



Press Release

Longevity Consulting | 1200 G St. NW, Suite 800 | Washington, DC 20005 | 1-800-517-1925 Phone | 1-800-410-1607 Fax
www.longevityconsulting.com

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For more Information Contact:
Eric Thompson at 1-800-517-1925 ext. 103
eric.thompson@longevityconsulting.com

Media Contact: Crystal Wright
Public Relations Strategist
202/829-0848

BRUCE GRAS, LONGEVITY CONSULTING CIO, TO GIVE FOUR SPEECHES AT DOE INFORMATION MANAGEMENT CONFERENCE ON ADVANCED TOPICS

Washington, DC—February 28, 2010— Bruce Gras, the Chief Information Officer at Longevity Consulting, one of the Washington region’s leading providers of IT Strategy and Technical solutions to the federal government, will be giving four speeches at the annual worldwide Department of Energy (DOE) Information Management Conference (IMC) in San Antonio, Texas, March 1-5, 2010.

The DOE IMC theme for this year is “Using Innovative and Agile IT Solutions to Enable DOE’s Evolving Missions.” As a result, the purpose of the conference this year is to demonstrate DOE’s goals of identifying and implementing strong IT management solutions and seeking new strategies for future challenges within the Department.

As part of this program, Mr. Gras will deliver two presentations in the conference’s “IT Management” breakout track and one in the “Innovative IT Service Delivery” series of discussions. In addition, Mr. Gras is also jointly presenting with Ms. Janice Ausby, Chief Enterprise Architect at DOE, in another session in the “IT Management” track.

Briefly, the titles and topics of Mr. Gras’ own individual briefings are the following:

1. “EA Reverse Federation: A Grassroots Approach to Cost Savings” (in the IMC “IT Management” Track) – This is a way of getting cost savings from Enterprise Architecture by focusing on identifying sharable capabilities at the lowest level of a Federated EA and then organizing them by needed functionality in progressively higher levels of the EA where they can be shared across the organization.
2. “Knowledge Chains in EA at DOE” (in the IMC “IT Management” Track) – By transforming the DOE EA framework to one based on Porter’s Value Chain concepts, not only can the DOE EA become inherently business and results oriented now, but it can

also concentrate on identifying and implementing Knowledge Chains (i.e., processes that turn raw data into structured information, then what-if analyses and finally effective decisions) that directly improve program performance by targeting IT efforts directly in a “line-of-sight” to DOE Lines of Business decision-making activities.

3. “Mesodata: The Way to Find Shareable Capabilities in Segments” (in the IMC “Innovative Service Delivery” Track) – Mesodata, (i.e., the data between data unlike Metadata, which is the data about data), is an new discipline in Data Architecture that is centered on associations between data domains and the latent variables that those associations represent to semantically examine capabilities in EA Segments to find ones that might be shareable elsewhere in DOE.

The track session that Mr. Gras will be conducting with Ms. Ausby is described as follows.

“Results-Driven EA Governance at DOE” (in the IMC “IT Management” Track) – By establishing Work Groups as “sub-committees to DOE’s Architecture Review Board (ARB), the ARB is more effectively addressing key issues at DOE with respect to IT that affect how EA delivers results for the Department in terms of cost savings and cost avoidance.

Mr. Gras will also be the moderator and facilitator at the conference’s 2 hour combined lunch and discussion session, the “Enterprise Architecture Practitioner Networking Workshop,” in the IMC “IT Management” Track where he will be using a series of leading and provocative questions he has developed to collectively identify and share Best Practice Methodologies and Best of Breed Tools.

About Bruce Gras

Mr. Gras currently is the Chief Information Officer of Longevity Consulting LLC. He also remains in professional practice as a consultant for Longevity. He has been an Enterprise Architect and Governance Expert for nearly a decade as well as a Program Manager and Technical Lead during this period on various assignments. In addition, he has previously been a CIO for both Federal and Private sector enterprises as well as a senior Data Architect and System Engineer early in his working life.

Most recently as a consultant, Mr. Gras has been responsible for the Enterprise Architecture (EA) Transition Strategy and Sequencing Plan as well as the EA Governance Transformation at the Department of Energy (DOE) in the Office of the Chief Operating Officer (OCIO). Before that, he developed a Repeatable Process for EA based on Semantic Networks for the Navy that won the Department of Defense (DoD) EA Achievement Award (DEAA) in April, 2008. Mr. Gras’s consulting assignments have also included the Environmental Protection Agency (EPA), the National Imaging and Mapping Agency (NIMA, now NGA), and the U.S. Agency for International Development (USAID) among others.

Mr. Gras’s Ph.D. studies (all but dissertation) were in Strategic Management at Indiana University with his research in Enterprise Resource Management. He also holds an M.B.A. in

Finance and Operations Research from the University of Chicago and a B.A. in Mathematics from Wabash College. He has served as the Deputy Director for the DoD Center for Disaster and Humanitarian Assistance Medicine (CDHAM), and also participated in the President's Executive Exchange Program, serving as the Special Assistant to the Secretary of Agriculture for Biomass Energy Production and Promotion under the Energy Security Act of 1980.

About Longevity Consulting

Longevity Consulting is an information technology, solution based, full service organization, dedicated to producing results. Longevity is principally serving Federal Government clients such as Department of Energy, National Science Foundation and the United States Navy. As an SBA 8(a) Certified, Veteran Owned, Small Disadvantaged Business, our goal is to create a collaborative environment between our consultants and our clients. This synergistic relationship helps with identifying ways to improve our clients' business and better positions the company to provide the most appropriate solution for each client engagement. For more information about Longevity Consulting, please visit us at www.longevityconsulting.com.

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