

Connecting Partners Through Mindshare Media

TREZZA
Media Group**The Flyzik 5**

By Jim Flyzik, The Flyzik Group

**The Next 5 Phrases
or Terms To Gain
Attention**

- Visualize to Modernize
- Create the Decision Advantage
- Responsibility to Share
- Automated Process Discovery
- CMMI-ACQ

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[Health IT in Government:
Year in Review](#)

**Thought Leadership Through Listening - Part 2
"Flyzik One-on-One"**by Tom Trezza, Jr.
President, Trezza Media Group

In my October 2007 newsletter, I discussed how important it was not only to connect with the right government leaders within the various federal agencies, but to actually take the time to listen to their challenges, priorities and vision for their mission programs.



Over the past year, I've tried to include key strategic reports and documents from these agencies to help prepare for your strategic positioning in helping you solve these mission programs like *Securing our Borders*, *Fighting the War on Terror*, or *Building Government's Future Infrastructure*.

Newly Edited Watch & Listen Videos

Recently, we've edited our video from our Federal Executive Forum Series on Federal News Radio to now include the individual speaking parts, so that you can watch and listen to the 3-4 top Government Leaders provide a brief look into their strategic plans and thinking about their programs and priorities.

**Flyzik One-on-One Program
Launched**

Last week, my partner Jim Flyzik and I launched a new program on Federal News Radio called "Flyzik One on One". Our goal is to provide a platform for a top government leader to discuss - in detail - their plans, programs, and personalities in a 30 minute 1-on-1 private interview.

**"Creating Decision
Advantage"**

Our first guest was General Meyerrose, CIO, ODNI, who provided us with details of the



This Program Discussed:

- Major Drivers for Health IT Initiatives to Gain Momentum
- Health IT Goals for the future
- Inhibiting Factors to widespread deployment of Health IT Programs
- How Federal Agencies are developing a National Health Information Network-(NHIN)
- New OMB Scorecard for Health IT and steps to reach yellow in the next 8 months
- Vision for the future

Panelists:

Dr. Robert Kolodner - National Coordinator for Health Information Technology

Tim Stitely - CIO, FDA

Charles Hume - Deputy CIO, VA

Don Picard - EDS

Moderator:

Jim Flyzik -Flyzik Group

To watch the video or listen to the audio on any of our prior programs, please go to our [Program Page](#) on [Federal News Radio](#).



[Information and Intelligence Sharing](#)

This Program Discussed:

- Key Initiative for the coming year
- Key Challenges we need to overcome to keep making progress
- Are Fusion Centers the Mechanism to reaching out to the private sector
- Which federal agencies have lead roles in Information & Intelligence Sharing
- Vision for the future

Panelists:

General Meyerrose - CIO, ODNI

challenges that faced him as the first CIO of ODNI, how the Intel community has changed from a "Need to Know" to a "Responsibility to Share", and how closely aligned the Defense and Intel communities are working together. I heard a new theme during this conversation with the goal of: "Creating Decision Advantage". I encourage any company that works with the Intel Community to [view this interview](#), because I believe you'll be better prepared to position yourself and your organization as an effective thought leader and strategic partner to the federal government.

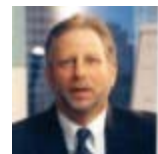
I would like to personally thank Heather Gittings and the Cognos Federal team for their support in helping Jim and I launch this new series on Federal News Radio. We hope to bring you more One-on-One Interviews with key leaders from DHS, DoD, OMB, GSA and all the other Federal Civilian Agencies over the next few months.

- Tom

Creating Decision Advantage

By Jeff Erlichman, Public Sector Communications

The key to creating decision advantage is not complicated. It begins with sharing information among trusted sources.



As we all know, that is easier said than done. At the AFCEA Conference on Information Sharing, I had the pleasure of hearing the words of Ambassador Thomas McNamara, Program Manager for the Information Sharing Environment.

He told the audience that Information Sharing could be a reality. He started his talk by quoting Winston Churchill who said during WWII that "We are at the end of the beginning."

According to McNamara, we have a long way to go, but we are at the end of beginning if we are going to share information as we must share it to protect the nation." That bold statement was made by Ambassador Thomas McNamara, Program Manager for the Information Sharing Environment.

But to reach the end, the nation must face up and meet five distinct challenges said McNamara, "Because there is much more in front of us than behind."

According to McNamara, we need to:

1. Fix problem of reciprocity for personnel security clearances and facilitate accreditations. This is a significant problem in the government and even more so if we are going to get state, locals, tribal, private sector involved. We have to get that problem solved.

2. Continue to define common processes and data standards to guide key IS activities such as those associated with Watch List, information alerts and other business processes.

Van Hitch -CIO, DoJ

Mike Krieger -Principal Director of IT Management & Technology, OSD

Robert Riegle - Director of the State and Local Government Program Office within the Office of Intelligence & Analysis in The U.S. Department of Homeland Security, DHS

Mike DeHart - Stealth Program Manager, Federal Systems and Technology, Unisys

Tom Simmons - Area Vice President for Federal Systems, Citrix

Steve Hutchens - Client Industry Executive for Homeland Security in the Global Government Industry, EDS

Moderator:

Jim Flyzik -Flyzik Group

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The 2008 Federal Executive Forum Schedule Includes:

- July 2008 - Building Government's Future Infrastructure (sold out)
- August 2008 - Wireless Interoperability-1 Year In Review
- September 2008 - SOA
- September 2008 - Net Centric Operations-2 Years in Review
- October 2008 - Future Technologies-Visualization-Virtualization & Performance Management (sold out)
- October 2008 - Identity Management-2 Years in Review
- November 2008 - Green Government Part 2
- November 2008 - Emergency Preparedness and Response-2 Years in Review
- December 2008 - Open Source Computing -2 Years in Review

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As an example, we recently released a common government-wide set of data standards for suspicious activity reporting, so at all government levels all the way down to the cop on the beat we now have a common framework to sharing information with respect to suspicious activities with potential terrorism nexus.

All federal, state and local agencies plus the private sector will adopt these common standards and take them and apply them; so that we can take what I refer to as "snowflakes" of suspicious activities that no one could make a snowball of out them before because we couldn't put this stuff together. Now with new system being tested in pilot and already being used in urban areas of southern California and LA, we have a method for making sure those individual suspicious activity reports are analyzed and looked at; and when brought to the attention of regional and national officials.

Frankly, those types of changes and standards are going to have to occur faster if we are going to succeed.

3. Maintain the strongest commitment to the high national priority of preserving, protecting and defending information privacy and the legal rights of Americans. We must do that to survive.

We are beginning a long term transformation whose evolution can finally move the government into the new information age. We need a national effort to responsibly guide a national IS effort that can protect our society and at the same time protect our liberties and either would not endanger the other.

4. Rationalize, standardize and simplify the procedures for marking up and handling terrorism information, homeland security information and law enforcement information. Particularly for that that is sensitive but unclassified SBU information. DOD is planning to transition to these new regime and taking a leadership role. We must rationalize, standardize and simplify SBU or we are not going to be able to share outside the national security community effectively. Those outside this environment don't get this type of information routinely. It must be made more understandable to that everyone can share the information.

5. Accept and manage risk. We have to understand how to manage it and we can't avoid it. We need to learn how to use risk models to mitigate risk and share information when warranted and permissible. This sharing has to occur within as trusted and secure environment and must be protected or won't be shared. This is true in both public and private environments. While our information is well protected now, but not well enough. We must do better.

We have a new cyber initiative is because we are not sitting in a safe and secure environment today. Our networks are being attacked daily. We are challenged, threatened and penetrated.

I come back to culture. We need to institutionalize a culture of information sharing among all echelons of government. This new culture of IS while its growing, is not a pervasive culture in the US government.

The need to know; the need to share; the responsibility to provide; we need mid-level managers to buy into this to make it work. They are like the top Sergeants; they make the services run, they make the stuff go.

Finally, we must not hinder new technology tools. Frankly it will be a disaster if the private sector and the society at large enter into the information world of the 21st Century and the government is condemned to remain in the 20th century and not even in the last decades of the 20th century.

If we heed the words of Ambassador McNamara, then we will be well on our way to creating the decision advantage we need to succeed.

Jeff

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