

**NAVY Gold Coast 2010  
Small Business Opportunity Symposium  
San Diego Convention Center  
August 17-18, 2010**

**Symposium Program**

**Co-Sponsored by**



**San Diego Chapter**

**NDIA**

**National Defense Industrial Association**

**MONDAY, 16 August, 2010**

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<b>12:00 PM - 6:00 PM</b>	<b>Exhibit Hall / Poster Set-up Registration Open</b>	<b>Sails Pavilion Ballroom 20 Foyer</b>
<b>5:00 PM - 8:00 PM</b>	<b>VIP Reception - <i>By Invitation</i></b>	<b>Hilton San Diego Bayfront Elevation Room 30<sup>th</sup> Floor</b>

**TUESDAY, 17 August, 2010**

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<b>7:00 AM</b>	<b>Registration Opens</b>	<b>Ballroom 20 Foyer</b>
<b>7:00 AM - 8:00 AM</b>	<b>Continental Breakfast</b>	<b>Ballroom 20</b>
<b>8:00 AM - 8:10 AM</b>	<b>Welcome / Pledge Mr. Kurt Worden - Conference Chairman</b>	<b>Ballroom 20</b>
<b>8:10 AM - 8:35 AM</b>	<b>Host Speakers Mr. Ken Slaght - President, NDIA San Diego Chapter Mr. Larry Farrell - President, NDIA Major General Jackson - Commander Marine Corps Installations West</b>	<b>Ballroom 20</b>
<b>8:35 AM - 8:50 AM</b>	<b>Navy Commands Small Business Introductions Ms. Oreta Stinson - Deputy Director, Navy Office of Small Business Programs</b>	<b>Ballroom 20</b>

**NAVFAC – Naval Facilities Engineering Command, Ms. Venece McNeley, SB Associate Director**

**NAVICP – Naval Inventory Control Point, Ms. Katherine Rachubinski, SB Associate Director**

**NAVSUP – Naval Supply Systems Command, Ms. Susan Burrows, SB Associate Director**

**NAVSEA – Naval Sea Systems Command, Mr. Sarkis Tatigian, SB Associate Director**

**MSC – Military Sealift Command, Mr. Brad Taylor, SB Associate Director**

**NAVAIR – Naval Air Systems Command, Ms. Emily Harman, SB Associate Director**

**SPAWAR – Space and Naval Warfare Systems Command, Ms. Faye Esaias, Associate Director**

**SSP – Strategic Systems Programs, Ms. Pansy Cole, SB Associate Director**

**ONR – Office of Naval Research, Ms. Brenda Pickett, SB Associate Director**

**USMC – HQMC (I & L) – US Marine Corps Installations & Logistics, Mr. Stanley Daise, SB Associate Director**

**MSCS – US Marine Corps Marine Corps Systems Command, Mr. David Dawson, SB Associate Director**

**TUESDAY, 17 August, 2010**

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<b>8:50 AM - 9:15 AM</b>	<b>Morning Speaker</b> <b>Mr. Seán F. Crean</b> - Director, Department of the Navy Office of Small Business Programs	<b>Ballroom 20</b>
<b>9:15 AM - 9:35 AM</b>	<b>Break</b>	<b>Ballroom 20 Foyer</b>
<b>9:35 AM – 10:25 AM</b>	<b>Keynote Speaker</b> <b>TBD</b>	<b>Ballroom 20</b>
<b>10:25 AM – 11:00 AM</b>	<b>SBA Overview</b> <i>The latest legislative changes that affect small business programs.</i> <b>Mr. Joseph Jordan</b> - Associate Administrative of Government Contracting and Business Development U.S. Small Business Administration	<b>Ballroom 20</b>
<b>11:00 AM</b>	<b>Exhibits Open</b>	<b>Sails Pavilion</b>
<b>11:00 AM - 12:30 PM</b>	<b>Buffet Lunch</b>	<b>Sails Pavilion</b>
<b>12:30 PM - 1:30 PM</b>	<b>Conversation with the Director Navy Office of Small Business</b> <b>Q &amp; A Session</b> <b>Mr. Seán F. Crean</b> - Director, Department of the Navy Office of Small Business Programs	<b>Classroom 5AB</b>

TUESDAY, 17 August, 2010

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**1:30 – 2:20 p.m. – Workshop #1**

**Breakout 17A - Classroom 2**

Moderator: Emily Harman

Small Business Associate Director, Naval Air Systems Command

**SDVOSB**

*Navy Commands talk about what a SDVOSB designation means to a SDVOSB Small Business.*

**Mr. Stan Daise**

Associate Director, Marine Corps Installations and Logistics Office of Small Business Programs

**Breakout 17B – Classroom 3**

Moderator: Mr. Stan Daise

Deputy Associate Director, Military Sealift Command Office of Small Business Programs

**The Importance of Branding**

*How to create and sustain relevance of your company in your market space*

**Mr. Rob Holder**

Account Executive, Department of Justice, HP Enterprise Services

**Breakout 17C - Classroom 4**

Moderator: Faye Esaias

Small Business Associate Director, Space and Naval Warfare Systems Command

**NDIA Top Issues**

*Update on Top Issues being addressed by NDIA on a National level.*

**Mr. Pete Steffes**

Vice President-Government Policy, National Defense Industrial Association

**Breakout 17D - Classroom 5AB**

Moderator: Ms. Pansy Cole

Small Business Associate Director, Strategic Systems Programs

**Legal Challenges that Small Businesses Face and How to Respond**

*Legal advice on contracts, protests and*

**Mr. Richard B. Oliver**

Partner, McKenna, Long & Aldridge LLP

TUESDAY, 17 August, 2010

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**2:35 – 3:30 p.m. – Workshop #2**

**Breakout 17E - Classroom 2**

Moderator: Ms. Pansy Cole

Small Business Associate Director, Strategic Systems Programs

**SDB - Small Disadvantaged Businesses**

*Navy Commands talk about what a SDB Command Champion means to a SDB Small Business.*

**Mr. Brad Taylor**

Small Business Associate Director, Military Sealift Command Office of Small Business Programs

**Breakout 17F – Classroom 3**

Moderator: Ms. Brenda Pickett

Small Business Associate Director, Office of Naval Research Office of Small Business Programs

**Business Development – Analyzing Data for a Competitive Advantage**

*How Small Businesses can use Government data to analyze the federal market space (on the cheap)*

**Mr. Marcelino Fuentesbella**

Business Analyst, CSC

**Ms. Rachel Fischer**

Deputy Program Manager, San Diego Contracting Opportunities Center (SDCOC)

**Breakout 17G - Classroom 4**

Moderator: Mr. Stan Daise

Small Business Associate Director, Marine Corps Installations and Logistics Office of Small Business Programs

**How to do Business with the United States Marine Corps**

*Strategies for Small Businesses breaking into contracting with the US Marine Corps*

*And How USMC Acquisition Services Center selects new prime contractor teams*

**Mr. Dave Dawson**

Small Business Associate Director, Marine Corps Systems Command

**TBD**

Marine Corps Installations-West (MCIWEST)

**Breakout 17H - Classroom 5AB**

Moderator: Ms. Susan Burrows

Small Business Associate Director, Naval Supply Systems Command Office of Small Business Programs

**HUBZone Small Businesses**

*Navy Commands talk about what a HUBZone Command Champion means to a HUBZone Small Business.*

**Ms. Venece McNeley**

Small Business Associate Director, Naval Facilities and Engineering Command Office of Small Business Programs

TUESDAY, 17 August, 2010

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**3:45 – 4:30 p.m. – Workshop #3**

**Breakout 17I - Classroom 2**

Moderator: Mr. David Dawson

Small Business Associate Director, Marine Corps Systems Command Office of Small Business Programs

**USMC SBIR Program**

*A look into USMCs Small Business Innovation Research Program and what new technology they are looking for.*

**Mr. Paul Lambert**

Program Manager, Marine Corps SBIR Program

**Breakout 17J - Classroom 3**

Moderator: Emily Harman

Small Business Associate Director, Naval Air Systems Command

**Health Care Reform and Small Business**

*A panel discussion, hosted by experts in the health care arena, on the short & long term effects of National Health Care Reform.*

**Richard Cleek**

Operations Director, Administaff

**Chris De Rosa**

President, CIGNA Health Care, Southern California

**Breakout 17K - Classroom 4**

Moderator: Ms. Brenda Pickett

Small Business Associate Director, Office of Naval Research Office of Small Business Programs

**Guam the NAVFAC Perspective**

*An update on NAVFAC's small business opportunities in Guam*

**Mr. Marc Gelsinger**

Contract Liaison, Guam Program Management Office. Naval Facilities and Engineering Command Pacific

**Ralph K. Naito**

Director, Architect-Engineer & Construction Contracts Division, Naval Facilities Engineering Command, Pacific

**Breakout 17L - Classroom 5AB**

Moderator: Mr. Brad Taylor

Small Business Associate Director, Associate Director, Military Sealift Command Office of Small Business Programs

**Acquisition Excellence**

*Improving Intelligence, Life Cycle Cost Estimating and Measuring Program Success*

**Mr. Bradley Owen**

Business Development, Cask Technologies

**Ms. Shirley Adams**

Vice President Technical Solutions, Accenture National Security Services

**4:30 PM - 7:00 PM**

**Conference General Reception  
Exhibit Break/Networking**

**Sails Pavilion**

**WEDNESDAY, 18 AUGUST, 2010**

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<b>7:00 AM - 8:00 AM</b>	<b>“Women In Defense” Breakfast</b> <b>Ms. Faye Esaias</b> - SPAWAR Small Business Associate Director	<b>Ballroom 20</b>
<b>7:00 AM</b>	<b>Registration Opens</b>	<b>Ballroom Foyer</b>
<b>7:00 AM - 8:00 AM</b>	<b>Continental Breakfast</b>	<b>Ballroom Foyer</b>
<b>8:00 AM - 8:15 AM</b>	<b>Welcome</b> <b>Mr. Kurt Worden</b> - Conference Chairman	<b>Ballroom 20</b>
<b>8:15 AM - 8:45 AM</b>	<b>Keynote Speaker</b> <b>Mr. Sean Stackley</b> -Assistant Secretary of The Navy-Research, Development, and Acquisition	<b>Ballroom 20</b>
<b>8:45 AM - 9:10 AM</b>	<b>Morning Speaker 2</b> <b>Lieutenant General Frank A. Panter, Jr.</b> - Deputy Commandant for Installations and Logistics	<b>Ballroom 20</b>
<b>9:10 AM -9:40 AM</b>	<b>Morning Speaker 3</b> <b>BGEN M. M. Brogen, USMC</b> <b>Commander,</b> <b>Marine Corps Systems Command</b>	<b>Ballroom 20</b>
<b>9:40 AM – 10:00 AM</b>	<b>Break</b>	<b>Ballroom 20 Foyer</b>
<b>10:00 AM - 10:25 AM</b>	<b>2010 Economic Impact Study</b> <b>Mr. Tony Nufer</b> - President, San Diego Military Advisory Council	<b>Ballroom 20</b>
<b>10:25 AM – 10:30 AM</b>	<b>Introduction of Platinum Sponsor</b> <b>Mr. Jim Lasswell,</b> - Chairman, NDIA San Diego Chapter Small Business Committee	<b>Ballroom 20</b>
<b>10:30 AM - 10:50 AM</b>	<b>Platinum Sponsor- Lockheed Martin</b> <b>Ms. Karen Conti</b> - Vice President, Business Development Lockheed Martin Corporation	<b>Ballroom 20</b>
<b>10:50 AM – 11:00 AM</b>	<b>Conference Summary</b> <b>Mr. Kurt Worden</b> - Conference Chairman <b>Major General Jackson</b> - Commander Marine Corps Installations West	<b>Ballroom 20</b>
<b>11:00 AM</b>	<b>Exhibits Open</b>	<b>Sails Pavilion</b>
<b>12:00 AM - 1:00 PM</b>	<b>NDIA-SD “Twice a Citizen” Award Luncheon</b> <b>Assemblyman Nathan Fletcher</b> -California State Assemblyman, 75th District	<b>Ballroom 20</b>

WEDNESDAY, 18 August, 2010

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**1:30 PM - 2:30 PM - Workshop #4**

**Breakout 18A - Classroom 2**

Moderator: Ms. Brenda Pickett

Small Business Associate Director, Office of Naval Research Office of Small Business Programs

**Mentor-Protégé Program**

*An introduction into the Navy's mentor-protégé program and how to be a mentor or a protégé.*

**Ms. Oreta Stinson**

Deputy Director, Department of the Navy Office of Small Business Programs

*What does a Mentor look for when selecting a protégé and how does the protégé benefit from the partnership?*

**TBD Mentor-Protégé Testimonial**

TBD

**Breakout 18B Classroom 3**

Moderator: Ms. Faye Esaias

Small Business Associate Director, Space and Warfare Systems Command (SPAWAR)

**Developing a Winning Proposal**

*Identifying problems with responses to RFPs and sources sought using real case scenarios and providing the correct response.*

**Ms. Diane Thornevell**

Contracting Officer, Space and Naval Warfare Systems Command

**Breakout 18C - Classroom 4**

Moderator: Ms. Pansy Cole

Small Business Associate Director, Strategic Systems Programs

**Ethics**

*The details of the FAR code on contractor ethics and the importance of demonstrating compliance*

**Mr. David McDonald**

Professor Contract Management, Defense Acquisition University

**Breakout 18D - Classroom 5AB**

Moderator: Ms. Katherine Rachubinski

Associate Director, Naval Inventory Control Point Office of Small Business Programs

**WOSB**

*Navy Commands talk about what a WOSB designation means to a WOSB Small Business.*

**Mr. Sarkis Tatigian**

Small Business Associate Director, Naval Sea Systems Command Office of Small Business Programs

**2:30 PM**

**Exhibits Close**

**2:30 - 5:00 PM**

**Matchmaking**

**Breakout 18D - Classroom 1AB**

Moderator:

TBD

**Matchmaking**

“Business Matchmaking will be held during the Navy Gold Coast Small Business Opportunity Conference 2010 from 1430-1700 on Wednesday, 18 August 2010 in meeting room 1AB at the San Diego convention Center.

Representatives from Government and Large Businesses will be available for brief 10 minute meetings with interested Small Businesses. Matchmaking attendees must be registered Navy Gold Coast Attendees.

Matchmaking appointment registration will take place during Navy Gold Coast starting at 1200 on Monday 16 August 2010. All registration will be done on-site at the San Diego Convention Center-**No advance appointments will be made.**

During the matchmaking session on Wednesday 18 August 2010, a standby appointment list will be maintained in classroom 1AB for any open meeting slots that may become available.

**5:00 PM**

**Conference Ends**

**NAVFAC – Naval Facilities Engineering Command**  
Ms. Venece McNeley, SB Associate Director  
(202) 685-0444 [veneece.mcneley@navy.mil](mailto:veneece.mcneley@navy.mil)

**NAVICP – Naval Inventory Control Point**  
Ms. Katherine Rachubinski, SB Associate Director  
(215) 697-2806 [katherine.rachubinski@navy.mil](mailto:katherine.rachubinski@navy.mil)

**NAVSUP – Naval Supply Systems Command**  
Ms. Susan Burrows, SB Associate Director  
(703) 604-1857 [susan.burrows@navy.mil](mailto:susan.burrows@navy.mil)

**NAVSEA – Naval Sea Systems Command**  
Mr. Sarkis Tatigian, SB Associate Director  
(202) 781-3965 [sarkis.tatigian@navy.mil](mailto:sarkis.tatigian@navy.mil)

**MSC – Military Sealift Command**  
Mr. Brad Taylor, SB Associate Director  
(202) 685-5565 [brad.taylor@navy.mil](mailto:brad.taylor@navy.mil)

**NAVAIR – Naval Air Systems Command**  
Ms. Emily Harman, SB Associate Director  
(301) 757-9044 [emily.harman@navy.mil](mailto:emily.harman@navy.mil)

**SPAWAR – Space and Naval Warfare Systems Command**  
Ms. Faye Esaias, SB Associate Director  
(619) 524-7701 [faye.esaias@navy.mil](mailto:faye.esaias@navy.mil)

**SSP – Navy Strategic Systems Programs**  
Ms. Pansy Cole, SB Associate Director  
(703) 601-9602 [Pansy.Reeves@ssp.navy.mil](mailto:Pansy.Reeves@ssp.navy.mil)

**ONR – Office of Naval Research**  
Ms. Brenda Pickett, SB Associate Director  
(703) 696-2607 [brenda.pickett@navy.mil](mailto:brenda.pickett@navy.mil)

**USMC – HQMC (I & L) – US Marine Corps Installations & Logistics**  
Mr. Stanley Daise, SB Associate Director  
(703) 614-6810 [stanley.daise@usmc.mil](mailto:stanley.daise@usmc.mil)

**MSCS – US Marine Corps Marine Corps Systems Command**  
Mr. David Dawson, SB Associate Director  
(703) 432-3946 [David.J.Dawson@usmc.mil](mailto:David.J.Dawson@usmc.mil)