

"Small Business - The First Option"

**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

12:00 PM - 6:00 PM **Exhibit Hall / Poster Set-up
Registration Open** ***Sails Pavilion
Ballroom 20 Foyer***

5:00 PM - 8:00 PM **VIP Reception - *By Invitation*** ***Hilton San Diego Bayfront
Elevation Room 30th Floor***

TUESDAY, 17 August, 2010

7:00 AM **Registration Opens** ***Ballroom 20 Foyer***

7:00 AM - 8:00 AM **Continental Breakfast** ***Ballroom 20***

8:00 AM - 8:10 AM **Welcome / Pledge
Mr. Kurt Worden
- Conference Chairman** ***Ballroom 20***

8:10 AM - 8:35 AM **Host Speakers
Mr. Ken Slaght
- President, NDIA San Diego Chapter
Mr. Larry Farrell
- President, NDIA
Major General Jackson
- Commander Marine Corps Installations West** ***Ballroom 20***

8:35 AM - 8:50 AM **Navy Commands Small Business Introductions
Ms. Oreta Stinson
- Deputy Director, Navy Office of Small Business Programs** ***Ballroom 20***

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

8:50 AM - 9:30 AM	Morning Speaker Mr. Seán F. Crean - Director, Department of the Navy Office of Small Business Programs	Ballroom 20
9:30 AM - 9:50 AM	Break	Ballroom 20 Foyer
9:50 AM – 10:25 AM	Keynote Speaker MajGen Thomas Conant, USMC Commanding General 3 rd Marine Aircraft Wing	Ballroom 20
10:25 AM – 11:00 AM	SBA Overview <i>The latest legislative changes that affect small business programs.</i> Mr. Joseph Jordan - Associate Administrative of Government Contracting and Business Development U.S. Small Business Administration	Ballroom 20
11:00 AM	Exhibits Open	Sails Pavilion
11:00 AM - 12:30 PM	Buffet Lunch	Sails Pavilion
12:30 PM - 1:30 PM	Conversation with the Director Navy Office of Small Business Q & A Session Mr. Seán F. Crean - Director, Department of the Navy Office of Small Business Programs	Classroom 5AB

TUESDAY, 17 August, 2010

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 and Investing for ROI

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 how they affect small businesses

Mr. Richard B. Oliver

Partner, McKenna, Long & Aldridge LLP

TUESDAY, 17 August, 2010

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

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.

Mr. Richard Cleek

Operations Director, Administaff

Mr. Christopher 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 Ellis

Program Manager, Marine Corps Enterprise IT Systems

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

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

WEDNESDAY, 18 August, 2010

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-Protege 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 and Compliance

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
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