

MobileNorthwest 2011 Agenda
May 16, 2011
Bell Harbor International Conference Center
Seattle, Washington

Registration, Breakfast & Networking **8:30-9:00**

Opening Remarks **9:00-9:05**

David Rice and Brian Esler, Miller Nash LLP

Morning Keynote Address **9:10-9:35**

K.C. MacLaren, Director of Mobile & Emerging Platforms, Starbucks Coffee Company

Convergence—Panel Discussion **9:40-10:30**

Media, data, and voice communication capabilities are converging into mobile devices at a rapid pace. What new business models are enabled by convergence? How have tablet devices accelerated the convergence trend?

Moderator: Gary Roshak, TSR

Speakers: Michael Shim, VP Mobile Partnerships, Groupon, Inc.; Brian Fling, Founder, pinch/zoom; Patrick Husting, Founder & CEO, Extended Results, Inc.

User Interfaces—Panel Discussion **10:35-11:25**

The emergence of the iPad and similar competing devices has focused attention on the user interface more than ever. What opportunities are created by these devices? What is driving user interface innovations in other mobile devices?

Moderator: Travis Beaven, COO, UIEvolution

Speakers: Scott Yoneyama, Director of Business Development, Teleca USA; Ted Woodbury, AT&T; Hans Gerwitz, Technology Director, frog design, Geoff Harrison, Vice President of Design Services & Partner, Blink Interactive

Emerging Legal Issues in the Mobile Space **11:30-noon**

Mobile data has tremendous value, but it is critical for companies to keep this data secure as they collect and use it. What are the best practices for the collection and retention of mobile data? How can companies lower the risk of disclosure? How are companies addressing the security risks associated with mobile payments and location-based services? Why are the FTC and state AGs increasingly interested in the mobile space? How can you lower your risks of infringement lawsuits while maximizing your business opportunities? Will cloud computing conflict with copyright, and how can you protect yourself from liability?

Speakers: Brian Esler, Partner, Miller Nash LLP; David Rice, Partner, Miller Nash LLP

Lunch & Networking **noon-1:00**

Afternoon Keynote Address **1:00-1:25**

David Edelstein, Vice President of Technology Programs,
and Director of the Grameen Foundation Technology Center, The Grameen
Foundation

M-Commerce & Mobile Payment Systems—Panel Discussion **1:30-2:20**

Smartphones are driving a rapid increase in mobile commerce. What areas of mobile commerce are growing the fastest, and why? Who are the leaders in the Northwest in mobile commerce? What is the future of mobile commerce? What are the trends and strategies in mobile payment?

Moderator: Tricia Duryee, Senior Editor, AllThingsD.com

Speakers: Jaymee Johnson, Head of Marketing, Isis; Rahul Sonnad, Head of Marketing, Geodelic Systems, Inc.; Andy Kleitsch, Founder & CEO, Billing Revolution

Mobile Strategies—Panel Discussion **2:25-3:15**

The mobile industry is experiencing rapid change, and new opportunities and challenges are constantly emerging. What are the best strategies for succeeding in this environment? How are leading entrepreneurs staying ahead of the competition?

Moderator: Sheena Chandok, Managing Partner, Lucid Communications & Mobile {Dev}Sync

Speakers: Shehryar Khan, Founder & CEO, Ubermind, Inc.; Scott Kveton, Founder & CEO, Urban Airship; Gowri Shankar, President & CEO, SinglePoint; Joe Megibow, VP, Mobile and E-Commerce Optimization, Expedia

Enterprise App Development—Panel Discussion **3:20-4:10**

App development continues to be a major source of growth in the mobile industry. In what direction is app development headed? What are the emerging opportunities for entrepreneurs? What apps are changing the industry?

Moderator: Max Spinelli, Seattle Operations Director & Mobile SIG
Chair, TiE Seattle

Speakers: Morgan Belford, Mobile Developer, Gist; David O'Neill, CEO, ViaFo; Sajal Sahay, Vice President Channel Marketing, webOS, Hewlett-Packard; Bill Brooks, Director, Mobile Business Development, Whitepages; Lai Lau, Lead Product Marketing Manager, AT&T

Closing Remarks **4:15-4:20**

David Rice and Brian Esler, Miller Nash LLP

Networking Reception **4:20-6:00**