10th Annual AFCEA NOVA
Naval IT Day Conference
Chuck Corjay, Event Chairman
Greg Gorman, Special Activities VP

AGENDA
April 26, 2011 – Planning Committee Meeting 6

http://www.afceanova.org/committees/navalitdaycommittee
This is the home page for the Naval IT Day Planning Committee. Please continue to come back to this page for documents, agendas, speaker updates, and other items relevant to the planning process.

I. Date & Location
   A. Date: Thursday, June 9, 2011
   B. Location: Sheraton Premiere at Tysons Corner

II. Program Theme / Description / Target Audience
   A. 10th Annual Naval IT Day theme:
      “Transforming the Naval Enterprise to Support the Warfighter”
   B. Final Program Description
      Once again AFCEA NOVA will host the 10th Annual Naval IT Day on June 9, 2011 at the Sheraton Premiere in Tyson's Corner, Va. This outstanding event is always well attended because it provides a forum to engage directly with technology leaders from across the Navy and Marine Corps. Acquisition decision makers from organizations inside and outside the Beltway including DON CIO, HQMC C4, OPNAV N6, PEO EIS, and Fleet Cyber Command will be there to discuss what they need, how much they expect to spend, when they need it, and how industry can be a part of the solution. No other one day conference can bring you such detailed insight into the vision, IT requirements and directions of the Naval Forces.
      
      This dynamic and high powered conference will highlight major IT technology initiatives underway across the Naval enterprise, including cyber security, cloud computing, virtualization, and other enterprise-wide IT requirements across the Naval Forces and war fighting domains. Topics to be discussed will include NGen, CANES, CARS, and many more. This industry-wide conference affords the attendees a unique opportunity to access and engage Flag and General Officers and Senior Executive Service-level leaders in an open and interactive dialogue highlighting the capabilities and technical solutions each company has to offer.
If your company provides IT solutions to the Navy or Marine Corps, then this is the event for you. Business developers, business leaders, executive managers, and technical leaders among others will gain an outstanding insight into the vision and future directions of the Naval Forces and how industry can contribute. Naval IT Day is a must attend event for both large and small businesses looking to expand their opportunity pipeline. Of special note is the small business program which facilitates direct connections with small business liaison officers and program managers from across the Naval enterprise. Corporate sponsors will receive a suite of benefits that provides a high return on the marketing investment and unparalleled exposure to Navy and Marine Corps key acquisition officials from Norfolk, Quantico, San Diego, Charleston, and other key locations.

So register now at www.afceanova.org and consider being a sponsor to gain the benefits of expanded marketing for your company team. If you attend once, you will want to come again and again. It's a great return on your investment.

III. Speakers & Program Schedule

A. Speaker Targets & Assignments for Calendar Checks

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Committee Member</th>
<th>Escorts</th>
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<tbody>
<tr>
<td>Brig. Gen. Kevin J. Nally</td>
<td>CONFIRMED</td>
<td>Dan Twomey</td>
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<tr>
<td>C4/CIO</td>
<td>Col Zich</td>
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<tr>
<td>ADM Jonathan W. Greenert</td>
<td>CONFIRMED- Rick Robey</td>
<td>Rick Robey (Primary)</td>
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<tr>
<td>Vice Chief of Naval Operations</td>
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<tr>
<td>RADM Edward “Ned” Deets, III</td>
<td>CONFIRMED- Matt Czarnecki or Rick Robey</td>
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<tr>
<td>Commander, Naval Network Warfare Command</td>
<td>CONFIRMED- blocked morning off on schedule - Don Reiter</td>
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<tr>
<td>Terry Halvorsen</td>
<td>DON CIO</td>
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<tr>
<td>VADM Bernard “Barry” McCullough</td>
<td>CONFIRMED- Rick Robey</td>
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<tr>
<td>Commander, U.S. Fleet Cyber Command/Commander, U.S. 10th Fleet</td>
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<tr>
<td>CAPT Shawn Hendricks, USN</td>
<td>CONFIRMED- Available, Rick Robey, Matt Czarnecki</td>
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<tr>
<td>Program Manager, PMW-205</td>
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<tr>
<td>(PEO Panel--possibly Small Business speaker as well)</td>
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<tr>
<td>Bridget Bean</td>
<td>CONFIRMED Invitation sent- Chuck Corjay</td>
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<tr>
<td>District Director of the Washington Metropolitan District Office, US SBA</td>
<td>CONFIRMED—possible cancellation Chuck Corjay, Winnie Huskey</td>
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<tr>
<td>RADM Kendall Card</td>
<td>CONFIRMED—possible cancellation Winnie Huskey (Primary)</td>
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<tr>
<td>N2/N6</td>
<td></td>
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<tr>
<td>Chris Miller</td>
<td>CONFIRMED—possible cancellation Dave Sherrill</td>
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<tr>
<td>Senior Executive Service, SPAWAR Systems, Center Atlantic</td>
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</tr>
<tr>
<td>Name</td>
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<tr>
<td>Robert Work</td>
<td>Under Secretary of the Navy</td>
<td>Invitation Sent, awaiting response VADM Herb Brown /Chuck</td>
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<tr>
<td>ADM Patrick Walsh</td>
<td>Commander, U.S. Pacific Fleet</td>
<td>Invitation sent- Rick Robey</td>
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<tr>
<td>GEN James F. Amos</td>
<td>Commandant USMC</td>
<td>Not Available, will select a rep. from Commandant office- Col Zich</td>
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<tr>
<td>David Weddel</td>
<td>OPNAV N2N6B</td>
<td>Invitation sent- Rick Robey/ Chuck</td>
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<tr>
<td>ADM Charles &quot;Grunt&quot; Smith</td>
<td>PEO EIS</td>
<td>Invitation Sent- Rick Robey</td>
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<tr>
<td>RDML Bill Leigher</td>
<td>US Fleet Cyber Command 10th Fleet</td>
<td>Back up to McCullough</td>
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<tr>
<td>ADM Jim Shannon</td>
<td>NAVSEA</td>
<td>Mike Carucci, Rick Robey</td>
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<tr>
<td>RADM Matt Klunder</td>
<td>Director of Intelligence, Surveillance and Reconnaissance Capabilities Division, OPNAV N2/N6F2</td>
<td>Rick Robey</td>
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<tr>
<td>Charlie Cook</td>
<td>SES/ Assistant Deputy Commandant for Programs and Resources</td>
<td>Gen Papak, Col Zich</td>
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<tr>
<td><strong>PEO Panel</strong></td>
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<tr>
<td>RADM Steven R. Eastburg</td>
<td>Program Executive Officer Air ASW, Assault &amp; Special Mission Programs</td>
<td>Invitation sent- Mike Carucci, Dennis Lucey</td>
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<tr>
<td>Dr. John Zangardi</td>
<td>DASN C4 (starting 3/28/11)</td>
<td>Rick Robey</td>
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<tr>
<td>George Kalnasy</td>
<td>Chief Engineer PEO</td>
<td>Send Invitation Available, awaiting confirmation - Dave Sherrill</td>
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<tr>
<td>BGEN Kelly</td>
<td>USMC SysCom</td>
<td>Invitation Sent- Col Zich</td>
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<tr>
<td>Dr John Burrow</td>
<td>USMC SysCom</td>
<td>Invitation Sent- Col Zich</td>
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<tr>
<td>Kevin Cooley</td>
<td>10th Fleet CIO (possibly Small Business Speaker as well)</td>
<td>Rick Robey</td>
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<tr>
<td>Name</td>
<td>Position</td>
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<tr>
<td>Lt. Gen. George Flynn</td>
<td>Deputy Commandant, Combat Development and Integration</td>
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<tr>
<td>RADM Patrick Brady</td>
<td>Commander, Space and Naval Warfare Systems Command</td>
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<tr>
<td>ADM John Harvey</td>
<td>Commander, U.S. Fleet Forces Command</td>
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<tr>
<td>RADM David A. Dunaway</td>
<td>Commander, Operational Test and Evaluation Force</td>
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<tr>
<td>Gen Joseph F. Dunford, Jr.</td>
<td>Assistant Commandant of the Marine Corps</td>
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<tr>
<td>CAPT Mike Murphy</td>
<td>PM PEO EIS</td>
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<td>RADM Syring</td>
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IV. Committee Membership

A. Event Chairman: Chuck Corjay, Director, AFCEA NOVA & Sr VP, CACI
B. Who are the “Honorary” Committee Co-chairs?
C. Who else should be here that knows Navy or Marines BD backwards & forwards?
D. Who will be our Government Advisor reps on the Committee?
E. Who will be our AFCEA Intl rep(s) on the Committee?

V. Program Subcommittee (creating a concise program description and agenda)

A. Chair: Gen Papak
B. Members: Ron Beckwith, Dave Sherrill, Steve Costolo, Jason March, Bruce Bohn, Mike Adams, Maxim Volodin
   1. Program Description is finalized.
C. Deadline for speaker talking points and questions: Friday, April 29
   1. Speaker talking points- recommendations of topics to speak about
   2. Questions- heads up for possible questions to come up during Q&A
D. Status on Program Description created specifically for Speakers?
E. Add to the Speaker Logistics and Guidance Letter:
   1. Ask the speakers to give us a slide at the end that details others in their command that
      attendees can call/contact to follow up
   2. Ask the speakers to give us a slide at the end that details the THREE issues/concerns
      that most keep them up at night
F. Speaker Introductions?

VI. STEM Education Subcommittee
   A. Chair: Chris Cusano
   B. Members:
   C. STEM Education text included on website, emails and Speaker Invitation letters.
D. Status on STEM Education booth participants?
E. Status on STEM Education event logistics?

VII. Small Business Subcommittee
   A. Chair: Jessica Gressett
   B. Members: Maxim Volodin, Connie Zhong, Chi-Lai Poon, Luke Howe, Alesha Poland, Bill
      Parkhurst, Terri Merz, Ron Beckwith, Holly Albert
   C. Additional members of the Small Business Subcommittee?
      1. Mike Adams and Linda Newell will assist Jessica in the planning process.
   D. Progress on session agenda?
   E. Progress on list of Naval IT programs/opportunities to be distributed to Small Businesses?
   F. Updates/conclusion on Speed Dating activity during Small Business Session?
   G. Top level Sponsors be invited to speak on the Town Hall panel? (Coordinate with
      Sponsorship Committee)
   H. Deadlines for small business program & advertising?

VIII. Sponsorship Subcommittee
   A. Chair: Megan Bucelli
   B. Members: Rick Michael, Mike Kush
   C. Progress on sponsor recruitment?
   D. Who else should we approach? -- Company Names & Contact Names
   E. Reminder: Small Business sponsors get a discounted rate on their AFCEA membership.

IX. Escort Subcommittee
   A. Chair: Kelly Edington
   B. Members: Matt Czarnecki
   C. Escorts are now referred to as “Primary”, “Secondary” rather than Senior, Junior.
   D. Status of assigned escorts to confirmed/invited speakers?

X. Media Relations / Press, Publicity & Outreach Subcommittee
   A. Chair & Members: Lesley Rogers, Davin Hattaway, Holly Albert (reaching out to Lisa
      Newell)
   B. Status of press release?
   C. Press follow-up phone calls to drum up coverage in advance of the event
D. Press monitoring & check-in onsite
E. Press packets?
F. Press follow-up & monitoring coverage
G. Do we have the potential to do a marketing swap with Navy-related orgs, in addition to SCRA?
H. Should we reach out to other tech organizations in the region? NVTC, DC Tech Council, Tech Council of MD, ITAA, IAC, etc?
I. Examine which marketing streams worked from recent AF IT Day & Army IT Day
J. Do more of what worked
K. If no major problems, stay the course with what we've been doing
L. Need marketing/communications team for Army IT Day to tie in with the Marketing Committee for AFCEA NOVA
M. Continue our agreement with AFCEA Intl? If so, put MOU in place again, & get full range of assistance – Website, emails, ad/article in SIGNAL, etc.
N. Continue to employ successful relationships with channel/marketing partners (Business Intel orgs like INPUT, FedSources, other Nonprofits & Media Outlets like FCW).

XI. Logistics, Floor Operations & Volunteer Management Subcommittee
A. Chair: Eric Schmidt, Bob Foery
B. Bag-stuffing Party
C. Color Guard: Col Zich, CDR Huskey
D. Band/Chorus
E. Flags
F. Video
G. Chaplain: Col Zich, Gen Papak—confirmed head of Navy Chaplains
H. Singer: Garth Hedger to ask if LCOL Corrado, a CAMMO success story, can play/sing the National Anthem and Emblem.
I. Volunteers
   1. Floor Mics for Q&A – Alisha Poland, Bill Parkhurst, Geoff Stilley, Holly Albert (6 Young AFCEANs are available--confirm 2 Young AFCEANs)
   2. AV Support: Steve Costolo (test presentations night before event)
   3. Assistance getting people in and out of the Ballroom
   4. Clocks on the monitors in the break area to help get folks in
J. Photographer: Chuck Corjay has secured the same photographer that has been used previously. Alexi Bustillo will take pictures with the AFCEA NOVA camera.
K. Master of Ceremonies: Chuck
L. Countdown Clocks in Lobby: TBD
M. Countdown Flash Cards for Speakers, to be sure they are staying on-time
N. Pre-made Questions: selected Committee members

XII. VIP Invites Subcommittee
A. Chair & Members: Chuck Corjay (takes recommendations from all Committee Members)
B. AFCEA NOVA must invite VIPS directly—please let the Committee know and an invitation will be sent

XIII. Exhibits Subcommittee
A. Chair: Bill Parkhurst
B. Members: (Greg Gorman will assist)
C. Progress on recruiting exhibiting commands?
D. Navy N2/N6 & Marine CIO are prepared to send out a note to the MACOMS and other Commands asking them to exhibit?
E. Navy N2/N6 & Marine CIO assign Sheraton as alternate duty location for IT Day?

XIV. Suits in Seats Subcommittee (Recruiting more Government Participation)
A. Chair & Members: Col Zich, Col Lipsey
B. Need suits in seats team for Naval IT Day to tie in with the Government Affairs Committee for AFCEA NOVA
C. Plan for recruiting reps from different offices/commands to then recruit officers and enlisted to attend?

XV. WWII Vet Committee
A. Chair: Don Carmichael
B. Members: Bill Parkhurst
C. Progress on background and script?

XVI. Wounded Warriors Subcommittee
A. Chair & Members: Garth Hedger
B. Brian Finan of Salute Military Golf Association (SMGA) confirmed attendance
C. CAMMO confirmed attendance
D. Bethesda Naval Medical Center “Mustangs” confirmed attendance
E. Progress on tax deductible form for donations?
F. Problems & Lessons Learned from AF & Army IT Days?
G. Plan for collecting Wounded Warrior donations?

XVII. Survey
A. How well did our first two attempts go at Air Force & Army?
B. What lessons did we learn? What would we do differently?
C. Were there any results of the first two surveys that are valuable to share with the group?

XVIII. Scholarships and/or Donation to Intl

XIX. Pricing Levels
A. Pre-registration: $295
B. Onsite registration: $345
C. Government/Active Military: Complimentary
D. GMU AFCEA Students: Complimentary
E. Students: $35 (for membership payment)

XX. Next Meeting -- ??

XXI. Adjourn