

11TH WOMEN IN INFORMATION TECHNOLOGY CONFERENCE

8:00 - 8:30 Registration

8:30 - 8:45 Welcome

8:45 - 9:20 KEYNOTE - CMO & CIO Working Together
Digitalization & Internet Technology Kay Palmer & Shelley Simpson

9:20 - 9:50 Big Data, Big Problems:
Strategies for Compensating Customers Hartmut Hoehle

9:50 - 10:25 KEYNOTE Karenann Terrell

10:25 - 10:40 BREAK

10:40 - 11:30 Protecting a Company on the Move Brandon Stanley & Traci Whitehead

11:30 - 1:25 Lunch, Short Sessions, & Networking

11:30 - 12:15 *Group 1 Lunch* *Group 2 Short Sessions*

12:25 - 1:10 *Group 2 Lunch* *Group 1 Short Sessions*

10 Minutes Short Sessions

Women in the Workforce Stacy Capo

NEW: Network of Executive Women Anastasia Strokova & Jerra Nalley

Tips: Technical Role to Leadership Arthur Matthews

15 Minutes Networking

1:25 - 1:50 Personal Branding Helena Gadison

1:55 - 2:20 Flash Talks: How Security in IT Affects Other Disciplines
Kathy Deck ~ Rebecca Miles
Simone Peinkofer ~ Sue Sedberry ~ Katie Terrell

2:25 - 2:50 Men Advocates for Women in IT Jeff Amerine
Session sponsored by Start-Up Junkie

2:55 - 3:10 BREAK

3:15 - 3:40 Panel Discussion: Moderator: Helena Gadison
Overcoming Bias & Women Staying in the Field
Susan Gauch ~ Arthur Matthews
Beverly McDaniel ~ Lakesha Shaw

3:45 - 4:20 FBI Security Jason Frankenberger

4:20 - 4:30 Closing Remarks Amy Robinson

**MASTER OF CEREMONIES -
AMY ROBINSON**

**SECURING THE
FUTURE OF
WOMEN IN
INFORMATION
TECHNOLOGY**

**ADDRESS FROM
DEAN JONES
FOLLOWING
LUNCH**

WEDNESDAY, APRIL 15, 2015

PRESENTED BY:

**UNIVERSITY OF
ARKANSAS**
 SAM M. WALTON
 COLLEGE OF BUSINESS
 Information Technology Research Institute