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
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 Cotley, 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 Milenkowic, Director, Joint Munitions & Lethality Life Cycle Management Command Contracting Center

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

11:45 AM  LUNCH
**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 Chibocky, 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 downsizing 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.

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

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
- Captain/Lieutenant/Ensign
- Enlisted Military
- Other ______________________

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 ______________

CONFERENCE REGISTRATION FEES
Regular              Late
(7/27 - 11/25)         (11/26 - 12/3)
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

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

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
13TH ANNUAL SMALL BUSINESS CONFERENCE
PARTNERS FOR SUCCESS: SMALL BUSINESS & THE MILITARY

DECEMBER 2-3, 2009
HILTON MCLEAN TYSONS CORNER
MCLEAN, VIRGINIA

TO REGISTER, VISIT: WWW.NDIA.ORG/MEETINGS/0430

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