

Robert B. Naylor

From: Naylor, Robert B. [Robert.Naylor@sba.gov]
Sent: Wednesday, January 13, 2010 6:48 AM
To: robert@rbnaylor.com
Subject: Fw: White House Forum on Modernizing Government
Attachments: WH Forum_TechROI (2).doc; WH Forum Exercise_CustomerService.doc; WH Forum Exercise_Streamlining (2).doc

From: Kundra, Vivek
To: Naylor, Robert B.
Cc: Krencoy, Caroline
Sent: Tue Jan 12 13:46:19 2010
Subject: White House Forum on Modernizing Government
Dear Robert,

We are looking forward to your participation in the Forum on Modernizing Government this Thursday from 1:00 PM to 5:00 PM at the White House. With over 50 leading CEOs from a wide range of industries attending, including Steve Ballmer from Microsoft, Chad Hurley from YouTube, and Indra Nooyi from Pepsi, the forum is a tremendous opportunity for us to learn from the best of the private sector.

The forum will kick off with remarks by the President. Following the opening session, there will be breakout sessions on three topics – leveraging technology to streamline operations, leveraging technology to transform customer service, and managing tech ROI. In order to make sure we use the limited time we have to capture best practices from the private sector, the Deputy Secretaries who will be moderating each breakout session will be encouraging discussion among the CEOs who will be seated around the table. You will be seated, along with White House staff and media, behind the table to watch what we hope will be a lively discussion as it takes place. There will be a closing session in which one CEO from each session will report back to the broader group.

Please know that we intend for this forum to live on long after the event concludes. We are hopeful that connections between the Deputy Secretaries and the CEOs will lead to deeper relationships amongst our organizations and that you will be able to make connections with CIOs at some of these companies as well. Jeff Zients, the Chief Performance Officer, will discuss the plan for follow-up activities at the concluding session of the forum.

To prepare the CEOs for the breakout session discussion, we asked them to complete a homework assignment. I am attaching the exercises that we provided to them for your reference.

We are looking forward to seeing you this Thursday for this exciting event. Please send your full name, date of birth and social security number to Caroline Krencoy for security.

Please let me know if you have any questions.

Thanks,

Vivek