



KEY BENEFITS OF ATTENDING:

- ▶ Learn firsthand about available business opportunities with government and leading large businesses
- ▶ Exchange information and ideas directly with senior leaders of government and small business
- ▶ Meet government decision makers who set policies and conduct acquisitions
- ▶ Small businesses: Discuss opportunities with DoD, SBA and Large Businesses

13th ANNUAL SMALL BUSINESS CONFERENCE

*Partners for Success:
Small Business & the Military*

DECEMBER 2-3, 2009

WWW.NDIA.ORG/MEETINGS/0430

HILTON McLEAN TYSONS CORNER ▶ McLEAN, VIRGINIA

EVENT #0430

13TH ANNUAL SMALL BUSINESS CONFERENCE

OBJECTIVE & SCOPE

Providing for the Nation's security requires an effective partnership between the military and the small business community. Small business is "big business" in the U.S. Military Services.

This conference brings together leaders of the industry small business community and the government (Small Business Administration and Department of Defense) to discuss timely topics, including recent changes affecting small businesses. Participants will include key Government decision makers from Washington to field commanders who conduct acquisitions. The conference provides a forum for open exchange of information and ideas between senior government officials and small business leaders.

Breakout sessions will be presented on timely subjects of special interest. The agenda offers a variety of topics designed to meet the varying needs of contractors present.



WEDNESDAY, DECEMBER 2, 2009

1:00 PM **REGISTRATION OPENS**

3:00 PM **ADMINISTRATIVE REMARKS**

3:05 PM **WELCOME**

▶ MG Barry Bates, USA, *Vice President, Operations, NDIA*

3:10 PM **OPENING REMARKS**

▶ LTG James H. Pillsbury, USA, *Deputy Commanding General, Army Materiel Command (AMC)*

3:40 PM **UPDATE ON THE STATE OF THE ARMY SMALL BUSINESS PROGRAM**

▶ Ms. Tracey L. Pinson, *Director, Small and Disadvantaged Business Utilization, Office of the Secretary of the Army*

4:15 PM **OUTLOOK FOR THE ECONOMY AND CONSIDERATIONS FOR BUSINESS**

▶ Dr. Christian Lundblad, *Edward M. O'Herron Distinguished Scholar & Associate Professor of Finance, The University of North Carolina at Chapel Hill, Kennan-Flagler Business School*

5:00 PM **THE OUTLOOK FOR SMALL BUSINESS**

▶ Mr. Joseph Jordan, *Associate Administrator for Government Contracting and Business Development, U.S. Small Business Administration*

5:45 PM - 7:45 PM **RECEPTION**

THURSDAY, DECEMBER 3, 2009

7:00 AM **REGISTRATION & CONTINENTAL BREAKFAST**

7:50 AM **ADMINISTRATIVE REMARKS**

7:55 AM **RECOGNITION OF THE AMC SMALL BUSINESS PERSON OF THE YEAR**

- ▶ Ms. Nancy Small, *Director, Small Business Programs, AMC*

8:05 AM **BUSINESS OPPORTUNITIES SESSION**

8:05 AM “MRAP - ALL TERRAIN VEHICLE (M-ATV)”

- ▶ Mr. Paul Gosling, *Vice President, Defense Procurement & Supply Chain, Oshkosh Defense*

8:35 AM “THE EDGE INNOVATION NETWORK - ENHANCING INDUSTRY AND ACADEMIC BUSINESS OPPORTUNITIES AND CONTRIBUTIONS TO THE WARFIGHTER”

- ▶ Mr. Richard Coupland, *Director, Science, Technology and Products, General Dynamics C4 Systems*

9:10 AM “NEXT GENERATION CUSTOMER COLLABORATION: USING WEB 2.0 FOR CUSTOMER LIFE CYCLE SUPPORT”

- ▶ Mr. Ted Rybeck, *Chair and CEO, Benchmarking Partners*

9:40 AM **BREAK**

9:55 AM “DEPARTMENT OF HOMELAND SECURITY (DHS)”

- ▶ Mr. Kevin Boshears, *Director, Small Business Programs, Department of Homeland Security*

10:30 AM **PANEL: “OPEN QUESTION PERIOD”**

MODERATED BY: COL John Cunnane, *Chief of Staff, U.S. Army Contracting Command*

- ▶ Mr. Steven Bryant, *Director, U.S. Army Research, Development and Engineering Command Contracting Center*
- ▶ Ms. Sarah Corley, *Principal Assistant Responsible for Contracting (PARC), U.S. Army Mission and Installation Contracting Command (MICC)*
- ▶ COL Scott Campbell, *Director, U.S. Army Aviation and Missile Command Contracting Center*
- ▶ Mr. Stephen Carrano, *Director, National Capital Region, Contracting Center*
- ▶ Mr. Martin Green, *Director, U.S. Army Tank-automotive and Armaments Life Cycle Management Command Contracting Center*
- ▶ Mr. Michael R. Hutchison, *Director, Rock Island, IL Contracting Center*
- ▶ Mr. Michael Kelemen, *Director, U.S. Army Communications-Electronics Life Cycle Management Command Contracting Center*
- ▶ Mr. Paul Milenkovic, *Director, Joint Munitions & Lethality Life Cycle Management Command Contracting Center*

11:30 - 11:45 AM **SESSION WRAP-UP**

11:45 AM **LUNCH**



THURSDAY, DECEMBER 3, 2009 CONT.

1:00 PM - 4:00 PM BUSINESS OPPORTUNITIES FAIR

Representatives of each AMC major subordinate command (Life Cycle Commands and the Army Contracting Command), plus the National Guard; Corps of Engineers; and the Medical Command; will be present to discuss future business opportunities, and to address individual contractor concerns.

1:00 PM - 4:00 PM BREAKOUT SESSIONS - SPECIAL INTEREST TOPICS:

The following topics will be presented during the afternoon. Presentations will begin at 1:00 p.m., with multiple topics running concurrently, each in a separate room, and repeated. Each session will take about 40 minutes with the time evenly divided for presentation and comments/questions.

PREPARING YOUR PROPOSALS TO WIN MORE CONTRACTS

- ▶ *Mr. Robert Spitzbarth, Procurement Analyst, Acquisition Center, U.S. Army Tank-Automotive and Armaments Life Cycle Management Command*

This breakout session is designed to help Small Businesses compete more effectively under RFPs where award will be made on a Source Selection Trade-off basis. Topics include (a) how to better read and understand the RFP evaluation criteria and basis of award, (b) responding to evaluation criteria involving assessments of Proposal Risk (e.g. Technical Approach) and Performance Risk (Past Performance), (c) when to expect the conduct of discussions, (d) understanding the Government's Source Selection decision making process for selecting the winner, and (e) top messages and tips for competing more effectively.

AVAILABLE RESOURCES TO BUSINESSES FOR STATE-OF-THE-ART MANUFACTURING

- ▶ *Mr. John S. VanKirk, President and CEO, National Center for Defense Manufacturing & Machining (NCDMM)*

The NCDMM is a not-for-profit organization established to support organizations of all sizes involved in the U.S. defense industry, by implementing the best manufacturing technology to reduce cost, improve lead-time and enhance quality. Specializing in machining and other techniques for producing fabricated metal and non-metallic parts; the NCDMM can provide support to small businesses in a variety of ways. First, NCDMM training programs inform manufacturing engineers and machine operators of the latest technology and how it can be applied. Second, the annual NCDMM Project Call can provide resources and partial funding for efforts that improve fabrication of military components. Third, small businesses can contract directly with the NCDMM for manufacturing and machining expertise to supplement their own internal

manufacturing engineering expertise. Fourth, depending on the capabilities within a small manufacturing business, the NCDMM Manufacturing Liaison may be able to help identify opportunities within the defense industry for small shops to pursue directly.

INDUSTRY PARTNERSHIP OPPORTUNITIES WITH AMC

- ▶ *Mr. Luis E. Garcia-Baco, Director, Industrial Base Capabilities, Office of the Deputy Chief of Staff for Business Transformation, G-7, HQs AMC*

This session will provide information on the Army Materiel Command (AMC) Partnership Program to include defining a partnership, the goal and objectives of the program, examples of current partnerships, and how your firm might participate in the program. AMC has significant industrial capabilities in its depots and manufacturing arsenals, which can be used to supplement work by private sector firms in meeting defense requirements and performing some commercial work. These capabilities include facilities, specialized equipment and tooling, and an available trained workforce. AMC's goal is to develop mutually beneficial relationships that build on the strengths of each partner and create increased value.

IT BUSINESS OPPORTUNITIES

- ▶ *Ms. Simone Jackson, Associate Director, Office of Small Business Programs, U.S. Army Contracting Command – Information Technology, E-Commerce and Commercial Contracting Center (ITEC4)*

This session will provide an overview of the supplies/services procured by Information Technology, E-commerce and Commercial Contracting Center. Contracting opportunities specifically with ITEC4, will be discussed. Ms. Jackson will also offer suggestions on how to successfully conduct business with ITEC4.

ENHANCING YOUR BUSINESS OPPORTUNITIES THROUGH ORGANIZATIONAL BRANDING AND STRATEGIC COMMUNICATIONS

► *Ms. Janet Chihocky, Founder & CEO, JANSON Communications*

This session is designed to increase the participant's understanding of "Strategic Communications" and their importance to a firm's market positioning and program relevancy. Various approaches to applying strategic communications will be discussed along with lessons learned on how such approaches, when properly applied, can provide critical tools for helping to influence and engage different stakeholder groups. It will also discuss the use of planning and execution tied to research, data analysis, branding and effective messaging, and how they contribute to an effective strategic communications strategy.

SMALL BUSINESS INNOVATIVE RESEARCH (SBIR) OPPORTUNITIES

► *Mr. Christopher S. Rinaldi, P.E. Program Manager, SBIR, U.S. Army Research, Development and Engineering Command*

This session provides attendees with the description of, and the means to, participate in R&D opportunities funded through the two Army programs with an annual budget of approximately \$270M. SBIR funds high impact, dual-use technology projects deemed critical to the Army in ten broad areas of Science and Technology. The overall objectives of SBIR are to stimulate technological innovation, increase small business participation in federal R&D, increase private sector commercialization of technological advances developed with federal R&D, and increase participation by woman-owned and socially and economically disadvantaged small businesses. STTR joins the talents of small businesses and research institutions to quickly move ideas from the laboratory to the marketplace.

TIPS AND OPPORTUNITIES AVAILABLE FOR SMALL BUSINESSES

► *Mr. Jim Regan, Executive Director, Procurement Technical Assistance Program, George Mason University*

An overview of local and Internet based resources which can help companies more effectively pursue their government business objectives. In addition to how to find local resources and the services available through nationwide programs, such as Small Business Development and Procurement Technical Assistance

Centers (PTAC), the presentation will highlight a number of sites that any company interested in government procurement must have as part of their knowledge base. Many of these, such as GSA's Federal Supply Schedule Virtual University and Federal Procurement Data Base, are extracted from one of the more popular George Mason University's PTAC seminars entitled "Internet for Government Contractors."

WHAT YOU NEED TO KNOW BEFORE YOU TEAM/ PARTNER

► *Ms. January Dennison, Vice President of Business Development, APDA, LLC.*

Alliances are formed for a variety of reasons: an increased complexity in production and the customer base; the desire to achieve a wide choice of options in labor management issues; a desire to minimize investments by shifting them off the balance sheet; the ability to acquire new, dedicated assets such as warehouse facilities or transportation equipment; the need to improve customer performance levels, a desire to outsource new products or services to minimize/reduce downside risks; the need to compress the product or service development process to gain competitive advantage; a desire to gain new process or product/service technologies by relying on partner's expertise; the ability to access or enter new markets immediately due to the partner's core competencies, expertise and local knowledge; the ability to release employees from non-core activities so the firm can concentrate on the activities that it does best.

Therefore, when exploring opportunities for forming an alliance, it's important to explore every facet of the business. This presentation will provide an overview on the process, questions and implementation strategies that can effectively integrate one or more activities, processes or services across companies. Areas of interest will include: Business Reengineering, Partnership Drivers, Partner Selection Methods and Managing a Long Term Partnership.

REGISTRATION

For registration information, please visit www.ndia.org/meetings/0430. Online registration will close on November 25, 2009 at 5:00 pm EST. You must register onsite after this date. You can also download the registration form on the conference website or contained in this brochure. Fax the completed form to 703-522-1885 or mail to:

Event #0430
NDIA
2111 Wilson Blvd. Suite 400
Arlington, VA 22201

Please do not fax or mail any registration forms after November 25, 2009. You will need to register onsite after this date. Payment must be made at the time of registration. Registrations will not be taken over the phone.

The conference registration fee includes attendance to all sessions, continental breakfast, coffee breaks, lunch, reception, and administrative costs.

Cancellations received by November 25, 2009 will receive a refund minus a \$75 cancellation fee. Please note that no refunds will be given for cancellations received after November 25. Substitutions are welcome in lieu of cancellations. Cancellations and substitutions must be made in writing to kking@ndia.org.

CONFERENCE REGISTRATION FEES	REGULAR (BEFORE 11/25/09)	LATE (11/26/09 - 12/03/09)
ALL ATTENDEES	\$300	\$330

HOTEL INFORMATION

A block of rooms has been reserved at the Hilton McLean Tysons Corner. To make your reservation, please call the hotel directly. In order to ensure the discounted NDIA rate, you must make your reservations early and ask for the "NDIA - 13th Annual Conference" room block. Rooms will not be held after Tuesday, November 10, 2009 and may sell out before then. Rates are also subject to increase after this date.

Hilton McLean Tysons Corner
7920 Jones Branch Drive
McLean, VA 22102
Tel: (703) 847-5000

Government Rate*: \$209.00 or prevailing government per diem (Single/Double)

Industry Rate: \$222.00 (Single/Double)

**The government per diem rate is available only to active duty or civilian government employees. ID will be required upon check-in. Retired military ID's do not qualify.*

DISPLAY INFORMATION

Large businesses are invited to display for \$1,300.

The display fee includes table, chair, electrical hook-up, and one complimentary displayer's conference registration. All other display personnel should register as attendees and pay the attendee registration fee.

If you'd like to display, please e-mail Sam Campagna at scampagna@ndia.org.

PROMOTIONAL PARTNERS

Increase your company or organization's exposure at this premier event by becoming a Promotional Partner! With a Promotional Partnership (\$5,000), you will receive your organization's name on the back cover of the on-site brochure, a 350-word organization description in the on-site brochure, main podium recognition throughout the conference, signage at all events and

a hotlink on the conference website to your organization's website. Additionally, if a large business becomes a promotional partner, it will receive a complimentary display space!

For more information, please contact Sam Campagna scampagna@ndia.org.

INQUIRIES

For questions regarding the conference, please contact Kari King, Associate Director, at 703-247-2588 or kking@ndia.org. For more information, or to register online, please visit the conference website, www.ndia.org/meetings/0430.

NDIA supports the Americans with Disabilities Act of 1990. Attendees with special needs should contact Kari King.

EVENT #0430 ▶ NDIA REGISTRATION FORM

NATIONAL DEFENSE INDUSTRIAL ASSOCIATION ▶ 2111 WILSON BOULEVARD, SUITE 400 ▶ ARLINGTON, VA 22201-3061
(703) 522-1820 ▶ (703) 522-1885 FAX ▶ WWW.NDIA.ORG



**13TH ANNUAL SMALL BUSINESS CONFERENCE
HILTON MCLEAN TYSONS CORNER ▶ MCLEAN, VA ▶ DECEMBER 2-3, 2009**

- 3 WAYS TO SIGN UP:**
1. Online with a credit card at www.ndia.org
 2. By fax with a credit card - Fax: (703) 522-1885
 3. By mail with a check or credit card

▶ Address Change Needed

NDIA Master ID/Membership # _____ Social Security # _____
(If known - hint: on mailing label above your name) (Last 4 digits - optional)

Prefix (e.g. RADM, COL, Mr., Ms., Dr., etc.) _____

Name: First _____ MI _____ Last _____

Military Affiliation _____ Nickname _____
(e.g. USMC, USA (Ret.) etc.) (For meeting badges)

Title _____

Organization _____

Street Address _____

Address (Suite, PO Box, Mail Stop, Building, etc.) _____

City _____ State _____ Zip _____ Country _____

Phone _____ Ext. _____ Fax _____

E-Mail _____

Signature* _____ Date _____

PREFERRED WAY TO RECEIVE INFORMATION

- Conference Information Address above Alternate (Print address below) E-mail
Subscriptions Address above Alternate (Print address below)

Alternate Street Address _____

Alternate Address (Suite, PO Box, Mail Stop, Building, etc.) _____

City _____ State _____ Zip _____ Country _____

* By your signature above, you consent to receive communications sent by or on behalf of NDIA, its Chapters, Divisions and affiliates (NTSA, AFEI, PSA, WID) through regular mail, e-mail, telephone or fax. NDIA, its Chapters, Divisions and affiliates do not sell data to vendors or other companies.

CONFERENCE REGISTRATION FEES

Regular <small>(7/27 - 11/25)</small>	Late <small>(11/26 - 12/3)</small>
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All Attendees \$300 \$330

Cancellations received by November 25, 2009 will receive a refund minus a \$75 cancellation fee. Please note that no refunds will be given for cancellations received after November 25. Substitutions are welcome in lieu of cancellations. Cancellations and substitutions must be made in writing to kking@ndia.org.

PAYMENT OPTIONS

Check (Payable to NDIA - Event #0430) Government PO/Training Form # _____

VISA MasterCard American Express Diners Club Cash

If paying by credit card, you may return by fax to (703) 522-1885.

□□□□□□□□□□□□□□□□ □□/□□

Credit Card Number

Exp. Date

Signature _____ Date _____

BY COMPLETING THE FOLLOWING, YOU HELP US UNDERSTAND WHO IS ATTENDING OUR EVENTS.

PRIMARY OCCUPATIONAL CLASSIFICATION. Check ONE.

- Defense Business/Industry
- R&D/Laboratories
- Army
- Navy
- Air Force
- Marine Corps
- Coast Guard
- DOD/MOD Civilian
- Government Civilian (Non-DOD/MOD)
- Trade/Professional Assn.
- Educator/Academia
- Professional Services
- Non-Defense Business
- Other _____

CURRENT JOB/TITLE/POSITION. Check ONE.

- Senior Executive
- Executive
- Manager
- Engineer/Scientist
- Professor/Instructor/Librarian
- Ambassador/Attaché
- Legislator/Legislative Aide
- General/Admiral
- Colonel/Navy Captain
- Lieutenant Colonel/Commander/ Major/Lieutenant Commander
- Captain/Lieutenant/Ensign
- Enlisted Military
- Other _____

Year of birth _____
(optional)

FOR QUESTIONS, PLEASE CONTACT:

KARI KING, ASSOCIATE DIRECTOR

PHONE: (703) 247-2588

E-MAIL: KKing@ndia.org

MAIL REGISTRATION TO:

NDIA - EVENT #0430
2111 WILSON BOULEVARD
SUITE 400
ARLINGTON, VA 22201

FAX TO: (703) 522-1885



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**TO REGISTER, VISIT:
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