2010 Strategy in Action Annual Conference
“Positioning for Long-Term Success in a Short-Term World”

Schedule of Events

Sunday, February 21, 2010

1:00p – 4:00p  Golf Outing – Brookside Golf Course
5:00p – 8:00p  Board Meeting and Dinner – Soliel Private Dining Room – Sheraton Hotel

Monday, February 22, 2010

8:00a – 7:00 p  Conference Registration Opens – Pasadena Conference Center
8:30a – 10:30a  Chapter of Council Representatives Meeting – Colorado Room - Sheraton Hotel
11:00a – 12:30p Advisory Council Meeting – Colorado Room - Sheraton Hotel
1:00 p – 5:00 p  Workshop A: Strategic Planning 101 Boot Camp  – Steve Haines and Richard Condit
                  Pasadena Conference Center
1:00 p – 4:30 p  Workshop B: Corporate Members Closed Session – Colorado Room - Sheraton Hotel
                  Vicki Hamilton, SVP, Turner Broadcasting Systems
                  Gen. Eugene Tattini – Deputy Directory, Jet Propulsion Laboratory
2:00 p – 4:30 p  Deep Dive Workshops – Pasadena Conference Center
                  Workshop C – Leave It Better Than You Found It – Randall Rollinson and Dennis Bozzi
                  Workshop D – Turn Good Ideas Into Results – Terry Schmidt
                  Workshop E - Integrated Strategic Planning and Management Using the Balanced Scorecard – Howard Rohm
5:00 p – 6:00 p  “Meet the Speakers” Welcome Cocktail Reception and Exhibitor Showcase – Pasadena Conference Center
7:00 p  Night at the Tournament of Roses* (ASP-LA Chapter Event)

*Additional fee – call 1.877.816.2080 for more information
Tuesday, February 23, 2010

6:30 a – 5:00 p  Conference Registration – Pasadena Conference Center

6:30 a – 8:15 a  Sunrise Networking Breakfast – Pasadena Conference Center

7:30 a – 8:15 a  Government Center of Excellence (GCOE) Meeting

8:15 a – 8:30 a  Break

8:30 a – 9:00 a  General Session - Welcome Address – ASP President, Tim Trotter – Pasadena Conference Center

9:00 a – 10:15 a  Keynote Speaker - Dave Logan, PhD
Pamela Stambaugh, ASP San Diego, Session Moderator

10:15 a – 10:45 a  Networking Break with Exhibitors – Pasadena Conference Center

10:45 a – 12:00 p  Breakout Sessions Group 1 – Pasadena Conference Center

12:15 p – 1:45 p  Awards Luncheon – Pasadena Conference Center

1:45 p – 2:00 p  Break

2:00 p – 3:15 p  Breakout Sessions Group 2 – Pasadena Conference Center

3:15 p – 3:30 p  Break

3:30 p – 4:45 p  Breakout Sessions Group 3 – Pasadena Conference Center

4:45 p – 5:00 p  Break

5:00 p – 6:00 p  Keynote Address – Daryl Conner
Susan Obermeier, ASP Atlanta, Session Moderator
Pasadena Conference Center

6:00 p – 6:45 p  Author Book Signings and Networking with Exhibitors
Pasadena Conference Center

7:00 p  Ambassador Dinner at Selected Restaurants*

*Additional fee
Wednesday, February 24, 2010

6:30 a – 8:15 a  Sunrise Networking Breakfast – Pasadena Conference Center

7:30 a – 8:00 a  Jim Wilson and Soren Eilertsen  
ASP Climate Survey Results Presentation during Breakfast  
Pasadena Conference Center

8:15 a – 8:30 a  Break

8:30 a – 9:00 a  General Session – ASP Certification Update – Steve Haines  
Pasadena Conference Center

9:00 a – 10:15 a  Keynote Address – Robert Malchione  
Session Moderator

10:15 a – 10:45 a  Networking Break with Exhibitors – Pasadena Conference Center

10:45 – 12:00 p  Breakout Sessions Group 4 – Pasadena Conference Center

12:15 p – 1:45 p  Luncheon with Keynote Speaker – Charles Kennedy  
Tina Potter White, ASP Dallas, Session Moderator  
Pasadena Conference Center

1:45 p  Closing Comments – ASP President, Tim Trotter and  
Conference Adjourned

2:00 p – 8:00 p  ASP Certification Program Examination Testing Meeting with Joan Campbell of  
Professional Testing Corporation, NY City – Maple Room – Sheraton Hotel

Thursday, February 25, 2010

8:00 a – 5:00 p  ASP Certification Program Examination Testing Meeting with Joan Campbell of  
Professional Testing Corporation, NY City – Maple Room – Sheraton Hotel