TUESDAY, MAY 19, 2015

7:30 am - 8:30 am 9:45 am - 10:45 am

12:15 pm - 1:45 pm

Registration & Continental Breakfast

Coding Therapy for Software Developers aka How Does This Code Make You Feel? Steven Feuerstein, Oracle Corporation Lunch & Creative Problem Solving (for Oracle Professionals), Kerry Osborne, Accenture Enkitec Group



4:00 pm — 4:30 pm Break & Vendor Exhibits											
5:30 pm – 7:00 pm Networking Reception sponsored by AdvizeX = advanced presentation											
	Rockefeller	Superior & Erie	Cuyahoga	Lorain	Medina	Ontario					
7:30 am - 8:30 am Registration & Continental Breakfast											
Session 1 8:30 am - 9:30 am	DBA Controlling Execution Plans (i.e., SQL Profiles, SQL Baselines, SQL Patches) Kerry Osborne Accenture Enkitec Group	DBA Optimizing the Enterprise Manager 12c Environment Kellyn Pot'Vin-Gorman Oracle Corporation	Data Warehousing / BI OBIEE RPD: Entertaining Two Fact Tables Simultaneously Christina Rouse Incisive Analytics LLC	Developer Sustainable Test-Driven Development in Java Akiva Lichtner Federal Reserve Bank of Cleveland	Applications Oracle Applications Upgrade Strategies and Considerations Chris Tyner AXIA Consulting, Inc.	DBA Oracle Licensing Solutions & Configured Data Systems Chuck Gatecliff & Bill Smith Vendita Technology Group					
9:45 am – 10:45 am Coding Therapy for Software Developers aka How Does This Code Make You Feel?, Steven Feuerstein, Oracle Corporation 10:45 am – 11:15 am Break & Vendor Exhibits											
Session 2 11:15 am - 12:15 pm	DBA Scaling to Infinity: Making Star Transformations Sing Tim Gorman Delphix	Developer Regular Expressions - 101 Danny Bryant Accenture Enkitec Group	Data Warehousing / BI Master Competitive Analytics with Oracle Endeca Information Discovery William Smith Vendita Technology Group	Oracle Database In-Memory Option - The Next Big Thing Andy Rivenes Oracle Corporation	Applications Oracle Planning and Budgeting Cloud Service Steven Sheekey Experis	DBA Introduction to Query Performance Tuning: A 12 Step Program Janis Griffin SolarWinds					
12:15 pm – 1:45 pm Lunch & Creative Problem Solving (for Oracle Professionals), Kerry Osborne, Accenture Enkitec Group											
Session 3 1:45 pm - 2:45 pm	DBA Same Plan, Different Performance Mauro Pagano Accenture Enkitec Group	Data Warehousing / BI Modern Infrastructure Science: Old Doctrines, New Doctrines Jeffrey Needham Fabrix Analytix	Developer Team Development in the Cloud Shay Shmeltzer Oracle Corporation	DBA Query Performance Tuning: Someone Order Me Something Deep-fried and Smothered in Chocolate! Gary Jerep Dell Software	Applications Oracle EBS Mobile Applications Margie Steele Oracle Corporation	Applications Using Oracle Discoverer? Need an ad hoc Reporting Tool for Modules in E-Business Suite? Tim Colleran & Brian Grossweiler Excel4apps					
Session 4 3:00 pm - 4:00 pm	DBA Database 12c New AWR, ASH and ADDM Features Using EM12c and Beyond Kellyn Pot'Vin-Gorman Oracle Corporation	DBA How I Can Get a 360-degree View of My Database with eDB360 and SQLd360 Mauro Pagano Accenture Enkitec Group	Data Warehousing / BI How to Shave 7 Hours Off of Your OBAW Load Ken Kaufman Worthington Industries	Developer Oracle Application Express 5 - Beautiful and Easy, Out of the Box! Joel Kallman Oracle America	Applications Even More Forms and OAF Personalization Examples-2015 Susan Behn Infosemantics	Data Warehousing / BI On-Demand Reporting from Any Data Source to Any Device Sumit Dahiya EiS Technologies					
4:00 pm - 4:30 pm Break & Vendor Exhibits											
Session 5 4:30 pm -5:30 pm	Data Warehousing / BI How Big Data Is Starting to Change Everything! Panel Discussion	Developer The Oracle Mobile Development Platform Shay Shmeltzer Oracle Corporation	Data Warehousing / BI Oracle Essbase with Oracle BI 11g Foundation Suite – Best Practices Christian Screen Sierra-Cedar, Inc.	DBA A Few Useful Oracle Built-in PL/SQL Packages Matt Adams GE Appliances & Lighting	DBA All About Indexes: What to Index, When and Why Mark Bobak Accenture Enkitec Group	Applications R12.2.3 Upgrade: Lessons Learned by Health Insurance Industry Kevin Kabbes Fujitsu America Inc.					

9:45 am – 10:45 am 10:45 am – 11:45 am Possibilities in Disruption, Jeffrey Needham, Fabrix Analytix

Break and Vendor Exhibits

Lunch

12:15 am – 1:15 pm



12.13 am 1.	•					*				
2:15 pm – 2:4	5 pm Break & Vendor Exhibits				= intermediate presentation	= advanced presentation				
	Rockefeller	Superior & Erie	Cuyahoga	Lorain	Medina	Ontario				
Session 6 8:30 am - 9:30 am	Developer Adaptive Query Optimization	Developer Understanding and Developing Web Services For DBAs and Developers	Data Warehousing / BI Defining the Customer's 'me' Factor Using Big Data and the Internet of Things	DBA Oracle's Adaptive Optimizer, Finally Learning from Its Mistakes!	Applications Global Rollout: Organization Structure and Ledger Modeling	Data Warehousing / BI BI in the Cloud - One Year Later				
	Ric Van Dyke Hotsos Ltd.	Ahmed Aboulnaga Raastech	Sean Suskind Rolta	Janis Griffin SolarWinds	Anil Patil Fujitsu America Inc.	Brian Lawrence Oracle Corporation				
9:45 am — 10:45 am Possibilities in Disruption, Jeffrey Needham, Fabrix Analytix 10:45 am — 11:15 am Break & Vendor Exhibits										
Session 7 11:15 am - 12:15 pm	DBA OS Truth, Little White Lies, and the Oracle Wait Interface	Developer Oracle SQL Developer Tips & Tricks	Data Warehousing / BI Mfg Company Gains Key Business Insight into Procure and Spend Analytics with Oracle BI Applications	Developer Transitioning from APEX 4 to 5: You're Gonna Need a Bigger Monitor	Applications What's New in R12.2 for Supply Chain and Manufacturing?	Applications Fusion Applications — Redefining the Technology Stack				
	John Hurley Federal Reserve Bank of Cleveland	Jeff Smith Oracle Corporation	Sakib Kadak Axiom Path	Scott Spendolini Sumneva	Bill Pick Fujitsu America Inc.	Chris Ostrowski Avout				
12:15 pm — 1:15 pm Lunch										
Session 8 1:15 pm	Developer Getting the Execution Plan	DBA Stabilize Your Plans with SQL Plan Management Including 12c	Data Warehousing / BI How Kroger Maximizes Essbase to Maximize Profitability	DBA Under the Hood: Diagnosing and Troubleshooting Enterprise	Applications Everything You Wanted To Know About Financial Accounting Hub	DBA Stretching an Oracle Database Across Two Sites				
- 2:15 pm	Ric Van Dyke Hotsos Ltd.	Alfredo Krieg Villa Sherwin -Williams	Elizabeth Ferrell The Kroger Company	Manager 12cR4 Werner De Gruyter Oracle Corporation	In Less than 60 Minutes Anil Patil Fujitsu America, Inc.	Matt Kaberlein EMC				
			2:15 pm - 2:45 pm Break & Vendor Exhibi	ts (Raffle)						
Session 9 2:45 pm - 3:45 pm	DBA Oracle SQL Developer for the DBA	Developer Oracle APEX 5 Security Primer	Data Warehousing / BI RIP to the Oracle Data Warehouse - Born is the New Oracle Analytical Warehouse	DBA A Smart Optimizer Gets Even Smarter: New Histograms in Oracle 12cR1	Applications Workflow Performance Tuning in Release 12	Data Warehousing / BI Migrating Discoverer to OBIEE or Oracle BI Cloud Service				
	Jeff Smith Oracle Corporation	Scott Spendolini Sumneva	Zahid Akhtar Deloitte	Jim Czuprynski Alliance Technology Group LLC	Karen Brownfield Infosemantics	(BICS) Sakib Kadak Axiom Path				
Session 10 4:00 pm - 5:00 pm	DBA Extended Statistics: Why, When and How to Use Them	Developer Love and Marriage! Oracle Applications Express and Oracle E-Business Suite	Data Warehousing / BI Getting Started with Agile BI and EPM: Migrating OBIEE and Hyperion Artifacts at the Touch of a Button	Developer Getting Started with Oracle's Coherence In-Memory Data Grid	Applications Deep Dive: Integration of Oracle Applications R12 with OAM 11g, OID 11g , Microsoft AD and WNA.	Other Oracle Technology Licenses in a Virtual World				
	Wayne Sharp Union Gas	Francis Mignault Insum Solutions	Christian Screen Sierra-Cedar, Inc.	Andrew Crabtree Oracle Corporation	Subhajit Das Chaudhuri Pythian	Maz Zankowski Tier 1				

Conference Concludes