

Hospitality Upgrade Magazine presents

# THE CIO SUMMIT

## Schedule at a Glance

### Wednesday, September 3, 2008

10:00 a.m.–7:00 p.m.

**Registration Open--Atrium**

10:45 a.m.

**Shuttle to Tournament**

Loews Coronado Front Entrance

12:00 p.m.

**Golf Tournament--Sycuan Resort**

7:00–8:00 p.m.

**Welcome Cocktail Reception**

Bay Terrace (Backup: Constellation A)

8:00 p.m.

**Welcome Barbecue**

Bay Terrace (Backup: Constellation A)

### Thursday, September 4, 2008

7:00–8:30 a.m.

**Registration Open**

Commodore CD Foyer

7:30–8:30 a.m.

**Breakfast--Commodore CD**

8:30–8:45 a.m.

**Conference Welcome--Commodore CD**

8:45–9:00 a.m.

**The 411--Commodore CD**

9:00–10:15 a.m.

**IT Value Creation – The Experts**

Commodore CD

10:15–10:30 a.m.

**Break--Commodore CD Foyer**

10:30 a.m.–12:00 p.m.

**IT Value Creation – The CIOs**

Commodore CD

12:00–1:00 p.m.

**Lunch--Mistral**

1:00–1:30 p.m.

**Group Photo--Location TBA**

1:30–3:00 p.m.

**IT Value Creation – The Exercise**

Commodore CD

### WEDNESDAY, SEPTEMBER 3, 2008

10:00 a.m.–7:00 p.m. **Registration Open--Atrium**

10:45 a.m. **Shuttle to Tournament--Loews Coronado Front Entrance**

12:00 p.m. **Golf Tournament--Sycuan Resort**

Join us for our annual CIO Summit Golf Tournament at this prestigious golf course (pre-registration required). We are sure you'll agree that mixing business with pleasure has never offered so many challenges—or been so much fun! Lunch will be provided.

7:00–8:00 p.m. **Welcome Cocktail Reception--Bay Terrace (Backup: Constellation A)**

8:00 p.m. **Welcome Barbecue--Bay Terrace (Backup: Constellation A)**

### THURSDAY, SEPTEMBER 4, 2008

7:00–8:30 a.m. **Registration Open--Commodore CD Foyer**

7:30–8:30 a.m. **Breakfast--Commodore CD**

8:30–8:45 a.m. **Conference Welcome--Commodore CD**

8:45–9:00 a.m. **The 411--Speaker: Frank Wolfe, EVP & CEO, HFTP**

9:00–10:15 a.m. **IT Value Creation – The Experts--Commodore CD**

IT organizations have historically made their contribution by cutting internal costs while delivering operational efficiencies to business partners. Today, IT leaders face the vital task of enabling business value through the identification of revenue growth opportunities which will deliver the next level of competitive advantage. This is a mandate established by their executive peers. In order to shift roles from "demand takers" to "demand shapers," this session will examine the key questions that CIOs should be addressing:

- How can CIOs align the IT function to business goals to gain greater value from their IT spend?
- How can CIOs align the IT staff goals and incentives with corporate value drivers?
- What methods are CIOs using to proactively identify IT investment opportunities?
- How can CIOs create accurate, comparable measures of the value of IT investment?

Speakers: **Vimarsh Bakaya**, Senior Research Director, Corporate Executive Board-Technology Practice; and **David Miles**, Associate Director, IT Advisory Services, KPMG LLP.

10:15–10:30 a.m. **Break--Commodore CD Foyer**

10:30 a.m.–12:00 p.m. **IT Value Creation – The CIOs--Commodore CD**

Let's face it, 2008 has been a tough year for the hospitality industry which has been confronted with a litany of challenges both in the United States and abroad. This year better, faster and cheaper has been the mantra of most IT organizations. Yet in the face of these trials, many CIOs and their teams have managed to step up and do some extraordinary things creating and enabling value for their organizations. Hear four CIOs discuss how their companies approach the IT function, how they approach the market's business challenges and opportunities and their results to date.

Speakers: **Nick Price**, CIO/CTO, Mandarin Oriental Hotel Group Ltd.; **Tim Stanley**, CIO and SVP of Innovation, Gaming and Technology, Harrah's Entertainment, Inc.; **Todd Thompson**, CIO, Starwood Hotels & Resorts Worldwide, Inc.; and **Paula Winkler**, VP, CIO, Carlson Hotels Worldwide.

12:00–1:00 p.m. **Lunch--Mistral**

1:00–1:30 p.m. **Group Photo--Location TBA**

1:30–3:00 p.m. **IT Value Creation – The Exercise--Commodore CD**

Working in table teams, with one of our CIO speakers or experts as a coach, each group will work together to develop and present the business case for a strategic initiative that focuses on operational innovation. Be prepared to create the case for anything from data center consolidation to enabling a virtual workforce. May the best team win!

Guest Judges: **Kapila Anand**, Partner (and member/advisor to many boards), KPMG, LLP; and **Tim Stanley**, CIO and SVP of Innovation, Gaming and Technology, Harrah's Entertainment, Inc.

3:00–3:15 p.m. **Break**--Commodore CD Foyer

3:15–4:30 p.m. **Concurrent Sessions:**

**Going Green: An Inconvenient Truth**--Commodore CD

Green is the color of choice these days for many Americans and people around the world. IT infrastructure and operations professionals should begin taking steps to prepare for an increased business focus on green IT. There's a growing environmental movement across technology vendors, customers and investors that is exerting pressure on organizations to begin greening operations. This session will focus on the steps that Marriott International is taking to green operations in their Frederick, Md. data center.

Speaker: **Barry Shuler**, SVP & CTO, Ritz-Carlton Hotel Company

**Better, Faster, Cheaper, Smarter and Virtual**--Commodore A

This session will explore two emerging technology trends: predictive self-healing and virtualization. Predictive self-healing enables intelligent machines that can fix themselves. From their very inception, computers have been assigned tasks of critical real-world importance, and the desire to improve their ability to avoid or recover efficiently from faults has grown in proportion to user needs. Technology suppliers are developing machines which are programmed to constantly self-monitor and repair problems before they affect users and guests. Virtualization is another key trend that is growing within technology as organizations strive to do more with less, allowing the decoupling of users and applications from specific hardware. This session will look at these new technologies and their impact in the marketplace.

Speaker: **Dan Roberts**, Director of Solaris, OpenSolaris and Database Marketing, Sun Microsystems

**International Financial Reporting Standards (IFRS)**--Commodore B

Remember SOX, the legislation that mandated extensive changes to financial reporting requirements? Well, SOX may soon have a successor named IFRS. While the SEC has not mandated a firm timeline relative to U.S. companies migrating from U.S. GAAP accounting to IFRS, the change is coming. This session will focus on the differences between US GAAP and IFRS and the systems implications of the move to IFRS.

Speaker: **DJ Wilkins**, Partner, IT Advisory Services, KPMG LLP

4:30–4:45 p.m. **Break**--Commodore CD Foyer

4:45–5:15 p.m. **Whassup?**--Commodore CD

In real life, the CIO can become siloed in his/her own world believing that their ideas, projects and passions are shared, in order of priority, by their peers. But is this true? And could your passions (a flat screen TV in every room!), just be your own, not shared by your industry peers? In our never-ending quest for truth, and, to bring unique insights to our audience, we have engaged a mystery facilitator to answer the burning question, "Whassup?"

5:15 p.m. **Adjourn**--Commodore CD

6:30 p.m. **Board Yacht for Evening's Festivities \*please be prompt**--Excursion Dock

7:00–10:00 p.m. **Cocktail Reception & Gala Dinner**--Spirit of San Diego Yacht

Please join us for a very special evening on board the Spirit of San Diego. Enjoy networking with your peers on this luxurious yacht and catch some breath-taking views of San Diego during our cruise of the bay. This will be a night to remember!

## FRIDAY, SEPTEMBER 5, 2008

8:00–9:00 a.m. **Breakfast**--Commodore CD

9:00–10:30 a.m. **In God We Trust, All Others Bring Data**--Commodore CD

Business intelligence is a term that has been with us forever, promising, like a siren's song, the digital alchemy of turning data into gold. There are many who scoff that business intelligence is either an oxymoron or that it is impossible to achieve without investing huge sums of money and hiring the entire Operations research class of Stanford. But what if it were true? Hear the real-life story of the little airline that went from "worst to first" through its commitment to the power of data to offer business intelligence.

Speakers: **Mike Gorman**, Managing Director, Customer Marketing, Continental Airlines

10:45 a.m. **Final Adjournment**--Commodore CD

11:15 a.m. **Complimentary Shuttle to San Diego International Airport\*\***--Loews Coronado Front Entrance

\*\*Special thanks to the 2008 transportation sponsors: Datavision Technologies and MTEch.

## Schedule at a Glance

(continued)

3:00–3:15 p.m.

**Break**

Commodore CD Foyer

3:15–4:30 p.m.

**Concurrent Sessions:**

**Going Green: An Inconvenient Truth**

Commodore CD

**Better, Faster, Cheaper, Smarter and Virtual**

Commodore A

**International Financial Reporting Standards (IFRS)**

Commodore B

4:30–4:45 p.m.

**Break**

Commodore CD Foyer

4:45–5:15 p.m.

**Whassup?**

Commodore CD

5:15 p.m.

**Adjourn**

Commodore CD

6:30 p.m.

**Board Yacht \*please be prompt**

Excursion Dock

7:00–10:00 p.m.

**Cocktail Reception & Gala Dinner**

Spirit of San Diego Yacht

## Friday, September 5, 2008

8:00–9:00 a.m.

**Breakfast**

Commodore CD

9:00–10:30 a.m.

**In God We Trust, All Others Bring Data**

Commodore CD

10:45 a.m.

**Final Adjournment**

Commodore CD

11:15 a.m.

**Complimentary Shuttle to San Diego International Airport**

Loews Coronado Front Entrance