

MHTA **Spring
Conference**

April 22, 2010 | Minneapolis Convention Center

a new way FORWARD

As we enter the second decade of the 21st Century it is time to examine the assumptions and approaches that are fundamental to our success. The New Deal of the last century was about getting the basics right – productivity and efficiency, providing people with meaningful work, getting the economy on its feet - using production lines and automation tools.

Today, the **New Way Forward** is about achieving these same goals while using distinctly different tools and approaches. As Minnesota business leaders look at a greatly changed global economy, they know their companies not only measure up – they frequently outperform global competitors.

Join us **April 22, 2010 at the Minneapolis Convention Center** for another outstanding program filled with immediately applicable strategies and practices to help you do the same. Collectively, these ideas will do more than just get us back on track - they will propel us forward faster than ever before!

Visit www.mhta.org for additional information.

MHTA Spring Conference

April 22, 2010

Minneapolis Convention Center

7:00 a.m. – 8:00 a.m. Registration

8:00 – 8:15 a.m. Welcome & Conference Introduction

Kate Rubin, President, Minnesota High Tech Association

8:15 – 9:00 a.m. General Session I

A New Way Forward – Legacy Media meets New Media

Transferable Innovation Lessons for Business Leaders

Mike Sweeney, Chairman of the Board, Star Tribune

9:15 – 10:15 a.m.: Breakout Sessions

INFRASTRUCTURE

SOCIAL MEDIA

WORKPLACE

INNOVATION

BUSINESS & FINANCE

Track 1A

Track 1B

Track 1C

Track 1D

Track 1E

Cloud Computing

Cyber Security

**When
Generations
Collide**

Go Lean

**Exploring Financial
Options and
Strategies**

10:15 – 11:00 a.m.: Expo Hall Opens NETWORKING BREAK

11:00 – 12:00 p.m.: Breakout Sessions

Track 2A

Track 2B

Track 2C

Track 2D

Track 2E

**Engaging your staff
in the Greening of IT**

**Video Games &
Entertainment
Software as an
Industry**

**Communication
Evolution**

**Innovation
Management**

**Only Dead Fish
Swim with the
Stream:
Entrepreneurial
Journeys**

12:00 – 1:15 p.m.: NETWORKING AND LUNCH in Expo Hall

1:15 – 2:15 p.m.: Breakout Sessions

Track 3A

Track 3B

Track 3C

Track 3D

Track 3E

Virtualization

**Social Media &
the Workplace**

**STEM the Tide –
Workforce Needs
and STEM
Education**

Smart Grid

**HealthCare IT –
Making HealthCare
Affordable**

2:15 – 3:00 NETWORKING BREAK in Expo Hall

3:00 – 3:45 p.m. General Session II

Using Technology to Drive Innovation in America

Lessons from the Executive Office of the President

Vivek Kundra, Chief Information Officer, United States of America (invited)

3:45 – 4:30 p.m. Closing Session

Innovation and Entrepreneurship – To Create Job & Business Growth

Itasca Project Panel

Moderated by Tom Kieffer, CEO, Virteva