

## THURSDAY, FEBRUARY 25

8:00 a.m. – 3:00 p.m.

Registration

8:00 a.m. – 8:30 a.m.

Continental Breakfast

8:30 a.m. – 1:45 p.m.

Exhibit Hall Open

**SE@UC** 2010  
SOUTHEASTERN ORACLE USERS CONFERENCE

### Session 5 → 8:30 a.m. – 9:30 a.m.

#### Dunn

*Management/Trends*

**Getting it Right the First Time:  
To Model or Not to Model,  
That Is the Question**

**Michael Farnsworth**  
Virginia Dept of Motor Vehicles

#### Graham

*DW/BI*

**Take a Test Drive Down Oracle's  
BI Roadmap**

**Greg Vlahos**  
Analytic Vision, Inc.

#### Graves

*App Development*

**Rich Web Applications for the  
Enterprise... Creating RWA From  
Your Oracle Database**

**John Krahulec**  
TURBO Enterprise

#### South Carolina

*DBA*

**The Database Breaks—You Fix It:  
An Introduction to 11g Data  
Recovery Advisor**

**John Claxton**  
B/E Aerospace

9:30 a.m. – 10:15 a.m. Exhibits & Vendor Demo by Embarcadero



**EMBARCADERO**  
TECHNOLOGIES.

### Session 6 → 10:15 a.m. – 11:15 p.m.

*DBA*

**NetApp Oracle Solutions-  
Outrageous Efficiency Claims  
or Real Business Value?**

**Bill Heffelfinger**  
NetApp

*System Architecture/Administration*

**Getting it Right the First Time:  
Architecting a Highly-Available,  
Fast, and Secure Oracle  
Deployment**

**Ron Carovano**  
F5 Networks

*DBA*

**Multi-Protocol Unified  
Storage for Oracle Database  
Environments**

**Jeff Browning**  
EMC Corp.

*DBA*

**Top 5 Data Management  
Strategies for 2010 for DBAs**

**Kay Groski & Steve Johnston**  
IBM

11:15 p.m. – 11:45 a.m. Break & Exhibits

### Session 7 → 11:45 a.m. – 12:45 p.m.

*Oracle Apps*

**Forms Personalization**

**Talbott Jones**  
Colibri Information Management

*DW/BI*

**Integrating Essbase & OBIEE with  
Your Data Warehouse Strategy**

**Kelli Stein**  
interRel Consulting

*System Architecture*

**Oracle High Availability  
Solutions**

**Ian Remidios**  
Oracle Corporation

*DBA*

**Measuring for Robust  
Performance**

**Robyn Sands**  
Cisco Systems

12:45 p.m. – 2:00 p.m. Lunch

### Session 8 → 2:00 p.m. – 3:00 p.m.

*Oracle Apps*

**How to Manage a Successful R12  
Upgrade and Overcome the  
Challenges: Methodology and  
Tips that Work**

**Art Dowd**  
O2Works, LLC

*DW/BI*

**To Parallel or  
Not To Parallel**

**Romeo Vasileniuc**  
BB&T Specialized Lending

*Security*

**Attack Your Database  
Before Others Do**

**Slavik Markovich**  
Sentrigo

*DBA*

**Performance Partitioning**

**Margaret Norman**  
Duke Energy

### Session 9 → 3:10 p.m. – 4:10 p.m.

*Management/Trends*

**Roadmap to International  
Financial Reporting  
Standards (IFRS)**

**Gunjan Dhanuka**  
Cyret Technologies, Inc.

*App Development*

**Defensive SQL Programming**

**Dean Richards**  
Confio Software

*System Architecture*

**When You Don't Know,  
What You Don't Know**

**Faun deHenry**  
FMT Systems, Inc.

*DBA*

**Application Performance Tuning:  
A Practitioner's Approach**

**Roger Cornejo**  
GlaxoSmithKline