

# THE *CiO* SUMMIT

Strategy | Innovation | Leadership

Produced by  
**Hospitality Upgrade**

Pointe South  
Mountain Resort  
Phoenix, Ariz.  
Sept. 8-10, 2004



Hospitality Upgrade Magazine presents

**THE CIO SUMMIT**

September 8-10, 2004 | Phoenix, Arizona

**TUESDAY | September 7, 2004****3:00PM – 6:30PM Registration Open***Pointe South Location: East Registration Desk***7:30PM – 9:30PM Dinner at Rustler's Rooste**

Join your colleagues for an informal pre-conference dinner. Set on a mountaintop overlooking the Valley, this authentic Western steakhouse offers a fun, Old West atmosphere, complete with "Horny the Bull," a live steer who resides outside the eatery's old mineshaft. You can even opt to enter the dining room by sliding down a tin slide.

*Pointe South Location: Rustler's Rooste is on hotel property. Participants can walk or see the hotel bellmen for a ride to the top.*

**WEDNESDAY | September 8, 2004****7:45AM – 3:00PM Registration Open***Pointe South Location: East Registration Desk***8:30AM – 1:00PM CIO Golf Scramble**

Awarded four stars by *Golf Digest*, Phantom Horse Golf Club blends traditional links with some of the best desert target golf in the Southwest. Come golf with your peers at this best-ball Scramble on one of the most challenging Phoenix golf courses. *Hospitality Upgrade* will pick up the greens fees (including cart, club rental and driving range) and a box lunch will be provided at the "19th Hole." Tee times begin at 8:30AM and the driving range opens at 6:00AM.

*Pointe South Location: Phantom Horse Golf Club***12:30PM – 1:30PM Informal Lunch at Phantom Horse Grill**

Join your colleagues for an informal pre-conference lunch. Celebrating the culinary spirit of Phoenix dining and the Southwest, this bright and airy eatery offers a unique menu made from only the freshest ingredients.

*Pointe South Location: Phantom Horse Grill is on hotel property.***3:00PM – 4:30PM Evolving IT Security Best Practices**

To effectively identify, develop and implement a comprehensive information security program, CIOs must understand the business requirements for information security, determine the enterprise's tolerance for risk, identify existing security processes, and map the appropriate level of controls to the IT infrastructure, processes and applications. Examining an organization's security posture requires assessments, analysis, audits, monitoring and management in the areas of risk, compliance, vulnerabilities, policies and security. Matt Miller of BearingPoint, will examine information security, how it is evolving, and emerging best practices.

*Speaker: Matt Miller, Senior Manager, BearingPoint**Pointe South Location: Hopi Room***2004 Attendees**

Andrew Furrer, *Kimpton Hotels & Resorts*  
 Bill Oates, *Starwood Hotels & Resorts Worldwide, Inc.*  
 Bob Bennett, *The Ginn Company*  
 Brian Garavuso, *Interstate Hotels & Resorts*  
 Carol Campbell Beggs, *Sonesta International Hotels Corporation*  
 David Barbieri, *WestCoast Hospitality Corporation*  
 Denny Frey, *Boyd Gaming Corporation*  
 Gary Thomson, *Choice Hotels International*  
 Glenn Bonner, *MGM Mirage*  
 Jane Durment, *The Marcus Corporation*  
 Joe Durocher, *Outrigger Enterprises, Inc.*  
 John Edwards, *Millennium Hotels & Resorts*  
 John Novak, *La Quinta Inns, Inc.*  
 Jules Sieburgh, *Host Marriott Corporation*  
 Manuel Ostos, *Grupo Posadas*  
 Mark F. Hedley, *Wyndham International*  
 Marshall Andrew, *Station Casinos*  
 Michael Hwu, *Four Seasons Hotels and Resorts*  
 Michael Schubach, *Club Resorts*  
 Mike Kistner, *Best Western International, Inc.*  
 Mike Suttan, *Royal Caribbean Cruises Ltd.*  
 Myles Cyr, *Carnival Cruise Lines*  
 Nick Price, *Mandarin Oriental Hotel Group*  
 Richard Tudgay, *Omni Hotels*  
 Rodney Thiel, *Benchmark Hospitality*  
 Scott Heintzeman, *Carlson Companies*  
 Shannon Knox, *Destination Hotels & Resorts*  
 Tim Rand, *Adam's Mark Hotels & Resorts*  
 Tim Stanley, *Harrah's Entertainment, Inc.*  
 Tom Murphy, *AmerisourceBergen*  
 Tony del Mastro, *Loews Corporation*  
 Wibecke Vinke, *Kempinski Hotels & Resorts*

**4:30PM – 5:00PM Special Entertainment**

*Speakers: Richard Siegel and Peter Holmes, both of Hospitality Upgrade*  
*Pointe South Location: Hopi Room*

**7:00PM – 9:30PM Cocktails & BBQ (dinner begins at 8:00PM)**

Come mingle with hospitality CIOs from around the globe at this informal barbecue in the beautiful Palm Court area of the Pointe South Mountain Resort.

*Pointe South Location: Palm Court (Weather backup: Kachina/Lantana rooms)*

**THURSDAY | September 9, 2004**

**7:30AM – 8:30AM Continental Breakfast (at your leisure)**

*Pointe South Location: Served inside the Estrella room*

**8:30AM – 9:15AM Welcome/Introductions**

*Pointe South Location: Estrella room*

**9:15AM – 10:00AM Demystifying CISP**

Visa's Cardholder Information Security Program (CISP) is an all too familiar term to most hoteliers. At the moment, there is a great deal of confusion surrounding CISP, its purpose, potential liability, who is required to be compliant and time lines for compliance. The complex technical systems in hotels, the need to support multiple brands and franchises, makes CISP compliance in the hotel industry far more challenging than compliance in many other industries. Mary Gerdts, CEO and President of POST Integrations, will attempt to demystify CISP requirements for the hotel industry and provide helpful insights for responding to Visa's upcoming September 30th CISP compliance deadline.

*Speaker: Mary Gerdts, CEO and President, POST Integrations*

*Pointe South Location: Estrella room*

**10:00AM – 10:15AM Break**

*Beverages and Light Snacks: Served inside the Estrella room*

**10:15AM – 11:00AM Next Generation Customer Experience – Marrying Kiosk and RFID Technologies**

What if travel were simple? Where travel providers, government agencies and technology companies banded together to look at the traveler's journey as a whole, not just the individual parts for which they are responsible, making travel, safe, secure, hassle free, and dare we say, fun? The technology exists today, and there is a movement afoot to have all these entities working together for the benefit of the traveler. Jim May and Attilio Bellman of BearingPoint will present the travelers dream: having all of these pieces work together to produce the next generation travel experience.

*Speaker: Jim May, Managing Director, BearingPoint; Attilio Bellman, Manager, BearingPoint*

*Pointe South Location: Estrella room*

**11:00AM – 11:45AM Effective Program Management**

Dull?? You bet. Paul Nitze said, "One of the most dangerous forms of human error is forgetting what one is trying to achieve." Nitze could have been a bad project manager. Good project management is the key to on time, on budget, successful projects. Dori Overby of BearingPoint's enterprise program management group discusses the ways and means to the successful execution of projects.

*Speaker: Dori Overby, Senior Manager, BearingPoint*

*Pointe South Location: Estrella room*



**11:45AM – 12:45PM Buffet Lunch**

*Pointe South Location: Palm Court (Weather backup: Lantana room)*

**12:45PM – 1:15PM Group Photo**

*Pointe South Location: Location to be determined based on weather.*

**1:15PM – 2:00PM Project Avalanche**

Avalanche! Like its natural counterpart, Project Avalanche, a groundbreaking licensed intellectual property cooperative, is gaining momentum in the marketplace as an idea whose time has come. Jay Hansen, CEO of the Avalanche Cooperative, will discuss how CIOs came together to address the imbalance of power between technology companies and their customers, and how Project Avalanche is evolving to fulfill this mission.

**Speaker: Jay Hansen, CEO, Project Avalanche**

*Pointe South Location: Estrella room*

**2:00PM – 2:45PM Running IT Like a Business**

Current trends indicate that CIOs are opting for a more business-like approach to performing the IT function. CIOs have increased their focus on aligning IT with the business, streamlining their processes and creating a more efficient and effective IT function that demonstrates value to the business in terms they understand. Brian Robertson of BearingPoint will explore trends and best practices that will assist CIOs in the creation of a prioritized “roadmap” of IT projects that will achieve a more efficient and effective IT organization.

**Speaker: Brian Robertson, Managing Director, BearingPoint**

*Pointe South Location: Estrella room*

**2:45PM – 3:00PM Break**

*Beverages and Light Snacks: Served inside the Estrella room*

**3:00PM – 3:45PM Achieving Project ROI and Benefits Realization**

Success in achieving ROI on a project is driven by focusing on cost, benefits and ROI throughout the entire lifecycle of a project. The ROI and benefits focus must be sustained through each successive phase of the project beginning with the project strategy, going through the design, build and deploy phases, and finally into the operation phase. Dave Narramore of BearingPoint will outline a 12-step framework for guiding you through key steps in focusing on ROI throughout the lifecycle of a project. This discussion will include critical aspects of building a credible business case that supports prioritizing and sequencing initiatives, gaining buy-in from stakeholders, funding the project, and establishing accountability and responsibility to targeted benefits. Dave will also address the necessary elements to measure and monitor the success of achieving original benefit expectations.

**Speaker: Dave Narramore, Managing Director, BearingPoint**

*Pointe South Location: Estrella room*

**3:45PM – 4:30PM Union Pacific Railroad**

When Union Pacific (UP) railroad undertook to integrate their myriad legacy systems, the goal was to have the sum of the parts constitute an exceptional whole. UP took a three-tiered approach to the task. First, UP created the foundation to share data between systems; second, UP used this data to create an integrated view of the business; finally, UP empowered users to access their individual data via a portal. Marty Malley will describe UP’s approach making this happen.

**Speaker: Marty Malley, Senior Director Information Technology, Union Pacific Railroad**

*Pointe South Location: Estrella room*

**4:30PM – 4:45PM Life on the Outside**

This time last year, he was a CIO in the travel industry. This year he is a CIO at one of America’s largest pharmaceutical suppliers. Tom Murphy will compare and contrast life on the outside of the travel industry.

**Speaker: Tom Murphy, SVP/CIO, AmerisourceBergen Corporation**  
**Pointe South Location: Estrella room**

**4:45PM- 5:00PM Adjourn**

**Pointe South Location: Estrella room**

**7:00PM – 9:30PM Cocktails & Gala Dinner (dinner begins at 8:00PM)**

Come network with the other hospitality technology enthusiasts at the breathtaking Oasis Spiral at the Pointe South Mountain Resort. Don’t forget that two tickets to the 131st running of the legendary Kentucky Derby, America’s longest continually held sporting event, will be given away during the dinner, compliments of BearingPoint. *Hospitality Upgrade* will fly the winners from anywhere in the continental United States to the Derby. You must be present to win. Linger after the Gala Dinner and enjoy a relaxing atmosphere under the stars with cigars and after-dinner drinks.

**Speaker: Chris Thomas, Intel**  
**Pointe South Location: Oasis Spiral (Weather backup: Kachina room)**

**FRIDAY | September 10, 2004**

**8:00AM – 9:00AM Continental Breakfast (at your leisure)**

**Pointe South Location: Served inside the Estrella room**

**9:00AM – 9:15AM Welcome Back**

**Pointe South Location: Estrella room**

**9:15AM – 10:30AM Ask the Experts**

This one all about you...Lee Gomes, technology writer for *The Wall Street Journal*, will facilitate an all-star panel examining business and technology issues facing the CIO today. Lee will preside over the panel, which includes:

- Lalia Rach, Associate Dean of the Preston Robert Tisch Center for Hospitality, Tourism and Sports Management at New York University;
- Kapila Anand, Partner, KPMG LLP; and
- Chris Thomas, Chief Strategist, Intel Corporation.

**Speakers: Lee Gomes, The Wall Street Journal; Lalia Rach, New York University; Kapila Anand, KPMG LLP; Chris Thomas, Intel**

**Pointe South Location: Estrella room**

**10:30AM Final Adjournment**

**Pointe South Location: Estrella room**

**10:45AM Complimentary Shuttle to PHX Airport**

**Pointe South Location: Please meet in the lower lobby next to the East Registration desk.**