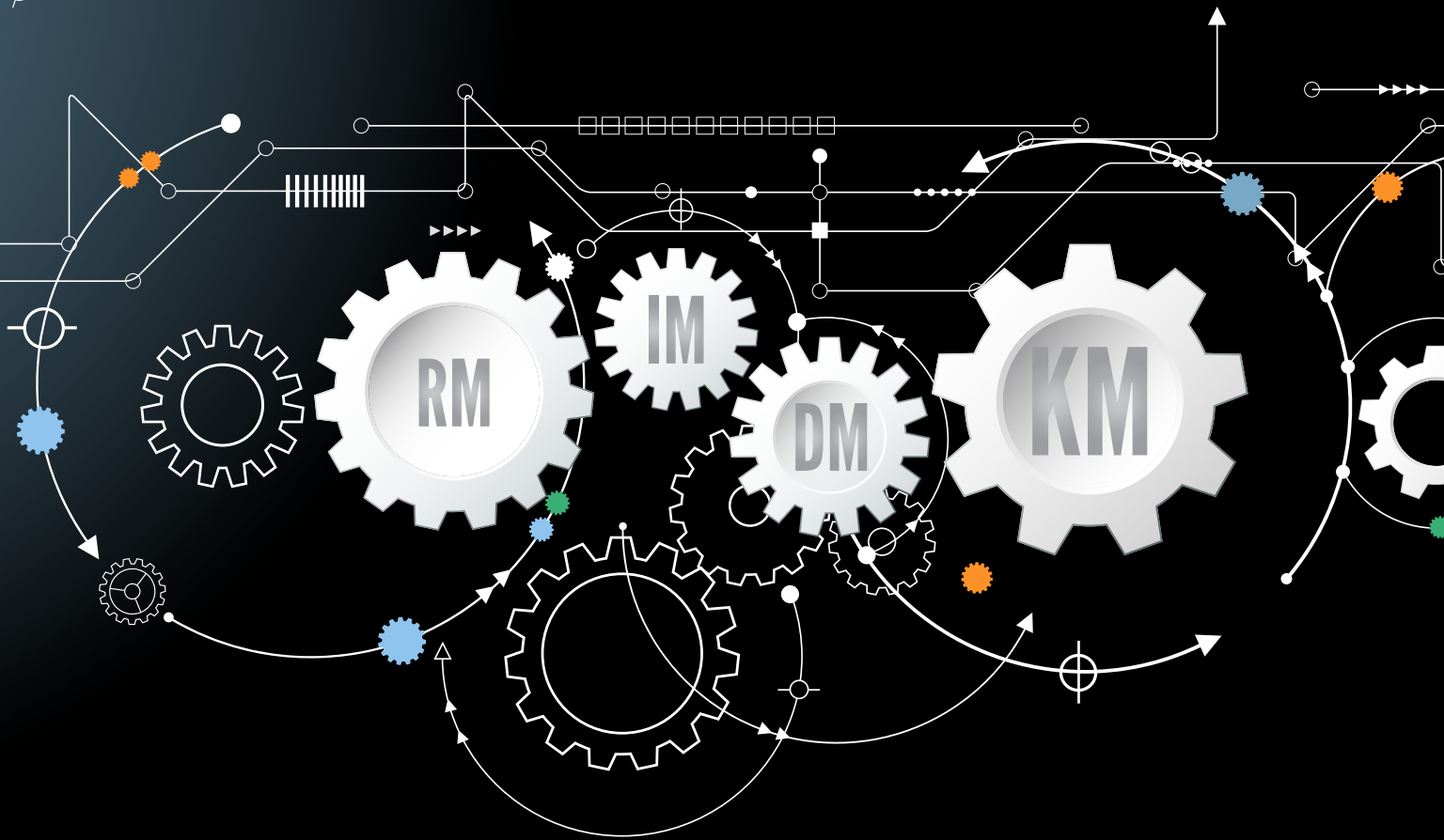
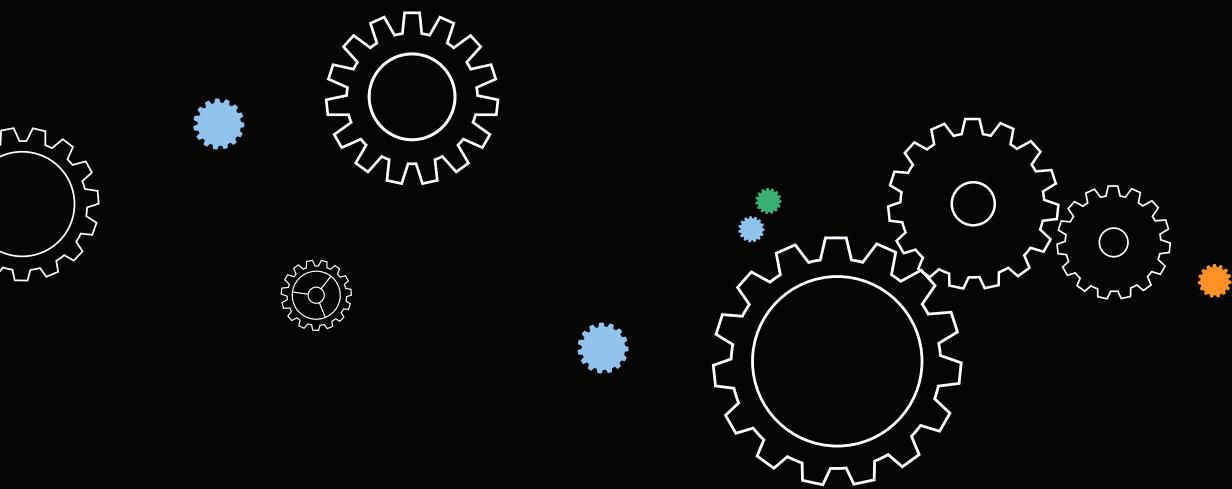
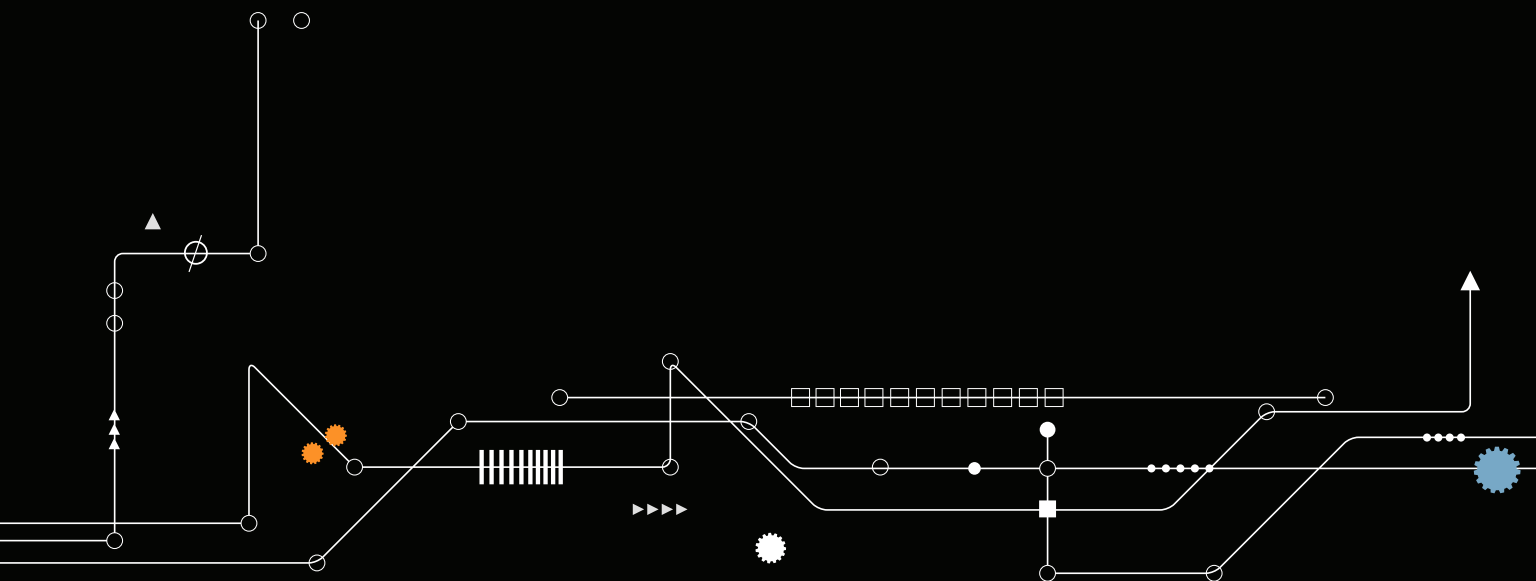


# DOD **AND** FEDERAL KM SYMPOSIUM

**Schedule-At-A-Glance**



**GLOBAL KNOWLEDGE INTEGRATION ► EMPOWERING DECISIONS**





## Vice Admiral Nancy A. Norton

Vice Adm. Nancy Norton is a native of Oregon and graduated with a Bachelor of Science in General Science from Portland State University, a Master of Science in Computer Science from the Naval Postgraduate School, and Master of Arts from the Naval War College. She served as a fellow on Chief of Naval Operations (CNO) Strategic Studies Group XXXII.

As a flag officer, she has served as the director, Command, Control, Communications and Cyber Directorate, U.S. Pacific Command; director of Warfare Integration for Information Warfare (OPNAV N2N6F); and most recently as vice director, Defense Information Systems Agency (DISA).

Her operational tours include communications officer on the staff of Commander, Cruiser Destroyer Group 12 aboard USS Enterprise (CVN 65) and on the staff of Commander, Naval Forces Europe and Commander, U.S. 6th Fleet. Ashore, she commanded Naval Computer and Telecommunications Station Bahrain; two tours on the Office of the Chief of Naval Operations (OPNAV) staff; U.S. Pacific Fleet (CINCPACFLT) staff; U.S., Pacific Command (USPACOM) staff; officer-in-charge of Naval Telecommunications Center, Fallon, Nevada; and Naval Communications Area Master Station Eastern Pacific.

Norton assumed duties as director, Defense Information Systems Agency and commander, Joint Force Headquarters Department of Defense Information Network, Feb. 1, 2018.

Norton is the recipient of various personal and campaign awards including the Defense Superior Service Medal and the Legion of Merit. Additionally, she is a recipient of a Navy League Award, Young AFCEAN Award, Copernicus Award and the National Security Agency's Frank B. Rowlett Award for personal achievement in Information Security.



## Lt. Gen. Robert M. Shea, USMC

Lieutenant General (Ret.) Robert M. (Bob) Shea most recently served as the Executive Vice President, Strategic Solutions, for Smartronix, Inc. Hollywood, MD. Prior to leaving active duty, Shea served as the Director, Command, Control, Communications and Computer Systems (C4 Systems), The Joint Staff. He was the principal advisor to the Chairman, Joint Chiefs of Staff on all C4 systems matters within the DoD.

His command positions included Deputy Commander, U.S. Forces Japan; Commander of the Marine Component, Joint Task Force Computer Network Defense; Director of the Marine Corps Command and Control Systems School; and Commanding Officer, 9th Communications Battalion, I Marine Expeditionary Force during Desert Shield and Desert Storm.

Among Lieutenant General Shea's previous staff assignments are Director for C4 for the Marine Corps; the Chief Information Officer of the Marine Corps; Director of Intelligence for the Marine Corps; the Director for Command, Control and Communications (J6) for the United States Pacific Command; and various other staff positions in the Marine Corps and Joint community.

Shea earned a M.A. from Central Michigan University. He also attended The Basic School, Advanced Communications Officers' Course, the Marine Corps Command and Staff College, and the Industrial College of the Armed Forces, National Defense University.

Lieutenant General Shea's awards include: Defense Distinguished Service Medal, DoD Superior Service Medal with gold star in lieu of second award, Legion of Merit with gold star, DoD Meritorious Service Medal, Meritorious Service Medal, Navy Marine Corps Commendation Medal, and Navy Marine Corps Achievement Medal with two gold stars.

## DAY 1 ► INTEGRATION

**Tuesday, May 15th, 2018**

Time	Room 1 (340-342)	Room 2 (343-344)	Room 3 (345-346)
8:00 am – 8:30 am	Registration and Networking		
8:30 am – 9:30 am		KM Essentials for Success: “Past, Present and Where KM is Going”	The KM Annex Workshop: Determining The Formula for a Successful KM Annex (closed session)
9:30 am – 10:30 am		Storytelling as a KM Methodology	Learning and Leveraging KM Victories (closed session)
10:30 am – 11:30 am		Identifying and Documenting Critical Knowledge	KM Summit Working Groups: Out-briefs from DOD Strategy, Cyber Workforce Framework, and KM Training (closed session)
11:30 am – 1:30 pm	Lunch		
1:30 pm – 2:30 pm	DOD and Federal KM Symposium Welcome KM Today at Amazon.com Charlie Bell, Amazon		
2:30 pm – 3:30 pm	Panel: An Academic View of KM, Information Management, Data Management, Document/Records Management and Customer Relationship Management (CRM)		
3:30 pm – 4:30 pm	The Workspace of the Future: What It Means for KM and You!		
4:30 pm – 5:30 pm	Using American Productivity and Quality Center's (APQC) Process Classification Framework and MosaiQ Demonstration		

## DAY 2 ► EMPOWERMENT

Wednesday, May 16<sup>th</sup>, 2018

Time	Room 1 (340-342)	Room 2 (343-344)	Room 3
8:00 am – 9:00 am	Excellent Knowledge Work as a Strategic Imperative	KM Maturity Model (KM Readiness)	
9:00 am – 10:00 am	Searching for Intelligent KM in Space: Insights from NASA	Strategic Planning for Knowledge Management	
10:00 am – 11:00 am	Panel: KM in a Coalition Environment	Turbocharging CRM with KM to Drive Better Customer Experience (10:00 – 11:30 a.m.)	
11:00 am – 12:00 pm	Use of KM in Disaster Response to Save Lives and Property	Using KM in Real World Military Emergencies/Contingencies (11:30 a.m. – 12:00 p.m.)	
12:00 pm – 1:15 pm	Lunch		
1:30 pm – 2:30 pm	Panel: Military Service's Perspective on KM	Engaged Customer Strategy: Your Road Map to Success in 2030	
2:30 pm – 3:30 pm	KM Everyday: Tools and Methodologies	Agile KM	Panel: Combatant Command's Perspective on KM
3:30 pm – 4:30 pm	Panel: DOD and Federal KM Training Standards	Document Management Discussion Straight From the Experts	

## DAY 3 ► DECISIONS

Thursday, May 17<sup>th</sup>, 2018

Time	Room 1 (340-342)	Room 2 (343-344)	Room 3 (345-346)
8:00 am – 9:00 am	Getting to Decisions and Action: What are the Knowledge and Information Enterprise Challenges?	Federal KM Community Overview (8:30 a.m. – 9:00 a.m.)	
9:00 am – 10:00 am	Global Knowledge Integration: Who Contributes to the Knowledge and Information Enterprise?	CRM and KM	Knowledge Cafés: Connecting People, Process, and Technology (9:30 a.m. – 12:30 p.m.)
10:00 am – 11:00 am	Empowering Decisions Panel: How Can the Decision Maker Be Better Informed?	Knowledge-centered Service	
11:00 am – 12:00 pm	Where Does the Knowledge and Information Enterprise Go From Here?	Panel: KM in the Cybersecurity Workforce	
12:30 pm – 2:30 pm	Lunch		
2:30 pm – 3:30 pm	DOD and Federal Symposium Conclusion: The Art of Doable: How Do We Support Informed Decisions and Decisive Action? Lt. Gen. Robert M. Shea, USMC (Ret.)		

## KM Symposium Day 1

### Room 2

#### KM Essentials for Success – Past, Present and Where KM is Going

**Speaker:** Douglas Weidner, KMI

History is important but where is KM going? Here are the emerging threads that will surely enrich the fabric of KM:

**Tools:** Shift from just repositories toward KBases; emergence of robust KM methodologies – not just ad hoc roadmaps; and emergence of advanced K maturity models – not just diagnostic assessments, but prescriptive tools.

**Domain:** KM definition and organization by competency areas – to enable university curricula/degrees/advanced roles (CKO); KM as not just another improvement discipline but the enabler of organizational transformation -- to optimize effectiveness in the Knowledge Age; and finally, less technology – to focus on human performance in the K Age.

### Room 3

#### (Closed Session) The KM Annex Workshop – Determining the Formula for a Successful KM Annex

**Speaker:** Stan Ford, DOD Joint Staff

Facilitated by CCMD KMOs (KM Café format) this early dynamic session will have the Department of Defense (DOD) U.S. Combatant Commands (CCMDS) KM leaders engaging in an in-depth focus on the content and creation of a Knowledge and Information Management Annex. The emerging KM and IM Annex will become part of a Joint, CCMD or Joint Task Force Operational Plan, Orders, and other operational documents incorporated into Joint doctrine. The KM Annex structure and content will be divided among the Café tables for precision discussion. Points for discussion may include: What does “X” mean? Is this annex prescriptive or suggestive? Should we add more to or delete from the Annex structure? What questions should we as KM professionals be asking? As the participants rotate to each table, the various points and findings will be captured, summarized, and later briefed to entire group by their CCMD KM table leads.



## Room 2

## Storytelling as a KM Methodology

**Speaker:** Dr. Johel Brown-Grant, USPS OIG

Examine how the application of storytelling strategies can foster the transfer and sharing of critical knowledge in organizations. Within this context, the presentation offers ideas to find and select stories and reviews techniques to conduct storytelling interviews. It includes an analysis of coaching practices for storytelling and a discussion how to match the appropriate storytelling delivery formats to the right audiences. The presentation concludes with suggestions and recommendations to set up a storytelling program in an organization.

## Room 3

## (Closed Session) Learning and Leveraging KM Victories

**Speaker:** Morgan McGary, US Strategic Command

Sharing and demonstrating KM projects and approaches that have succeeded at various organizations, this hour hopes to provide potential approaches to KM in all organizations while demonstrating the value of KM as a whole to the DOD community. Symposium participants will collect and offer KM solutions implemented at their organizations.

## Room 2

## Identifying and Documenting Critical Knowledge

**Speaker:** Dr. Denise Bedford, Georgetown University

Not all knowledge management strategies are smart and not all strategies are successful. A critical factor in the success and failure of any knowledge management initiative is the focus. Efforts that target the entire organization and take a one-size fits all approach will and have always failed. Efforts that focus on support functions or operations that are not core to the organization's "business" may succeed but they will have little value in return on the investment. Knowledge management efforts that target the organization's core or operational business capabilities – what it is you do to deliver value to your stakeholders – have a higher probability of success. Similarly, knowledge management initiatives that focus on those knowledge assets aligned with core business capabilities will generate more visible and sustainable results. Together, business critical capabilities and business critical knowledge assets provide the

foundation for designing and implementing a smart knowledge management strategy. This presentation will introduce and demonstrate some simple methods for mapping your organization to discover core business capabilities and critical knowledge assets. The presentation will also present an example of an intelligent knowledge management strategy.

## Room 3

### (Closed Session) KM Summit Working Groups: Out-Briefs from DOD Strategy; Cyber Workforce Framework, and KM Training

**Speakers:** Bill Balko, DISA, Stan Ford, Joint Staff, John Holloway, DOD-CIO

During this closed session the various working group chairs will out-brief what they have accomplished since the KM Summit in November 2017.

### AFCEA Defensive Cyber Operations Symposium Luncheon Keynote Speaker

Navy Vice Adm. Nancy A. Norton, DISA Director and Commander, Joint Force Headquarters – DOD Information Network (JFHQ-DODIN)

## Room 1

### DOD and Federal KM Symposium Opening

Introduction by Bill Balko, DISA

### KM Today at Amazon.com

**Keynote speaker:** Charlie Bell, Utility Solutions for AWS

How Amazon leverages the practices of knowledge management, information management, data management, and document management to make decisions, run Amazon more effectively, turn a profit, and change the culture of Amazon.

## Room 1

## Panel: An Academic View of Knowledge Management, Information Management, Data Management, Document & Records Management, and Customer Relationship Management

**Moderator:** Bill Balko, DISA

**Panelists:** Dr. Luis Rodriquez, NSWCDD; Dr. Rafael Landaeta, ODU; Dr. Chris Myers, JHU; Jack Merklein, UMUC

Documents are the natural by-products of the activities of an organization. Information and knowledge are perceived as very important assets for organizations. Managing documents, information, and knowledge can contribute to business efficiency and effectiveness for organizational competitiveness. The three concepts – document management, information/data management, and knowledge management – are becoming increasingly prevalent in academic and vocational literature. Although these concepts have been used and discussed over and over, there is a need to identify the interrelationship between these concepts - starting with an understanding of their fundamentals.

## Room 1

## The Workspace of the Future: What It Means for KM and You!

**Speaker:** Cindy Hubert, APQC

Why am I the only one in the office? What happened to office doors? Simple answer: the workspace of the future is here — and more changes are coming. The workspace is an agile environment which continually evolves to suit the next generation — while also balancing older generation needs and wants. As organizations shift to a workforce majority of “digital natives”, organizations, at a bare minimum, need to be aware of the necessary characteristics required to foster a driven and collaborative workforce. Although some characteristics are here now — mobility, personalization of content, work/life balance — more significant changes (cognitive computing, electronic security, and role-based content delivery) are coming. The questions we should be asking are: How will our business adapt? What does it mean for my role in KM? What will knowledge management do to enable this environment? Using data from APQC’s most current research, APQC’s Executive Director of Client Services and KM expert, Cindy Hubert, will help you cut through the hype and haziness of what behaviors are going to be needed in this emerging workspace and the importance of KM’s role in influencing them. Learn about the shift in expectations and discover how APQC’s resources can support your journey.

## Room 1

## Using APQC's Process Classification Framework and MosaiQ Demonstration

**Speaker:** Lori Perry, APQC

APQC's Process Classification Framework (PCF) ® is the most used process framework in the world. It creates a common language for organizations to communicate and define work processes comprehensively and without redundancies. Organizations are using it to support benchmarking, manage content, and perform other important performance management activities. APQC will provide insights into how the PCF can be used to enhance your work in knowledge management and beyond. MosaiQ is APQC's member-only cloud-based solution designed to simplify business process management for organizations of all sizes. MosaiQ enables you to measure and manage your business processes, and learn best practices for improvement. APQC will demonstrate how MosaiQ can be used to accelerate the development of custom frameworks and create a common language around your processes so you can move past defining what the business does to how the work is done.

## KM Symposium Day 2

### Room 1

### Excellent Knowledge Work as a Strategic Imperative

**Speaker:** Dr. Walter S. Barge, OSD

Much of the Department of Defense (DOD) workforce in and out of uniform can be described as knowledge workers and doing excellent knowledge work is vital to our success. However, we estimate that the DOD is more than 10 years behind in adopting many widely used practices and tools to accomplish excellent knowledge work. This presentation argues that the quality of our knowledge work has strategic implications and by not harnessing tools and practices for excellent knowledge work puts our ability to innovate and solve tough problems at risk. The presentation illustrates how change was implemented in a small DOD office and will also offer aspirational indicators of change that can be used to implement better knowledge work on a larger scale.

### Room 2

### Panel: Knowledge Management Maturity Model (KM Readiness)

**Moderator:** John Holloway, DOD-CIO

**Panelists:** Cindy Hubert/Lori Perry, APQC; Dr. Bob Hambly, DMA; Joe Koskey, USA

We have all have heard of the Capability Maturity Model (CMM) but has anyone heard of the KM Maturity Model (KM3)? This panel will address what the KM3 is. The panel will also look at how the Army has used it to assess KM readiness at some of the Army components and how we might integrate it into other DOD Components. The KM3 concept can also be applied by other agencies.

## Room 1

## Searching for Intelligent KM in Space: Insights from NASA

**Speaker:** Dr. Edward Rogers, NASA

With many government agencies attempting to implement knowledge management programs, this presentation will explore some of the design principles behind the NASA efforts over the past 15 years. Hopefully, these insights will help others avoid some of the common pitfalls of a government KM initiative. The KM program at Goddard has been used as a model for NASA. This session will outline the key principles used to build this successful program along with some warnings for those embarking on a KM program.

## Room 2

## Strategic Planning for Knowledge Management

**Speaker:** Cindy Hubert, APQC

A KM strategy keeps the focus on key business problems and opportunities — and keeps you from losing your way. APQC has found that a robust strategic planning process yields a well thought-out strategy document that captures the essence of your organization's knowledge management needs, focus areas, and elements for success. This interactive session will focus on the process steps required to develop, align, and execute a KM strategic plan. Participants will be introduced to a four-phase strategic planning methodology as well as common definitions and terms used in strategic planning. APQC will introduce a simple framework to support the development of goals, objectives, strategies, and actions for KM that align to your organization's mission and business imperatives.

## Room 1

## KM in a Coalition Environment – Panel

**Moderator:** John Holloway, DOD-CIO

**Panelists:** Stewart MacLeod, UK MOD; Antonio De Frutos, NATO

This panel will address the proposed use of KM within NATO and Ministry of Defense (United Kingdom) at both the tactical and strategic levels.

## Room 2

## Turbocharging CRM with KM to Drive Better Customer Experience

**Speaker:** Christopher Zinner, Accenture

CRM and KM were once considered entirely different disciplines, with the two sharing little but perhaps the same data warehouse hardware and a vague understanding that both efforts were meant to improve business efficiency and customer satisfaction.

## Room 1

## Use of KM in Disaster Response to Save Lives and Property

**Speaker:** Mariel Cooley, APAN

The purpose of this session is to discuss how the DOD and the UN share knowledge via the portals of the Virtual On-Site Operations Coordination Center, humanitarian response information, relief web and on the DOD side of APAN. This includes the underlying data and information that creates the knowledge that is to be managed and shared. This could also include what type of knowledge is to be shared.

## Room 2

## Using KM in Real World Military Emergencies/Contingencies

**Speaker:** Dr. Shellie Glass, USSOUTHCOM

This session focuses on using KM fundamentals specifically designed for rapid response challenges due to an emergency or contingency. The presenter will focus on how the U.S. Southern Command maximized sharing and collaboration during real world emergencies by using KM enablers such as SharePoint knowledge repositories/forums, chat rooms, online meetings, Microsoft OneNote, lessons learned, After Action Reports (AARs), and key leader engagement/KM Plans to support the decision-making cycle, mission, and vision.

## Room 2

**AFCEA Defensive Cyber Operations Symposium Day-2 Luncheon Keynote Speaker**

Lieutenant General Paul M. Nakasone, USA (invited), Commander, U.S. Cyber Command (USCYBERCOM)

## Room 1

**Service's Perspective on KM – Panel**

**Moderator:** John Holloway, DOD-CIO

**Panelists:** Kim Walz, CFFC; Elaine Lamaster, ACC; Lt Col Dan Newberry, USAF/AOC; Dave Van Laar, DA

This panel will address KM from the perspective of the Army, Navy, and Air Force. Kimberly Walz will address KM from the U.S. Fleet Forces Command and the Maritime Operations Center, Air Force Lt Col Dan Newberry will present how KM is used within the Air Operations Center, Elaine Lamaster will address KM as it relates to Command and Control at the Air Combat Command, and Dave Van Laar will address KM from the Army perspective.

## Room 2

**Engaged Customer Strategy – Your Road Map to Success in 2030**

**Speaker:** Barton Goldenberg, ISM

All DOD and government agencies need to gather, organize, analyze, and exploit the deluge of data coming from both traditional media and the digital firehose. Your goal is to capture and retain insights and knowledge from customers awash in an increasingly digital sea.

Learn how DOD and government agencies can leverage lessons learned from best-in-class B2B, B2C, and B2B2C organizations such as ExxonMobil, Amazon, Marriott, Uber, and Disney who are taking an integrated approach to customer engagement.

Learn how to turn data into value by leveraging transactional data, CRM data, third-party data, and identity resolution tools to create holistic customer profiles, segmenting these profiles, and then offer services to your customers via traditional media, social media, e-commerce, and emerging technology channels to drive acquisition, retention and growth.



Discover how solid CRM and KM systems form the foundation of a successful engaged customer strategy. By attending this session, you will learn:

- How to optimally gather offline and online information about your customers, analyze the information and derive actionable insights from it.
- The role of CRM and KM as the foundation of an engaged customer strategy that contains holistic customer profiles populated with timely, relevant customer information.
- How to leverage private sector CRM and KM concepts in DOD and government agencies.

## Room 1

### Knowledge Management Everyday - Tools and Methodologies

**Speaker:** Peter Barcelo Jr., Applied Knowledge Management Systems, LLC

Gain tips and techniques for making everyday knowledge intensive activities more process-driven, effective, efficient, and innovative by mitigating daily friction, confusion, and underperformance. Learn KM fundamentals, concepts, and models to enhance knowledge creation, capture and sharing of declarative and procedural knowledge to improve problem-solving, decision making, and strategic planning.

Discover how to utilize KM tools and supporting applications, from SharePoint to chat, online meetings, OneNote and more to maximize learning through knowledge sharing, collaboration and after-action reviews. Gain valuable real-world insights and ideas in support of your organization's mission.

## Room 2

## Agile Knowledge Management

**Speaker:** Bill Kaplan, Working Knowledge CSP

Agile development methods, which are based on solid KM fundamentals, can be effectively applied to the development of KM strategies and implementing frameworks. This session will present and explain a practical, agile-based methodology for developing “fit for purpose”:

- Operationally relevant KM strategies and implementing frameworks that incorporate a KM pilot project up front as a primary source of learning and insight for strategy development and framework implementation.
- “Fast learning” fundamentals (part of the foundation for agile) that are introduced into the organization for sustainable KM success.

## Room 3

## Combatant Command’s Perspective on KM – Panel

**Moderator:** Stan Ford, Joint Staff

**Panelists:** U.S. Combatant Command CKOs & KMOs

An invigorating presentation and discussion by U.S. combatant command (CCMD) CKOs or KMOs as they speak to similarities, differences, issues, and solutions in their KM approach to CCMD missions and operations. Each CCMD has unique challenges associated with KM. Each different CCMD mission, area of responsibility, and organization have different effects on their KM programs.

Who do the CKO/KMO work for? What resources are allocated to the CCMD KM programs? How do the CCMD CKO/KMO KM programs direct or coordinate with the headquarters, major commands, Joint Task Forces and mission partners? A consolidated presentation on similar issues will be provided, followed by discussing specific CCMD KM challenges and solutions. All CCMD CKO/KMOs are scheduled to be present.

## Room 1

**Department of Defense and Federal Knowledge Management Training Standards – Panel**

**Moderator:** Morgan McGary, USSTRATCOM

**Panelists:** Joe Koskey, USA; Dr. Marion Georgieff, DHS/SS; Dr. Denise Bedford, Georgetown University

There are many KM training programs within the DOD, industry, and academia. In fact, some colleges and universities offer advance degrees in KM. Are the KM training standards currently being taught the same, similar, or vastly different? This panel will address this question.

## Room 2

**Panel: Document Management Discussion - Straight From the Experts**

**Moderator:** David McKinney, DISA

**Panelists:** Jocelyn Gunter, ARMA; Arian Ravanbakhsh, NARA; Lisa Haralampus, NARA; Mark Patrick, AIIM

A panel presentation and discussion on the future of records management in the federal government featuring speakers from the National Archives and Records Administration (NARA), ARMA International, and the Association for Information and Image Management (AIIM). The focus of the panel is the drive toward an all-digital records management environment across the federal government and its impact on public and private sectors.

## KM Symposium Day 3

### Room 1

#### Getting to Decisions and Action – What are the Knowledge and Information Enterprise Challenges?

**Speaker:** Peggy Winton, AIIM

Let us set the stage for a day of inquiry and debate. We know there are many sources of material our leadership needs to make decisions and take action. What are all of these functions and how do they interrelate? More importantly, how do they support our fundamental objective of ensuring the ability to access information to inform and accelerate decision-making?

### Room 2

#### Federal KM Community Overview

**Speaker:** Turo Dexter, FTA

This session focuses on the role of the Federal Knowledge Management Community in the advancement and promotion of KM practices throughout the federal government. It provides an insightful discussion into the historical context that led to the group's inception, its membership growth and its current form.

### Room 1

#### Panel: Global Knowledge Integration: Who Contributes to the Knowledge and Information Enterprise?

**Moderator:** Mark Patrick, Joint Staff

**Panelists:** Tammy Hudson, DHS; LTC Joseph Anderson, SOC; Laurent Weichberger, Data Management, OmPoint Innovations LLC; Ankur Laroia, Alfresco

The global knowledge integration session will focus on the many functional contributors that provide the material needed for our leaders to make decisions and take action. That is, who is doing what and for whom? How do the different contributors think about what they do, how they do it, and why they do it? This session will provide a starting point for subsequent sessions when the focus will be on interrelationships, gaps, and ideas for what needs to be addressed.

## Room 2

## Customer Relationship Management and Knowledge Management Proving the Productivity Impact of CRM

**Speaker:** Rebecca Wettemann, Nucleus Research

Whether you are in the early stages of the planning and implementation cycle or more than two years into your current CRM project, showing the productivity impact and budget justification of your CRM strategy can be one of the greatest challenges. Leveraging Nucleus' CRM Buyer's Guide, based on data from hundreds of CRM case studies, Wettemann provides a straightforward framework for projecting, measuring, and validating productivity gains across sales, marketing, and customer service.

Participants learn how to credibly and consistently quantify productivity gains, communicate those gains in a business case for financial decision makers, and use "milestoning" and other techniques to keep productivity projections.

## Room 3

## Knowledge Cafés – Connecting People, Process, and Technology

**Co-Moderators:** Dr. Johel Brown-Grant, USPS, & Glenora Keeve, DISA

The knowledge café provides an excellent opportunity to engage in small group discussions hosted by experienced KM practitioners. This highly interactive experience offers participants an opportunity to share, learn, and exchange critical information with fellow KM practitioners on issues and topics not covered elsewhere in the conference.

**Topic: Standing up a KM Program**

Leader: Sara Bryant, Department of Commerce

**Topic: The Role of Technology in KM**

Leader: Cynthia Hilsinger, USA MEDCOM

**Topic: KM and Organizational Learning**

Leader: Marion Georgieff, U.S. Secret Service

**Topic: Creating Excitement About Your KM Program**

Leader: Jack Merklein, UMUC

**Topic: KM, Succession Planning and Legacy Building**

Leader: Turo Dexter, FTA

**Topic: Communities of Practice, Knowledge Centers, or Centers of Excellence**

Leader: Ivan Teper, Defense Acquisition University

## Room 1

## Panel: Empowering Decisions: How Can the Decision Maker Be Better Informed?

**Moderator:** Mark Patrick, Joint Staff

**Panelists:** Jamie Wheeler, Booz Allen Hamilton; John Cofrancesco, Active Navigation; Mark Patrick, Joint Staff

Our leaders are decision makers. They must take action - that is what matters. They need to leverage all of the information available to them. They also need to make sure the information is preserved for our nation - that is the challenge. How do we ensure they have what they need? This session is focused on bringing it all together.

## Room 2

## Knowledge Centered Service

**Speaker:** Fancy Mills, HDI

Knowledge Centered Service (KCS) is a methodology and set of principles and practices that leverage knowledge as a key asset of an organization. KCS has proven to significantly improve service levels to customers, gain operational efficiencies, and increase the organization's value to the company through knowledge management. KCS can also be used to build internal support for a new knowledge management initiative. Organizations that leverage knowledge and manage it effectively can reduce costly mistakes, accelerate the implementation of new ideas, and eliminate redundant work. A thriving and successful knowledge management program is a vital component of top performing companies and often provides a competitive advantage. During this session, you will be introduced to knowledge management best practices and to the fundamental concepts of the KCS methodology.

## Room 1

## Where Does the Knowledge and Information Enterprise Go From Here?

**Speaker:** Mark Patrick, Joint Staff

This session will tie together ideas in the previous three sessions. It will propose some strategic observations and questions for the future. Finally, it will drive toward a holistic view and challenge attendees to collaborate innovatively with stakeholders beyond the knowledge domain, to information, records, data, and others.

## Room 2

**Panel: KM in the Cybersecurity Workforce****Moderator:** John Holloway, DOD-CIO**Panelists:** Veronica Villalobos, OPM; Bobbie Sanders, DISA; Bill Newhouse, NIST

As noted in the Federal Information Security Modernization Act (FISMA) of 2014, 44 U.S.C. § 3551 et seq., Public Law (P.L.) 113-283, the National Initiative for Cyber Security Education has developed the Cybersecurity Workforce Framework (NCWF). KM is one of the occupations within this framework. According to Law the Federal Civilian Workforce, KMers (within the NCWF) will be identified in April and those Military KMers will be identified by the end of fiscal year 2018. In keeping with the information environment, this also applies to Data Administrators. This panel will discuss this initiative and the way forward.

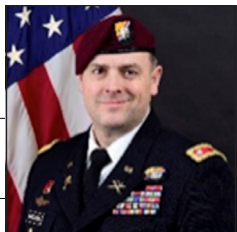
**AFCEA Defensive Cyber Operations Symposium Day-3 Luncheon Keynote Speaker**

Essye B. Miller, Acting Chief Information Officer for the Department of Defense

## Room 1

**DOD and Federal KM Symposium Conclusion:****The Art of the Doable: How Do We Support Informed Decisions and Decisive Action?****Speaker:** Marine Corps Lieutenant General Robert M. Shea (Ret.)

In September 2017, Secretary of Defense Mattis released a memorandum informing the department that the Chairman of the Joint Chiefs of Staff introduced information as a seventh joint function: "Information is such a powerful tool that it is recognized as an instrument of national power." Shea, the President of AFCEA and former Director of the Joint Staff for Director, Command, Control, Communications and Computer Systems (C4 Systems), will discuss what this means and how to take action. He will offer insights and his thoughts on how the community comes together to support decision makers across the federal government. While our missions are different, our goals are all the same: informed decisions and decisive action.



## LTC Joseph Anderson, U.S. Army

LTC Joe Anderson is a 1999 graduate of the United States Military Academy where he received a Bachelor of Science degree in Operations Research. Anderson served for seven years as a Field Artillery Officer, culminating as a battery commander in Taji, Iraq. He received a Master's of Science degree in Operations Research in 2009 from Kansas State University. Since then, he has worked as an Operations Research Analyst, an Army Training-with-Industry Fellow at Gallup, Inc., a Deputy Assessments Chief at the Center for Army Analysis, and is currently serving as a Counter-Weapons of Mass Destruction planner at Special Operations Command.



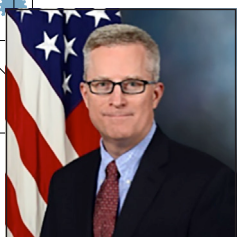
## William Balko, DISA

William Balko is the Chief Knowledge Officer (CKO) at Defense Information Systems Agency on Fort George G. Meade, Maryland. He is a progressive and forward-thinking senior leader with expertise building and leading data, information and knowledge management, social learning, transformational change, and innovation across the Agency. He has a track record of driving tangible organizational impact, with detailed knowledge of strategy, change realization, and process optimization. He collaborates with senior stakeholders to effectively prioritize activities to achieve defined objectives and translates information and knowledge requirements into operational solutions. Balko is a people oriented leader who is passionate about building capability and confidence in others.



## Peter Barceló Jr., Applied Knowledge Management Systems

Peter Barceló Jr. is the founder and CEO of Applied Knowledge Management Systems, LLC, an organization providing consulting and training at the system, operational and tactical level for military, government, and business applications in knowledge and innovation management, electrical/computer engineering, and six sigma. He worked as a Knowledge Management Officer at United States Southern Command (USSOUTHCOM) and while on active duty served as their Readiness officer. He received a B. S. in Physics from the University of Miami and has a M.S. in Electrical Engineering and a M.S. in Counselling. Barceló is a member of the University of Miami College of Engineering Industrial Advisory Board and Naval Reserve Association.



## Dr. Walter S. Barge, DOD

Dr. Walter S. (Shep) Barge is the Director, Joint Assessment and Enabling Capability (JAEC) in the Office of Deputy Assistant Secretary of Defense (DASD) Force Education & Training (FE&T). He leads assessment and monitoring activities for DOD's Combatant Commanders Exercise Engagement and Training Transformation (CE2T2) joint training account. Dr. Barge is a graduate of North Carolina State University (1982, Ph.D. 2002) and the Army War College (DDE, 2005). He retired from the Army in 2008 and has been a DOD Civilian since 2009.





### **Dr. Denise Bedford, Georgetown University**

Dr. Denise Bedford is an adjunct professor with Georgetown University's Communication Culture and Technology program; adjunct faculty at the Schulich School of Business, York University; visiting scholar at the University of Coventry, and a distinguished practitioner/virtual fellow with the U.S. Department of State. She served as Senior Information Officer for the World Bank until 2010 and Goodyear Professor of Knowledge Management at Kent State University until 2015. She is also an associate editor for the Journal of Knowledge Management. She has a B.A. triple major in Intellectual History, Russian Language, and German Language; a M.A. in Russian and East European History; a M.S. in Information Science; and a Ph.D in Information Science.



### **Charlie Bell, Amazon.com**

Charlie Bell is Vice President of Amazon.com IT infrastructure. He began his career developing mini-computer software used in engineering of space shuttle payload mixes in 1979. After graduating from California State University, Fullerton with a degree in Business Administration, Bell took a hiatus from software development and moved into project engineering of integrated space shuttle cargoes. In 1989, he joined Oracle's field services team, managing numerous transactional systems projects. In 1996, he joined Server Technologies Group as CEO and co-founder to build internet commerce transaction software. The team at Server Technologies joined Amazon.com where they serve various roles in IT.



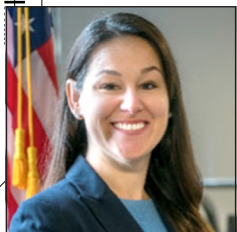
### **Andrew Bragg, US European Command**

Andrew Bragg is the Chief Knowledge Officer and Information Superiority and Knowledge Management Division Chief at U.S. European Command in Stuttgart, Germany. In this dual role, he helps improve shared understanding and decision making velocity across the EUCOM staff by enabling the command's effective use of its knowledge and by managing the theatre common operational picture. Recent projects include adding NATO feeds to the COP and a command-wide KM maturity assessment. Before joining the KM workforce, he served in the U.S. Army as an intelligence officer with numerous tactical, operational and strategic Army and Joint assignments.



## Dr. Johel Brown-Grant, U.S. Postal Service

Dr. Johel Brown-Grant is the Manager for Learning and Knowledge Management at the Office of Inspector General for the U.S. Postal Service. Dr. Grant is responsible for a portfolio that includes organizational learning, change management initiatives, knowledge services, and employee engagement. Prior to joining the federal government, Dr. Grant led learning and technology teams at Columbia University, Pratt Institute, and the University of Costa Rica. His corporate experience includes roles in user experience design and content strategy at Microsoft, Imagine Software, and SupraTelecom. A former Fulbright scholar, he holds graduate degrees in Communication and Rhetoric, Human-Computer Interaction, Knowledge Strategy, and Sociolinguistics.



## Sara Bryant, Department of Commerce, First Responder Network Authority

Sara Bryant is a Supervisory Emergency Management Specialist at the First Responder Network Authority, an independent authority within the Department of Commerce. She has more than 20 years of experience in homeland security, public safety, and emergency management with FEMA, Massachusetts Public Safety, and the city of Boston. Bryant is a graduate of Suffolk University in Boston with a B.S. in Criminology & Law, and holds a Master's Degree in Criminal Justice from Northeastern University. She is a graduate of the Partnership for Public Service's Excellence in Government Fellows Program and received Certified Knowledge Manager designation in 2017 through the Knowledge Management Institute.



## John Cofrancesco, Active Navigation

John Cofrancesco leads business development for Active Navigation, a premier provider of discovery and content analysis tools. John has extensive experience in the electronic management of corporate records and classified information having served as an analyst for the U.S. Navy and the Secretary of the Navy's Office of Directives and Records Management Division. He was responsible for implementing a re-deployment of the largest DOD records management system for more than 300,000 Navy users worldwide. John has also led records management projects for the IRS and has earned an Organizational Change Management Certificate from Georgetown University.



### **Mariel Cooley, Torch Technologies**

Mariel Cooley is a Senior Knowledge Manager at Torch Technologies. She is an experienced systems engineer and certified knowledge manager. She is the current APAN Knowledge Manager and customer engagement lead in the Washington, D.C. area. Her focus is the delivery of effective collaboration, knowledge management and information sharing initiatives to customers in the Federal, State and private sectors. Before joining Torch Technologies, she worked in the defense industry as a senior systems engineer supporting both the DOD and intelligence community. Cooley has a B.E. in Engineering Management from Stevens Institute of Technology and a M.S. in International Telecommunication from George Mason University.



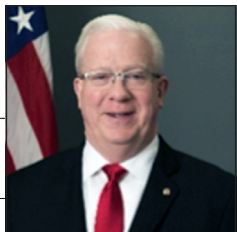
### **Antonio de Frutos, NATO**

Antonio de Frutos is a NATO International Civilian experienced in Records Management, Archives, and Information Management. He is the Information Manager at one of NATO's Operational Commands: JFC Naples. De Frutos is a permanent member of the NATO Information Management Advisory Group (NIMAG), Bi-Strategic Command IKM Working Group, and faculty for the NATO Information and Knowledge Management course. Certified Knowledge Manager he has experience in NATO at Operational level in Information Management Policy development, Governance, Training, IM tools, and IM in exercises and operations.



### **Turo Dexter, Federal Transit Authority**

Turo Dexter is the Knowledge Management Officer for the Federal Transit Authority (FTA). As the KM team lead, he helps to execute FTA's integrated KM and Learning & Development strategy. FTA's KM team works with business process owners to develop staff knowledge management capabilities, facilitate strategic knowledge transfer, improve process understanding, and effectively use information and knowledge management tools. Dexter develops and manages the FTA Intranet knowledge management layer. He holds a Master of Public Administration and was a technology developer and consultant in the private sector for 25 years before entering federal service in 2010.



## Stan Ford, DOD

Stan Ford is the Knowledge Management Officer for the DOD Joint Staff Directorate of Logistics, providing the best possible logistics advice to the Chairman of the Joint Chiefs of Staff. He is currently working with the DOD Chief Information Officer on the Mission Partners Environment initiative, focusing on unclassified information sharing between DOD and its partners. He leads the Directorate's Knowledge Innovation Team, hosts the JS KM Synchronization Cell, and leads the Joint KM Working Group. Ford served in the U.S. Army, with DISA, and SRA International. He is active in the Federal KM Community of Practice (FKMC). He holds a Master in Public Administration from Brenau University and a B.S. in Political Science from North Georgia University.



## Marion Georgieff, US Secret Service

Marion Georgieff is Chief Knowledge Officer for the U.S. Secret Service. His 30-year Federal career includes Chief Knowledge Officer, Chief Learning Officer, Deputy CIO, Chief of Applications Architecture, Branch Chief (Programs, Plans & Policy); Artificial Intelligence Specialist, and Computer Specialist, spanning the areas of Academe/Training, Artificial Intelligence, Capital Planning, Intelligence, Knowledge Management, Project Management, Systems Development Life Cycle, and Writer. Georgieff's holds a M.S. in Information Management from Syracuse University and numerous certifications in project management, information management, and academic instruction.



## Brian Gershkoff, US Special Operations Command

Brian Gershkoff is Chief Knowledge Officer at U.S. Special Operations Command (SOCOM), where he manages a \$48 million Enterprise Knowledge Management (EKM) contract that spans across more than two dozen Special Operation organizations. His previously served as the Chief Knowledge Officer at Special Operations Command Europe and the Application Development Branch Chief at the Naval War College. He holds a B.A. in Information Systems Science and a M.S. in Information Systems. His most recent work involves release of the SOCOM KM App Store, providing the ability for anyone in the enterprise to deploy and utilize an app.



## Dr. Shellie R. Glass, U.S. Southern Command

Dr. Shellie Glass is the Chief Knowledge Officer at the U.S. Southern Command, a Department of Defense combatant command. She established four new Knowledge Management Programs for the HQDA-G4-Army's Logistics Innovation Agency, the Army's Human Resources Command, the HQDA-G1, as well as, the U.S. SOUTHCOM. Dr. Glass' passion includes mentoring young government employees and university students who desire to enter federal government service, as well as, making handmade quilts for our Wounded Warriors.



### **Barton Goldenberg, ISM Inc.**

Barton Goldenberg is founder and President of ISM Inc., a pioneering firm launched in 1985 when the concept of Customer Relationship Management (CRM) was new. He was one of the first three inductees into the CRM Hall of Fame. He has been featured in USAToday, CIO magazine, Direct Marketing News, CRM magazine, etc. Prior to ISM, he held senior management positions at the U.S. Department of State and Monsanto Europe S.A. He holds a B.S. in Economics from the Wharton School of Business and a M.S. in Economics from the London School of Economics.



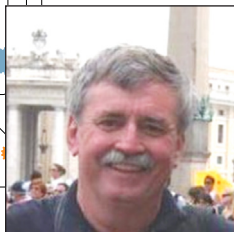
### **Jocelyn Gunter, ARMA International**

Jocelyn Gunter is the Chief Executive Officer of ARMA International. She blends the magic of data and the art of human relations to achieve the best possible outcomes for the membership, the association, and information management itself. With the explosion of data and information and access to them, Gunter is on a professional mission to help organizations “connect the dots” and find common ground in ARMA’s comprehensive approach to Information Governance with a critical foundation of information and records management rooted in ARMA’s standards and principles.



### **Paul Guevin III, US Cyber Command**

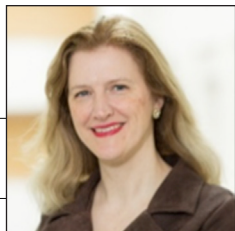
Paul Guevin III currently serves as Chief Knowledge Officer for U.S. Cyber Command, where he is responsible for assuring the command operates as a learning organization. Guevin began his government career as an officer in the U.S. Air Force, retiring after 22 years of active duty. He served in a variety of Air Force cyberspace operations and information operations positions at levels from squadron to major command, including command of the 26th Network Operations Squadron. He also served as an instructor and course director at Air University. Guevin holds a B.S. in Computer Science from Anna Maria College and a M.S. in computer science from George Mason University.



### **Dr. Robert Hambly, DMA**

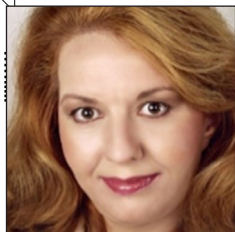
Dr. Robert J. Hambly, Jr. currently serves as a Knowledge Management Specialist with the Defense Media Activity (DMA). A former U.S. Army Master Aviator and Ranger, Dr. Hambly was the first CKO for the Joint Special Operations Command (JSOC). He is a distinguished military graduate of Eastern Kentucky University where he earned a B.A. in Broadcasting. He holds a M.S. in Systems Engineering from the University of Southern California, and a Ph.D in Information Systems and Cybersecurity from Nova Southeastern University. Dr. Hambly is a program committee member of the European Conference for Information Systems (ECIS), the International Institute for Applied Knowledge Management (IIAKM), and the annual IEEE Southeast Conference.





## **Lisa Haralampus, National Archives and Records Administration**

Lisa Haralampus is the Director of the Records Management Policy and Outreach Program in the Office of the Chief Records Officer for the U.S. Government at the National Archives and Records Administration (NARA). The program develops and issues records management policies and guidance to federal agencies. Haralampus has over 25 years' experience in Federal government records and information programs working at NARA and the U.S. Department of State. She has a M.S. in Library and Information Science (MLS) from the Catholic University of America and is a certified Project Management Professional (PMP).



## **Cynthia Hilsinger, U.S. Army**

Cynthia Hilsinger is the Chief Knowledge Officer at the Army's Regional Health Command – Atlantic. Hilsinger is working on a common operating picture mapping all military CONUS medical, dental, veterinary, and public health locations and their capabilities. She is adding traffic, airport, weather, and road conditions to coordinate emergency actions and evacuations for events such as hurricanes and floods. She partners with DHA, NGA, NOAA, and other federal agencies using big data to develop this decision tool. As a Data Asset Manager and Enterprise Content Manager, she seeks actionable knowledge from the data held in DOD repositories.



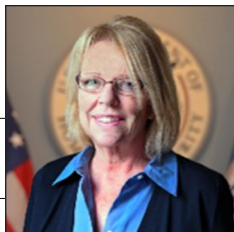
## **John Holloway, DOD**

John Holloway is the DOD lead for Knowledge Management, keeping seniors leaders informed on topics from the DOD, Federal, and coalition KM communities and the Federal CIO Council. He represents the DOD KM Community at large, supporting development of the DOD Knowledge Management Program Instruction (8220). Holloway is the KM subject matter expert for Humanitarian Assistance and Disaster Relief (HADR), Information Communications Technology (ICT), and the promotion of DoD civilian/military medical knowledge information exchange for DOD worldwide humanitarian missions. He is the DOD-CIO liaison to PACOM, SOUTHCOM, the Sea Services, the UN, and other non-government organizations for knowledge sharing.



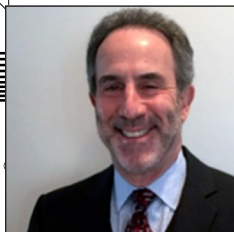
## **Cindy Hubert, APQC**

Cindy Hubert is the American Productivity & Quality Center (APQC) Executive Director of Client Solutions. Over the past 20 years, she has provided the leadership and oversight to more than 500 client projects around the world involving transfer of best practices, benchmarking, knowledge management, and process and performance management using APQC's proven methodologies. A graduate of University of Texas at Austin, Hubert received her bachelor's degree in Business Administration and Marketing from the University of Texas at Austin.



### **Tammy Hudson, Department of Homeland Security**

Tammy Hudson is the Director of Information Management Services (IMS) and the Agency Records Officer for the Department of Homeland Security (DHS). IMS is responsible for the records management policies and guidance across the DHS and coordinates the Information Governance lines of business, which include collaboration between records management, legal eDiscovery and FOIA. She has more than 25 years of experience in federal government records and information programs with DHS, United States Secret Service, and the Federal Deposit Insurance Corp.



### **Bill Kaplan, Working Knowledge CSP**

Bill Kaplan is the founder of Working Knowledge CSP - an independent knowledge management consulting company. After a 25-year career in the U.S. Air Force, Kaplan served as the CKO and Knowledge Manager at Acquisition Solutions, Inc. (ASI), leading ASI to Top 20 North American Most Admired Knowledge Enterprise recognition from Teleos in 2007-2009. Kaplan holds a B.S. in Business and Economics from Lehigh University, a MBA from Southern Illinois University at Edwardsville, and a Professional Degree in Engineering Management with a concentration in KM from GWU. He is a graduate of Dwight D. Eisenhower School for National Security and Resource Strategy and is an adjunct professor of knowledge management at the University of Maryland University College.



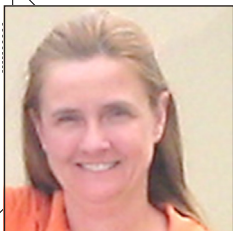
### **Stephen Koronka, U.S. Transportation Command**

Stephen Koronka is the Command Knowledge Management Officer for U.S. Transportation Command, Scott Air Force Base, Illinois, providing technical guidance and advice to the Commander and staff on strategic and operational-level KM policies, governance, and initiatives. He serves as advisor and consultant to the Commander for operational & strategic decision making processes, integrating critical operational, intelligence, cyberspace, and command and control information and knowledge. Koronka is graduate of the U.S. Naval Academy, retiring as a Captain in the Naval Reserve with 30 years of service. He has a MBA from the University of San Francisco and a B.S. in Ocean Engineering from the United States Naval Academy.



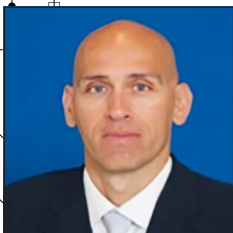
## Joseph Koskey Jr., U.S. Army

Joseph Koskey Jr. is program manager for the Army Knowledge Management Proponent Office at Fort Leavenworth, Kansas, delivering KM capabilities to the Total Army. As a retired Army Signal Corps officer and current KM practitioner, he has worked to expand KM understanding and education to senior leaders as a key enabler to mission command. His previous assignments include Senior Civilian Knowledge Manager for the U.S. Army Pacific (USARPAC) and Deputy Director for the Battle Command Knowledge System (BCKS). His goals are to develop shared vision, shared trust, shared competence and shared understanding across the DOD and Federal KM communities so that when one learns; everyone knows.



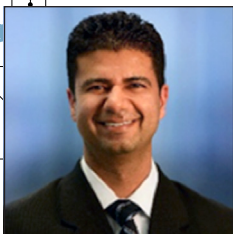
## Elaine LaMaster, U.S. Air Force

Elaine LaMaster is the KM requirements lead for the Air Operations Center and Air Force Forces Requirements Division, Directorate of Plans, Programs, and Requirements, Headquarters Air Combat Command, Joint Base Langley-Eustis, Virginia. Her division is the Air Force's lead command focal point for developing, validating and advocating Air Operations Center Weapon System (AOC WS), Air Force Forces (AFFOR) and Wing command and control (C2) requirements. LaMaster serves as the Air Force KM Working Group lead with 38 years' experience in Air Force Information, Knowledge & Network Management programs, policies, architecture, requirements development, budget preparation, deployment and strategic planning.



## Dr. Rafael Landaeta, Batten College

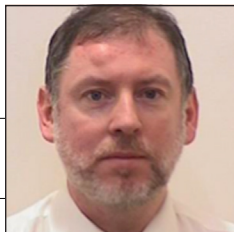
Dr. Rafael Landaeta is an Associate Dean for Undergraduate Education at the Batten College of Engineering and Technology. He is also an Associate Professor with tenure in the department of Engineering Management and Systems Engineering at Old Dominion University. He holds a Ph.D. in Industrial Engineering and a M.S. in Engineering Management from the University of Central Florida and a B.S. in Mechanical Engineering from UNITEC Venezuela. Dr. Landaeta has provided management coaching, training, and consulting to Fortune 100 companies and large government organizations.



## Ankur Laroia, Alfresco

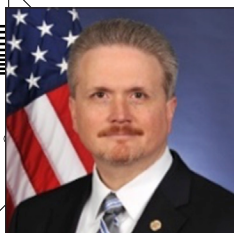
Ankur Laroia is a recognized thought leader and expert in the disciplines of business transformation and information technology strategy. He has advised many of the Global 2000 with regards to Enterprise Information & Content Management, Enterprise Resource Planning, Enterprise Application Integration strategies and business architectures. As Leader – Solutions Strategy at Alfresco, he is chartered with leading, guiding and directing Alfresco customers & prospects in support of their digital transformation initiatives through the use of Alfresco's modern Digital Business Platform. This includes leveraging both open source software and the creative formulation of agile, new solutions via strategic investments.





### Stewart Macleod, UK Ministry of Defence

Stewart Macleod is currently Deputy Head of Knowledge and Information Management (KIM) in the UK Ministry of Defence (MOD) responsible for developing the MOD's approach to Information, Records and Knowledge Management. Having joined the MOD in 1997 as an aircraft engineer, he moved into the Knowledge and Information world in 2010. Macleod has a focus on knowledge management, social networks and collaboration as the key to unlocking and realizing the value of an organization's corporate memory. Recently, he has been part of the team that developed the Government Knowledge Principles and created the Defences' first Knowledge Strategy.



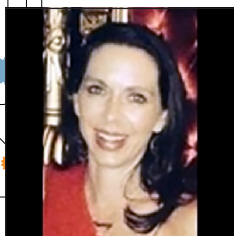
### Morgan McGary, US Strategic Command

Morgan McGary is the Command Knowledge Management Officer at U.S. Strategic Command (USSTRATCOM). He provides analysis and action plans to improve people, process, and tool alignment across the command enabling efficiency, information sharing, and collaboration. McGary also works with the DOD Joint Staff, other combatant commands, and the military services to develop and share best practices.



### Jack Merklein, UMUC

Jack is an adjunct KM professor for the University of Maryland University College (UMUC) and course chair for their KM program. Prior to joining UMUC, he was Director of KM and Distance Learning for the U.S. Army Inspector General School, Director of Knowledge and Learning for Xerox Global Services, a consultant to the United States Postal Service Office of Inspector General, and Chief of Knowledge and Learning for the Peace Corps. Merklein has a B.S. in Engineering from West Point, a M.S. in Human Relations/Organizational Development from Golden Gate University, and is a Ph.D candidate in Knowledge Management from Walden University.



### Fancy Mills, HDI

Fancy Mills is with HDI and has over 18 years of experience specializing in training, consulting, recruiting, and workforce management. As an HDI faculty member, she has certified thousands of support professionals, managers, directors, and corporate trainers in virtual and classroom environments. She has developed and facilitated customized curriculum for Fortune 500 companies in the areas of presentation, communication, and time management. Mills has served as HDI's Chair for International Certification Standard Committees and certification testing committees and has written articles for Support World Magazine. She is pursuing a masters in Human Resource Development with a specialization in Adult Education from Texas A&M University.



## Dr. Christopher Myers, Johns Hopkins University

Dr. Christopher Myers is an Assistant Professor in the Management & Organization discipline at the Johns Hopkins University Carey Business School, and Core Faculty of the Johns Hopkins University School of Medicine Armstrong Institute for Patient Safety and Quality. He also serves as Faculty Co-Chair of the Carey Business School's Executive Certificate in Health Care Leadership and Management. His research and teaching focus on individual learning, leadership development, and innovation, with particular attention to how people learn vicariously and share knowledge in health care organizations and other knowledge-intensive work environments. Dr. Myers earned his Ph.D in Management and Organizations at the University of Michigan Ross School of Business.



## Lt Col James Newberry, U.S. Air Force

Lieutenant Colonel James "Dan" Newberry is currently assigned to 612th Air Operations Center (AOC), Davis-Monthan Air Force Base, Arizona, as Staff Division Chief/Section CC, Knowledge Management Officer and Director of Cyber Forces. As AOC's KMO, Newberry is certified in KM. His latest KM project deals with engaging with USSOUTHCOM to establish a Multi-Coalition KM Cell which includes merging Foreign Disclosure Officers and KM philosophies to promote the flowing of knowledge and KM talent in multi-coalition operations. He is inserting KM discussions into the AF Multi-Domain Command and Control (MDC2) effort given the enormous amount of collaboration, integration and coordination required to make MDC2 planning successful.



## Bill Newhouse, NIST

Bill Newhouse is Deputy Director of the National Initiative for Cybersecurity Education (NICE) and Security Engineer at National Cybersecurity Center of Excellence (NCCoE) at the National Institute of Standards and Technology (NIST). For NICE, Newhouse leads and promotes efforts to foster, energize, and promote a robust network and an integrated ecosystem of cybersecurity education, training, and workforce development. He is also lead author of the NICE Framework. At the NCCoE, he leads the effort to draft practice guides addressing broad technology gaps in cybersecurity implementations. He serves as a co-chair of a Federal Cybersecurity Interagency working group and as a regular representative of NIST at Federal cybersecurity focused R&D working groups. Newhouse is a graduate of Georgia Tech and George Washington University.



### Mark Patrick, DOD

Mark Patrick has served as the Chief of the Information Management Division within the Secretariat of the Joint Staff for more than 10 years. His portfolio includes oversight of the Records Management Program of the Joint Staff and Combatant Commands for the Chairman of the Joint Chiefs of Staff. His team is responsible for research assistance, legal discovery, enterprise content management policy, collaborative portal governance, declassification, FOIA, staff policy and forms program management, and NATO information. Patrick chairs a Knowledge Management Synchronization Cell. He is in his fifth year on the board of directors for AIIM International (the Association for Intelligent Information Management), serving as the 2018 board chairman.



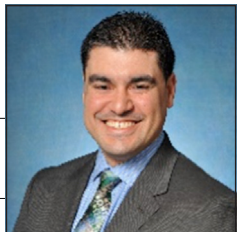
### Lori Perry, APQC

Lori Perry joined American Productivity & Quality Center (APQC) as an account manager in 1996 with responsibility for providing customer service, marketing, and selling the membership and services of the APQC to organizations in the pharmaceutical, government, and aerospace industries. Perry successfully accomplished her goals by educating target organization's staff members on the Center's capabilities: promoting benchmarking and knowledge management, delivering benchmarking training, assessing firm's process improvement needs, and coordinating the appropriate facilitation, training, and consultation. Perry holds a Bachelor of Science degree from the Conrad Hilton College of Hotel & Restaurant Management, University of Houston.



### Arian Ravanbakhsh, National Archives and Records Administration

Arian Ravanbakhsh serves as Supervisory Records Management Policy Analyst in the Office of the Chief Records Officer at the National Archives and Records Administration (NARA). He currently leads the Policy and Program Support Team, overseeing the implementation of the Managing Government Records Directive (OMB M-12-18) and developing NARA records management guidance for Federal agencies. Ravanbakhsh has served on the Board of Directors of National Association of Government Archives and Records Administrators (NAGARA) and as a member of the Society of American Archivists, ARMA International, and the Mid-Atlantic Regional Archives Conference. He holds a B.A. in Political Science from Washington College in Chestertown, MD.



## Dr. Luis J. Rodriguez, U.S. Navy

Dr. Luis J. "LJ" Rodriguez serves as Head of the Distributed Experimentation & Test Environment Division in the Warfare Systems Engineering & Integration Department at the Naval Surface Warfare Center Dahlgren Division (NSWCDD). He is an adjunct faculty instructor in the department of Engineering Management and Systems Engineering at Old Dominion University, teaching Project Management and Knowledge Management. Dr. Rodriguez holds a B.S. degree in Mechanical Engineering from the University of Puerto Rico-Mayaguez, a Master of Engineering Management (M.E.M.) and a Doctor of Engineering degree in Engineering Management and Systems Engineering from Old Dominion University.



## Dr. Edward Rogers, NASA

Dr. Edward Rogers is Chief Knowledge Officer at the NASA Goddard Space Flight Center in Greenbelt, Maryland. Dr. Rogers joined NASA in May 2003 as the Center's Chief Knowledge Architect. He became the Chief Knowledge Officer for the Center in 2006. At Goddard, he has built a set of knowledge management practices strategically supporting the Center's overall mission of designing, developing and flying space missions, and continuously improving space communications. He received a B.S. in Agronomy from the Ohio State University, a Master's in International Business from the University of South Carolina, and a Ph.D. from Cornell's School of Industrial and Labor Relations.



## Bobbie Sanders, DISA

Bobbie Sanders is an Action Officer for the Principal Cyber Advisor (PCA), Office of the Secretary of Defense. She supports Cyber Mission Forces (CMF) initiatives across the Office of the Principal Cyber Advisor and Cyber policy responsible for synchronizing, coordinating and overseeing the implementation of the DoD Cyber Strategy, advising the Secretary and Deputy Secretary of Defense on cyber-related activities and assessing and advocating for cyber programming and budgetary issues. She is a graduate of Central Michigan University with a Master of Arts Degree in General Administration, a graduate of the Officer Basic and Advanced Courses, the Combined Armed Services Staff School, and the Command and General Staff College.



### **Marine Corps Lieutenant General (Ret.) Robert Shea, AFCEA International**

Marine Corps Lieutenant General Robert Shea (Ret.) serves as the President and Chief Executive Officer for AFCEA International and, most recently, as the Executive VP of Strategic Solutions for Smartronix, Inc. Prior to leaving active duty, Shea served as the Director, Command, Control, Communications and Computer Systems (C4 Systems), Joint Staff and principal advisor to the Chairman, Joint Chiefs of Staff on DoD C4 systems. His command positions include Deputy Commander, U.S. Forces Japan; Commander of the Marine Component, Joint Task Force Computer Network Defense; Director of the Marine Corps Command and Control Systems School; and Commanding Officer, 9th Communications Battalion, 1st Marine Expeditionary Force during Desert Shield and Desert Storm. He holds a M.A. from Central Michigan University.



### **Frank H. Simonds, Jr., NORAD**

Frank H. "Zoid" Simonds, Jr. is the Assistant Deputy Chief of Staff for Command Information at North American Aerospace Defense Command (NORAD) and United States Northern Command (USNORTHCOM), Peterson Air Force Base, Colorado. Simonds retired from the U.S. Marine Corps with more than 30 years of service. His last active duty assignment was the Deputy Chief of Staff for NORAD & USNORTHCOM. He graduated from the University of Virginia with a B.A. in Biology. He is a Distinguished Graduate of the National War College and of National Defense University with a M.S. in National Security Strategy with a concentration in Information Strategy. He holds an MBA from Boston University.



### **Ivan Teper, Defense Acquisition University**

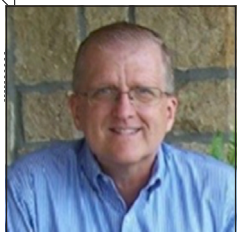
Ivan Teper is Knowledge Manager for the Defense Systems Management College (DSMC) of the Defense Acquisition University (DAU). Since 2004, he has been responsible for converting DAU's learning strategies into Knowledge Management (KM) solutions in support of the DoD Acquisition Workforce. Some of his KM initiatives include creating a culture of knowledge sharing between faculty & staff within DSMC. He leads the effort to increase student learning by incorporating KM resources into DSMC's courses. Teper has greatly expanded the reach of DAU by providing the workforce with 24/7 relevant online learning resources. He is the moderator for the PM Community of Practice (CoP), Requirements Management CoP, International Acquisition Management CoP, and numerous collaborative team workspaces.





## Scott Thon, U.S. Africa Command

Scott Thon is Chief Knowledge Officer at U.S. Africa Command, Stuttgart, Germany, and is a Certified Knowledge Manager. Previously, Thon was with CACI, supporting JFCC-Global Strike data management strategy. In 2007, he became a Federal government civilian employee with the Defense Intelligence Agency at U.S. Strategic Command and also assumed their CKM position. During his Navy career, he successfully completed three sea tours as a Supply Officer before retiring. Thon has a B.S. from the University of Minnesota, a M.S. from the Naval Postgraduate School, and a M.S. from the U.S. Army War College.



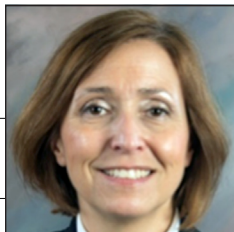
## Dave Van Laar, U.S. Army

Dave Van Laar leads the organizational change efforts for the U.S. Army Knowledge Management Proponent Office, Mission Command Center of Excellence on Fort Leavenworth, Kansas. He is responsible for developing KM organizational force structure and documenting personnel specialty skills in future organizational designs. He teaches KM Theory, Virtual Communities, Content Management, and Leading Change in the U.S. Army Knowledge Management Qualification Course and the U.S. Army Command and General Staff College. He has a B.A. from Augustana College, a M.A. in Political Theory from Kansas State University, a Master of Justice Administration degree from Norwich University, and is an adjunct professor of Sociology and Criminology at Benedictine College, Atchison, Kansas.



## Veronica Villalobos, U.S. Office of Personnel Management

Veronica Villalobos is Principal Deputy Associate Director for the U.S. Office of Personnel Management's (OPM) Employee Services Division. She joined the Senior Executive Service in 2010. Her responsibilities include formulating and implementing human capital management strategies and policies to support Federal agencies in meeting their missions. Villalobos also oversees the division's performance on key strategic goals. Prior to her current position, Villalobos served as the first Director of OPM's Office of Diversity and Inclusion. Managing OPM's Government-wide diversity effort, she helped develop, drive, and monitor strategies and initiatives designed to create a more diverse and inclusive Federal workforce.



### Kimberly Walz, U.S. Navy

Kimberly Walz works as a Defense contractor in support of U.S. Fleet Forces Command as an operations analyst and trainer for the Maritime Operations Center Training Team (N74) and as Knowledge Management Officer for all fleet Maritime Operation Centers. She was previously Knowledge Manager for Joint Forces Command and also in the Air Force C2 ISR Center, Joint C2 Portfolio Management. Walz is responsible for developing the Navy Knowledge Management Handbook for Operational Level of Warfare. Walz attained Joint Qualified Officer Level III, is a graduate of the U.S. Naval Academy, and earned a Master of Arts in National Security and Strategic Studies from the Naval War College.



### Laurent Weichberger, OmPoint Innovations

Laurent Weichberger is with Data Management, OmPoint Innovations LLC; Horton Works. He is known as the "Big Data Bear" since he has developed software, taught software development, and provided mentoring on development projects for nearly twenty years. He is currently doing research and development with Deep Learning. Laurent's professional experience includes work at JP Morgan Chase on their retirement plan services web application and DB/DC contribution application; later at Pacific Controls in Dubai on a Java Agent based Smart-Grid Demand Response application; and most recently as a consultant on J.C. Penney's Big Data Road Map and Data Lake work.



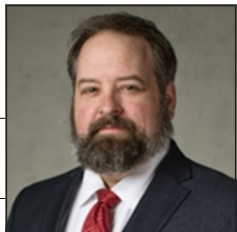
### Douglas Weidner, KMI

Douglas Weidner is the founder of Knowledge Management Institute (KMI). He has proven expertise in: Operational Research, Financial Analysis, Strategic Planning, Total Quality Management (TQM), Business process reengineering (BPR), and Change Management. He served as a DOD think tank consultant and designed DOD's "KBase Tool" for its BPR and KM Methodologies. By 2001, he developed KMI's Certified Knowledge Manager (CKM) Program (the global KM certification leader). He is currently developing KMI's global Train-the-Trainer Program, KMBOK™, and K Maturity Model (KMM)™ as a prescriptive business tool for the Knowledge Age. Weidner has an MBA, M.S. and is an Air Force Academy graduate and combat pilot.



### Rebecca Wettemann, Nucleus Research

Rebecca Wettemann is VP for Research at Nucleus Research. She is responsible for directing and managing Nucleus's industry-leading quantitative research team. She has written and presented extensively on the subject of enterprise applications, CRM, collaboration, and integration technology and its impact on business. Wettemann is an expert on the financial analysis of technology and is the author of numerous return on investment (ROI) studies and reports. Prior to joining Nucleus, she directed IDC's European Collaborative Technologies programs.



## Jamie Wheeler, Booz Allen Hamilton

Jamie Wheeler is an Associate at Booz Allen Hamilton with more than 20 years of professional experience. His background includes data analytics, deep understanding of technical impacts upon business operations, economics, engineering and project management, and ability to communicate ideas between technical and non-technical interests. Wheeler is also a skilled and experienced presenter, client communicator, team leader, and technical and white paper author.



## Tony Wilson, U.S. Central Command

Tony Wilson is the Knowledge Management Officer (KMO) at U.S. Central Command. He served 20 years as a Surface Warfare Officer in the U.S. Navy in numerous operations, Seventh Fleet's first Information Management Officer, and at U.S. Pacific Command during Operation UNIFIED ASSISTANCE II for the Indian Ocean tsunami response. He was U.S. Africa Command's first KMO from 2009-2012 which included Operation ODYSSEY DAWN. Wilson earned a B.S. degree in education from the University of Illinois and a M.A. in National Security and Strategic Studies from the Naval War College.



## Peggy Winton, AIIM

Peggy Winton is President of the Association for Intelligent Information Management (AIIM). With more than 30 years of organizational and business development experience, she is responsible for the strategic, technical, and customer growth direction of the Association for Intelligent Information Management (AIIM). As the non-profit association dedicated to nurturing, growing, and supporting the information management community, AIIM provides research, education and certification to its 155,000 members. An accomplished writer and speaker, Winton has authored dozens of articles, reports and presentations about the rising tide of information chaos and how to solve it as a prerequisite to achieving digital transformation.



## Chris Zinner, Accenture Federal Services

Chris Zinner currently leads Accenture Federal Services Digital and Customer Experience Practice. He has 24 years of experience working with commercial and government organizations to leverage Customer Relationship Management (CRM), Knowledge Management (KM), and digital capabilities to drive better customer and employee experiences. As a former active duty Army officer, Zinner has lead Army IT customer help desks. In his industry role, he has had the opportunity to lead the design and development of cutting edge CRM and knowledge management capabilities for multiple DoD entities.



# Thank You

DISA is proud to acknowledge the outstanding contributions of the speakers, support staff, and organizations that contributed to the overall success of the 2018 DOD and Federal Knowledge Management Symposium.

DISA would also like to thank all of the knowledge management professionals who attended the event and for their commitment to support and increase awareness about knowledge management in our community.

Your participation will help improve the effectiveness of knowledge management, information management, data management, document and records management, and customer relationship management as well as the interrelationship between them. The DOD and Federal Knowledge Management Symposium would not have been possible without your continued support and involvement.

For KM Symposium resources and content, please go to [www.disa.mil/km](http://www.disa.mil/km)

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