October Rules Fest

the conference on rule-based and knowledge-based systems

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

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Role and Companies</th>
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<tbody>
<tr>
<td>Carlos Serrano-Morales</td>
<td>Inventor of Blaze Advisor, Engineering VP, Fair Isaac</td>
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<tr>
<td>Carole Ann Berliotz-Matignon</td>
<td>VP Product Manager - Blaze Advisor, Fair Isaac</td>
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<tr>
<td>Dr. Charles Forgy</td>
<td>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.</td>
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<tr>
<td>Chris Collard</td>
<td>Sr. Solutions Architect, Dell Services</td>
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<td>Dr. Dan Levine</td>
<td>one of the godfathers of neural nets, and Professor, University of Texas at Arlington</td>
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<td>Daniel Selman</td>
<td>Software Architect and Head of ILOG JRules Rule Studio Team Lead</td>
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<td>David Butler</td>
<td>Enterprise Application Architect, Countrywide</td>
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<td>Edson Tirelli</td>
<td>Drools Development Team, Drools/Red Hat</td>
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<td>Gary Riley</td>
<td>Inventor of CLIPS</td>
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<td>Dr. Gopal Gupta</td>
<td>University of Texas at Dallas</td>
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<tr>
<td>Dr. Jacob Feldman</td>
<td>CEO, Open Rules</td>
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<tr>
<td>James Owen</td>
<td>Rules Consultant, Author, Knowledge-Based Systems Corporation, KBSC.com</td>
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<td>Jason Morris</td>
<td>Morris Technical Solutions-JESS</td>
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<td>John McQuary</td>
<td>Vice President of Knowledge Management and Technology Strategies, Fluor Corporation</td>
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<td>Lawrence Terrill</td>
<td>Rules Consultant, EBDX.com</td>
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<tr>
<td>Dr. Leon A. Kappelman</td>
<td>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.</td>
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<td>Mark Proctor</td>
<td>Co-author of Drools, Drools/Red Hat</td>
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<td>Michael Neale</td>
<td>Drools Development Team, Drools/Red Hat</td>
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<tr>
<td>Dr. Richard Hicks</td>
<td>noted Validation and Verification Authority and Professor, Texas A&amp;M International, EZ-Xpert</td>
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<tr>
<td>Rolando Hernandez</td>
<td>Rules Consultant and Knowledge Management Consultant; Enterprise Rules Architect and author of the VISION rules methodology, BIZRULES</td>
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ABOUT ORF

This conference is dedicated to:
- Sharing knowledge, best practices and lessons learned with business rule architects, rulebase architects, knowledge engineers, and knowledge managers
- Helping to advance the state-of-the-art of rule-based and knowledge-based systems
- Presentations that describe how rule-based and knowledge-based systems were designed and developed
- Understanding the technology risks and benefits, and any competitive edge gained by rule-based systems
- Describing obstacles that were overcome, lessons learned, and best practices
- Showing how rules made it easier/better, especially if traditional approaches like C or Java were tried first, then the team tried the rules/knowledge-based approach
- Getting under the hood of the rule engines and rulebases to see how it was made to work
- Sharing knowledge about the technologies, methodologies, techniques, approaches
- Learning about techniques for optimization, architecture, integration and performance
- Describing R&D efforts, future advancements, and directions for rule-based and knowledge-based technology

In addition to the technical and scientific presentations, there will be a half day of tutorials, introductions and business-related presentations to prepare users for a world where rule-based systems are increasingly taking precedence over buried logic inside enterprise applications. These include topics such as: History of rule based systems; When to use rules and when not to; Methodologies; Architecture; and Tutorials.

HOW TO REGISTER

Please register online with PayPal at www.rulesfest.org. If you need assistance, contact us at info@rulesfest.org. You will receive an email confirmation that your payment has been received.

Cost is $150 for three days of tutorials, academic, scientific, and practical presentations on RB and KB systems
AGENDA

WEDNESDAY, OCTOBER 22 - TUTORIALS
7:30 - 8:00 Registration & Sign-in
8:00 - 8:15 Welcome to the Conference
Rolando Hernandez and James Owen (ORF)
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)
Why Systems Fail, Why Systems Work
10:30 - 11:20 Lawrence Terrill (EBDX.com)
Declarative vs Procedural Programming, Building for Change
11:30 - 12:30 Dr. Gopal Gupta (University of Texas at Dallas)
Reviving the Japanese Fifth Generation Project's Dream: Building the Ultimate Rule-processing Engine
12:30 - 2:00 Lunch
2:00 - 3:15 Jason Morris (Morris Technical Solutions - JESS)
The Role of Ontology in Modern Expert Systems Development
3:30 - 4:45 Edson Terelli (Drools-Red Hat)
CEP - Complex Event Processing Based on Rete
5:00 - 6:15 Michael Neale (Drools-Red Hat)
Guvnor - A BRMS for Drools and Managing Other Asset Types
6:15 - 8:00 Pub Night One

THURSDAY, OCTOBER 23 - VENDORS & USERS
7:30 - 8:00 Registration & Sign-in
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 Rolando Hernandez (BIZRULES)
Building Systems that Work, Change, and Last
10:15 - 11:15 Carlos Serrano-Morales and Carole Ann Berliotz-Matignon (Fair Isaac)
Decision Management Ecosystem
11:30 - 12:30 Dr. Jacob Feldman (Open Rules)
Using Constraining Programming in Business Rules Environments
12:30 - 2:00 Lunch
2:00 - 3:15 John McQuary (Fluor)
Knowledge, Rules, and Reality
3:30 - 4:45 Chris Collard (Dell)
Dell's Decision Management Environment
5:00 - 6:15 Daniel Selman (ILOG-JRules)
Distributed Data Processing with ILOG JRules
6:15 - 8:00 Pub Night Two

FRIDAY, OCTOBER 24 - BACK TO THE FUTURE
8:00 - 9:00 Keynote 3 by David Butler
(Countrywide) Fine Grain = Slow, Right?
9:00 - 10:00 Dr. Richard Hicks (Texas A&M, EZ-Xpert)
Propositional Logic-Verification, Conflict Resolution, and Procedural Systems
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-Red Hat)
Declarative Programming with Rules, Processes and CEP
12:30 - 2:00 Lunch
2:00 - 3:00 James Owen (KBSC)
Leveling the Benchmark Playing Field
3:15 - 4:15 Dr. Charles Forgy (PSI, Rete, Rete2/Ill, OPS5)
Parallel Rulebase Technology (James Owen)
Parallel OPS5, Rete, Rete 2, New Developments in Rulebase Theory (Charles Forgy)
4:30 - 6:30 Conference Review (Everyone)
6:30 - 8:00 Pub Night Three
(Billy Bobs Honky Tonk in Fort Worth)

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 info@rulesfest.org.

www.dallasrulesgroup.org