

TENNESSEE VALLEY FEDERAL SMALL BUSINESS PROGRAMS CONFERENCE & EXHIBITION

“Collaborating for Success”

WHAT YOU CAN'T AFFORD TO MISS:

- ▶ Matchmaking for small businesses with large businesses and government agencies

- ▶ A message from the directors of contracts for MDA, NASA, SMDC, and AMCOM

- ▶ **Senior Leaders Presentations**
 - LTG Patrick O'Reilly, USA, Director, MDA
 - LTG Kevin Campbell, USA, Commanding General, USASMDC/ARSTRAT
 - MG James Myles, USA, Commanding General, AMCOM
 - LTC David E. Bailey, USA, Commander, CEHNC



TENNESSEE VALLEY FEDERAL SMALL BUSINESS PROGRAMS CONFERENCE: COLLABORATING FOR SUCCESS

**JUNE 30 - JULY 2, 2009 ▶ VON BRAUN CENTER
HUNTSVILLE, ALABAMA**

The conference objective is to provide a forum and the opportunity for businesses to hear from senior leaders representing six Federal organizations in the Tennessee Valley area and learn about their programs, as well as current and future opportunities. Attendees will receive information designed to assist small businesses in understanding the business climate within the participating organizations' arena for the long term. The conference will facilitate matchmaking with large and small businesses, and government representatives. Federal organization representatives will guide, educate, and assist businesses, especially small businesses, in working with the government. The conference is intended for those currently doing business and those who would like to do business directly with the government.

FEDERAL AGENCIES PARTICIPATING:

- ▶ Missile Defense Agency (MDA)
- ▶ U.S. Army Space and Missile Defense Command/Army Forces Strategic Command (USASMDC/ARSTRAT)
- ▶ U.S. Army Materiel Command (AMC)
- ▶ U.S. Army Aviation and Missile Life Cycle Management Command (AMCOM)
- ▶ NASA Marshall Space Flight Center
- ▶ U.S. Army Engineering and Support Center, Huntsville (CEHNC)

SPONSORSHIP INFORMATION

OPENING NIGHT RECEPTION SPONSOR (AVAILABLE TO 3 CO-SPONSORS):

Make a grand first impression by sponsoring the opening reception. This is a great opportunity to brand your company at the conference's first and only reception.

Benefits include:

- ▶ Company logo and link to your company on event web site
- ▶ Company logo & description in onsite agenda (350 words)
- ▶ Company name on cocktail napkins at the reception
- ▶ Hosted bar and hors d'oeuvres for attendees
- ▶ Sponsor ribbons on designated badges
- ▶ Company logo on Event specific signage and on the entrance unit

**Investment: \$5,000 each or \$12,000 Title Sponsor
(Tuesday)**

COFFEE BREAK SPONSOR (AVAILABLE TO 3 SPONSORS):

Everyone needs a break and this is a perfect opportunity to highlight your company over a hot cup of coffee.

Benefits Include:

- ▶ Light refreshments for conference attendees during breaks
- ▶ Sponsor ribbons on designated badges
- ▶ Event signage during break and on the entrance unit
- ▶ Company logo in onsite agenda

**Investment: \$3,000 for each or \$7,000 Title Sponsor
(Tuesday, Wednesday or Thursday)**

ATTENDEE TOTE BAG SPONSORSHIP (LIMITED TO ONE SPONSOR):

This tote bag is very popular and will be handed out to all attendees/exhibitors at the registration desk as they check in. These bags are carried throughout the entire event, and beyond.

Benefits Include:

- ▶ Company logo on one side of the bag
- ▶ Company logo on the entrance unit
- ▶ Literature insert placed inside bag
- ▶ Company logo and description (300 words) in the onsite agenda

Investment: \$7,000

LITERATURE INSERT SPONSORS (AVAILABLE TO 10 SPONSORS):

Inserting a one page flyer into all the attendee tote bags is a great way to promote a new product or service. Company provides the promotional flyer materials and covers cost of shipping.

Benefits Include:

- ▶ Company logo on entrance unit
- ▶ Company logo in onsite agenda

Investment: \$1,000 each

REGISTRATION INFORMATION

Register online by visiting the conference website at www.ndia.org/meetings/9930. Online registration will close at 5:00 pm EST on Friday, June 19, 2009. You may also fax the registration form found in this brochure to (703)522-1885 or mail it to National Defense Industrial Association, Event #9930, 2111 Wilson Blvd., Suite 400, Arlington, VA 22201. Payment must be made at the time of registration. Registrations will not be taken over the phone. In order for your name to appear in the on-site attendee roster, you must register for the conference by Friday, June 19, 2009. After this date, you must register on-site.

	EARLY (BEFORE 5/20)	REGULAR (5/20-6/19)	LATE (AFTER 6/19)
GOVERNMENT/ ACADEMIA	\$240	\$265	\$300
SMALL BUSINESS (LESS THAN 100 EMPLOYEES)	\$240	\$265	\$300
LARGE BUSINESS (100+ EMPLOYEES)	\$425	\$470	\$520

CANCELLATION POLICY

Cancellations and substitutions must be made in writing via e-mail to Holley Slabaugh, hslabaugh@ndia.org. Cancellations received before May 20, 2009 will receive a full refund. Cancellations received between May 20 and June 19, 2009 will receive a refund less a \$75 cancellation fee. No refunds will be given for cancellations received after June 19, 2009. Substitutions are welcome in lieu of cancellations.

EXHIBIT REGISTRATION

For information regarding exhibit registration, please see page 7 or go to www.ndia.org/exhibits/9930.

SPECIAL NEEDS

NDIA supports the Americans with Disabilities Acts of 1990. Attendees with special needs should contact Holley Slabaugh, Meeting Planner, at (703)247-2561 or hslabaugh@ndia.org prior to June 20, 2009.

ATTIRE

Appropriate dress for this conference is business casual for civilians and Class B uniform or uniform of the day for military personnel.

QUESTIONS

Please contact:

Holley Slabaugh, Meeting
Planner, NDIA
(703)247-2561
hslabaugh@ndia.org

or

Britt Bommelje, CMP, Director,
Operations, NDIA
(703)247-2587
bbommelje@ndia.org

TUESDAY, JUNE 30

7:00 am - 7:00 pm REGISTRATION OPEN

7:00 am - 8:00 am CONTINENTAL BREAKFAST

Located in the Exhibit Hall

8:00 am - 4:30 pm GENERAL SESSION

8:00 am - 8:10 am ADMINISTRATIVE REMARKS

8:10 am - 8:15 am WELCOME REMARKS

- ▶ MG Barry Bates, USA (Ret), *Vice President, Operations, NDIA*

8:15 am - 9:30 am SENIOR LEADERS PRESENTATIONS

- ▶ LTG Patrick O'Reilly, USA, *Director, Missile Defense Agency*
- ▶ LTG Kevin Campbell, USA, *Commanding General, U.S. Army Space and Missile Defense Command/Army Forces Strategic Command*
- ▶ LTC David E. Bailey, USA, *Commander, U.S. Army Corps of Engineers Huntsville Engineering & Support Center (CEHNC)*
- ▶ Mr. Ronald Chronister, *Deputy to the Commanding General, U.S. Army Aviation and Missile Life Cycle Management Command*
- ▶ TBD, *Director, National Aeronautics and Space Administration Marshall Space Flight Center*

9:30 am - 10:00 am BREAK

Located in the Exhibit Hall

10:00 am - 11:15 am OFFICE OF SMALL BUSINESS PROGRAMS PANEL

- ▶ Moderator: Ms. Nancy Small, *Facilitator, Office of Small Business Programs, Headquarters Army Materiel Command*
- ▶ Ms. Linda Oliver, *Acting Director, Office of Small Business Programs, Office of the Secretary of Defense*
- ▶ Ms. Tracey Pinson, *Director, Office of Small Business Programs, Office of the Secretary of the Army*
- ▶ Mr. Glenn Delgado, *Assistant Administrator, Office of Small Business Programs, National Aeronautics and Space Administration (NASA)*
- ▶ Mr. Lee Rosenberg, *Director, Office of Small Business Programs, Missile Defense Agency*

11:15 am - 12:15 pm DIRECTORS OF CONTRACTS

- ▶ Ms. Marlene Cruze, *Executive Director, Contracting Command, U.S. Army Aviation and Missile Life Cycle Management Command Contracting Center*
- ▶ Mr. Barney Klehman, *Director of Contracting, Missile Defense Agency*
- ▶ Mr. Byron Butler, *Director, Office of Procurement, National Aeronautics and Space Administration*
- ▶ Mr. Garfield Boon, *Principal Assistant Responsible for Contracting, U.S. Army Space and Missile Defense Command*

12:15 pm - 1:45 pm KEYNOTE LUNCHEON

- ▶ Mayor Tommy Battle, Huntsville, Alabama (Invited)

1:45 pm - 2:45 pm SMALL BUSINESS DEVELOPMENT/PROCUREMENT TECHNICAL ASSISTANCE CENTER

- ▶ Mr. Jeff Smith, *Business Counselor, University of Alabama, Huntsville, Small Business Development Center/Procurement Technical Assistance Center*
- ▶ Ms. Kannan Grant, *Director, University of Alabama, Huntsville, Small Business Development Center/Procurement Technical Assistance Center*
- ▶ Ms. Mary Jane Fleming, *Procurement Specialist, University of Alabama, Huntsville, Small Business Development Center/Procurement Technical Assistance Center*

- 2:45 pm - 3:15 pm CHAMBER OF COMMERCE PRESENTATION**
▶ Mr. Brian Hilson, *President and CEO, Huntsville/Madison County Chamber of Commerce*
- 3:15 pm - 3:45 pm BREAK**
Located in the Exhibit Hall
- 3:45 pm - 4:30 pm PRIME CONTRACTOR JOINT BUSINESS COUNCIL**
▶ **Moderator:** Ms. Judy C. Hardin, *Manager, Small Business and Community Partnering, Raytheon*
▶ **Panelists:** Representatives from Large Prime Contractors at participating agencies
- 4:30 pm - 6:30 pm NETWORKING RECEPTION**
Located in the Exhibit Hall

WEDNESDAY, JULY 1

- 7:00 am - 5:00 pm REGISTRATION OPEN**
- 7:00 am - 8:00 am CONTINENTAL BREAKFAST**
Located in the Exhibit Hall
- 7:00 am - 8:00 am BUSINESS COUNCIL TRAINING (INVITATION ONLY)**
- 8:00 am - 8:10 am ADMINISTRATIVE REMARKS AND INTRODUCTION OF SPEAKER**
- 8:10 am - 9:10 am BUSINESS DEVELOPMENT**
▶ Mr. Bill Scheessele, *CEO/President, MBD*
- 9:10 am - 9:30 am INTRODUCTION OF BREAKOUTS**
Note: Each breakout session will be offered 5 times.
- 9:30 am - 10:00 am BREAK**
Located in the Exhibit Hall
- 10:00 am - 11:00 am BREAKOUT SESSION ONE**
Choose from one of the six breakouts offered
- 11:00 am - 12:00 pm BREAKOUT SESSION TWO**
Choose from one of the six breakouts offered
- 12:00 pm - 1:30 pm LUNCHEON**
- 1:40 pm - 2:40 pm BREAKOUT SESSION THREE**
Choose from one of the six breakouts offered

BREAKOUT DESCRIPTIONS

DCAA

Mr. Bill Hitt, *Branch Manager, Defense Contract Audit Agency, Alabama Branch Office*

This session will provide information on the history of DCAA, its organization, purpose and mission. In addition, participants will discuss the type audits performed by DCAA and the basic scope of these audits. Further, discussion will address some common questions related to government contract accounting.

SBIR/STTR Program

Dr. David Burns, *Director, Innovation for Advanced Technology, Missile Defense Agency*

Missile Defense Agency Small Business Innovation Research (SBIR) Program and Small Business Technology Transfer (STTR) Program Overview to include discussion on the 2009 Missile Defense Agency Small Business Innovation Research Industry Day.

Joint Ventures Vs. Teaming

Mr. Gary Heard, *Procurement Center Representative, Small Business Administration*

The session will discuss the SBA regulations related to joint ventures and how they apply to 8(a), HUBZone, and Service-Disabled Veteran-Owned Small Businesses. Attendees will learn how forming a joint venture can benefit their company and the rules for the joint venture to bid on acquisitions set aside for small businesses.

BREAKOUT DESCRIPTIONS

Fidelity Bonding

Speaker TBD

The breakout session is a video presentation that will provide answers to commonly asked questions about Fidelity Bonding:

- ▶ What is it?
- ▶ Why is it needed?
- ▶ Who is eligible?
- ▶ How is it issued?
- ▶ Has it had success?
- ▶ Where to go to get it?

Recertification Process

Ms. Bobbie Jenkins, *Procurement Center Representative, Small Business Administration*

This presentation will cover current rules for small business size certification and new certification rules. The discussion will also cover how the new rules will affect novated contracts, mergers and acquisitions.

Put Your Best Proposal Forward

Ms. Vera Davis, *Army Contracting Command - Information Technology, E-commerce and Commercial Contracting Center (ACC-ITEC4)*

Why does it seem like some vendors have better success in winning contract awards? Are some vendors luckier than others? This session will provide vendors with insight into how to effectively plan and respond to government solicitations (including Requests for Proposals, Invitation for Bids and Requests for Quotes).

2:40 pm - 3:10 pm

BREAK

Located in the Exhibit Hall

3:10 pm - 4:10 pm

BREAKOUT SESSION FOUR

Choose from one of the six breakouts offered

4:10 pm - 5:10 pm

BREAKOUT SESSION FIVE

Choose from one of the six breakouts offered

4:00 pm

EXHIBIT HALL CLOSSES

THURSDAY, JULY 2

7:00 am - 12:00 pm

REGISTRATION OPEN

7:00 am - 8:00 am

CONTINENTAL BREAKFAST

8:00 am - 12:00 pm

MATCHMAKING SESSION FOR SMALL AND LARGE BUSINESSES AND GOVERNMENT

Once you register for the conference, instructions for setting up your 15 minute matchmaking meetings will be sent via e-mail.

9:20 am - 9:40 am

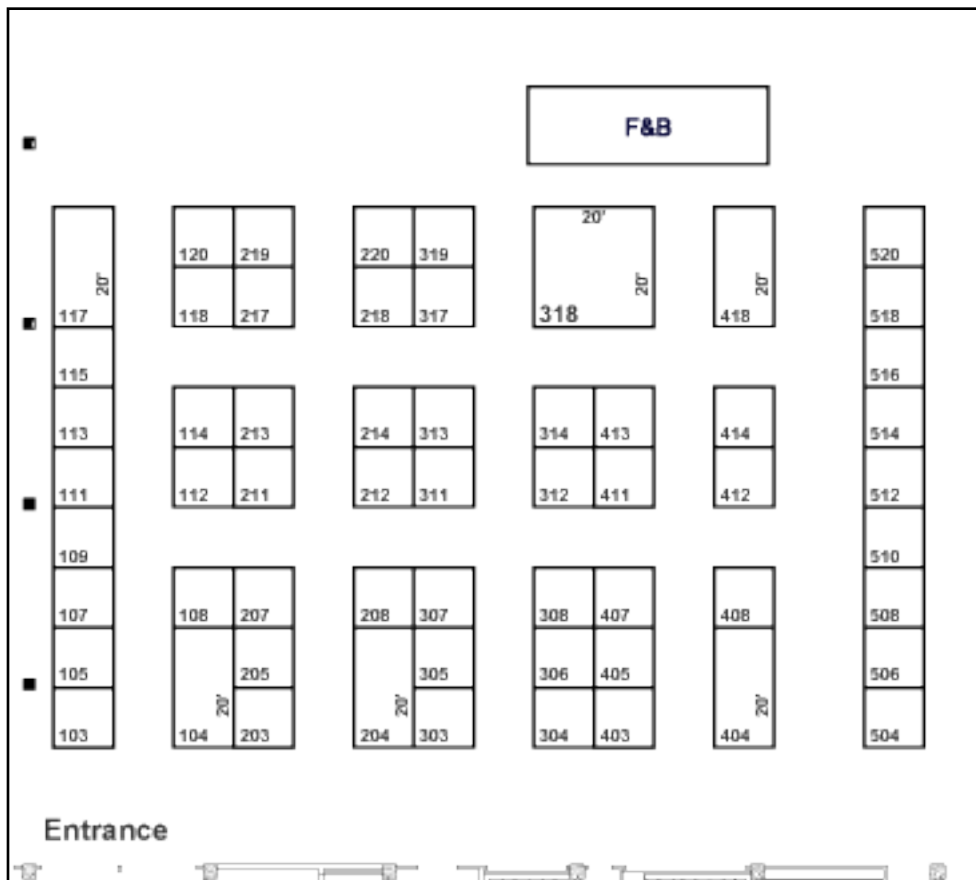
BREAK

12:00 pm

CONFERENCE CONCLUDES



EXHIBIT INFORMATION



FURTHER INFORMATION

Booths are sold in 10x10 sq. ft. increments. NDIA does not charge for corner or island fees. No "end cap" booths are permitted. An "end cap" is defined as a booth exposed to aisles on three sides and consisting of two booths.

EXHIBIT SPACES INCLUDES:

For each 10x10 exhibit space that your organization occupies, your organization will be entitled to two complimentary full conference registrations. Any additional personnel must register and pay the full conference attendee rate. Registration information can be found at www.ndia.org/meetings/9930.

All exhibitors and attendees are welcome at all functions, including networking social functions in the exhibit hall, all scheduled meal events (including continental breakfast and lunches), general sessions, and breakouts.

COST TO EXHIBIT

NDIA Corporate Members*: \$1,500 / 10' X 10' exhibit space

Non-Members: \$2,000 / 10' X 10' exhibit space

*Member dues must be current to receive the corporate member rate. This rate also applies to bona-fide government agencies

RESERVING A BOOTH SPACE

To view, schedule, or reserve a booth space, please visit www.ndia.org/exhibits/9930.

EXHIBIT QUESTIONS

Please contact Dennis Tharp at (703)247-2584 or dtharp@ndia.org

Fabric back and side walls, 24 hour security, and a 7"x44" sign will be provided.

MOVE IN

Monday, June 29, 2009

8:00 am - 5:00 pm

SHOW HOURS

Tuesday, June 30

8:00 am - 6:30 pm

Wednesday, July 1

8:00 am - 4:00 pm

MOVE OUT

Wednesday, July 1

5:00 pm - 9:00 pm

HOTEL INFORMATION

HUNTSVILLE EMBASSY SUITES HOTEL

A block of rooms has been reserved at the Huntsville Embassy Suites Hotel. To make your reservation, please call the hotel directly. In order to ensure the discounted NDIA rate, you must make your reservation early and ask for the "National Defense Industrial Association room block." Rooms will not be held after June 6, 2009 and may sell out before then. Rates are subject to increase after this date.

800 Monroe Street
Huntsville, Alabama 35801
(256) 539-7373

This hotel is adjacent to the Von Braun Center

Industry Single/Double Rate: \$129.00
Government Rate: \$84.00*

*Or prevailing Government per diem. The government per diem rate is available only to active duty or civilian government employees. ID will be required upon check-in.

PARKING

Parking is available at the Von Braun Center for \$5.00 per day. South Hall parking is a covered parking garage providing protection from weather and access to all venues with convenience to the South Hall where registration for the conference will be. The entrance to the South Hall parking garage is located off of Monroe Street past the Von Braun Center Arena.

Parking is available at the The Embassy Suites for hotel guest at the rate of \$5.00 per suite per day and the hotel is adjacent to the Von Braun Center. The walkway from the Embassy Suites will bring you into the South Hall.



TRAVEL

NEARBY AIRPORTS

Huntsville International Airport (HSV)

The Huntsville International Airport, located at 1000 Glenn Hearn Blvd, Huntsville, Alabama, is 13.5 miles from the Von Braun center.

Rental car service is available at the airport through Advantage/Dollar, Thrifty, Avis, Budget, Hertz, and National/Alamo. Shuttle and taxi service is also available. Please go to <http://www.hsvairport.org/hia/ground.html> for further details.

The HSV airport has direct flights to and from Dallas, Chicago, Atlanta, Cincinnati, Washington, DC, Houston, Memphis, Detroit, Charlotte, and Denver.

Birmingham-Shuttlesworth International Airport

The Birmingham-Shuttlesworth International Airport, located at 5900 Messer Airport Highway, Birmingham, Alabama, is 106 miles from the Von Braun Center in Huntsville.

The Birmingham airport has direct, non-stop flights to and from Atlanta, Baltimore, Charlotte, Chicago, Cincinnati, Dallas, Denver, Detroit, Houston, Jacksonville, Las Vegas, Louisville, Memphis, Nashville, New Orleans, New York, Newark, Orlando, Philadelphia, Phoenix, Raleigh/Durham, St. Louis, Tampa/St. Pete, and Washington Dulles.

EVENT #9930 ▶ 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/MEETINGS/9930



**TENNESSEE VALLEY FEDERAL SMALL BUSINESS PROGRAMS CONFERENCE
VON BRAUN CENTER ▶ HUNTSVILLE, AL ▶ JUNE 30 - JULY 2, 2009**

3 WAYS TO SIGN UP:

1. Online with a credit card at www.ndia.org/meetings/9930
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

Early Regular Late
(Before 5/20) (5/20-6/19) (After 6/19)

Government/Academia ¹	\$240	\$265	\$300
Small Business (less than 100 employees)	\$240	\$265	\$300
Large Business (100+ employees)	\$425	\$470	\$520

Cancellations and substitutions must be made in writing via email to Holley Slabaugh, hslabaugh@ndia.org. Cancellations received before May 20, 2009 will receive a full refund. Cancellations received between May 20 and June 19, 2009 will receive a refund less a \$75 cancellation fee. No refunds will be given for cancellations received after June 19, 2009. **Substitutions welcome in lieu of cancellations.**

Please select 5 of the 6 sessions below you would like to attend:

- DCAA
- SBIR/STTR Program
- Joint Ventures vs. Teaming
- Fidelity Bonding
- Recertification Process
- Put your Best Proposal Forward

PAYMENT OPTIONS

Check (Payable to NDIA - Event #9930) 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)

QUESTIONS, CONTACT:

HOLLEY SLABAUGH, MEETING PLANNER

PHONE: (703)247-2561

E-MAIL: HSLABAUGH@NDIA.ORG

MAIL REGISTRATION TO:

NDIA - EVENT #9930
2111 WILSON BOULEVARD
SUITE 400
ARLINGTON, VA 22201

FAX TO: (703)522-1885



NATIONAL DEFENSE INDUSTRIAL
ASSOCIATION
2111 WILSON BOULEVARD, SUITE 400
ARLINGTON, VA 22201-3061
(703) 247-2561
(703) 522-1885 FAX
WWW.NDIA.ORG

**TENNESSEE VALLEY
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& EXHIBITION**

TO REGISTER, VISIT:
WWW.NDIA.ORG/MEETINGS/9930



PROMOTING NATIONAL SECURITY SINCE 1919



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