



# TECHNOLOGY2030 conference

March 20-21, 2019 - Renaissance St. Louis Airport Hotel - St. Louis

## Agenda

### March 20, 2019

10:00 a.m. Registration

10:30 a.m. Welcome  
*Dan Mehan, President/CEO - Missouri Chamber of Commerce and Industry*

10:35 a.m. Opening Comments by Presenting Sponsor  
*Elizabeth Huber, CEO – Huber & Associates*

10:50 a.m. Release of Missouri Technology 2030 Report  
*Ted Abernathy, Managing Partner - Economic Leadership LLC*



Abernathy is the author of the Missouri Technology 2030 Report, a resource that can be used to elevate the Missouri tech industry in the state and national press, the business community and policy circles. This report includes facts, statistics, trends, and insights into Missouri's technology industries. It is designed to be a guide for companies considering Missouri for relocation or operations establishment and expansion as well as a source of information on tech trends for policy makers.

12:00 noon Lunch

12:15 p.m. Lunch Keynote  
**Becoming a Great Place to Work for All**  
*Ann Cuiellette Marr, VP of Global Human Resources - World Wide Technology*



Marr plays a critical role in helping WWT, one of Missouri's largest technology companies, deliver on strategic growth and business goals by creating a high-trust culture that is a great place to work for every employee. World Wide Technology is consistently recognized among Fortune's list of 100 Best Companies to Work For and Best Workplaces for Women. Learn the secrets of building one of the best technology workforces in the world.

1:00 p.m. Finding Top Tech Talent  
*Anna Hennes, Lead Program Manager Community Partnerships and Talent Pipelines - Cerner*  
*Julie Littrell, Global Recruitment and Staffing Manager - Brewer Science*  
*Jeremy Willman, Software Engineering, Senior Manager - Jack Henry & Associates*

Whether large or small, urban or rural, technology companies across Missouri struggle to find enough talent. Learn what these technology companies are doing to close the talent gap—from traditional methods to innovative business-education partnerships, apprenticeships and internship programs.

2:00 p.m. Break

2:15 p.m. Show Me the Money: Securing the Capital to Grow Tech Companies  
*Elise Miller Hoffman, Principal, Life Sciences Funds – Cultivation Capital*

Where are the gaps in venture capital and other financing? What are the steps for next level funding? Cultivation Capital consistently ranks among the top venture capital funders for Missouri tech companies. Learn how they earn that ranking from Principal Elise Miller Hoffman, who helps promising Missouri biotechnology startup companies gain the funding they need to develop life-saving technologies, drugs and medical devices.

#### Success Stories

Hear about the journeys of three Missouri technology company leaders and serial entrepreneurs to fund and scale their enterprises.

3:15 p.m.

**Protecting Your Intellectual Property**  
**Kathryn T. Allen, Attorney – Polsinelli**

Allen's practice focuses on the often-intersecting areas of information security/privacy, technology licensing use, and intellectual property protection and monetization. She works in the heavily regulated health care and financial services industries as well as the technology startup and entrepreneurial space. She'll provide strategic yet practical guidance on protecting your IP.

3:45 p.m.

**Break**

4:00 p.m.

**Afternoon Keynote**  
**Mission Critical: Expanding Missouri Broadband**  
**Tim Arbeiter, CECD, Missouri Director of Broadband Development**



Twenty percent of Missourians — or 1.25 million Missourians — lack access to adequate internet service. In 2018, Arbeiter was tapped to change that statistic as the Missouri Director of Broadband Development. Since taking office, he has worked with business and community leaders from around the state to devise a plan to expand broadband to all corners of Missouri. He will outline the goals, scope and timeline of the aggressive plan the state is deploying to make Missouri a broadband leader.

4:45 p.m.

**Adjourn**

## March 21, 2019

8:00 a.m.

**Continental Breakfast**

8:30 a.m.

**Morning Keynote**  
**Tech Future: Where is Missouri's Place?**  
**Robert D. Atkinson, President – Information Technology and Innovation Foundation (ITIF)**



As founder of ITIF, recognized as the world's top think tank for science and technology policy, Atkinson is shaping the debate and setting the agenda on a host of critical issues at the intersection of technological innovation and public policy. The New Republic has named him one of the "three most important thinkers about innovation." Washingtonian Magazine has called him a "tech titan." Government Technology Magazine has deemed him to be one of the 25 top "doers, dreamers and drivers of information technology." His futuristic insights on tech in our world, nation and state will make you think and inspire action.

9:30 a.m.

**Gaining Value From Your Diversity Spend**  
**Elizabeth Huber, CEO – Huber & Associates**  
**Joan Rundle, CFO – Huber & Associates**  
**Kent Hillman, Director of Technology Services – Huber & Associates**

Learn how you can be a hero to your C-Suite by using technology-related purchases to meet diversity spend requirements. Topics covered will include how to select a value-focused partner, how to develop the relationships needed to achieve success and the areas of your business where technology can most readily help you achieve your company's goals.

10:15 a.m.

**Cybersecurity: What Keeps Missouri CIOs Up at Night?**  
**Tony Bryan, Executive Director – Midwest Cyber Center**

Bryan will moderate a panel of Missouri corporate CIOs as they discuss cyber issues and the challenges that worry them most. As head of the Midwest Cyber Center, Bryan is responsible for building strong programs to engage veterans and students in the cyber industry. This segment is designed to identify strategies to help companies stay secure and help CIOs get more rest.

11:15 a.m.

**Break**

11:30 a.m.

**Information Security: Lessons Learned from Recent Data Breaches and Enforcement Actions**  
**Michael J. Waters, Shareholder – Polsinelli**  
**Steven A. Hengeli, Associate – Polsinelli**

Waters handled one of the first data breach matters shortly after California passed its breach notification law in 2003 and has since counseled clients through nearly every conceivable type of breach, from system-wide network intrusions and ransomware attacks to situations involving cyber extortion, stolen laptops and computer hardware, email compromises and wire fraud. With a background in computer programming, Hengeli takes a problem-solving approach to privacy, data security and technology transactions. Together, Hengeli and Waters will provide practical legal advice on information security, taking into consideration not only the legal risks involved, but the business impact.

12:15 p.m.

**Lunch**

12:30 p.m.

**Lunch Keynote**  
**Branding Missouri Tech**  
**Kat Saunders, Vice President – Development Counsellors International (DCI)**



Branding is what people say about your community, not what you say about it. Learn how we can get the world talking about Missouri tech from one of the best marketing firms in the business. DCI is the nation's leader in marketing places. During her presentation, Saunders will discuss what it will take to make a bigger name for Missouri in the tech space. She has years of experience in branding and promoting technology-driven communities, including the Research Triangle in North Carolina.

1:30 p.m.

**Adjourn**