May 22 // Special Events

Registration
Registration Booth // 7 - 5 *closed during opening & keynote

Networking Breakfast
Winner’s Circle // 7 - 7:45

Opening & Keynote
Winner’s Circle // 7:45 - 9:30

Networking Lunch
Winner’s Circle // 12:15 - 2:15

Fuel
9:30 - 10 // 3:15 - 3:30

Brakes
3:15 - 3:30 // 4:30 - 4:45

Workshop
Winner’s Circle // 4:45 - 5:45

Exhibit Fair & Reception
Exhibit Hall // 6 - 9
Jimmy Yeary is a hit songwriter and performer signed to Nashville publishing company Sony/ THiS Music. Among Yeary’s co-writing credits are Joe Diffie’s top 10 hit “In Another World”, Rascal Flatts’ number 1 single “Why Wait”, Troy Olsen’s “Summer Thing”, Martina McBride’s “I’m Gonna Love You Through It”, George Strait’s “Cold Beer Conversations”, and Lee Brice’s Grammy nominated “I Drive Your Truck”. He has sung lead for country’s legendary Shenandoah and performed with his wife’s world renowned group The Isaacs.

In 2013, Yeary won an ACM and CMA award for Song of The Year for Lee Brice’s recording of “I Drive Your Truck”. In the last couple years, Yeary has written the #1 songs, “Till It’s Gone”, recorded by Kenny Chesney and “Anywhere With You”, by Jake Owen. He currently has the hit single by Kenny Chesney and David Lee Murphy called, “Everything’s Gonna Be Alright”. Jimmy loves traveling the country performing, teaching songwriting seminars and speaking to corporations about his methods of creativity and proven principles associated with his songwriting.
Grand Ballroom 1

Angelo Pacheco // Open iT, Inc.

Licensing // Big Data in Engineering Software Management Yields Big Savings

Grand Ballroom 3

Patrick Graff // Microsoft

Best Practice // How to Build a World Class Rationalized Service in SAM Governance and License Management

Grand Ballroom 10

Christopher Winter // Ernst & Young

SAM // SAM Meet Cyber

Grand Ballroom 12

Christian Björkly-Nordström // ATEA

Case Study // Why do SAM initiatives fail and how can innovations help?

Torrey Pines

Gary Paquette // Nlyte

ITAM // How Organizations Use Next Generation Technology Asset Management for Compliance
Grand Ballroom 2

Marisa Devlin // Sassafras Software

VENDOR MANAGEMENT // Hunters, Gatherers & Ghosts: Building Accountability with Your Software Vendors

Grand Ballroom 4

Thomas Allison // SMR Worldwide

DISPOSAL // Tidying Up (For Good): How IT Asset Disposal Helps Answer the Lease-or-Buy Dilemma

Grand Ballroom 11

Chris Arriviello // ServiceNow

SAM // How a single architecture platform delivers value faster

Grand Ballroom 13

Jennah Michalik & Oksanna Malan // Quadrant Law Group

OTHER // “Nuts and Bolts” of Software Contracts

Rancho Sante Fe

William Choppa // Eragent, Inc.

ITAM // Overlooking Hardware Asset Management? You’re Probably Overspending and At Risk
May 22 // 11:15 - 12:15

**Grand Ballroom 1**

**Phil Hames** // The Business Software Centre

**CLOUD** // “The Gathering Storm” – SAM in the age of the Cloud

**Grand Ballroom 3**

**Edward Wooten** // Smith

**BEST PRACTICES** // Best Practices When Choosing a Hardware ITAD Partner

**Grand Ballroom 10**

**Ed Pletner** // Avritek

**SECURITY** // California’s Consumer Privacy Act: How Will Your Company Be Impacted?

**Grand Ballroom 12**

**John Apkarian & Miranda Monahan** // Dynamic Lifecycle Innovations

**OTHER** // Windows 10 Migration: Capture ROI and Mitigate Risk

**Torrey Pines**

**Kevin Panteli** // Siwel Consulting, Inc.

**PEOPLE** // The secrets behind the perfect SAM Pit Crew!
Networking Lunch // 12:15 - 2:15

Grand Ballroom 2

Russ Eicholtz // SoftwareONE

SAM // M&A impact on Software Lifecycle Management & how to help

Grand Ballroom 4

Heidi Gordon // Providence St. Joseph Health

SAM // Merging Organizations and a New Adobe Enterprise Term License Agreement

Grand Ballroom 11

Annaliza Bradley

PROGRAM // 5 Steps to Building an Enterprise IT Asset Management Program

Grand Ballroom 13

Patty Osterberg // SERI

OUTSOURCING // Don’t let your retired IT assets become a liability

Rancho Sante Fe

William Choppa // Eracent, Inc.

ITAM // Overlooking Hardware Asset Management? You’re Probably Overspending and At Risk
Grand Ballroom 1
Frank Venezia // Ernst & Young
SAM // Bridging the gap between people, process, technology and real-world implementations

Grand Ballroom 3
Sam White // Information Systems Asset Management, Inc.
LICENSING // SAM Governance and Internal Audit

Grand Ballroom 10
Dave Weis // PeaceHealth
BEST PRACTICE // Cybersecurity based on ITAM Best Practices

Grand Ballroom 12
Paul Knight // CNE Direct
DATA CENTER // Is Your ITAD Partner Being Honest With You?

Torrey Pines
Paul Baguley & Todd Greenwell // KPMG
SAM // Right Sizing Your Public Cloud Spend
**Grand Ballroom 2**

**Beth Kaminski**
Dart Container Corporation

**TOOLS** Mission Control: All Go for Launch?

**Grand Ballroom 4**

**Leslie June**
Independent

**ITAM** Find your ITAM lane...Then stay ahead of the curve!

**Grand Ballroom 11**

**John Shegerian**
ERI

**DISPOSAL** Beyond Alphabet Soup – U.S. State Data Disposal Laws

**Grand Ballroom 13**

**Cedric Carter**
The Vested Group

**BEST PRACTICES** The ITAD Game of Thrones – Legendary Service Delivery

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**Rancho Sante Fe**

**Walter Darrough**
Flexera

**PROGRAM** Pump Up Your Program

Fuel Break **3:15 - 3:30**

Connect to wifi ID: IAITAM ACE 2019 | Password: #iaitamace
Full schedule, descriptions and PPT downloads @ ace2019.iaitam.org

**Grand Ballroom 1**

**Gunnar Hedlund**

SafeGuard Asset Recovery

**RISK** Secure Asset End of Life Disposition, Information and Brand Risk Management and Audit Reporting

**Grand Ballroom 3**

**Richard Spithoven**

B-lay

**CLOUD** Oracle cloud: licensing & audit implications when moving to cloud

**Grand Ballroom 10**

**Sumin Tchen**

Belarc, Inc.

**BEST PRACTICES** Discovery - the basis for successful SAM

**Grand Ballroom 12**

**Chris Lindenmuth**

Erie Insurance

**Kristina Accardo**

Cascade Asset Management

**CASE STUDY** Extreme Makeover – ITAD Edition

**Torrey Pines**

**Brian Gross**

Canyon Consulting

**SOFTWARE LICENSE** IBM COMPLIANCE TRENDS: New Rules, New Landmines, with IBM Software Licensing
Grand Ballroom 4

Alan Bain // Information Systems Asset Management, Inc.

PROGRAM // Data: The Currency of the Future and How to Leverage it for Cost Savings

Grand Ballroom 11

Daryl Curtis // Oracle

BEST PRACTICE // What to Expect During the Audit Process

Grand Ballroom 13

Robbie Plourde // Aspera Technologies Inc.

CLOUD // The Price May Not Be Right: How to Win at the Cloud Licensing Game

Rancho Sante Fe

Walter Darrough // Flexera

PROGRAM // Pump Up Your Program
In this presentation we will explore in 10 steps the critical success factors necessary when developing and managing contracts for technology goods and services. We will also touch upon the types of contracts, and how they need to be memorialized in the IT management tool environment.

Join IAITAM and fellow attendees for networking and dinner with the industry’s leading vendors in the Exhibit Hall. Don’t forget to submit your completed raffle tickets at the IAITAM booth for inclusion in the closing ceremony giveaways (must be present to win).
May 23 // Special Events

Registration
Registration Booth // 7 - 5 *closed during opening & keynote

Networking Breakfast
Winner’s Circle // 7 - 7:45

Opening & Keynote
Winner’s Circle // 7:45 - 9:30

Lunch & Exhibit Fair
Exhibit Hall // 12:15 - 2:15

Fuel
9:30 - 10 // 3:15 - 3:30

Brakes
3:15 - 3:30 // 4:30 - 4:45

Annual IMUG Meeting
Winner’s Circle // 4:45 - 5:45

Exhibit Fair & Raffle
Exhibit Hall // 6 - 9
John O’Leary works with hundreds of organizations to transform today’s challenges into a foundation for incredible growth. He’s taught businesses key strategies to succeed in any environment. He empowers thousands of individuals around the world to lead fuller, more productive and inspired lives. John will show you how to achieve success and significance through: 1) Specific, action-oriented, goal-centered steps; 2) Accountability and personal buy-in; 3) Lasting impact and lifelong growth.

As a child, John experienced first hand the devastating nature of fire that burned 100% of his body. He was given less than one percent chance of surviving the first night. His unlikely recovery meant a journey of pain and loss that could have easily been insurmountable. Yet, John chose not only to rise above adversity, but to thrive. As a college graduate, business owner, philanthropist, husband and father, he serves as an amazing beacon of hope, positive change, and bold action.

Challenges – like fire – can be destructive and uncontrollable. They can also spark passion, galvanize teams, inspire change, and forge a truly significant life. We’ve all been burned. Choose to see yourself and your business through the lens of possibility, a new perspective and the certainty that the best is yet to come.
Full schedule, descriptions and PPT downloads @ ace2019.iaitam.org

**Grand Ballroom 1**

**Matt Fisher** // Livingstone

**LICENSING** // Putting SAM & ITAM at the center of a brave new technology world

**Grand Ballroom 3**

**Josh Mayfield** // Absolute

**BEST PRACTICES** // The Alphabet Soup: How to Stay Audit-Ready

**Grand Ballroom 10**

**Molly McDevitt** // Mentor Graphics Corp

**SAM** // Making the Most of What You Have: Building an Effective SAM Program

**Grand Ballroom 12**

**Ken Shaw** // Belarc, Inc.

**LICENSING** // Licensing Microsoft SQL Server and Windows Server

**Torrey Pines**

**Jennah Michalik & Oksanna Malan** // Quadrant Law Group

**OTHER** // “Nuts and Bolts” of Software Contracts
Morning Break 11 - 11:15

Grand Ballroom 2
Julia Stenz // Kohler Co
ITAM // Hardware Assets: A Round Table

Grand Ballroom 4
Muddu Sudhakar // Stealth Mode Startup
EMERGING TECH // AI/ML & Cloud Disruption and Benefits for Enterprise Service Management

Grand Ballroom 11
Geoff Cottrell // Microsoft
RISK // Operational Assessments, Look and Ask Questions

Grand Ballroom 13
Craig Moore // Cajun Coast Tech LLC
Walter Darrough // Flexera
OUTSOURCING // SAM as a Managed Service - is it right for me?

Rancho Sante Fe
Michael Adams // KPMG LLP
Tony Granata // MetLife
LICENSING // What to Expect With SAM Managed Services
Grand Ballroom 1

Cyndi Tackett // Flexera

CLOUD // Keeping Your Career Relevant as we Move to the Cloud

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Grand Ballroom 3

Jose Carrillo

SECURITY // IT Asset Management and Cybersecurity partnership

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Grand Ballroom 10

Victoria Barber // Snow Software

ITAM // The Evolution of ITAM Maturity

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Grand Ballroom 12

Rich Reyes // Connor Consulting Corporation

ITAM // ITAM 2.0: Current Trends & Leading Practices for Value Transformation

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Torrey Pines

Nir Sagi // Peloton Consulting

LICENSING // ECS? SPE? M365 E3? E5?... Getting ready for Microsoft Cloud licensing changes
Networking Lunch // 12:15 - 2:15

**Grand Ballroom 2**

**Stephen Sopko**  
Palisade Compliance

**LICENSING**  
Is Your Oracle SAM Tool a Double-Edged Sword?

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**Grand Ballroom 4**

**Sean Magann**  
Sims Recycling Solutions

**DISPOSAL**  
Global Megatrends and Their Impact on IT Asset Management

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**Grand Ballroom 11**

**Jeanne Morain**  
iSpeak Cloud

**EMERGING TECH**  
Convergence of Systems Management, License Management, and Cloud Costing

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**Grand Ballroom 13**

**Jeremy Boerger**  
Boerger Consulting, LLC

**ITAM**  
Optimizing ITAM by Understanding Data Theory

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**Networking Lunch**

**Michael Adams**  
KPMG LLP
**Tony Granata**  
MetLife

**LICENSING**  
What to Expect With SAM Managed Services
Grand Ballroom 1

Chelsea Parker // CleanSlate

SAM // Defining and Executing Your Roadmap to SAM Maturity

Grand Ballroom 3

Cj Ortega // SSES Global

LICENSING // IBM PA Software Licensing Rules - What Most People Don’t Know

Grand Ballroom 10

Bo Guilbeault // HPE

FINANCIAL // Everything as a Service - A Circular economy view from the workplace to the data center

Grand Ballroom 12

Craig Boswell // HOBI International, Inc.

BEST PRACTICE // Measuring Success Begins With Your Vendor's ERP System

Torrey Pines

John Tomeny // ITAM Partners LLC

Grand Ballroom 2

Mark Feinman // Siwel Consulting, Inc.

TOOLS // What’s It Like to Be in The SAM Tool Pit Crew?

Grand Ballroom 4

Arthur Lozinski // Oomnitza, Inc.

ITAM // Thing Management and Tracking the Equipment Central to Business Profitability

Grand Ballroom 11

Paul Baum // PlanITROI, Inc.

DISPOSAL // Maximize your retired equipment value, while changing lives with affordable technology

Grand Ballroom 13

Linda Cole // Open iT, Inc.

TRACKING // Centralized Metering for Better Software License Efficiency

Rancho Sante Fe

Nasrin Azari & Ari Livers // Mobile Reach

CASE STUDY // Using Process-Driven Mobile Apps to Achieve ITAM ROI
Grand Ballroom 1

Bill Talbot
Influx Consulting, Inc.

PEOPLE // Whose Job Is It Anyways?

Grand Ballroom 3

Alok Sarsidharan
RE-TECK

ITAM // Creating a sustainable ITAM Ecosystem by enabling a Circular Economy

Grand Ballroom 10

Dennis Frize
Wisetek USA

BEST PRACTICES // Beyond Disposal how the ITAD programme increases productivity, staff retention and saves money

Grand Ballroom 12

Max Ablimit
Tarim Consulting, LLC

licensing // How to Manage the End of an Oracle ULA

Torrey Pines

Gina Addis
Raymond James Financial

CASE STUDY // WE ARE PAYING WHAT FOR IT DISPOSAL? That stops TODAY! - Case Study
Grand Ballroom 2

Scott Bickley
Info-Tech Research Group

VENDOR MANAGEMENT // Manage Your Vendors Before They Manage You

Grand Ballroom 4

Franco Powers
Bigfish Data

TOOLS // What Should You Look for in an Auto-discovery Tool?

Grand Ballroom 11

Kristopher Wong
Long View Systems

AUDIT // The Art of War: A Practical Guide to Winning a Software Audit

Grand Ballroom 13

Jade Lee
Supply-Chain Services, Inc. (SSI)

DISPOSAL // How NOT to Lose $$$ in Recovery Value – What are the Small but Mission Critical Areas Where Enterprise IT Asset Managers Should Pay Special Attention to?

Rancho Sante Fe

Nasrin Azari & Ari Livers
Mobile Reach

CASE STUDY // Using Process-Driven Mobile Apps to Achieve ITAM ROI
The IAITAM Member User Groups (IMUG) meet monthly to allow IAITAM Members to discuss issues, solutions and products and provide support to their peers. Guest presenters from the member community are invited to present educational presentations for the benefit of all. Join us at this live meeting where Members can meet and greet as well as rekindle acquaintances.

Join IAITAM and fellow attendees for networking and dinner with the industry’s leading vendors in the Exhibit Hall. Don’t forget to submit your completed raffle tickets at the IAITAM booth for inclusion in the closing ceremony giveaways (must be present to win).
Registration
Registration Booth // 7:30 - 1:30 *closed during opening & keynote

Networking Breakfast
Winner’s Circle // 7:30 - 8:15

Opening & Keynote
Winner’s Circle // 8:15 - 9:45

Fuel
9:45 - 10

Brakes
11 - 11:15 // 12:15 - 12:30

Lunch, Closing & Raffle
Winner’s Circle // 1:30 - 3

SAVE THE DATE!
May 21-23
Nashville, TN
Gaylord Opryland Resort & Convention Center
IAITAM.org/ACE
ACE 2020
IAITAM believes in helping people all over the world, and it has become increasingly apparent that many other organizations feel that giving back is a corporate responsibility as well. IAITAM ACE Keynote for Day 3 will be a panel featuring Paul Baum from PlanITROI, Patrick Graff from Microsoft, Bo Guilbeault from Hewlett Packard Enterprise, and Jose Carrillo from a large telecom organization as they discuss various philanthropic and charitable efforts of which they have participated. With each CXO representing a different stage of the ITAM lifecycle, and IAITAM moderating the panel, it is sure to be a wonderful, fascinating, and inspirational keynote session!
Full schedule, descriptions and PPT downloads @ ace2019.iaitam.org

**Grand Ballroom 1**

James Rico // Quest

ITAM // Lifecycle Management In the age of IOT (Internet of Things)

**Grand Ballroom 2**

David Lawrence & Ann Marsh // Medtronic Inc.

ITAM // Negotiating & Managing Microsoft 0365 for a Global Enterprise

**Grand Ballroom 3**

Russ Parker // Golden Ratio, Inc.

BEST PRACTICES // Minimizing Idle Infrastructure by Centralizing Ownership

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**Grand Ballroom 11**

Patrick Graff // Microsoft

CLOUD // Digital Transformation: A World of Change in Social Networking, Data, and Security. The One Microsoft Story

2 hour session 10 - 12:15

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**Grand Ballroom 12**

Rodney Penny // Novant Health

PROCESS // ITAM Processes - Are You Measuring the Right Things?

2 hour session 10 - 12:15
Share your ‘aha’ moments on social #IAITAMACE

**Grand Ballroom 1**

Roger Greive  //  Schupan Electronics Recycling

**SECURITY** // Material Flow As a Foundational Strategy for Data Security

**Grand Ballroom 2**

Trent Allgood  //  Anglepoint

**VIRTUALIZATION** // Virtual Containers: asset management best practices and licensing considerations

**Grand Ballroom 3**

Namrata SenGupta  //  Stellar

**DISPOSAL** // World’s Largest Residual Data Study on Second Hand devices

**Grand Ballroom 13**

George Arezina  //  F. Hoffmann-La Roche Ltd

Robbie Plourde  //  Aspera Technologies Inc.

**SAM** // Ask the experts: SaaS licensing strategies that control your costs
Come together with fellow attendees and IAITAM staff as we recount the highlights of the IAITAM ACE 2019. Hear from fellow attendees about their ‘aha’ moments and share your own. Don’t forget to submit your raffle tickets during the ACE Exhibition events for your chance to win amazing IAITAM giveaways (must be present to win).

We sincerely appreciate your dedication to the industry, support of the Association and we look forward to seeing you again at an upcoming ACE event.