

**Canadian Telecommunications
Consultants Association**

Spring Conference 2010

WELCOME TO OUR



**Next 25 Years: Preparing
for Exponential Change**

Welcome to the Americana Conference Resort and Spa

Wednesday, March 10, 2010

Time	Session Title	Session Description/Location	Speaker
6:00 - 8:00	Registration Opens	East Niagara Room	
6:00 - 8:00	Welcome Reception	West Niagara Room	

Thursday, March 11, 2010 All Sessions are in the East Niagara Room

Time	Session Title	Session Description/Location	Speaker
7:30 - 8:30	Continental Breakfast		
8:30 - 8:35	Welcome	Welcome comments and VIP introductions	Linda Hunter
8:35 - 9:00	Group Introductions	Round Robin for Blue Dots	All
9:00 - 10:00	Keynote	The Smart Grid is a network that uses information technology to deliver electricity efficiently, reliably, and securely. John will explore why it is critically important, telecommunications aspects to the Smart Grid and consulting opportunities..	John Mulrooney, Power-Stream,
10:00 - 10:30	Coffee Break		
10:30 - 11:15	Leveraging Cost Saving Strategies Migrating to VOIP	Economies are at their worst since the depression of 1929. Capital projects are slow to approve, saving money and avoiding costs is the "underlying" theme to create work and value in the consulting space. Stephen Leaden, will share his insights providing cost savings, value-based consulting expertise in today's market. Learn the "Top 10" Rules for staying alive (or better) in this uncertain economy.	Stephen Leaden - President, Leaden Associates
11:15 - 12:00	Wireless Enabled Business Practices	We currently have a 'perfect storm' of new high speed wireless networks and almost full PC equivalents in our handhelds. However, we are just starting to deploy mobility enabled applications that leverage these technologies. Learn about current & evolving projects and 'Next Steps' plans for enhancements and a review of the 'Wish Lists' of wireless capabilities and functions.	Michael Rozender, President, Rozender Consultants International
12:00 - 1:15	Lunch	Regulatory Update	Legal/Regulatory Update Martha Buyer, Consultant & Attorney ~ Law Offices of Martha Buyer, PLLC



Day One—Part Two! Vendor Sessions

Thursday, March 11, 2010 All Sessions are in the East Niagara Room

Time	Session Title	Session Description/Location	Speaker
1:15 - 1:30	Lunch/Prep Time—	Niagara Room	
1:30 - 1:50	Interactive Intelligence, Inc.		
1:50 - 2:10	Cisco Systems	“Trends in Collaboration” provides an update on products and trends as customers evolve from IP Telephony to Unified Communications onto Collaboration all while the lines between customer premise solutions and SaaS begin to blur. Session includes new collaboration tools; Intercompany communications, mobile solutions, video enabled collaboration and enterprise social media applications.	Suzanne Kilner Director, Collaboration Cisco Canada
2:10 - 2:30	NEC	In this session you will hear about what's NEW with NEC and how NEC is providing innovative technologies in today's complex, yet sometimes commoditized, marketplace. Take a look at the ultimate in simplification of convergence. Hear about strategic alliances which will transform how the SMB marketplace addresses complexity.	David Jantz
2:30 - 2:50	Bell Canada	The Bell Data Centre solutions introduces some of the key products and service offerings that are now available. Included is our hosted Virtual Data centre offering, co-location services and capabilities, managed hosted service offerings, and a wide breadth of professional and infrastructure services for a customer's on-premise needs.	David Shin, Product Manager - Data Center and Hosting Services
2:50 - 3:10	Mitel Networks	Mitel has collaborated with industry leading VMware to allow Unified Communications Applications to run in a virtualized environment - this is an industry first ! Up until now, vendors have not been able to solve the technology complexity of virtualizing real-time applications - Mitel and VMware have solved the challenge and are the first in the industry to announce a solution.	Ed Kus- Portfolio Manager, Mitel and Michael Rymkiewicz Senior Technical Alliance Manager, ISV Application Partners
3:10 - 3:40	Break		
3:40 - 4:00	Aastra Intercom	Fixed Mobile Convergence has a lot to offer in terms of “soft ROI” by making employees more productive. But can it provide a true ROI that can be calculated? Can you build a business case using real dollars? The answer is yes! Don't miss this session to find out how!	Craig Ballard, Technical Sales Manager Aastra Intercom
4:00 - 4:20	ShoreTel		Dan Brown
4:20 - 4:40	Avaya		
4:40 - 5:00	Acme Packet	Acme Packet, the industry leader in SBC solutions, will discuss how SBCs are being used by enterprise and contact centers to secure four key IP network borders: service provider, private network, internet and hosted services.	Michael J. Leo, Director, Enterprise and Contact Center Solutions Market- ing - Acme Packet
5:00 - 5:15	Prep Time		
5:15 - 7:15	Vendor Fair	Vendor Fair Dinner—Grand Ball Room South	



Registration Information and More!

CTCA/STC - SPRING 2010 CONFERENCE

Americana Conference Resort and Spa - Niagara Falls, Ontario, Canada - March 10-12, 2010

Category	Fee	GST	Total
Consultant Member			
Consultant Member – Full Conference	\$520.00	\$31.20	\$551.20
Consultant Member – Thursday	\$375.00	\$18.75	\$393.75
Consultant Member – Friday	\$300.00	\$15.00	\$315.00
SLG/VAC Member			
SLG/VAC Member – Full Conference	\$760.00	\$38.00	\$798.00
SLG/VAC Member – Thursday	\$450.00	\$22.50	\$472.50
SLG/VAC Member – Friday	\$380.00	\$19.00	\$399.00
SLG/VAC Member Additional Attendee – Full Conference	\$495.00	\$24.75	\$519.75
SLG/VAC Member Additional Attendee – Thursday	\$375.00	\$18.75	\$393.75
SLG/VAC Member Additional Attendee – Friday	\$300.00	\$15.00	\$315.00
SLG/VAC Member Networking Assistant - Thursday Evening (no sessions)	\$75.00	\$3.75	\$78.75
Non-Member Consultant			
Non-Member Consultant, Analyst, End-user – Full Conference	\$695.00	\$34.75	\$729.75
Non-Member Consultant, Analyst, End-user - Thursday	\$470.00	\$23.50	\$493.50
Non-Member Consultant, Analyst, End-user – Friday	\$400.00	\$20.00	\$420.00
Non-Member Vendors			
Non-Member Vendor - Full Conference	\$920.00	\$46.00	\$966.00
Non-Member Vendor - Thursday	\$560.00	\$28.00	\$588.00
Non-Member Vendor - Friday	\$490.00	\$24.50	\$514.50
Guests			
Guest Wednesday Welcome Reception	\$40.00	\$2.00	\$42.00
Guest Thursday Evening Networking Event	\$50.00	\$2.50	\$52.50
Guest for Friday Gala Event	\$75.00	\$3.75	\$78.75
Late Fee			
Late Registration Fee	\$50.00	\$2.50	\$52.50

Save Now!
\$75 Early bird discount automatically applied to registrations to midnight on February 17

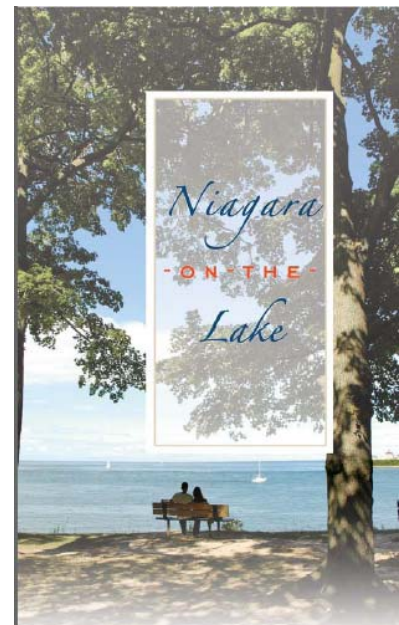
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Looking for something fun to do? Visit the sites below for information and directions

- <http://www.niagarasfury.com/tickets/>
- <http://www.niagaraonthelake.com/index/jpage/1/p/Home/content.do>
- <http://www.americananiagara.com/attractions.html>
- <http://www.canadaoneoutlets.com/>



Welcome to Day Two—Part One!

Friday March 12, 2010 All Sessions are in the East Niagara Room

Time	Session Title	Session Description/Location	Speaker
7:30 - 8:30	Breakfast		
8:30 - 9:15	“Federation, Federation – We don’t need no stinkin’ badges”	We will explore the unbounded and un-tethered open communication network(s) of the future. Specific emphasis will be given to open federation and interoperability for SIP and Presence applications. What if a person could choose an appropriate communication method based on the status of their business partners and customers? Social implications will be explored as well as some conceptual means that NEC and other leaders are examining next gen devices.	David Jantz, - Director, Strategic Sales, NEC Corporation of America
9:15 - 10:00	Wireline to Wireless: A Roadmap for Anywhere Communications	With the rapid evolution of Wireline and Wireless networks, the line between communications technologies is rapidly blurring. The arrival of HSPA+ makes it easy to add valuable options in order to build enterprise class networks. Ian will present a pragmatic transition plan addressing your clients’ communication needs.	Ian Wineberg - Associate Director, Network Solutions, Bell Business Markets
10:00 - 10:30	Coffee Break		
10:30 - 12:00	CTCA AGM	CTCA AGM	
12:00 - 1:30	Lunch - When Business was Personal—Niagara Room	Back in the day business was sealed with a hand shake but today organizations want to see proof of insurance and more. In Canada the increased number of high profile scandals in public sector agencies have led to stricter procurement practices. In this session Emily will use examples from her own practice to help avoid and identify potential pitfalls for both vendors and consultants.	Emily Neilsen, President, Nielsen IT Consulting

The CTCA phone number is 289-477-1465, toll free 866-584-2822, www.ctca.ca . Mary Pawlus Main Contact
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Welcome Day Two—Part Two!

Friday			
Marach 12, 2010		All Sessions are in the East Niagara Room	
Time	Session Title	Session Description/Location	Speaker
1:30 - 2:15	The Precipice of Change	Eamon addresses questions: Which change drivers have and will affect our lives and that of our clients? What models can we use to address the future and what are the barriers to change and how do we overcome them?	Eamon Hoey, Senior Partner, Hoey Associates Management Consultants
2:15 - 3:00	Yesterday Challenges Tomorrow Solutions	Over the past 25 years the technology impact on health-care has been explosive. Demands for making technology work to improve the environment, patient safety and staff communication drives purchasing decisions more than ever. Let us share some unique challenges that have been met, the challenges we are faced with today and what Amcom envisions are the next big hurdles to clear.	Detta Donoghue, Director, Strategic Alliances, Amcom Software, Inc.
3:00 - 3:30	Coffee Break		
3:30 - 4:15	Process Automation Game Changer	Learn direct from the end-user how a Contact Center application has been transformed into an Enterprise-wide Process Automation Application that has changed the way customers think about Communications. The benefits are, of course, the ROI, improved customer satisfaction, increased work completion and the elimination of errors. In this session we will share how to position your practice to provide these benefits and more to your clients.	Jeff Gove, Director of Operations, Epiq Systems
4:15 - 5:00	Unified Communications is a Reality Today	Communicating in real time with the most effective tools is critical to the bottom line. This session will explore the evolving role of communications devices – discussing the integration of voice and video applications, Web connectivity and Web 2.0 capabilities within communications services, the evolving role of business phones and expanding to fully immersive telepresence suites.	Michael Seto - Vice President, Applications Business, Voice Communications Solutions, Polycom
5:00 - 5:05	Break		
5:05 - 6:05	Cocktail Hour		
6:05 - 8:00	Gala Dinner		
8:00 - 12:00	Fun for All		

Thank you for celebrating with us our 25th anniversary. We look forward to the next 25 years of sharing information, exchanging opinions, but most importantly learning from one another. We look forward to seeing you next time around. Until then, travel safe and be sure to visit our web site at www.ctca.ca

*Best Wishes
Your CTCA Board of Directors*

