

infotec®

A service of the AIM Institute



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Infotec attendees may receive Continuing Professional Education (CPE) credits or Professional Development Units (PDU) depending on their certification requirements and the track(s) they attend.

April 13–14, 2010
Qwest Center Omaha
www.infotec.org

Who Should Attend?

- IT Executives and Managers
- Healthcare IT and Business Leaders
- Application Analysts and Developers
- Security Analysts
- Database / Network Administrators
- Business and Nonprofit Executives
- Project Managers
- Education / Community Leaders
- Economic Developers
- Tech-savvy Entrepreneurs

Tracks

- Information Assurance
- Development and the Cloud
- IT as a Service
- IT Leadership and Management
- Project Management
- Entrepreneurship and Social Media
- Healthcare and IT
- IT Talent Pipeline

As the Midwest's premier business technology conference, Infotec has quickly become a world-class event you can't afford to miss. With four nationally-recognized keynote speakers and nearly 100 track presenters from all over the country, Infotec provides attendees with applicable skills that your organization can implement as part of your business technology strategy, today and in the future. Infotec also serves as a valuable opportunity to network with industry experts and high-profile exhibitors so you can discover innovative ways to cut costs and increase revenue.

The goal of Infotec is to take you beyond the "now what" phase and have you putting business technology tactics to work in your organization. You'll learn practical tools, techniques and ideas that you can use to gain a competitive advantage. Infotec will give you everything you need to get your organization up to speed in the emerging world of business technology.

Register at www.infotec.org | Earlybird Deadline is February 9, 2010

Gain exposure by becoming a Sponsor or Exhibitor of Infotec.
Contact Kim Foster at 402.345.5025 x107 or kfoster@aiminstitute.org.

Keynote Speakers



Michael T. Jones – Chief Technology Advocate, Google

Reshaping of Computing

Tuesday, April 13, 2010 | 8:30 am – 9:30 am

Michael travels the globe to meet and speak with governments, businesses, partners and customers to advance Google's mission and technology. In his presentation *Reshaping of Computing*, Michael will demonstrate how Google has revolutionized the way the entire world organizes information and makes it universally accessible and useful through the application of advanced technology.



Nicholas Carr – Best-selling Technology Author and IT Commentator

Keynote Speaker at the AIM Institute's Technology Celebration Banquet and Awards

The Cloud: Seeing Beyond the Hype

Tuesday, April 13, 2010 | 6:00 pm – 8:30 pm

Nicholas is the author of *The Big Switch: Rewiring the World, From Edison to Google*, which is considered by many people to be the most influential book to date on cloud computing. In his presentation *The Cloud: Seeing Beyond the Hype*, Nicholas will put cloud computing into a practical business context, explaining the economic, technological and strategic forces propelling the trend. He will suggest five ways of looking at the cloud, providing case studies of businesses that are using the "world-wide computer" to cut costs, spur innovation and enhance collaboration.



Gordon Whitten – Founder and CEO, Sojern

Seven Secrets to IT Entrepreneurial Success

Wednesday, April 14, 2010 | 8:30 am – 9:15 am

Gordon will share seven secrets he has learned from his twenty years of entrepreneurial efforts. These insider tips arose both from failures and successes, and he will show why a farm kid from central Nebraska has come to believe that IT is the best industry in the world in which to build a multi-million dollar growth business. Insights from his personal interactions with billionaires in the IT space will underscore these points. Gordon offers practical examples from his experience building and selling his last company to Intuit—the makers of TurboTax, Quicken and QuickBooks. The almost-incredible launch of Sojern—a VC-backed venture in the online advertising space, which he founded and runs today—will encourage you as well. Bring your dream alive: Gordon shows you how.



Michael Wesch – Cultural Anthropologist and Digital Ethnographer

Mediated Culture

Wednesday, April 14, 2010 | 12:00 pm – 1:30 pm

Dubbed "The Explainer" by Wired magazine, Michael Wesch is a cultural anthropologist exploring the effects of new media on society and culture. After two years studying the implications of writing on a remote indigenous culture in the rain forest of Papua New Guinea, he has turned his attention to the effects of social media and digital technology on global society. Using examples from anthropological fieldwork, his classrooms at Kansas State University and YouTube, Michael's presentation *Mediated Culture* will demonstrate the profound yet often unnoticed ways in which media mediate our culture.

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