

# 2014 National Defense Industrial Association (NDIA) Annual Missile Defense Small Business Conference July 23-24, 2014

**Objective:** This conference will provide updates and information relevant to the upcoming MDA Engineering and Support Services Follow on and the Integrated Research and Development for Enterprise Solutions (IRES) procurement opportunities to facilitate expansion of the Missile Defense industrial base and a *three part* “Successful Proposal Response Boot Camp”

## July 23, 2014

- 3:30 pm – 3:40 pm    **“Successful Proposal Response Boot Camp” (3 Part)**  
**Part 1-3 - “Successful Proposal Response Boot Camp”**  
Commencement of Conference and Introduction to Boot Camp & Speakers  
Mr. Lee Rosenberg Director, Office of Small Business Programs (OSBP) Missile Defense Agency
- 3:40 pm – 4:10 pm    **Part 1 - “How to Respond to an RFP to Enhance your Competitive Edge”**  
*(25 minute brief/  
5 minute Q&A)*  
Ms. Ondrea Neal, Director of Contracts (THAAD)  
Mr. Bradley Price, Director of Contracts (Test)  
Ms. Megan Dake, Deputy Director of Contracts (MiDAESS)  
Mr. Jesse Kirstein, Procuring Contracting Officer  
Missile Defense Agency
- 4:10 pm – 4:40 pm    **Part 2 – “Organizational Conflict of Interest”**  
*(25 minute brief/  
5 minute Q&A)*  
Mr. Norb Diaz, Deputy General Counsel  
Mr. Flayo Kirk, Associate Counsel  
Ms. Kelli Beene, Associate General Counsel  
Ms. Robbie Phifer, Director of Contracting (Services)  
Missile Defense Agency
- 4:40 pm – 5:10 pm    **Part 3 – “Broad Agency Announcement (BAA)” and “OSD Rapid Innovation Funding (RIF) BAA”**  
*(25 minute brief/  
5 minute Q&A)*  
Ms. Keil Oliver, Acquisition Manager, University Engagement  
Mr. Will Brice, Procuring Contracting Officer  
Missile Defense Agency
- 5:10 pm – 5:25 pm    **Introduction of Small Business Advocacy Council**  
Ms. Laura Anderson  
Outreach Program Manager, OSBP Missile Defense Agency
- 5:25 pm – 5:40 pm    **Introduction of MDA Current Mentors and Protégés**  
Ms. Ruth Dailey  
Mentor Protégé Manager, OSBP Missile Defense Agency
- 5:40 pm – 7:00 pm    **Missile Defense Agency Prime Contractor’s Networking Reception**

## **July 24, 2014**

- 6:30 am – 7:30 am    **Registration and Continental Breakfast**
- 7:00 am – 5:00 pm    **Displays Open**
- 7:30 am – 7:40 am    **Welcome and Administrative Remarks**  
Ms. Laura Anderson  
Outreach Program Manager, OSBP Missile Defense Agency
- Presentation of the Colors**  
Navy JROTC Color Guard,  
Hazel Green High School
- National Anthem**  
Mr. Ray Vestal  
Missile Defense Agency
- 7:40 am – 7:50 am    **Welcome**  
Mayor Tommy Battle, City of Huntsville
- 7:50 am – 8:20 am    **Introduction of Keynote Speaker**  
Mr. Lee Rosenberg  
Director, OSBP Missile Defense Agency
- Keynote Speaker: MDA Overview**  
Mr. John James  
Executive Director, Missile Defense Agency
- 8:20 am – 9:25 am    **Missile Defense Agency Engineering & Support Services Follow On**  
*(45 minute brief/  
20 minute Q&A)*  
Mr. James Weinberger, Program Manager (MiDAESS)  
Ms. Robbie Phifer, Director of Contracting (Services)  
Mr. John Penley, Acquisition Lead (MiDAESS Follow On)  
Mr. Tim Yopek, Acting Deputy Program Manager (MiDAESS)  
Mr. Tyler Green, Director, Acquisition Management (MiDAESS)  
Missile Defense Agency
- 9:25 am – 9:40 am    **Networking Break**
- 9:40 am – 10:45 am    **Integrated Research and Development for Enterprise Solutions (IRES)**  
*(45 minute brief/  
20 minute Q&A)*  
Mr. Barry Richardson, Deputy Director of Contracts  
Ms. Maureen Atwood, Contracting Officer (IRES)  
Missile Defense Agency
- 10:45 am – 11:45 am    **The MDA Contracting Town Hall Forum**  
Ms. Marsha Thornton, Director of Contracting (Invited)  
Ms. Lynne Washburn, Deputy Director of Contracts  
Mr. Lee Rosenberg, Director, OSBP  
Missile Defense Agency

**11:45 am – 11:55 pm Break**

12:00 pm – 1:00 pm **Invocation**

Reverend Gregory J. Bentley  
Pastor, Fellowship Presbyterian Church

**Introduction of Luncheon Speaker**

Mr. Lee Rosenberg  
Director, OSBP Missile Defense Agency

**Luncheon Speaker**

Mr. Andre Gudger  
Director, DoD OSBP

1:00 pm

**Matchmaking Invitation/Wrap Up Remarks**

Mr. Lee Rosenberg  
Director, OSBP Missile Defense Agency

1:10 pm – 4:55 pm

**One-On-One Matchmaking (Pre-Registration Required)** Small businesses should register in advance for matchmaking sessions to meet with Prime Contractors and Government Representatives

*Note: Exhibitors will be available throughout the entire Matchmaking period*

1:10 pm – 3:05 pm

**One-On-One Matchmaking (15 Minute Meetings/ Pre-Registration Required)**

3:05 pm – 3:20 pm

**Break**

3:20 pm – 4:55 pm

**One-On-One Matchmaking (15 Minute Meetings/ Pre-Registration Required)**