



2010 USCG Innovation Expo Tentative Agenda\*  
November 2 - 4, 2010  
Tampa Convention Center  
Tampa, Florida  
(\*subject to change - 11/8/10)

**SUNDAY, October 31, 2010**

- 9:00 am – 4:00 pm
  - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
    - *Pre-function Ballroom A & B Registration Area*

**MONDAY, NOVEMBER 1, 2010**

- 7:00 am – 5:00 pm (*later if needed*)
  - Decorator & Exhibitor set-up
    - *East Exhibit Hall*
- 7:00 am – 5:00 pm
  - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
    - *Pre-function Ballroom A & B Registration Area*
- 1:00 pm – 1:30 pm
  - SECURITY BRIEFING (\*Mandatory)
    - *1<sup>st</sup> Floor Meeting Space – Gathering Place Room 25*
    - **Note\*: Attendance at one of the scheduled security briefings is MANDATORY for all USCG affiliated Exhibitors (for the USCG employees, USCG affiliated contractors (attending as USCG representatives), and others staffing USCG supported exhibits. Does not apply to Industry vendors and representatives.**
- 4:00 pm – 4:30 pm
  - SECURITY BRIEFING (\*Mandatory)
    - *1<sup>st</sup> Floor Meeting Space – Gathering Place Room 25*
    - **Note\*: Attendance at one of the scheduled security briefings is MANDATORY for all USCG affiliated Exhibitors (for the USCG employees, USCG affiliated contractors (attending as USCG representatives), and others staffing USCG supported exhibits. Does not apply to Industry vendors and representatives.**

**TUESDAY, NOVEMBER 2, 2010**

- 7:00 am - 5:30 pm
  - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
    - *Pre-function Ballroom A & B Registration Area*

**TUESDAY, NOVEMBER 2, 2010 (continued)**

- 7:00 am – 7:30 am
  - SECURITY BRIEFING (\*Mandatory)
    - *1<sup>st</sup> Floor Meeting Space – Gathering Place Room 25*
    - **Note\*: Attendance at one of the scheduled security briefings is MANDATORY for all USCG affiliated Exhibitors** (for the USCG employees, USCG affiliated contractors (attending as USCG representatives), and others staffing USCG supported exhibits. **Does not apply to Industry vendors and representatives.**
  
- 7:00 am - 8:00 am
  - Continental Breakfast
    - *Ballroom C & D Foyer*
  
- 8:00 am – 8:45 am
  - USCG Innovation Expo Opening Session
    - *Ballroom C & D*
  
    - Singing of the National Anthem and Posting of the Colors.  
**Ms. Barbara Semiatin** and the  
USCG Sector St. Petersburg Color Guard
  
    - USCG Welcome & Opening Comments  
**CAPT Joseph M. Re**, USCG  
Chairman, USCG Innovation Council
  
    - NDIA Welcome & Opening Comments  
**Lt Gen Lawrence P. Farrell, Jr.**, USAF (Ret.)  
President and CEO, NDIA  
  
City of Tampa, Florida Welcome  
**Mr. Santiago Corrada**, Tampa City Administrator  
(Representing the Honorable Pam Iorio, Mayor of Tampa))
  
    - USCG Commandant Opening Remarks  
**ADM Robert J. Papp, Jr.**, USCG  
24<sup>th</sup> Commandant  
United States Coast Guard

**TUESDAY, NOVEMBER 2, 2010 (continued)**

- 8:45 am - 10:00 am
  - USCG Innovation Expo Keynote Speaker
    - *Ballroom C & D*

***Mr. David Zanca***

*Senior Vice-President of Information Technology  
Customer Access and Revenue Systems  
Federal Express Services*

**Collaborative Innovation**

- 10:00 am - 5:00 pm
  - Innovation Exposition Exhibit Floor opens for the day  
**(immediately after Keynote Speaker)**
    - *East Exhibit Hall & Waterfront*
- 10:00 am - 10:30 am
  - COFFEE BREAK
    - *East Exhibit Hall*
- 10:00 am - 11:00 am
  - Industry Boat Demonstrations
    - *Waterfront*
- 10:30 am - 12:00 noon
  - USCG Innovation Expo Panel Session #1
    - *Ballroom C & D*

***“Mission Support Modernization 2.0:  
Achieving Horizontal and Vertical Integration”***

Summary: *The DCMS enterprise will be horizontally and vertically integrated and aligned at the point of service delivery with clear lines drawn between the mission support functions performed at HQ and the operational logistics and support functions performed at or below the Logistics and Service Centers. This panel will discuss how the Service will ensure optimal support of operations through efficiency, reinvestment in field support, cultural alignment with operations, and accommodations for contingency and normal operations while maintaining alignment with the four cornerstones of the Mission Support Business Model.*

Moderator: CAPT Michael McAllister  
Executive Director to the Chief of Staff (CG-01)

Panelists:

- RDML(Sel) Rick Gromlich, Director of Logistics (DCMS-5)
- CAPT Brian Kelley, Deputy Commander  
Personnel Support Command  
CDR Brian Keffer, Small Boat Product Line Manager  
Surface Forces Logistics Center

**TUESDAY, NOVEMBER 2, 2010 (continued)**

- USCG Innovation Expo Panel Session #1

***“Mission Support Modernization 2.0:  
Achieving Horizontal and Vertical Integration”***

- CAPT Robert Klapproth, Commanding Officer  
Base Support Unit Seattle
- 12:00 noon - 1:00 pm
  - BUFFET LUNCH
    - *West Exhibit Hall*
- 1:00 pm - 1:25 pm
  - Narrated USCG Operational Capabilities Demonstration
    - *Waterfront*
- 1:30 pm - 3:00 pm
  - USCG Innovation Expo Panel Session #2

***“Engaging Academia: Creating Partnerships for  
Organizational Innovation”***

Summary: *A moderated panel on the roll academia plays in fostering innovation and how we can engage in academic partnerships to address organizational challenges.*

Moderator: Dr. Jonathan Jefferson  
Leader-in-Residence  
Institute for Leadership  
U. S. Coast Guard Academy

Panelists:

- Dr. Matthew Clark, University Programs, DHS
- Wendy Walsh, Naval Postgraduate Program
- CAPT Kurt Colella, Dean of Academics, USCGA
- Gary R. Wilson  
Applied Research Laboratories, University of Texas
- Ananth V. Iyer, Krannert School of Management  
Purdue University
- 3:00 pm - 3:30 pm
  - COFFEE BREAK
    - *East Exhibit Hall*

**TUESDAY, NOVEMBER 2, 2010 (continued)**

- 3:30 pm - 5:00pm
  - USCG Innovation Expo Panel Session #3
    - *Ballroom C & D*

***“Engaged with Industry: How Cooperative Understanding Improves Performance and Value”***

Summary: *If Service Acquisition professionals better understand industry concerns and structure - and work cooperatively with them, we can streamline the acquisition process, reduce the overhead, and reap lower costs and/or better products and services.*

Moderator: Mr. Hiram Bell,  
Chief, Office of Strategic Planning & Communications  
U. S. Coast Guard Acquisition Directorate

Panelists:

- Ms. Sue Pontius, President & CEO, SPYRUS
  - VADM Terrance "Terry" Etnyre, USN (ret)  
VP of Government Programs, Marinette Marine Corporation
  - Capt. Jay Manik, USCG (Ret.)
  - VP of Federal Services Group, CDM
  - Mr. Daniel Bilow, Business Development Director  
Naval Programs, Thales Communications, Inc.
  - RADM Joe Whitehead USCG (ret), SRA International
- 4:00 pm - 4:30 pm
    - Academy Robotics on the Water Competition Winner Announcement
      - *East Exhibit Hall at booth #804*
  - 5:30 pm - 7:30 pm
    - NDIA Sponsored Welcome Reception – Open to all Registered Expo Exhibitors and Attendees (VEO passes not included)

**WEDNESDAY, NOVEMBER 3, 2010**

- 7:00 am - 5:30 pm
  - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
    - *Pre-function Ballroom A & B Registration Area*
- 7:00 am - 8:00 am
  - Continental Breakfast
    - *Ballroom C & D Foyer*

**WEDNESDAY, NOVEMBER 3, 2010 (continued)**

- 8:00 am - 9:30 am
  - USCG Innovation Expo Keynote Speaker
    - *Ballroom C & D*

**Ms. Martha Johnson**

*Administrator*

*Government Services Administration*

**Pulling – Not Pushing – Change**

- 8:30 am - 5:00 pm
  - Innovation Exposition Exhibit Floor opens for the day.
    - *East Exhibit Hall & Waterfront*
- 10:00 am - 10:30 am
  - COFFEE BREAK
    - *East Exhibit Hall*
- 10:00 am - 11:00 am
  - Industry Boat Demonstrations
    - *Waterfront*
- 10:30 am - 12:00 noon
  - USCG Innovation Expo Panel Session #4
    - *Ballroom C & D*

***“Promoting Innovation: How Contests, Prizes, Challenges,  
and Grants Can Generate Innovative Energy”***

Summary: *A productivity boom has transformed how private enterprises react to the customer and changing markets while the federal government remains largely unchanged and lagging behind in terms of efficiency, agility, and service quality. This collaborative discussion investigates how we can encourage broad participatory involvement in anticipating and finding solutions to the challenges change imparts upon our jobs and our mission effectiveness.*

Moderator: Dr. Neal Thornberry, Ph.D.  
Innovation Chair, Naval Postgraduate School

Panelists:

- Dr. Lawrence C. Schuette, Ph.D., Director of Innovation  
Office of Naval Research
- Daniel Munz, General Services Administration
- Tiffany Smith-Licciardi, eDiplomacy, Department of State
- Elizabeth Robboy Kittrie  
Department of Health and Human Services
- David Hale, National Institute of Health

**WEDNESDAY, NOVEMBER 3, 2010 (continued)**

- 12:00 noon - 1:00 pm
  - BOX LUNCH
    - *West Exhibit Hall*
- 1:00 pm - 1:25 pm
  - Narrated USCG Operational Capabilities Demonstration
    - *Waterfront*
- 1:30 pm - 3:00 pm
  - USCG Innovation Expo Panel Session #5
    - *Ballroom C & D*

***“The Interagency Alternative Technology  
Assessment Program:  
Fast Tracking Innovation and How Collaboration  
Finds Solutions during Crisis Response Operations”***

Summary: *This panel will discuss the opportunities created by response operations and the relationships, processes, and results the Coast Guard R&D Center achieved in identifying applicable technologies in response to the Deepwater Horizon Oil Spill. Panel membership reflects the diversity of organizations involved in establishing/capturing the requirements, conducting the evaluations, and fielding the results.*

Moderator: Captain Matthew Sisson, Commanding Officer  
USCG Research and Development Center

Panelists:

- Captain Chuck Gunzel, USN  
Naval Sea Systems Command
  - Matthew Quinney, Bureau of Ocean Energy Management
  - Eric Koglin, Environmental Protection Agency
  - Capt. Gary D. Petrae, NOAA (Ret.)
  - Tim Dickerson, USCG Research and Development Center
- 3:00 pm - 3:30 pm
    - COFFEE BREAK
      - *East Exhibit Hall*

**WEDNESDAY, NOVEMBER 3, 2010 (continued)**

- 3:30 pm - 5:00pm
  - USCG Innovation Expo Panel Session #6
    - *Ballroom C & D Foyer*

***“Greenovate: Incorporating Environmental Stewardship and Sustainable Practices with Mission Support”***

Summary: *This panel discussion encompasses the priority search for sustainable, environmentally sound, eco-friendly technologies and their long term importance to global survivability. The dialog will cover aspects such as who can be a catalyst for sustainable technology, what is out there on store shelves AND on the horizon, where can these approaches result in cost savings or long term benefit, when and how fast can they be implemented, and the USCG’s interest in pursuing implementation.*

Moderator: Ms. Alice Hill  
Senior Counselor to the Secretary  
Department of Homeland Security

Panelists:

- Captain John Hickey, Commanding Officer  
USCG Shore Maintenance Command
  - Dan Ingold, Offshore Wind Farms
  - Andrea Hart, Weston Solutions, Inc.
- 5:30 pm - 7:30 pm
    - Industry Sponsored “Annual Cutter” Reception – Open to all Registered Expo Exhibitors and Attendees (VEO passes not included)
      - *Plaza and Riverwalk*

**THURSDAY, NOVEMBER 4, 2010**

- 7:00 am – 12:00 noon
  - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
    - *Pre-function Ballroom A & B Registration Area*
- 7:00 am - 8:00 am
  - Continental Breakfast
    - *Ballroom C & D Foyer*
- 8:00 am – 12:30 pm
  - Innovation Exposition Exhibit Floor opens for the day.



**THURSDAY, NOVEMBER 4, 2010 (continued)**

- 8:30 am - 10:00 am
  - Breakout Session #1 : Continuing the Conversation:
    - *1<sup>st</sup> Floor Meeting Space – Gathering Place Room 19.*

***“Alexander Hamilton Award:  
What’s In It for Leaders and Their Units”***

Moderator: Captain Joseph M. Re, USCG  
Chief, Office of Performance Management (CG-0954)

- 8:30 am - 10:00 am
  - Breakout Session #2 : Continuing the Conversation:
    - *1<sup>st</sup> Floor Meeting Space – Gathering Place Room 25.*

***“Innovating Leadership for Diversity”***

Moderator: Dr. Jonathan Jefferson  
Leader-in-Residence  
Institute for Leadership  
U. S. Coast Guard Academy

- 10:00 am - 10:30 am
  - COFFEE BREAK
    - *East Exhibit Hall*

- 10:30 am - 11:30 pm
  - USCG Innovation Award Presentations
    - *Ballroom C & D*

- Introductions:

**CAPT Joseph M. Re, USCG**  
Chairman, USCG Innovation Council  
United States Coast Guard

- Presenter:

**ADM Robert J. Papp, Jr., USCG**  
24th Commandant  
United States Coast Guard

- USCG Captain Niels P. Thomsen Innovation Award Presentation
- USCG Alexander Hamilton Award for Excellence Presentation

**THURSDAY, NOVEMBER 4, 2010 (continued)**

- 11:30 am - 12:30 pm
  - USCG Innovation Expo Closing Ceremony
    - *Ballroom C & D*
    - Closing Remarks:  
  
**ADM Robert J. Papp, Jr.**, USCG  
24th Commandant  
United States Coast Guard
    - Retirement of the Colors  
USCG Sector St. Petersburg Color Guard
- 12:30 pm
  - 2010 USCG Innovation Expo Adjourns
- 12:30 pm – 7:00 pm
  - Exhibitor Move-Out

**Also on THURSDAY, NOVEMBER 4, 2010**

**U. S. COAST GUARD ACQUISITION DIRECTORATE (CG-9) EVENT**

- 1:30 pm - 4:00 pm
    - Industry Day
      - *Ballroom C & D*
- Offshore Patrol Cutter (OPC) Industry Day***  
Solicitation Number: HSCG23-10-I-OPCIND  
Agency: Department of Homeland Security  
Office: United States Coast Guard (USCG)

After the conclusion of the NDIA sponsored 2010 USCG Innovation Expo, the U. S. Coast Guard's Assistant Commandant for Acquisition (CG-9) and Chief Acquisition Officer (CAO) will conduct a market research industry day.

For more information visit: ***Industry Day*** (<https://www.fbo.gov> and search for the solicitation number))

*The OPC Industry Day is being sponsored by the U. S. Coast Guard Acquisition Directorate. It is not an NDIA sponsored event nor is it affiliated with NDIA or NDIA associated organizations. This notice is simply provided to inform any and all interested parties of the opportunity to attend.*