

## E-Business Conference Focuses on Issues at the Fore of Business

By Aaron Ragan-Fore

The focus of the University of Washington Business School's annual E-Business conference, *Northwest eBusiness 2004: Strategic Leadership in the Information Age*, was squarely on the leading edge.

The April 30 event brought together key industry leaders, faculty and students on Seattle's waterfront for a day of dialogue regarding some of the most pressing and intriguing issues — wireless communication, radio frequency identification, outsourcing and Internet privacy — facing the business community today.

**Wayne Perry** (BA 1972), CEO of Edge Wireless, presented the morning keynote address on *The Wireless Future of E-Business*, offering a vision of the future in which wireless communications technologies will replace the traditional telephone landline in American homes. Perry also discussed the resultant changes to the landscape of the telecommunications industry.

The afternoon keynote address was delivered by **Harriet Pearson**, chief privacy officer of IBM. Titled *Privacy and Security in an On Demand World*, the talk covered the efforts of IBM to establish a new paradigm to cover security and privacy in the post dot-com era of big business.

Between the two keynote speeches, participants were treated to smaller breakout sessions with engaging and accomplished guest speakers, spotlighting a diverse roster of individual topics for in-depth treatment and discussion. Presenters included **Mike Flood**, vice president of community relations for the Seattle Seahawks; **Jeff Jacobson**, president of radio frequency identification products supplier Applied Wireless Identification Group; **Sanjay Kumar**, CEO of outsourcing provider vCustomer Corporation; **David Risher**, current UW Business School lecturer and former senior vice president of U.S. Retail and Worldwide Marketing for Amazon.com; **Dale Sowell** (MBA 1977), vice president of Business Processes and Systems for Weyerhaeuser Real Estate; **Bill Virgin**, business columnist for the *Seattle Post-Intelligencer*; and **David Wilson**, chief technology officer for Port of Seattle.

The morning session concerned *Government Standards' Effect on E-Business*. Panel moderator **Scott Perry**, senior manager of technology & security risk services at Ernst & Young, discussed the impact of the Sarbanes-Oxley Act, which was passed by the U.S. Congress in 2002 and requires strict oversight of private corporations by the U.S. Securities and Exchange Commission. **Rowena Gates**, CEO of the international trade document delivery corporation Aviarc, focused on new strictures facing the import-export industry due to changes in government such as the formation of the U.S. Department of Homeland Security. **Nelson Everhardt**, president of Everhardt & Associates, a consulting firm specializing in financial industry compliance, rounded out the panel by summarizing the impact of recent governmental regulations such as the U.S.A. Patriot Act on financial institutions.

Complete coverage of *Northwest eBusiness 2004: Strategic Leadership in the Information Age*, including free links to a video library of all panels and talks, is available on the E-Business Program Web site at <http://www.ebiz.washington.edu>. Next year's conference will be on Feb. 11, and will focus on value creation.