solutions, LLC	1	
	<i>Oceana 8-10</i>	Innovation — Transitioning Ideas to Reality Haydn Thomas, Mindavation	1	
	<i>Oceana 6</i>	Using Design Thinking to Transform Perception Tim Kramer, TE Connectivity	1	
	<i>Oceana 7</i>	The BA as Knowledge Curator Ian Mitchell, Ability Engineering	1	
	<i>Oceana 3-5</i>	An Introduction of Business Architecture to the Business Analyst Pedro Alvarez, UPS	1	
	<i>Coral 1 & 2</i>	The Business Analyst as an Organizational Change Agent Vanessa Dennison, Dennison & Associates	1	
	<i>Timor 1 & 2</i>	It's an Agile World: Deploying BPM Tools at the Speed of Thought	1	

11:30 am- 12:30 pm		Betsy Stockdale, Seilevel		
	<i>Banda Sea 1 & 2</i>	How Artificial Intelligence Can Fundamentally Change Your Business Raj Ramesh, TopSigma	1	
	<i>Pacifica 7-12</i>	An Opinion of Gurus: Leading Business Excellence Moderator: Roger Tregear, Leonardo Consulting Speaker(s): Roger Burlton, Process Renewal Group, BPTrends Associates Ronald G. Ross, Business Rule Solutions, LLC, BRCommunity.com John A. Zachman, Zachman International	1	
	<i>Oceana 6</i>	A Common Business Analysis Model: A Bridge from Waterfall to Agile Transformation Graeme Davidson, UnitedHealth Group • Katy McDonald, UnitedHealth Group	1	
	<i>Oceana 7</i>	Robust Hybrid Rather Than Agile or Waterfall — Why There is Finally no Alternative Rainer Wendt, masVenta Business GmbH	1	
	<i>Oceana 3-5</i>	Scaling Agile to the Enterprise — Pitfalls and Practices addressed with the Scaled Agile Framework (SAFe™) Doug Stewart, 321 Gang, Inc.	1	
	<i>Coral 1 & 2</i>	Insights From Neuroscience to Motivate Business Stakeholders Cynthia Siewert, Impact Makers • Kay Fudala, Impact Makers	1	
	<i>Timor 1 & 2</i>	Transitioning the BRD to Model-Based Development James Baker, Armstrong Process Group	1	
	<i>Banda Sea 1 & 2</i>	Agile and Scrum at the Speed of Light: Adventures in Non-Profit Mindy Bohannon, Excella Consulting	1	