



PRECISION STRIKE ASSOCIATION

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PRECISION STRIKE ANNUAL REVIEW

Precision Engagement Acquisition Strategy to Support 3rd Offset

MARCH 15-16, 2016



**HIGHLIGHT OF PSAR-16:
PRESENTATION OF
20TH ANNUAL WILLIAM J. PERRY AWARD**



WATERFORD AT SPRINGFIELD

6715 COMMERCE STREET ► SPRINGFIELD, VA



Event #6PPR



LIEUTENANT GENERAL
ANTHONY IERARDI, USA



JAMES "HONDO"
GEURTS



CONGRESSMAN
ROB WITTMAN



MAJOR GENERAL
OLE KNUDSON, USA



DR. WILL ROPER

WHY ATTEND PRECISION STRIKE ANNUAL REVIEW 2016

Precision strike engagement will continue to be a priority capability area that is required across all spectrums of conflict. The future focus is likely to be on air and surface-to-surface missiles providing long-range precision attack against land and maritime targets. The precision strike community must seek to address known capability deficiencies to support advanced technology investments for these precision strike engagements.

Therefore, as we near the edge of the technical envelope, it behooves both Government and Industry to work cooperatively in the new "better, faster, cheaper" acquisition environment to anticipate, get ahead and develop the next new thing in precision.

Critical topics and challenges to address precision strike's way forward are planned during PSAR-16 for review and discussion by distinguished leaders, acquisition experts, and rocket-scientists. The theme Precision Engagement Acquisition Strategy to Support the Third Offset defines topics related to innovations and program enhancements designed for the future Joint Force. Several focus areas will be highlighted for "precision strikers" during this two-day critical Review as identified below:

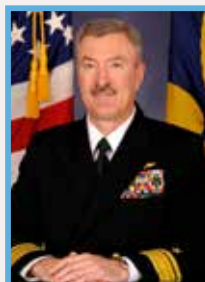
PSAR-16 WILL SHOWCASE:

- Precision Strike Challenges
- Military Lessons of Russian Operations in Syria
- Rapid Acquisition To Support The Warfighter
- National Military Strategy to Support Precision Engagement
- DoN Unmanned Aerial Systems
- Framing the Third Offset
- B-1 Precision Engagement Scenarios
- Manufacturing & Industrial Base Policy Initiatives For Precision Strike
- International Precision Weapons Session
- A Better Way Forward In R&D Portfolio Acquisition
- Congressional Focus On OSD's Strategy To Maintain U.S. Dominance
- Congressional Perspective On Keeping Our Asymmetric Edge
- Cybersecurity
- Panel—Precision Engagement Requirements For Rapid Fielding
- Precision Engagement To Support Third Offset
- New Innovative Approaches To Warfighting
- Precision Weapons Test Challenges
- Army Future Initiatives For The Warfighter
- Geo-Political Discussion Of Europe & The Pacific

HIGHLIGHT OF PSAR-16

Presentation of 20th Annual William J. Perry Award

Please bring your associates to share in this very important and timely Review



Rear Admiral
Mark Darrah, USN



Brigadier General
David Been, USAF



Dr. Peter Huessy

~ In lieu of speaker gifts, a donation has been made to the Fisher House Foundation. ~

- | | |
|---|--|
| <p>0700 REGISTRATION / CONTINENTAL BREAKFAST</p> <p>0745 PSA ANNUAL REVIEW WELCOME:
<i>Ken Masson</i>—PSA Chairman</p> <p>0755 PSAR-16 OPENING REMARKS:
<i>Dave Rice</i>—PSAR-16 Event Chair</p> <p>0800 MILITARY LESSONS OF RUSSIAN OPERATIONS IN SYRIA:
<i>Dr. Steven Blank</i>—Senior Fellow, American Foreign Policy Council</p> <p>0845 FRAMING THE THIRD OFFSET:
<i>Colonel (Sel) Paul “PJ” Maykish, USAF</i>—Senior Air Force Strategy Advisor for the Office of the Secretary of Defense for Policy (OSD-P)</p> <p>0930 NETWORKING REFRESHMENT BREAK</p> <p>0945 PRECISION STRIKE CHALLENGES KICK-OFF:
<i>Rear Admiral Mark Darrah, USN</i>—PEO for Unmanned Aviation and Strike Weapons</p> <p>1015 NATIONAL MILITARY STRATEGY TO SUPPORT PRECISION ENGAGEMENT:
<i>Colonel Chris Prigge, USA</i>—Chief, Strategy Development Division (J-5), Joint Staff</p> <p>1045 DoN UNMANNED AERIAL SYSTEMS:
<i>Patrick Buckley</i>—Deputy PEO(U&W) for UAS Programs, NAVAIR</p> <p>1115 KEYNOTE ADDRESS—RAPID ACQUISITION TO SUPPORT THE WARFIGHTER:
<i>James “Hondo” Geurts</i> —Acquisition Executive & Director-SOF AT&L, Headquarters United States Special Operations Command (USSOCOM)</p> | <p>1200 LUNCHEON & WILLIAM J. PERRY AWARD CEREMONY</p> <ul style="list-style-type: none"> • Luncheon – von Sternberg Ballroom • PSA Chairman’s Remarks: <i>Ken Masson</i> • Special Remarks: <i>Dr. Paul Kaminski</i> • Special Remarks: <i>Dr. Bill Perry</i> (Video) • Presentation of 20th William J. Perry Award • Honoree: <i>James “Hondo” Geurts</i> <p>1330 B-1 PRECISION ENGAGEMENT—PAST 15 YEARS VS SCENARIOS FOR NEXT 15 YEARS:
<i>Brigadier General David “Gunny” Been, USAF</i>—Director, Special Programs, OUSD AT&L</p> <p>1415 MANUFACTURING & INDUSTRIAL BASE POLICY INITIATIVES FOR PRECISION STRIKE:
<i>Dr. Chris Michienzi</i>—Senior Industrial Analyst – Missiles & Munitions, OUSD(AT&L)/DASD, Manufacturing and Industrial Base Policy</p> <p>1500 REFRESHMENT BREAK</p> <p>1515 CYBERSECURITY:
<i>Major General Ole Knudson, USA</i>—Deputy Director, Missile Defense Agency</p> <p>1600 INTERNATIONAL PRECISION WEAPONS SESSION:
Chair: <i>Earle Rudolph</i>—Vice President Market Development, MBDA Incorporated</p> <ul style="list-style-type: none"> • Assessment of Foreign Military Sales Market Dynamics
<i>Colonel Michael Schnabel, USAF</i>—Chief, Disclosure, Weapons & Tech Transfer Division, SAF/IAPT <p>1645 A BETTER WAY FORWARD IN R&D PORTFOLIO ACQUISITION:
<i>Chris Van Metre</i>—President of SCRA</p> <p>1715 EVENING RECEPTION WITH HEAVY HORS D’OEUVRES & INFORMAL ANNUAL MEETING</p> |
|---|--|



The Honorable William J. Perry
Former Secretary of Defense
(Perry Award will be presented during Luncheon Ceremony to James “Hondo” Geurts)



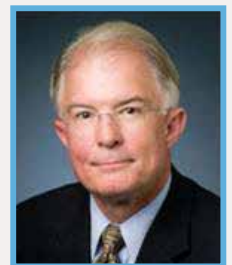
Colonel (Select)
“PJ” Maykish, USAF



Patrick Buckley



Dr. Chris Michienzi



Earle Rudolph

AGENDA

WEDNESDAY, MARCH 16

- 0700 **REGISTRATION / CONTINENTAL BREAKFAST**
- 0730 **CONGRESSIONAL PERSPECTIVE ON KEEPING OUR ASYMMETRIC EDGE:**
Representative Rob Wittman (VA-01)—Chairman, Readiness Subcommittee of House Armed Services Committee
- 0800 **CONGRESSIONAL FOCUS ON OSD's STRATEGY TO MAINTAIN AMERICAN DOMINANCE:**
Congressional Representative TBD
- 0830 **CYBERSECURITY:**
Brigadier General Kevin "Trap" Kennedy, USAF—Director, Cyberspace Operations & Warfighting Integration, Office of Information Dominance & CIO, Office of SECAF
- 0915 **NETWORKING REFRESHMENT BREAK**
- 0930 **KEYNOTE ADDRESS:**
Lieutenant General Anthony Ierardi, USA—Director for Force Structure, Resources & Assessment (J-8), The Joint Staff

- 1015 **PANEL—PRECISION ENGAGEMENT REQUIREMENTS FOR RAPID FIELDING:**
- **Moderator:** *Ed Wolski*—Deputy Director for Air Warfare, OUSD(AT&L)
 - **AIR FORCE:** *Brigadier General Kevin "Trap" Kennedy, USAF*—Director, Cyberspace Operations & Warfighting Integration, Office of Information Dominance & CIO, Office of SECAF
 - **ARMY:** *Colonel Chris Mills, USA*—PM, Precision Fires Rockets & Missile Systems PO
 - **NAVY:** *Captain Jaime Engdahl, USN*—PM, Precision Strike Weapons Program Office, PMA-201
 - **MARINE CORPS:** *Brigadier General Karsten Heckl, USMC*—Assistant Deputy Commandant for Aviation
 - **NAVSPECWARCOM:** *Captain Matthew Stevens, USN*—Commander, Naval Special Warfare Group FOUR, Virginia Beach
 - **Q&A with Above Panelists**

- 1200 **LUNCHEON**—von Sternberg Ballroom
- 1230 **LUNCHEON ADDRESS—GEO-POLITICAL DISCUSSION OF EUROPE & THE PACIFIC:**
Dr. Peter Huessy—President, GeoStrategic Analysis
- 1315 **PRECISION WEAPONS TEST CHALLENGES:**
Greg Barlow—Senior Military Evaluator for Air Warfare Systems, DOT&E, OSD
- 1400 **ARMY FUTURE INITIATIVES FOR THE WARFIGHTER:**
Colonel Chris Mills, USA—Project Manager, Precision Fires Rockets & Missile Systems Project Office
- 1445 **NEW INNOVATIVE APPROACHES TO WARFIGHTING:**
Dr. Will Roper—Director, Strategic Capabilities Office, OSD
- 1530 **CLOSING REMARKS—PRECISION ENGAGEMENT TO SUPPORT THIRD OFFSET:**
Ken Masson—PSA Chairman



Colonel
James C. Mills, USA



Greg Barlow



Ed Wolski



Brigadier General
Kevin Kennedy, USAF



Brigadier General
Karsten Heckl, USMC



Captain
Jaime Engdahl, USN



Captain
Matt Stevens, USN

REGISTRATION

Online: Register for this conference online <http://www.precisionstrike.org>. You will be directed to the NDIA registration web page. You will receive an emailed confirmation after you use the CONFIRM button on the web page. When registering online, please review your information then “submit” and “confirm” your entry. PLEASE make sure you check your account information for accuracy (i.e.: spelling of name, address, company name, email address, phone number, etc).

IMPORTANT: If you do not get a registration confirmation after registering online, the process may not have worked. Please e-mail: NDIA Association Service Center: webasc@ndia.org; or Angie De Kleine, CAE, CMM, CMP, CEM to verify registration adekleine@ndia.org.

In order to encourage participation from the PSA Corporate community at this year's PSAR, we are pleased to offer a discounted registration rate to the co-workers of a PSA corporate member who refers a co-worker. The co-worker can then register and attend the Annual Review at a discounted rate.

The process is the PSA member registers (either on line, fax or email) and then downloads the registration form fills in their name in the “Referred By: _____”, and the name of the co-worker in “Name of Referred Attendee: _____”, emails to webasc@ndia.org or adekleine@ndia.org. The co-worker then fills in their own registration form and emails to webasc@ndia.org or adekleine@ndia.org.

Fax: Complete registration form with payment information and fax to 703-522-4656/1885.

Mail: Complete registration form with payment to: PSA Event #6PPR,
2111 Wilson Blvd., Suite 400, Arlington, VA 22201-3061

Other acceptable forms of payment include: Checks (with mailed registrations); Government Purchase Orders; Credit cards: Visa, Master Card, American Express & Diners Club. We do not accept Discover Card.

Payment must be made at time of registration. Please register onsite after the deadline date. Non-member fee includes individual membership in PSA for a one-year period.

CANCELLATIONS AND REFUNDS

All cancellations and refund requests must be received in writing no later than **COB Monday, March 7, 2016**. A cancellation fee of \$75.00 will be charged to any cancellation refund request received on/ before **COB Monday, March 7, 2016**. After this date, NO refunds will be given for any cancellations. Substitutions are welcome prior to the day of the event. To request a refund you may send an email to: psa@precisionstrike.org | fax: 703-522-4656 | mail: Precision Strike Association: 2111 Wilson Blvd, Suite 400, Arlington, VA 22201-3061. Non-member fee includes individual membership in PSA for a one-year period.

This NDIA refund policy applies to all attendees regardless of their method of registration or reason for cancellation.

FINAL AGENDA AND ATTENDANCE ROSTER

A final (revised) agenda and attendance roster will be distributed at the meeting. In order to appear on the roster, your completed registration and payment must be received by **COB Monday, March 7, 2016**. An updated roster will not be printed after the conference.

This roster and the contents are proprietary products of the Precision Strike Association. The contents of the roster may not, in whole or in part, be reproduced; copied; disseminated; entered into a computer database; used as part of or in connection with the preparation, revision or confirmation of a mailing, telephone, fax, email, or other marketing list; or otherwise utilized, in any form or manner or by any means, except for the user's individual, personal and confidential reference.

ATTIRE

Appropriate dress for this event is business suit & tie for civilians and Class A uniform (military equivalent uniform) for the respective services.

DISABILITIES

PSA/NDIA supports the Americans with Disabilities Act of 1990. Attendees with special needs should call (703) 247-2599, before **COB Monday, March 7, 2016**.

ACCOMMODATIONS

PSA has reserved a block of rooms at the Homewood Suites by Hilton Springfield, VA. When making reservations please reference “Precision Strike Association” to obtain the special rate.

Homewood Suites by Hilton Springfield, VA
7010 Old Keene Mill Road
Springfield, VA 22150
Phone: (703) 866-6045
Fax: (703) 866-6046

www.springfieldva.homewoodsuites.com

Discounted rate:

\$226.00/studio king.

Cut-off date for discounted rate
Monday, February 22, 2016.

Please call to make your reservations early. All rooms are on a first come first serve basis.

ANNUAL REVIEW COMMITTEE**PSA Programs Chair:**

Ginny Sniegon

PSA Programs Vice-Chair:

CDR David “Jumbo” Baird, USN

Annual Review Chair:

Dave Rice

Congressional & William J. Perry**Award Chair:**

Dick Rumpf

International Chair:

Earle Rudolph

Annual Meeting Chair:

Ken Masson

U.S. MILITARY & CIVILIAN ADVISORS**Air Force:**

Colonel Brian “Scooby” Dudas, USAF

Colonel Greg Payne, USAF

Army:

LTC Nathan “Nate” Fischer, USA

LTC Ken Britt, USA (Ret)

Navy:

CDR Scott “Jojo” Wilson, USN

MAJ David “Metro” Fitzsimmons, USMC

Marine Corps:

Major Ryan “Thriller” Schiller, USMC

Joint Staff:

Lt Col Jesse “Ammo” Friedel, USAF

OSD:

CDR David “Jumbo” Baird, USN

Chuck “Tooba” Kelly

EVENT #6PPR ▶ PSA REGISTRATION FORM

PRECISION STRIKE ASSOCIATION ▶ 2111 WILSON BOULEVARD, SUITE 400 ▶ ARLINGTON, VA 22201-3061
(703) 522-1820 ▶ FAX (703) 522-1885 OR 4656 ▶ WWW.PRECISIONSTRIKE.ORG



PRECISION STRIKE ANNUAL REVIEW (PSAR-16) ▶ WATERFORD CONFERENCE CENTER SPRINGFIELD, VA ▶ MARCH 15-16, 2016

3 WAYS TO SIGN UP:

1. Online with a credit card at www.precisionstrike.org
2. By fax with a credit card - Fax: (703) 522-1885 or 4656
3. By mail with a check or credit card

Address Change Needed

NDIA Master ID/Membership # _____

(If known - hint: on mailing label above your name)

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

Address above Alternate (print address below) E-Mail Fax Phone

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

U.S. Government/Foreign Government*
*(civilian and active duty military rank 05 above)

Early
(COB 2/25)

Regular
(2/26-3/15)

\$300

\$300

U.S. Government** (active duty military rank 04 & below) Please email the Association Service Center at webasc@ndia.org; or Angie De Kleine, CAE, CMM, CMP, CEM email: adekleine@ndia.org to request the 2016 PSAR U.S. military "under 04" active duty only registration form.

Academia¹

\$375

\$450

Industry NDIA Member and affiliates (AFEI, NTSA, PSA, WID)

\$895

\$970

Industry non-NDIA member²

\$995

\$1,070

Small Business

\$375

\$450

PSA Corporate Member Rate

\$895

\$970

Name of Referred Attendee/Co-Worker: _____

PSA Corporate Member Co-worker referred by registered PSA Corporate Member (10% Discount)

\$805

\$875

Referred by: _____

PAYMENT OPTIONS

Check (Payable to NDIA/PSA – Event #6PPR) Government PO/Training Form # _____

VISA MasterCard American Express Diners Club

If paying by credit card, you may return by fax to (703) 522-1885.

Name on the Credit Card _____

Credit Card Number _____

Exp. Date (Month/Year) _____

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)

¹ Includes a free three-year NDIA membership and subscription to National Defense magazine for military and government employees.

No, do not sign me up for the free government membership.

² Registration fees for non-NDIA (or affiliate) members include a one-year non-refundable NDIA membership —\$15.00 will be applied for your 12 month subscription to National Defense magazine.

Sponsorship Opportunities

Continental Breakfast (2 opportunities: Tues. or Wed.)

\$2,000

Benefits:

- (1) Complimentary Annual Review conference registration*
- Placement of your company's logo in the agenda handouts
- Company description (200 words) in onsite agenda
- Signage outside the particular event sponsored
- Sponsor ribbon on badges

Luncheon (2 opportunities: Tues. *Perry Award luncheon*; or Wed. with speaker)

\$2,750

Benefits:

- (1) Complimentary Annual Review conference registration*
- Company logo and link to your company on event web site
- Placement of your company's logo in the agenda handouts
- Company description (300 words) in onsite agenda
- Signage outside the particular event sponsored
- Sponsor ribbon on badges

AM & PM Break (3 opportunities: 1 Tues. a.m. & p.m. @\$2,250.00, or

2 Small Business opportunities: Wed. a.m. or p.m.. @ \$500.00 each)

Benefits:

- (1) Complimentary Annual Review conference registration
- Placement of your company's logo in the agenda handouts
- Company description (200 words) in onsite agenda
- Signage outside the particular event sponsored
- Sponsor ribbon on badges

Reception* (1 opportunity/Tuesday Evening Reception: small business investment)

\$500

Benefits:

- Company logo and link to your company on event website
- Placement of your company's logo in the agenda handouts
- Full page ad in onsite agenda/meeting packet
- Hosted bar and hors d'oeuvres for attendees
- Sponsor ribbons on badges

QUESTIONS, please contact: Angie De Kleine, CAE, CMM, CMP, CEM at adekleine@NDIA.org.

PSA SPONSORSHIPS SPECIFIC GUIDELINES

- 1.) The undersigned ("Sponsor"), by duly authorized representative, enters into this agreement with PSA/NDIA, to purchase a sponsorship at the above-listed conference in exchange for the sponsorship listed above. PSA/NDIA will promote the Sponsor at the conference in accordance with the sponsorship benefits outlined in Addendum A. PSA/NDIA, at the signing of this agreement, will project the quantity and quality of items necessary for the sponsored event, and said items will be provided by PSA/NDIA based upon said projections.
 - 2.) In order to produce signage and promote your company in printed materials, Company must provide:
 - a.) Logo in .EPS format to adekleine@NDIA.org with this signed form
 - b.) Name of two individuals for the complimentary symposium registration* to adekleine@ndia.org by **Friday, February 26 2016**.
 - c.) **Respective company word description to adekleine@NDIA.org by Friday, February 26, 2016.**
 - 3.) PSA/NDIA reserves the right to cancel the sponsored item or event. In the event of such cancellation, Sponsor will be notified in writing and shall receive a full refund. Parties agree that in the event of such cancellation, the Sponsor's sole remedy against PSA/NDIA shall be the refund of monies paid by Sponsor to PSA/NDIA pursuant to this agreement.
 - 4.) All returning Sponsors (A returning Sponsor is defined as a company that sponsored the same event last year, but not necessarily the same item) will receive an opportunity of no more than 30 days after the event stages to renew this sponsorship agreement for the following year. This period gives all returning Sponsors the first refusal right for their sponsorship for the 30 days. After this period ends, the first right of refusal is terminated and the sponsorship becomes available on a first-come, first-served basis. Renewals may be subject to change in price and sponsorship benefits at the discretion of PSA/NDIA.
 - 5.) Force Majeure Clause: PSA/NDIA shall not be responsible for a failure of performance of this agreement due to Act of God, war, disaster, strikes, civil disorder, government acts and or decisions, or other emergencies making it inadvisable, illegal or impossible to hold the event or deliver sponsorship benefits.
 - 6.) Sponsor agrees to abide by official exposition rules and regulations (copies provided by PSA/NDIA upon written request).
 - 7.) A copy of this contract and any signatures herein shall be valid as an original.
- *does not include any additional spouse, guests or other additional symposium registrations.

Please use the form below to reserve space and mail or fax payment to: PSA, 2111 Wilson Blvd. Suite 400, Arlington, VA 22201-3061/ fax with credit card information to 703-522-4656.

Questions? Please contact Angie De Kleine , CAE, CMM, CMP, CEM at the information below. *Event# 6PPR*



*Sponsorship Opportunity: _____

*Subject to change-if opportunity not available

Contact Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Payment: Check (payable to PSA) TYPE of CARD: AMEX Visa Master Card Diners Club

Card # _____ Expiration Date: ____/____/____

Signature: _____ Total Amount Due: \$ _____



Precision Strike Association
2111 Wilson Boulevard, Suite 400
Arlington, VA 22201-3061
(703) 522-1820
(703) 522-1885 fax
www.precisionstrike.org

PRECISION STRIKE ANNUAL REVIEW

TO REGISTER, VISIT:

www.precisionstrike.org/meetings/6PPR



REGISTER TODAY: WWW.PRECISIONSTRIKE.ORG

UPCOMING EVENT

October 25-27, 2016

PRECISION STRIKE TECHNOLOGY SYMPOSIUM (PSTS-16)

Precision Strike Priorities to Meet New Great Power Competition

Johns Hopkins University/Applied Physics Laboratory—
Laurel, MD

This symposium will be conducted at the
SECRET//NOFORN level on all three days.

Sponsorship and exhibit opportunities available for this event.

