2011 USCG Innovation Expo "Schedule at a Glance" October 25 - 27, 2011 Tampa Convention Center Tampa, Florida

(*locations, times & agenda items subject to change - 10/25/11)

SUNDAY, OCTOBER 23, 2011

- 8:00 am 4:00 pm
 - o Decorator & Exhibitor set-up
 - East Hall
 - Tampa Convention Center
- 8:00 am 4:00 pm
 - o USCG Exhibitor Registration Check-in
 - East Hall pre-function / Mezzanine level
 - Tampa Convention Center

MONDAY, OCTOBER 24, 2011

- 6:00 am 6:45 am
 - O USCG Executive Boot Camp Fitness:
 - Tampa Convention Center Riverwalk/Waterfront



- Guardian Fitness: Join the Guardian Fitness training team to learn about innovative fitness training that is scalable to the individual and can be done anywhere. The training also showcases how to provide safe, effective training with limited resources and time: 0600-0645 at the Riverwalk outside the convention center. Be there! (Tue, Wed, Thu)
- 8:00 am 4:00 pm
 - o Decorator & Exhibitor set-up
 - East Hall
 - Tampa Convention Center
- 9:00 am 4:00 p.m.

USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in

- Pre-function Ballroom A & B Registration Area
- Tampa Convention Center
- 1:00 pm 1:30 pm
 - o SECURITY BRIEFING (*Mandatory)
 - 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). Does not apply to Industry vendors and representatives.

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MONDAY, OCTOBER 24, 2011 (continued)

- 4:00 pm 4:30 pm
 - o SECURITY BRIEFING (*Mandatory)
 - 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, OCTOBER 25, 2011

- 6:00 am 6:45 am
 - o USCG Executive Boot Camp Fitness:
 - Tampa Convention Center Riverwalk/Waterfront



- Guardian Fitness: Join the Guardian Fitness training team to learn about innovative fitness training that is scalable to the individual and can be done anywhere. The training also showcases how to provide safe, effective training with limited resources and time: 0600-0645 at the Riverwalk outside the convention center. Be there! (Tue, Wed, Thu)
- 7:00 am 5:00 pm
 - o USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
 - Pre-function Ballroom A & B Registration Area Tampa Convention Center
- 7:00 am 7:30 am
 - o SECURITY BRIEFING (*Mandatory)
 - I^a 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
 - o Continental Breakfast
 - Ballroom C & D Foyer
- 8:00 am 8:45 am
 - o USCG Innovation Expo Opening Session
 - Ballroom C & D
 - National Anthem and Posting of the Colors.
 USCG Color Guard
 - USCG Welcome & Opening Comments
 CAPT Joseph M. Re, USCG
 Chairman, USCG Innovation Council

- 8:00 am 8:45 am
 - o USCG Innovation Expo Opening Session (continued)
 - Ballroom C & D
 - NDIA Welcome & Opening Comments
 Lt Gen Lawrence P. Farrell, Jr., USAF (Ret.)
 President and CEO, NDIA
 - City of Tampa, Florida Welcome
 The Honorable Bob Buckhorn, Mayor of Tampa
 - USCG Vice Commandant Opening Remarks VADM Sally Bryce-O'Hara, USCG Vice Commandant United States Coast Guard
 - USCG Commandant Opening Remarks ADM Robert J. Papp, Jr., USCG 24th Commandant United States Coast Guard
- 8:45 am 10:00 am
 - o USCG Innovation Expo Keynote Speaker #1
 - Ballroom C & D

"The Strategic Perspective of Innovation"

Strategic Innovation is value creation hard wired to organizational strategic direction. Much more than continuous improvement, it is driving to deploy new processes, field emerging technologies, and use disruptive approaches to achieve mission fulfillment and service delivery in a new and rapidly changing operating arena. It is, as Wayne Gretsky says, skating not to where the puck is but to where it will be. Strategic Innovation is achieved by looking to the horizon seeing the shifts, and bringing diversity of though and objective non-traditional perspective to traditional service delivery as the organization examines the effectiveness of its culture, processes and structures. It is a learning organization, one that breaks out of preconceived mental boundaries to look beyond them in an open-minded, creative exploration of the realm of possibilities that will remain "Always Ready."

Julie Anixter

Chief Innovation Office, Maga Design Group & Managing Editor for Innovation Excellence

- 10:00 am 5:00 pm
 - o Innovation Exposition Exhibit Floor opens (immediately after Keynote Speaker)
- 10:00 am 10:30 am
 - o COFFEE BREAK
 - Exhibit Hall

- 10:00 am 11:00 am
 - o Industry Boat Demonstrations
 - Tampa Convention Center Riverwalk/Waterfront
- 10:30 am 11:30 noon
 - o CG Innovation Expo Panel Session #1
 - Ballroom C & D

"Project Evergreen: Signposts for the Future"

Project Evergreen uses scenario planning to gain insights about Coast Guard missions, the service, and the tools needed to perpetuate organizational success into the future. It extracts current day assumptions to facilitate an objective study of a variety future scenarios, looks for potential blind spots, and explores emerging challenges that will impact the Nation and the Coast Guard, and what can been done to prepare the service. The Signposts brief is designed to provoke thought and discussion about the paths, challenges, and dilemmas facing the Coast Guard and the tools, techniques and technologies we'll need to realize our potential.

Moderator:

CDR Joseph DuFresne, USCG Office of Strategic Analysis (CG-0951) Evergreen Project Coordinator

Panelists:

- Mr.. Thomas Chaleki,
 DCMS-5, Evergreen Core Team
- Ms. Jeanine Shipley, DCMS-5, Evergreen Core Team
- CDR André, USCG
 Office of Strategic Analysis (CG-0951)
- LCDR Jo'Andrew Cousins, USCG Office of Strategic Analysis (CG-0951)
- Commodore Fred Gates, USCG USCG Auxiliary
- Mr.. Andrew Welch, USCG USCG Auxiliary

- 11:30 pm -12:00 pm
 - o CG Innovation Expo Keynote Speaker #2
 - Ballroom C & D

Learning Through Three Dimensional Simulation and Virtual Worlds.

Alternative Reality Learning (ARL) has become a force for social change and a rich tool for learning and simulation. Studies have shown that college student spend more time in virtual worlds and social collaboration sites while at school than they do earning their undergraduate degrees. Dr. John Lester has worked with Massachusetts General Hospital and Harvard Medical School to create rich online medical education and patient support communities while studying the potential of online communication, collaboration, and immersive learning. He will share his experiences as Chief Architect of Linden Labs Second Life virtual world and how educators and advocates for social change can employ virtual technologies to educate their workforce.

- Dr. John "Pathfinder" Lester, Ph.D.
 Director of Community Development Reaction Grid
- 12:00 noon 1:00 pm
 - o BUFFET LUNCH
 - West Hall
- 1:00 pm 1:25 pm
 - o Narrated USCG Operational Capabilities Demonstration
 - Tampa Convention Center Riverwalk/Waterfront
- 1:30 pm 2:00 pm
 - O USCG Innovation Expo Keynote Speaker #3:
 - Ballroom C & D

"The Organizational Knowledge Management Journey"

"Knowledge Management" has become the de rigueur activity of any self-styled learning organization focused on building a cohesive enterprise strategy. But before facing the vast field of KM tools, strategies and practices available to belp identify, create, represent, distribute, and enable adoption of organizational insights and experiences, the service must first undertake a disciplined journey to understand the breadth and importance of its intellectual capital, culture, and motivations.

• Dr. John Bordeaux, Ph.D.

Associate Partner - Strategy & Innovation IBM Global Business Services

- 2:00 pm 3:00 pm
 - o CG Innovation Expo Panel Session #2
 - Ballroom C & D

"Elevation Knowledge Management as a Critical Service Capability"

Learning organizations value institutional KM systems and culture facilitated by an organizationally appropriate portfolio of robust KM tools over isolated research initiatives, data repositories, and isolated knowledge pools. Effective and efficient enterprise wide KM embraces an overarching organizational strategy, broad organizational commitment, sufficient resources, and measurable links to core business processes and mission execution. This panel will explore the Coast Guard's project to improve internal KM processes and elevate federated program centric tools into a service enabling enterprise-wide discipline that recognizes the inter-relationship of people, process and enabling technologies.

Moderator: Dr. John Bordeaux, Ph.D.,

Assoc Partner - Strategy & Innovation, IBM Global Business Services

Panelists:

- Doug Weidner,
 Chairman, Knowledge Management Institute
- Janet Cichelli,
 Advance Learning Technologies,
 Serco-North America
- Cindy Hubert,
 Executive Director of Advisory Services,
 American Productivity and Quality Center
 (APQC)

- 2:00 pm 3:00 pm
 - o CG Innovation Expo Breakout Session #1 (Workshop)
 - Gathering Place Room #: 25

"Alternative Reality Learning: The Potential of Virtual World Platforms"

In this breakout session, John will lead an interactive group discussion and hands-on demonstration of the potential of virtual world platforms for immersive learning. Specific examples of virtual learning environments platform will be presented, running on both the web and mobile devices, and attendees will be walked through a typical virtual world development workflow using the Unity3d editor and 3d mesh models. Attendees will also learn about the unique affordances of virtual worlds when they are integrated with existing social media (e.g., Facebook) and web-based educational content.

Dr. John "Pathfinder" Lester, Ph.D.
 Director of Community Development, Reaction Grid

TUESDAY, OCTOBER 25, 2011 (continued)

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3:00 pm - 3:30 pm

- o COFFEE BREAK
 - Exhibit Hall
- 3:30 pm 5:00pm
 - o USCG Innovation Expo Panel Session #3
 - Ballroom C & D

"Recapitalization: The Enduring Coast Guard Need"

Recapitalization remains the Commandant's highest budget priority, as the service's ability to conduct its missions depends on having a modern fleet of surface vessels, aircraft, C4ISR systems and shore infrastructure. Recapitalization is an enduring need that does not end with the Coast Guard's current acquisition portfolio. Recapitalization is a whole-of-service effort that benefits the entire Coast Guard and requires partnering between acquirers, technical authorities, operators and the resource shop. The business case for continued acquisition of capable assets is highlighted by recent disasters such as Hurricane Irene and the increasing expectation by the American public for the Coast Guard to be "Always Ready.".

Moderator: Mr. Roland Davis,

External Coordination Team Lead

U.S. Coast Guard Acquisition Directorate (CG-9)

Panelists:

- RDML John Korn, USCG
 Assistant Commandant for Acquisition / Chief
 Acquisition Officer (CG-9)
- RDML Bruce Baffer, USCG Program Executive Officer/
- CAPT Lisa M. Festa, USCG Acquisition Program Manager Surface (CG-932)
- CAPT John D. Wood, USCG
 Acquisition Program Manager C4ISR (CG-933)
- RADM Ronald J. Rábago, USCG
 Assistant Commandant for Engineering & Logistics (CG-4)
- RDML Vincent B. Atkins, USCG Assistant Commandant for Capability (CG-7)

- 3:30 pm 4:30 pm
 - o CG Innovation Expo Breakout Session #2 (Workshop)
 - Gathering Place Room #: 25

"Knowledge Management 101: An Introduction"

• Facilitated by: Doug Weidner, Chairman, Knowledge Management Institute

TUESDAY, OCTOBER 25, 2011 (continued)

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- 4:00 pm 4:30 pm
 - O Academy Robotics on the Water Competition Day One
 - East Exhibit Hall, Booth #836
- 4:00 pm 4:45 pm
 - o CG Innovation Expo Breakout Session #3
 - Gathering Place Room: 20

"USCG Strategic Communications"

Coordinated communication is essential to deliver the right message to the right audience at the right time. The Coast Guard Office of Strategic Communication manages the process of coordinating and synchronizing information, themes, plans, programs, and actions to effectively engage key audiences in support of mission execution. This seminar provides information on the Strategic Communication process, tools, and products required in support of Coast Guard External Affairs engagement activities that will ensure a successful communication effort.

• Facilitated by: CDR Howard Wright, USCG
Office of Strategic Communications.

Evening on own - Enjoy Tampa

WEDNESDAY, OCTOBER 26, 2011

- 6:00 am 6:45 am
 - O USCG Executive Boot Camp Fitness:
 - Tampa Convention Center Riverwalk/Waterfront
- Guardian Fitness: Join the Guardian Fitness training team to learn about innovative fitness training that is scalable to the individual and can be done anywhere. The training also showcases how to provide safe, effective training with limited resources and time: 0600-0645 at the Riverwalk outside the convention center. Be there! (Tue, Wed, Thu)
- 7:00 am 6:30 pm
 - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in (continues)
 - Pre-function Ballroom A & B Registration Area Tampa Convention Center
- 7:00 am 8:00 am
 - o Continental Breakfast
 - Ballroom C & D Foyer

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

"The NOWTech Revolution: Exploiting the Potential of the Emerging Technology Revolution"

Carlos Dominguez is a technology evangelist and "Nowist" who will share how current opportunities will impact the future that starts ... well ... has started. With the accelerating emergence of cutting edge technologies and service offerings, there has been a shift from a time when problems waited for technology to catch up; to a present where we seem to have the technology ready for configuration before we fully understand we have a problem. At the heart of this collaboration revolution are virtual interaction tools that are helping companies use the power of collective intelligence to produce revolutionary ideas for new products, better customer service, and with greater cost reductions. Carlos Dominguez shares a humorous, highly-animated presentation full of deep insight into how technology is changing the way we work and live. Come gain insight on how to create a culture adaptable to change, understand the virtual world and what it means for meetings, social media, video and mobility, and see how tomorrow's innovation and technology breakthroughs can impact your business, your strategy, and your organizations innovation team today!

Mr. Carlos Dominguez

Senior Vice President, Cisco, Government Services Administration

- 8:30 am 5:00 pm
 - o Innovation Exposition Exhibit Floor open
- 10:00 am 10:30 am
 - o COFFEE BREAK
 - Exhibit Hall
- 10:00 am 11:00 am
 - o Industry Boat Demonstrations
 - Tampa Convention Center Riverwalk/Waterfront

- 10:30 am 11:15 am
 - o CG Innovation Expo Breakout Session #4
 - Gathering Place Room #: 20

"USCG Strategic Communications: Reaching Your Audience"

Coordinated communication is essential to deliver the right message to the right audience at the right time. The Coast Guard Office of Strategic Communication manages the process of coordinating and synchronizing information, themes, plans, programs, and actions to effectively engage key audiences in support of mission execution. This seminar provides information on the Strategic Communication process, tools, and products required in support of Coast Guard External Affairs engagement activities that will ensure a successful communication effort.

- Facilitated by: CDR Howard Wright, Office of Strategic Communications.
- 10:30 am 12:00 noon
 - o USCG Innovation Expo Panel Session #4
 - Ballroom C & D

"Empowering a Social and Mobile Workforce: Balancing the Benefits with Security"

IT Security is easy when the data is locked behind impenetrable agency firewalls. But business mobility has arrived and is rapidly expanding; we now live in a world of pervasive mobile devices, remote operations, and escalating telecommuting. More and more, employees are spending significant periods of time away from a fixed desk doing their jobs so no matter the time or the location, they need access to the tools and information that let them be productive. Dire consequences may result from security procedures that are either too lax, or too stringent so one of the most critical efficiency enabling drivers for the successful deployment of mobile enterprise solutions will be the ability of IT managers and mobile operators to balance ease of use with security. This panel of experts will discuss real world approaches to empowering a dispersed workforce though mobile collaboration technologies while preserving the integrity of the IT security system.

Moderator: Luis Soliz,

President - North America Imaginatik, plc

Panelists:

Michele R. Weslander Quaid,

- Chief Technology Officer (Federal) and
 - Innovation Evangelist Google
- Robert Marshall,

Strategic Planner,

Global Services Innovation Team

DELL

10:30 am - 12:00 noon

- o CG Innovation Expo Breakout Session #57:
 - Ist Floor Meeting Space Gathering Place Room 24

"Innovations in Energy and Sustainability Afloat and Ashore"

Moderator: CAPT John Hickey, USCG

Commanding Officer, USCG SMC

Panelists:

- o Michael Gaffney, Alaris Companies
- o Robert St. Thomas, IBM
- 12:00 noon 1:00 pm
 - o BOX LUNCH
 - West Hall
- 1:00 pm 1:25 pm
 - o Narrated USCG Mobile Ad Hoc Network (MANET) Demonstration
 - Ballroom C & D
- 1:45 pm 3:00 pm
 - o USCG Innovation Expo Panel Session #5
 - Ballroom C & D

"A Coast Guard sUAS: Exploring Operational Suitability"

Ensuring the safety, security, and stewardship of our maritime environment requires persistent presence. Conversely, the current outlook for prolonged decremental federal budgets increased the urgency for low cost solutions. The Coast Guard requires a cost effective source for ISR data and the tools and training to exploit it. Small Unmanned Aircraft Systems (sUAS) are gaining a foothold in the Coast Guard's C4ISR strategic plan. This panel will explore service ISR requirements, the technologies under study, and the notional plan for fielding organic small UAS based ISR capability.

Moderator: CAPT Austin Gould, USCG

Chief of Research, Development, Testing & Evaluation

Program (CG-926)

Panelistst CAPT Matthew Sisson, USCG

Liaison to the FAA

- CAPT Jim Sommer, USCG
- UAS Joint Program Office
- CDR Patrick DiBari, USCG
- Office of C4ISR (CG-761)
- LCDR Jeffrey Vajda, USCG UAS Platform Manager (CG-711)
- Mr.. Gary Dehnel,
- UAS Program Manager (CG-931)
- Mr.. Bill Posage,

USCG Research and Development Center

- 2:00 pm 4:00 pm
 - o CG Innovation Expo Breakout Session #65-
 - Gathering Place Room #: 20
 (This break-out session meeting is open to VEO Badged visitors)

"Diversity: Women in Innovation"

The panel on "Diversity: Women in Innovation" will focus on the critical impact women have on innovation in the Coast Guard. Top leaders from the federal government and military will provide expert advice on career retention and advancement in the science, technology, engineering and mathematics (STEM) career fields. They will share key decisions that contributed to their success. The panel will be followed by a Speed Mentoring Workshop.

Moderator: LCDR Michele Fitzpatrick, USCG (Ret.), Class of 1980/The Society of Women Engineers

Panelists:

- Ms. Dawn Meyerriecks,
 Deputy Director of National Intelligence for
 Acquisition and Technology, Office of the
 Director of National Intelligence (ODNI)
- Dr. Kurt Colella, Dean, U.S. Coast Guard Academy
- RDML Bruce Baffer, USCG
 Director of Acquisition Programs and Program
 Executive Officer, U.S. Coast Guard
- Ms. Giao Phan,
 Deputy Director of Acquisition Programs and
 Program Executive Officer, U.S. Coast Guard
- CDR Holly Harrison, USCG
 First female member of the service to receive the Bronze Star medal and the first woman to command a Coast Guard cutter in combat

Sponsored by: Ms. Gloria Potocek,

Chief of the Office of Acquisition Workforce

Management, U.S. Coast Guard

- 3:00 pm 3:30 pm
 - o COFFEE BREAK
 - Exhibit Hall

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

"C4ISR Capabilities: Achieving Integration Excellence in Emergency Response"

Setting the direction for the future of C4ISR capabilities requires planning, coordination, standardization and integration of interoperable systems that provide functionality to CG and partner operators in the field. There is a critical operational need to bridge lessons learned from incidents such as Deepwater Horizon, the Haiti earthquake, Hurricane Irene, and the Mississippi floods with actionable capability enhancements that improve CG's response to emergencies. Integrated C4ISR supports efficiencies and effectiveness while considering an expanding operational environment facing funding and resource constraints. Establishing Joint Program Offices (JPOs) and operational standardization provides a way to direct limited resources toward making progress in addressing key capability and capacity shortfalls. This panel will explore the question of what the CG needs to bridge gaps and issues in field capability.

Moderator: CAPT Jim Cash, USCG

C4ISR Office Chief (CG-761) and Co-Sponsor of C4ISR Resource Council

Panelists:

- CAPT Charles Mathieu, USCG
 - Deputy CIO (CG-6D)
- CDR Russell Dash, USCG
 - LANTAREA
- Mr.. Mike Roskind,
- NPPD
- Mr.. Robert Griffin, DHS S&T
- Mr.. Robert DeSourdis, SAIC
- TBD, Disaster Response Coordination/IT
- TBD, All Hazards Consortium
- 4:00 pm 5:00 pm
 - o CG Innovation Expo Breakout Session #6
 - Gathering Place Room #: 25

"Munitions Briefing: 7.62 Lethal Limited range Round"

Facilitated by: ___Stephen McFarlane,

Project Engineer, US Army Small Caliber Munitions Division

David Hosier,

Project Engineer, US Army Small Caliber Munitions Division

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2011 USCG Expo Conference badges are to be worn at ALL times during event.

- •—5:30 pm 7:30 pm
 - Industry Sponsored "Annual Cutter" Reception Open to all Registered Expo Exhibitors and Attendees (VEO passes are not valid/eligible)
 Exhibit Hall Foyer/Mezzanine Level

THURSDAY, OCTOBER 27, 2011

- 6:00 am 6:45 am
 - O USCG Executive Boot Camp Fitness:
 - Tampa Convention Center Riverwalk/Waterfront



- Guardian Fitness: Join the Guardian Fitness training team to learn about innovative fitness training that is scalable to the individual and can be done anywhere. The training also showcases how to provide safe, effective training with limited resources and time: 0600-0645 at the Riverwalk outside the convention center. Be there! (Tue, Wed, Thu)
- 7:00 am 12:00 noon
 - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in (continues)
 - Pre-function Ballroom A & B Registration Area Tampa Convention Center
- 8:00 am 9:00 am
 - o Continental Breakfast
 - Ballroom C & D Foyer
- 8:00 am 12:30 pm
 - o Innovation Exposition Exhibit Floor open
- 8:00 am 9:30 am
 - o USCG Innovation Expo Panel Session #7
 - Ballroom C & D Foyer
- 10:00 am 10:30 am
 - o COFFEE BREAK
 - Exhibit Hall

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

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

- 11:30 am 12:00 pm
 - o USCG Innovation Expo Closing Ceremony
 - Ballroom C & D
 - Presenter:

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

- USCG "Captain Niels P. Thomsen Innovation Award" Presentation
- Closing Remarks:

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

- Retirement of the Colors
 USCG Sector St. Petersburg Color Guard
- 12:30 pm
 - o 2011 USCG Innovation Expo Adjourns
- 12:30 pm 7:00 pm • Exhibitor Move-Out

FRIDAY, OCTOBER 28, 2011

- 8:30 am 12:00 noon
 - o Exhibitor Move-Out