

## WHAT

October Rules Fest is a conference on business rules technology featuring the inventors and scientists behind advanced rulebased technology and leading business rule management systems. This three-day conference is hosted by Dallas Rules Group.

## WHO SHOULD ATTEND?

- IT/EA Architects
- Analysts and Developers experienced with or interested in externalizing rules from enterprise programs into rulebases and rules engines
- Students looking to further their understanding of rules as a part of their IT curriculum
- CIO/CTOs and Business Managers who want to learn more about business rules and how to leverage rules technology in their organization

## WHERE

Addison Conference Centre  
15650 Addison Road  
Addison, TX 75001-3285  
Main Line: 972-450-6241

## COST

\$150 for all three days

## HOW TO REGISTER

Please register online with PayPal at [www.rulesfest.org](http://www.rulesfest.org). If you need assistance, contact us at [help@dallasrulesgroup.org](mailto:help@dallasrulesgroup.org). You will receive an email confirmation that your payment has been received.

## ABOUT US

Dallas Rules Group is a user group interested in rulebased technology, business rule management systems, expert systems, and AI.

[www.dallasrulesgroup.org](http://www.dallasrulesgroup.org)

*Bringing together, for the first time, the founders and inventors of rules technologies and methodologies. Our panel of Business Rules Masterminds include:*

- **Dr. Charles Forgy**, inventor of the Rete algorithm, Rete II/III, and OPSJ rule language. The AI expert system industry took off when Dr. Forgy's Rete algorithm led to commercialization of the field, driving many of the leading rule engines like: ILOG JRules, Fair Isaac Blaze Advisor, Haley Rules, Microsoft BizTalk BRE and Oracle BRE.
- **Dr. Dan Levine**, noted AI/Neural Net Scientist and UTA Professor
- **Daniel Selman**, Software Architect and ILOG JRules Rule Studio Team Lead
- **Edson Tirelli** (Drools / Red Hat)
- **Gary Riley**, Co-author of CLIPS, a fast C version of Rete
- **Greg Barton**, Rules Consultant
- **James Owen**, Knowledge-Based Systems Corporation (KBSC.com), Rules Consultant, Author
- **Lawrence Terrill** (EBDX.com)
- **Dr. Leon A. Kappelman**, Professor of Information Systems, College of Business, University of North Texas; Co-chair, SIM Enterprise Architecture Working Group; Director Emeritus, Information Systems Research Center; Fellow, Texas Center for Digital Knowledge.
- **Mark Proctor**, Co-author of Drools (Drools / Red Hat)
- **Michael Neale** (Drools / Red Hat)
- **Dr. Richard Hicks**, noted Validation and Verification Authority and Texas A&M International Professor (EZ-Xpert)
- **Rolando Hernandez**, Rules Consultant and Knowledge Management Consultant; Enterprise Rules Architect and author of the VISION rules methodology (BIZRULES)

## WHY THIS MATTERS

- Leading BREs use the Rete Algorithm.
- Rete inventor, Dr. Charles Forgy, will announce new developments in parallel rulebase processing.
- Key inventors and creators of Rete, CLIPS, and Drools will be speaking.
- Hear technical presentations on business rules R&D, technologies, and technical roadmaps.
- We expect techies, architects, technical CTOs and IT R&D staff to attend.
- Advanced technology conferences are good for the Dallas/Ft. Worth, TX high-tech community.
- Acquire visibility with major Fortune 500 firms based in the Dallas/Ft. Worth, TX area.
- Companies utilizing business rules can meet rules consultants and solution providers.
- Rules consultants and BRE/BRMS software vendors can meet local companies using business rules.

October Rules Fest will be a technical conference for technical people. There will also be tutorials and introductions to business rules architecture, technologies, and methodologies for CIOs, managers, and analysts who want to learn why knowledge and rules matter.

## GOLD SPONSOR



# AGENDA

## WEDNESDAY, OCTOBER 22 - TUTORIALS

8:00 - 8:15 Welcome by Pete Carapetyan  
Data Fundamentals

8:15 - 9:15 Opening Keynote by Dr. Leon A. Kappelman, (University of North Texas)  
Rules: Essential But Only Part Of The Puzzle

9:30 - 10:20 Rolando Hernandez (BizRules.com)  
Introduction to Business Rules Architecture and Rulebase Technology

10:30 - 11:20 Lawrence Terrill (EBDX.com)  
Declarative versus Procedural Programming

11:30 - 12:30 Greg Barton (Greg Stuff)  
Introduction to Evolvable Rules

12:30 - 2:00 Lunch

2:00 - 3:15 Jason Morris (Morris Technical Solutions -JESS)  
The Ontology of Rulebased Systems

3:30 - 4:45 Edson Terelli (Drools)  
CEP - Complex Event Processing Based on Rete

5:00 - 6:15 Michael Neale (Drools)  
Guvnor - A BRMS for Drools and Managing Other Asset Types

6:15 - 8:00 Pub Night One

## THURSDAY, OCTOBER 23 - VENDOR'S DAY

8:00 - 9:00 Keynote 2 by Dr. Dan Levine (University of Texas at Arlington)  
Brain Mechanisms for Making, Breaking and Changing Rules

9:00 - 10:00 Art Torteloro (Visual Rules)  
Constraints and Integration of Methodology with Automation

10:15 - 11:15 Carlos Seranno-Morales and Carole Ann Berliotz-Matignon (Fair Isaac)  
TBD

11:30 - 12:30 Dr. Feldman (Open Rules)  
Using Constraining Programming in Business Rules Environment

12:30 - 2:00 Lunch

2:00 - 3:15 Rolando Hernandez (BizRules.com)  
Engineering Knowledge and Architecting Rules

3:30 - 4:45 James Owen (Benchmarks)  
Leveling the Playing Field with New Benchmarks

5:00 - 6:15 Daniel Selman (ILOG)  
Sequential Rules and their Applications

6:15 - 8:00 Pub Night Two

## FRIDAY, OCTOBER 24 - BACK TO THE FUTURE

8:00 - 9:00 TBD (Countrywide)  
TBD

9:00 - 10:00 Dr. Hicks (Texas A&M, EZ-Xpert)  
Verification of Propositional Logic Systems and It's Implications

10:15 - 11:15 Gary Riley (CLIPS)  
Re-architecting CLIPS; recent Changes to Improve Performance, Integration and Internationalization

11:30 - 12:30 Mark Proctor (Drools)  
Declarative Programming with Rules, Processes and CEP

12:15 - 2:00 Lunch

2:00 - 3:00 James Owen (KBSC)  
Introduction to Parallel Rulebase Programming

3:15 - 4:15 Dr. Forgy (PST, Rete, Rete2)  
Parallel Rulebase Technology (jco) - Parallel OPSJ, Rete, Rete 2, New Developments in Rulebase Theory

4:30 - 6:30 Conference Review

6:30 - 8:00 Pub Night Three  
(Billy Bobs Honky Tonk in Fort Worth)

# DRG

## Dallas Rules Group | October Rules Fest

OCTOBER 22-24, 2008 | DALLAS/FT. WORTH, TX

### SPONSORS



### SPONSORSHIP OPPORTUNITY

Sponsors such as BRE/BRMS vendors, IT and management consulting firms, and local Dallas/Ft. Worth corporations using rulebased technology help us keep the cost of this conference low. This is a great opportunity to connect with leaders of the rules revolution from around the world and the Dallas/Ft. Worth, TX area. Texas is home to more Fortune 500 headquarters than any other state.

If you'd like to be a part of this extraordinary meeting of Business Rule Masterminds, contact us to discuss sponsorship opportunities. Email [contact@dallasrulesgroup.org](mailto:contact@dallasrulesgroup.org).

# ORF

October Rules Fest

OCTOBER 22-24, 2008 | DALLAS/FT. WORTH, TX

### HOW TO REGISTER

Please register online with PayPal at [www.rulesfest.org](http://www.rulesfest.org). If you need assistance, contact us at [help@dallasrulesgroup.org](mailto:help@dallasrulesgroup.org). You will receive an email confirmation that your payment has been received.