

PROGRAM

pushbutton summit2010

Utah digital media event

Presented by Grow Utah Ventures

MARCH 9TH

Tuesday

(Combined Session)

Location Jeanné Wagner Theatre

7:30- 8:30

Registration and Continental Breakfast

8:30-9:00

Welcome and Introduction

T. Craig Bott—*Grow Utah Ventures*

Alan Hall—*Grow Utah Ventures*

Scott Anderson—*Zions Bank*

9:00- 9:45

Current and Future Directions in Technology

The current state of digital media and its future from a business perspective. Demonstration and assessment of future technologies and the changes they will create.

Keynote Speaker

John E. Warnock—*Co Founder Adobe*

9:45- 10:15

Moderated Discussion

Rich Riesenfeld Moderator—*UofU Computer Science*

10:15-10:30

Utah Digital Innovation Award

Scott Anderson—*Zions Bank*

10:30-10:45

BREAK

MARCH 9TH

TRACK A

Location Jeanné Wagner Theatre

10:45-12:00

Financing the Digital Media Business

What investors and VC's are looking for in their next investment in digital media and the outlook for obtaining funding for a digital media business in our current economy.

Main Speaker Andrew Braccia—*Accel Partners*

Panel

T. Craig Bott Moderator—*Grow Utah Ventures*

Ben Dahl—*UV Partners*

Alan Hall—*Mercato Partners*

Hal Widlansky—*Mangia Technologies*

12:00-1:30 LUNCH BREAK

1:30-2:45

Hot New Utah Digital Media Companies

Introductions and presentations from some of Utah's hottest new digital media technology companies.

Panel

Steve Roy Moderator—*USTAR*

David Bradford—*Fusion IO*

Peter Csathy—*Sorenson Media*

Jim Bannister—*Spectrum DNA*

Howard Phillips—*Chair Entertainment Group*

2:45-3:00 BREAK

3:00-4:15

Running the Digital Media Business

Experience and insight into what it takes to successfully operate a digital media business in Utah.

Panel

Kent Thomas Moderator—*CFO Solutions*

John Blackburn—*Disney Interactive*

Vance Cook—*Electronic Arts*

Lee Baker—*Sandman Studios*

Clark Stacy—*Smart Bomb*

Tim Milliron—*Pixar*

TRACK B

Location Leona Wagner Black Box Theatre

10:45-12:00

New Technology Demonstrations

Discussion and hands on demonstration of new applications of digital media, 3D animation and new technologies including the Red Camera.

Panel

Brent Adams Moderator—*BYU Center for Animation*

Vern Wilbert—*Digital Domain*

John Corser—*Corser Inc.*

12:00-1:30 LUNCH BREAK

1:30- 2:45

Content is King- Creating Relevant Content for Audiences

Creating meaningful content remains the goal of all digital media innovators. The trends and challenges of creating content that is relevant and entertaining for today's audiences.

Main Speaker James Cooper—*Satchi and Satchi*

Panel

Brent Watts Moderator—*Struck Axiom*

Barry Wiess—*Former Senior Vice President Animation at Sony Pictures Imageworks*

Tom Mikota—*Texturing Supervisor for Avatar*

2:45-3:00 BREAK

3:00-4:15

New Media and it's impact on Customer Interface

How new media in advertising is setting new standards on how customers interface with digital media.

Main Speaker Chris Berger—*Publicis*

Panel

Kyle Snarr Moderator—*Struck Axiom*

Kim Jones—*Vérité*

Jed Call—*Media One*

EVENING ACTIVITIES

4:30-6:00

Reception with light refreshments

Location Lobby

6:00- 8:00

Film "Nuremberg- Its Lesson for Today"

Speaker(s) GERALYN DREYFOUS—*Salt Lake City Film Center*, SANDRA SCHULBERG—*Producer*

Location Jeanné Wagner Theatre

MARCH 10TH

Wednesday

(Combined Session)

Location Jeanné Wagner Theatre

8:30-8:40

Welcome and Introductions

Speaker(s)

T. Craig Bott—*Grow Utah Ventures*

Pres. Matthew Holland—*Utah Valley University*

Steve Roy—*USTAR*

Geralyn Dreyfous—*Salt Lake City Film Center*

8:40-9:15

Dilemma of Long Term Digital Media Storage

Keynote Speaker

Milt Shefter—*Consultant to the Academy of Motion Pictures*

9:15- 9:45

Mobile Media Trends and their Impact

How new mobile applications and distribution mediums are affecting the creation, delivery and use of digital media.

Keynote Speaker

Ian McKerlich—*Director, Mobile Internet and Content—T-Mobile USA, Inc.*

9:45-10:30

Moderated Panel Discussion

Steve Roy—*USTAR*

Ian McKerlich—*T-Mobile*

Jeff Yamada—*Struck Axiom*

Jon Lund—*Garafa*

10:30-10:45

BREAK

MARCH 10TH

Track A

Location Jeanné Wagner Theatre

10:45-12:00

Digital Storage Dilemma

Continued discussion of the dilemma for long term storage of digital media.

Panel

Chris Johnson Moderator—UofU

Geralyn Dreyfous—Salt Lake City Film Center

Milt Shefter—Consultant to the Academy of Motion Pictures

Sandra Schulberg—Schullberg Productions

John Warnock—Adobe Systems, Inc.

Barry Lunt—Milleniata

Mike Flathers—Sorenson Media

12:00-1:30 LUNCH BREAK

1:30-2:45

Incentives and Assistance for Utah's Digital

Media Industry A discussion of the incentives and support available to Utah digital media companies- both those newly locating in the State and those here that are looking to expand; a review of public, academic and private resources.

Panel

T. Craig Bott Moderator—Grow Utah Venture

Spencer Eccles—Governors Office of Economic Development

Jeff Edwards—Economic Development Corporation of Utah

Ted McAleer—USTAR

Leigh Von Der Esch—Utah Office of Tourism

Marshell Moore—Utah Film Commission

2:45-3:00 BREAK

3:00-4:15

Concept to Company Winners Location Jeanné Wagner Theatre

Finalist Presentations

Awards Ceremony

TRACK B

Location Leona Wagner Black Box Theatre

10:45-12:00

Why They Came and Why They Stayed in Utah

What enticed major Utah digital media companies to locate in Utah and what has kept them here - an insightful look at Utah's strengths in attracting and expanding Digital Media businesses.

Panel

Jeff Edwards Moderator—EDCU

Kelly McCrystal—Spectrum DNA

Jon Dean—Electronic Arts

Jeff Bunker—Avalanche/Walt Disney Company
Interactive Studios

12:00-1:30 LUNCH BREAK

1:30- 2:45

What's Happening at the Universities?

Presentations on the major innovations, programs and developments occurring in digital media at Utah's Colleges and Universities

Panel

UofU—Chuck Hansen/Craig Caldwell

USU—Alan Hashimoto/ Brett Shelton

WSU—Greg Anderson/Chad Nuesmeyer

UVU—Jan Bentley/ Rodayne Esmay

BYU—Kelly Loosli

SUU—Jeff Hansen

SLCC—Mason Bishop

Dixie—Phil Tuckett

2:45-3:00 BREAK

EVENING ACTIVITIES

7:00-8:00

"Chasing Ghosts" Sundance Institute

Free showing to the public

Host Sarah West—Sundance Institute