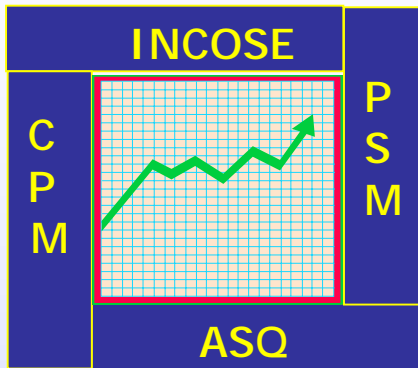


October 23-24, 2001

To Register Visit The Website At: www.hra-incose.org



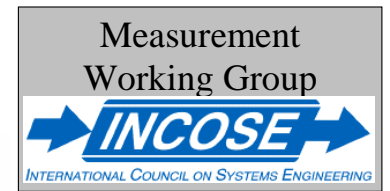
Seminar on

Metrics

*“You Can’t Manage What You
Don’t Measure”*

**Hampton Holiday Inn &
Conference Center
Hampton, Virginia**

- Discover new techniques
- Learn what works
- Meet new contacts
- Network with your peers!



Dear Colleagues:

Welcome to the HRA 2001 Seminar on Metrics, jointly hosted by the Hampton Roads Area chapter of INCOSE and the Tidewater, Richmond, and Hampton Chapters of ASQ. Also hosting the event are PMI's College of Performance Management, INCOSE's Measurement Working Group, and Practical Software and Systems Measurement. This seminar is designed to present you, working professionals, with current, state-of-the-art, and practical solutions to your metrics and measurement problems. It is a tremendous opportunity for you to increase your awareness of the discipline, tools, and techniques of metrics and measurement and to advance your skills through exposure to the latest methods and some of the best practices in the field of metrics and measurement.

The seminar is geared toward government, industry, and academic managers, practitioners, change agents, and researchers. Managers will learn how to improve their ability to make informed decisions and how to gain better control of their project costs, schedule, and technical content. Practitioners will increase their awareness of metrics and their ability to effectively use them. Development acquisition professionals will gain insight from the experiences of leading experts, learn about the latest developments in technological issues, and learn how to manage uncertainty in a changing world.

Even if you have attended seminars on metrics or measurement in the past, you'll want to attend the HRA 2001 Seminar on Metrics for the following reasons:

- Our keynote speakers and track leads have metrics and measurement responsibilities for the most demanding projects in the world, and the track speakers are among the best researchers and practitioners.
- The presentations focus on the real-world applications of and lessons learned from metrics and measurement.
- The presentations describe the application of metrics to both industry and government projects, similar to ones that you manage.
- The vendor demonstrations give you an opportunity to get one-on-one responses to your questions about specific tools and to simultaneously compare the growing number of metrics and measurement tools.
- The combined forces of INCOSE, ASQ, PMI, and PSM have come together to provide an unparalleled networking opportunity with fellow professionals concerned with the real world application of metrics and measurement.

On behalf of the entire planning committee and the sponsoring organizations, we welcome you to the HRA 2001 Seminar on Metrics.

Steve Waddell
2001 President HRA INCOSE

Dr. Victor Gray
ASQ

John Singley
PMI's CPM

Ron Kohl
INCOSE MWG

Cheryl Jones
PSM

PS - Don't forget to visit the vendors for one-on-one demonstrations of state-of-the art metrics and measurement software tools.

Hosts

Hampton Roads
Area Chapter of
INCOSE

Hampton Roads
Area Chapter of
ASQ

Tidewater
Chapter of ASQ

Richmond
Chapter of ASQ

Patrons

Newport News
Shipbuilding
(NNS)

NASA Langley
Research Center

NAVSEA Combat
Direction Systems
Activity Dam
Neck

Hampton Roads Area Seminar on Metrics October 23-24, 2001

Logo to be added

Special thanks to the XXX
for sponsoring CDs



Featured Airline: Southwest Airlines!

Southwest Airlines is offering a 10% discount on most of its already low fares for air travel to and from the event. You or your travel agent may call Southwest Airlines Group and Meetings Reservations at **1-800-433-5368** and reference the assigned **I.D. Code R8402**. Reservations Sales Agents are available 8:00 a.m. – 5:00 p.m. Monday-Friday, or 9:30 a.m.-3:30 p.m. Saturday and Sunday. You must make reservations five or more days prior to travel to take advantage of this offer.

PDU Credits

Attendees are eligible to receive up to (12) Category 4 Professional Development Units (PDUs) for the seminar. Attendees will need to follow the requirements set forth in the PDP Handbook. Contact John Singley (john.e.singley@usace.army.mil) for more information.

CEU Credits

As a lifetime learner, or if your professional designation requires you to earn Continuing Education Units (CEUs) each year, you can now earn them by completing HRA INCOSE seminars. Attendees are eligible to receive CEUs for this seminar. Contact Steve Waddell (waddell_js@nns.com) for more information. If you hold certifications through ASQ, each CEU is the equivalent of one Recertification Unit (RU) toward maintaining your certification. Contact Scott Bonney (R.S.Bonney@jci.com) for more information.

Tuesday, October 23, 2001

The motivating Introductory and Keynote speeches will help prepare you for all that's to follow. Attend one track from start to finish, or mix & match if you prefer.


7:30 – 8:15 Registration

8:15 – 8:30 Morning Welcome and Introductions - J. Steven Waddell HRA INCOSE, Dr. Victor Gray ASQ, John Singley PMI's CPM, Ron Kohl INCOSE MWG, and Cheryl Jones PSM

8:30 - 9:15

Photo	<p>Introductory Speech – Jim Duarte, Director of Strategic Business Analysis, Anheuser-Busch (tentative)</p> <p><i>Introduction by</i></p>
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9:15 - 10:00

	<p>Keynote Speech – Brigadier General Joseph P. Stein, Director of Manpower and Organization, Deputy Chief of Staff for Plans and Programs, Headquarters U.S. Air Force, Washington, D.C</p> <p><i>Introduction by</i></p>
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10:00 - 10:30 Networking Break and Exhibit Displays:
 Visit the booths of our exhibitors who, through their sponsorship funds, made this event possible. They have the latest metrics and measurement software tools available today and have a significant amount of experience in implementing these systems in a myriad of different companies.

	Track I – Program Management Metrics Track Chair – Wayne Abba <i>Regency Ballroom II</i>	Track II – Quality Metrics Track Chair – Dr. Victor Gray <i>Regency Ballroom III</i>	Tutorial Series <i>Hampton Rooms II & III</i>
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10:30 - 11:15	Fred Manzer, Center for Systems Management (CSM) – “Basic Intro to PM Metrics”	Dr. Ben Nwoke, Dept Head of Technology, Virginia State University Topic – “Manufacturing Engineering Metrics”	Practical Software and Systems Measurement -
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11:15 - 12:00	Sean Alexander, Meridianet Topic - “Earned Value Metrics”	Sue Keener, Director of Workers Compensation for DHRM Commonwealth of Virginia – Case Study: “Improving Quality with Measurements”	
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12:00 - 1:30 Catered Lunch & Exhibit Displays:
 A heavy hors-d'oeuvres style lunch is provided on behalf of our Platinum lunch sponsor. Why not invite another participant to dine with you? You can share information, review the morning and make the day more enjoyable.

1:30 - 2:15	Lt Col Dennis Hunt and Ellen Udell, SAF/AQX Topic – EVM: <i>Transforming the Reporting: From Program Analysis to Executive Action</i>	Laura Singletary – Phillip Morris Topic – “Koality Kid Metrics”	Practical Software and Systems Measurement (cont'd)
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2:15 - 3:00	Nick Pisano Topic – “ <i>EVM – TPM</i> ”	Douglas D. Smith, Norfolk Naval Shipyard Topic - “ <i>Lessons Learned From Implementation of a Corporate Quality Metrics System</i> ”	Practical Software and Systems Measurement (cont’d)
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3:00 - 3:30 **Networking Break and Exhibit Displays:** Don’t forget to meet one-on-one with our Exhibitors for more detailed demonstrations of their metrics and measurement software tools. They are here to meet with you!

3:30 to 5:00		<p>Closing Speech and Panel Discussion (with Audience Participation): A12 Case Study</p> <p>Speaker and Panel Moderator – Mr. Wayne Abba, VP Integrated Management Services, Dekker Ltd.; President, PMI’s College of Performance Management</p> <p>Invited Panelists:</p> <ul style="list-style-type: none"> • Dr. Victor Gray • Dr. Ben Nwoke • Rick Groesbeck • Ellen Udell • Nick Pisano • Fred Manzer
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5:00 - 5:30 **Raffle and Closing Plenary**
Win great prizes contributed by our sponsors. Everyone attending receives a free raffle ticket so don’t miss it! \$\$ Thousands in free prizes! \$\$ 


5:30 - 7:00 Vendor Social

Wednesday, October 24th, 2001
The motivating Introductory & Keynote speeches will help prepare you for all that’s to follow. Attend one track from start to finish... or mix & match if you prefer. It’s your conference & we want you to get all you can from it!

7:30 – 8:15 **Registration**

8:15 – 8:30 **Morning Welcome and Introductions** – J. Steven Waddell HRA INCOSE, Dr. Victor Gray ASQ, John Singley PMI’s CPM, Ron Kohl INCOSE MWG, and Cheryl Jones PSM

8:30 – 9:15		<p>Introductory Speech – Joe Jarzombek Office of the Secretary of Defense (OSD). “<i>Providing Information to Decision Makers: An Enabling Environment for Measurement Practitioners</i>”</p> <p><i>Introduction by TBD</i></p>
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9:15 – 10:00		<p>Keynote Speech – Ed Swanstrom, President, Innovation Management Institute, eknowledgecenter.com. “<i>Overview of Knowledge Management Economics</i>”</p> <p><i>Introduction by TBD</i></p>
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10:00 – 10:30 **Networking Break and Exhibit Displays:** Visit the booths of our exhibitors who, through their sponsorship funds, help make this event possible. They have the latest metrics and measurement software tools available today, and have a significant amount of experience in implementing these systems in a myriad of different companies.

10:30 – 12:00	Track I – Technical Management Metrics Track Chair – Ron Kohl Regency Ballroom II	Track II – IT Management Metrics Track Chair – Cheryl Jones Regency Ballroom III	Tutorial Series Hampton Rooms II & III
10:30 – 11:15	Jack Ring, Co-chair Intelligent Enterprises Interest Group Topic: “ <i>Intelligent Enterprise Metrics</i> ”	Mary Ann McGarry (pending confirmation)	Jim Smalley, Head Master Black Belt for Johnson Controls, Inc. – <i>Six Sigma: Cause and Effect Management</i>
11:15 – 12:00	Garry Roedler Lockheed Martin Corporation	Bob McIver (pending confirmation)	
12:00 – 1:30	Catered Lunch & Exhibit Displays: A heavy hors-d'oeuvres style lunch is provided on behalf of our Platinum lunch sponsor. Why not invite another participant to dine with you? You can share information, review the morning and make the day more enjoyable.		
1:30 – 2:15	Don Gatz Mitre Corporation	Paul Janusz - TACOM-ARDEC	Fred Manzer, Center for Systems Management (CSM) – “ <i>PM Metrics</i> ”
2:15 – 3:00	Linda Rosenburg	Kevin Richins - US Air Force STSC	
3:00 – 3:30	Networking Break and Exhibit Displays: Don't forget to meet one-on-one with our Exhibitors for more detailed demonstrations of their metrics and measurement software tools. They're here to meet with you!		
3:30 – 5:00	Photo	Closing Speech & Panel Discussion (with Audience Participation):	
		Speaker and Panel Moderator –	
	Invited Panelists:		
	<ul style="list-style-type: none"> • Ron Kohl • Cheryl Jones 	<ul style="list-style-type: none"> • Joe Jarzombek • TBD 	<ul style="list-style-type: none"> • Linda Rosenberg • TBD
5:00 – 5:30	Raffle and Closing Plenary Win great prizes contributed by our sponsors. Everyone attending receives a free raffle ticket, so don't miss it! \$\$ Thousands in free prizes! \$\$		
5:30 to 6:30	After Hours Manager's Social		

Comments from previous HRA Seminar / Symposium Attendees:

Your vendors showed products and services we could only dream about five years ago, and the presenters were not only competent to speak to their subjects, they were credible spokespersons for their viewpoints.

Dick Murphy,
Visiting Scientist, SEI

Thank you for a great symposium. I thought I knew a little bit about the subject...that is until I heard the speakers. I found out just how "little" I really do know. Thanks again for an eye-opening experience.

Edward C. Commons, PMP
Bureau of Technology Services
Office of IT Plans and Controls

Local Attractions

Hampton Coliseum, 2 minutes

The Hamptons Golf Course, 5 minutes

NASA Langley Research Center, 6 minutes

Virginia Living Museum, 8 minutes

Newport News Shipbuilding, 10 minutes

Virginia's Carrier Integration Center, 10 minutes

Fort Monroe, 10 minutes

Virginia Air & Space Museum, 10 minutes

Mariner's Museum, 12 minutes

Fort Eustis, 15 minutes

Jamestown Settlement, 20 minutes

Yorktown Battlefield, 20 minutes

Busch Gardens Williamsburg, 20 minutes

Water Country, 20 minutes

Norfolk Waterside & McArthur Center
Mall, 25 minutes

Colonial Williamsburg, 25 minutes

Williamsburg Pottery, 30 minutes

Oceanfront, VA Beach, 35 minutes



Battleship Wisconsin at Nauticus

"The conference was very valuable. I was glad to interface with the subject matter experts who attended and presented and exchanged ideas. The right mix of people was present to make this rewarding."

Eugene Shaw
Program Executive Office
Ground Combat and Support Systems

Platinum Sponsors

C/S Solutions

Newport News
Shipbuilding

Gold Sponsors

Silver Sponsors

3SL

ViTech

Merotz

Frequently Asked Questions

WHY IS THERE NO REGISTRATON FEE?

This unique and compelling 2-day event has the goal to create a win-win situation for everyone: Our attendees get a high quality seminar (and lunch!) and the opportunity to network with others at no cost; our sponsors can send their people in need of training at the cost of time away only; our vendors, who pay for the event through booth fees, get a focused audience; and our chapters who host the event are able to increase chapter membership. Everyone wins!

Does that affect the quality?

The speakers are the best in the industry... period. They're pros that have a proven record of effectiveness, professionalism and expertise. And what's more, they're exciting communicators who will provide you with one of the most interesting days you've ever spent.

Where is the seminar?

Our conference facility for this event is the Hampton Holiday Inn & Conference Center, Hampton VA. See their website at: <http://www.holidayinnhampton.com/>

How do I register?

Register online at: www.hra-incose.org/som-2001. Walk-in registrations are welcome on a space-available basis only, so be sure to register to ensure your seat.

What should I wear to the seminar?

In past events, participants have preferred business casual.

How do I make hotel arrangements?

All hotel arrangements can be done online at the Hampton Holiday Inn & Conference Center website listed above. If you do not have web access, call the hotel toll-free in the United States at (800) 842-9370.

What happens if I need to cancel?

In the unfortunate event that you need to cancel, simply delete your registration or contact Roy Hoobler at hooblerrd@navseadn.navy.mil.

Is photography allowed?

Still photos are allowed at all HRA INCOSE events. However, all of the material presented by our speakers, both what you see and what you hear, is copyrighted by the individual presenters and authors. No audio recording or videotaping, please.

What is included at the event?

Registered attendees receive a printed copy of the Proceedings, lunch, a CD containing all of the presentations and a chance to win free raffle prizes!

What about parking?

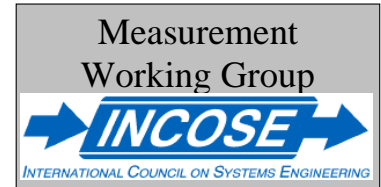
Plenty of free parking is available at the conference hotel.

I would like more information. Who do I contact?

If you have any questions about the registration procedure, please contact Roy Hoobler at hooblerrd@navseadn.navy.mil. For other inquires, please email Steve Waddell, at waddell_js@nns.com, or Dr. Victor Gray at victorgray@mindspring.com.

Fees & Registration

The Seminar is open to all US Citizens and Registered Foreign Nationals. There is NO Registration Fee! However, registration is required and early registration is strongly encouraged to ensure an available seat.



What is the Seminar about?

What it is NOT:

- A 'how to' seminar for converting kilograms per hectare into furlongs per fortnight
- A seminar for caliper, micrometer, and slide rule manufacturers

What it IS:

- A practical approach to developing and using measurement systems to improve business efficiency
- Real examples from real people in a wide variety of professions who use data to track where their business is, where it needs to be, and how to get there

World-class training that the average person can afford today and apply tomorrow

How do Metrics and Measurement Help You?

- Metrics provide meaningful information regarding the quality, adequacy, and/or progress of process, project, and/or products.
- Metrics and measurement offer the insight needed for planning, controlling, managing, and improving: product technical adequacy and performance, schedule and progress, resources and cost, growth and stability, product quality, life-cycle process performance, technology effectiveness, and/or customer satisfaction.

10 Reasons Why You Should Attend The 2001 Hampton Roads Area Seminar on Metrics

- ✓ Learn from the four most authoritative societies on metrics and management today, INCOSE, ASQ, PSM and PMI
- ✓ Network with other professionals interested in improving their companies' bottom line through an effective metrics and management process
- ✓ The event is free!
- ✓ Hear thought provoking presentations by leading subject matter experts
- ✓ See the latest developments in metrics and measurement tools and technology
- ✓ Benchmark your business processes with the winners
- ✓ Spend two exciting, information-packed days with the industry's leading management and measurement vendors
- ✓ Earn Professional Development Units (PDUs) and/or Continuing Education Units (CEUs).
- ✓ Meet suppliers who specialize in measurement automation, project tracking and estimation tools, and more.
- ✓ Meet one on one with metrics and measurements experts during the networking breaks each day.

Don't miss it! Register today! www.hra-incose.org