



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 – 8:30a 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

- 6:30a – 8:15 a Sunrise Networking Breakfast – Pasadena Conference Center
- 7:30a – 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
- 2:00p – 8:00p ASP Certification Program Examination Testing Meeting with Joan Campbell of
Professional Testing Corporation, NY City – Maple Room - Sheraton Hotel

Thursday, February 25, 2010

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