



PROJECT "INCEPTION"

A 2-Day, Non-Profit Agile Event

"What is the most resilient parasite? An Idea. A single idea from the human mind can build cities. An idea can transform the world and rewrite all the rules." – (Cobb) Leonardo DiCaprio

WE MUST BE THE ONES TO INSPIRE THAT IDEA...

AN IDEA BASED ON 'WHY'

- Discover Radical New Training Methods.
- Network With The Brightest Professionals In Denver.
- Experience Colleagues And Competitors Coming Together For A Common Belief.
- Inspire People To Adapt New Hiring Methods To An Agile Culture.
- 50 Reserved Seats For The Unemployed.
- 100+ Professionals And Industry Leaders Under One Roof.

WHEN?

February, 28 and March, 1, 2012

WHERE?

Regis University
3333 Regis Boulevard
Denver, CO 80221



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THEME

Based on the movie Inception, we will be attempting to place the most powerful thing in the mind, an idea or belief. This belief is simple, being that 'agility' is centralized around asking 'why'. This simple belief will spawn into a set of core values that will dominate how we adopt processes and tools but ultimately how we engage our partners and bring about the 'right' product faster.

AGENDA

WHY

- Start with why
- How does 'why' correlate to the brain?
- The world is broken, we choose what to fix.
- Marketing 101, who do we target?
- Generation-Y holds dominance in the market and in the workforce.
- Applying Pragmatic Marketing not only to Product Managers but also to the entire organization.

HOW

- Breaking down the roles, the responsibilities and the impacts to each other.
- Understanding the strengths and weaknesses of Scrum and Kanban (Know the battlefield).
- Understanding how major agile vendors are all communicating the same thing.
- Dissecting how a release schedule can impact human behavior.
- Reviewing 'points' vs. hours – "It's time to change the conversation."
- Applying capacity planning to chaos.
- The 'snowball effect' – Generation-Y's natural instinct to have productive meetings.

QUALITY

- Testing is no longer 1 word - Our partners deserve more.
- Waterfall testing in "Agile Companies"
- Agile testing in "Agile Companies"

WHAT

- It's Broken Workshop
- Interview Inception
- Blizzard Entertainment – A Case Study on 12 million+ LOYAL customers and KEEPING them for a decade

GUEST SPEAKERS

An executive ‘C-suite’ minded professional with experience at global companies including Google. This executive will present a view into how agility can scale on a product level in massive organizations.

A seasoned consultant will provide some ‘war stories’ on how agility can be applied project by project. This consultant will give you a view of how common sense is not that common from client to client. She will give you a view into how you start the ‘brainwashing’ of moving from a set plan to asking ‘why’ and tracking ‘value’ concepts.

A keynote speaker at the latest Amazon event will bring you into the land of security. This speaker has been called to Zappos/Amazon and Playstation Network/Sony to review security breaches that have made the national news. This speaker provides services in ‘ethical hacking’ to ensure we as consumers are protected from credit fraud, identity theft and from ourselves.

A major force for good, this final speaker will give you an idea of what it means to ‘pass the baton.’ After being trained for days, we may think there is someone else, someone better, and someone that will move us forward. However, many times it is “just you”. You have to be the one to move forward and provide coaching to the teams. This speaker plays a major role in day-to-day coaching for Rally throughout Denver and has provided training at international Agile events.

PRESENTERS

Todd Sheridan

Todd Sheridan is an Agile Coach with Rally Software in Boulder, CO and has been leading teams across many different industries – from interactive agencies and tech startups to universities and healthcare – since 2001. He has spent the last 6 years as Scrum Master, Product Owner and Agile Coach, with a focus on metrics and scaling the success of agile teams to the enterprise.

Ron Reidy

Ron Reidy has been in information technology (IT) for 29 years. I started as a programmer analyst, writing C programs on small micro-computers running CP/M (Control Program for Microprocessors), MS-DOS 1.0 through 2.2, VAX/VMS and finally UNIX based systems. During this time, I was also working as a database developer (mostly with Oracle Corp’s database product). After 15 years of C programming, I switched careers into database administration (DBA) working with Oracle databases.

I have now been involved in information security (INFOSEC) for over 6 years, the last three of them full time. My duties are centered at the application layer, focusing on database security, web application security, and risk management and assessment.

I currently work for a contractor in the Department of Defense (DoD) at Tricare Management

authority in Aurora CO. I hold a DOD TS/SSBI clearance as well as several security and audit certifications: CISSP, CISA, CRISC, and several GIAC certifications.

I have my own consulting company, Reidy Database Consulting, LLC.. I am affiliated with Pete Finnigan (<http://www.petefinigan.com>), a recognized leader and expert in the field of Oracle database security, and am his authorized trainer and auditor in the USA, Canada, and Central and South America. I provide Oracle database security assessments, web application assessments, risk assessments, and Oracle database security training. I have had several clients over the last 4 years, including health care providers (HIPAA HITECH audit), large internet commercial retailers (SOX audits, data privacy audits, Safe Harbor and other EU and Great Britain audits), universities, and state agencies.

Andi Blackwell

As a Practice Director with The Spitfire Group, Andi is responsible for strengthening and expanding Spitfire's delivery methodologies and client relationships. Andi has over 25 years of experience in successful project management, agile development, client relationship management, and help desk/call center management. Andi was the champion of Spitfire's adoption of Scrum in 2006 to manage custom software development projects, and has expanded the use of agile practices and methods to other areas of the company. During Andi's tenure, Spitfire has embraced agile practices in all aspects of client delivery, and has extended their capabilities to include other agile methods such as Kanban and ScrumBan. Andi has also helped many of Spitfire's clients become more agile in the delivery of products and services to their customers, both internal and external.

David Pinkus

David Pinkus has been in software product and engineering management for over 20 years, starting his career (and passion for both disciplines) at Oracle, through his own VC-funded startup, and then into various executive management roles. He managed the complete software portfolio and all development functions at the world's largest university (Apollo Group, parent of the University of Phoenix), then was recruited to Google where he was the Phoenix site director and had responsibility for all of the applicant tracking and hiring systems, as well as key pieces of the highly-available multi-billion dollar billing infrastructure. David left Google to return to higher education and was the CIO for Universal Technical Institute, the countries' largest provider of technical training for Automobile, Motorcycle, Marine, Diesel and NASCAR technicians. He later joined the Tallwave technology incubator as an investor and advisor.

He's currently working out of Boulder doing double-duty as the Chief Product Officer and Chief Information Officer for Knowledge Factor, synergizing the product vision with the engineering organization. David is a Certified Information Security Auditor (CISA), is Pragmatic Marketing Certified, and serves on the advisory boards of Western Governors University (www.wgu.edu) in Salt Lake City, Utah; and Design for Reliability Solutions (www.dfrsolutions.com) in College Park, Maryland. He has a B.S. in Information and Decision Systems from Carnegie Mellon University and earned his MBA while working at the Apollo Group.

Michael Swansegar

Michael Swansegar believes in two simple things:

1. Do not confuse a paying customer with a loyal customer
2. If you ask 'Why Agile', you have already answered the question...why.

Michael feels that education coupled with emotional triggers will not just teach a fact but will inspire a link between the knowledge and a desire to use it. Michael teaches in ways that might seem radical but are designed so that the information you are taught will have a high retention factor because it is relatable, exciting and inspiring. Michael will radically use an intense scene in a movie like 300 to show and inspire people to understand the power behind Scrum . Michael will show clips from movies like Glory, Rudy the Blind Side to inspire coaches to dig deep into understanding their team members. Michael will use the idea of researching a gaming company and reverse engineering a feature in the game to help people break free and open their minds to new ideas. Regardless if you love or hate his class, Michael's goal is that the class is remarkable - worth making a remark about. If a class is remarkable he feels it has done its course because you only change imparted knowledge to personal wisdom when it is applied in a real life setting. An average class is boring and quickly forgotten.

Michael brings over 12 years of IT infrastructure support to the table with numerous years in Quality Assurance, Product Management and Agile Training. Michael is a business socialite and will be happy to talk to an executive in a fortune 500 but will be just as happy to work in the tactical trenches with database and software engineers. Michael feels everyone has talent, a drive to succeed and intentions to do what is best and it is that belief that makes him believe in the core cultural values of a working agile system.



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