



2010 USCG Innovation Expo Tentative Agenda*
November 2 - 4, 2010
Tampa Convention Center
Tampa, Florida
(*subject to change - 10/28/10)

Sunday, October 31, 2010

- 9:00 am – 4:00 pm
 - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
 - *Pre-function Ballroom A & B Registration Area*

MONDAY, NOVEMBER 1, 2010

- 7:00 am – 5:00 pm
 - Decorator & Exhibitor set-up
 - *East Hall*
 - Tampa Convention Center
- 7:00 am – 5:00 pm
 - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
 - *Pre-function Ballroom A & B Registration Area*
- 1:00 pm – 1:30 pm
 - SECURITY BRIEFING (*Mandatory)
 - *1st Floor Meeting Space – Gathering Place Room 25*
 - Tampa Convention Center
 - **Note*:** Attendance at one of the scheduled security briefings is **MANDATORY** for all **USCG affiliated Exhibitors** (for the USCG employees, USCG affiliated contractors (attending as USCG representatives), and others staffing USCG supported exhibits. Industry vendors and representatives are not required to attend.
- 4:00 pm – 4:30 pm
 - SECURITY BRIEFING (*Mandatory)
 - *1st Floor Meeting Space – Gathering Place Room 25*
 - Tampa Convention Center
 - **Note*:** Attendance at one of the scheduled security briefings is **MANDATORY** for all **USCG affiliated Exhibitors** (for the USCG employees, USCG affiliated contractors (attending as USCG representatives), and others staffing USCG supported exhibits. Industry vendors and representatives are not required to attend.

TUESDAY, NOVEMBER 2, 2010



Guardian Fitness: Join the Guardian Fitness training team to learn about innovative fitness training that is scalable to the individual and can be done anywhere. The training also showcases how to provide safe, effective training with limited and time: **0600-0700 at the Riverwalk outside the convention center. Be there! (Tue, Wed, Thu)**

TUESDAY, NOVEMBER 2, 2010 (continued)

- 7:00 am - 5:30 pm
 - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
 - *Pre-function Ballroom A & B Registration Area*
Tampa Convention Center

- 7:00 am – 7:30 am
 - SECURITY BRIEFING (*Mandatory)
 - *1st Floor Meeting Space – Gathering Place Room 25*
 - Tampa Convention Center
 - **Note*:** Attendance at one of the scheduled security briefings is MANDATORY for all **USCG affiliated Exhibitors** (for the USCG employees, USCG affiliated contractors (attending as USCG representatives), and others staffing USCG supported exhibits. Industry vendors and representatives are not required to attend.

- 7:00 am - 8:00 am
 - Continental Breakfast
 - *Ballroom C & D Foyer*

- 8:00 am – 8:45 am
 - USCG Innovation Expo Opening Session
 - *Ballroom C & D*

 - National Anthem and Posting of the Colors.

 - USCG Welcome & Opening Comments
CAPT Joseph M. Re, USCG
Chairman, USCG Innovation Council

 - NDIA Welcome & Opening Comments
Lt Gen Lawrence P. Farrell, Jr. USAF (Ret.)
President and CEO, NDIA

 - City of Tampa, Florida Welcome
Mr. Santiago Corrada, Tampa City Administrator
(Representing The Honorable Pam Iorio, Mayor of Tampa))

 - USCG Opening Remarks
VADM Sally Brice-O’Hara, USCG
Vice Commandant
United States Coast Guard

 - USCG Commandant Opening Remarks
ADM Robert J. Papp, USCG
24th Commandant
United States Coast Guard

TUESDAY, NOVEMBER 2, 2010 (continued)

- 8:45 am - 10:00 am
 - USCG Innovation Expo Keynote Speaker
 - *Ballroom C & D*

Mr. David Zanca

*Senior Executive Vice President of E-Commerce Technology
Federal Express Services*

Collaborative Innovation

With physical and digital networks connecting over 220 countries and territories around the world, FedEx understands the essential need for creating interconnected networks and critical partnerships between people, processes and technology. David Zanca, Senior Vice President of IT for FedEx Services, will discuss the culture that fosters partnerships and leads to leading-edge thinking and innovation. Specific FedEx innovation projects and emerging technologies will be examined.

- 10:00 am - 5:00 pm
 - Innovation Exposition Exhibit Floor opens
(immediately after Keynote Speaker)
 - System Demonstrations – (refer to on-site schedule)
 - Waterfront

- 10:00 am - 10:30 am
 - COFFEE BREAK
 - *Exhibit Hall*

- 10:00 am - 11:00 am
 - Industry Boat Demonstrations
 - *Waterfront*

- 10:30 am - 12:00 noon
 - USCG Innovation Expo Panel Session #1
 - *Ballroom C & D*

***“Mission Support Modernization 2.0:
Achieving Horizontal and Vertical Integration”***

Summary: The DCMS enterprise will be horizontally and vertically integrated and aligned at the point of service delivery with clear lines drawn between the mission support functions performed at HQ and the operational logistics and support functions performed at or below the Logistics and Service Centers. This panel will discuss how the Service will ensure optimal support of operations through efficiency, reinvestment in field support, cultural alignment with operations, and accommodations for contingency and normal operations while maintaining alignment with the four cornerstones of the Mission Support Business Model.

TUESDAY, NOVEMBER 2, 2010 (continued)

Moderator: CAPT Michael McAllister,
Executive Director to the Chief of Staff (CG-01)

Panelists:

- RDML(Sel) Rick Gromlich, Director of Logistics (DCMS-5)
- CAPT Brian Kelley - Deputy Commander,
Personnel Support Command
- CDR Brian Keffer - Surface Forces Logistics Center,
Small Boat Product Line Manager
- CAPT Bob Klapproth - Commanding Officer,
Base Support Unit Seattle

- 12:00 noon - 1:00 pm
 - BUFFET LUNCH
 - *West Hall*
- 1:00 pm - 1:25 pm
 - Narrated USCG Operational Capabilities Demonstration
 - *Waterfront*
- 1:30 pm - 3:00 pm
 - USCG Innovation Expo Panel Session #2

***“Engaging Academia: Creating Partnerships for
Organizational Innovation”***

Summary: *A moderated panel on the roll academia plays in fostering innovation and how we can engage in academic partnerships to address organizational challenges.*

Moderator: Dr. Jonathan Jefferson
Leader-in-Residence
Institute for Leadership
U. S. Coast Guard Academy

Panelists:

- Dr. Matthew Clark, University Programs, DHS
- Wendy Walsh, Naval Postgraduate Program
- CAPT Kurt Colella, Dean of Academics, USCGA
- Gary R. Wilson
Applied Research Laboratories, University of Texas
- Ananth V. Iyer, Krannert School of Management
Purdue University

- 3:00 pm - 3:30 pm
 - COFFEE BREAK
 - *Exhibit Hall*

TUESDAY, NOVEMBER 2, 2010 (continued)

- 3:30 pm - 5:00pm
 - USCG Innovation Expo Panel Session #3
 - *Ballroom C & D*

“Engaged with Industry: How Cooperative Understanding Improves Performance and Value”

Summary: *If Service Acquisition professionals better understand industry concerns and structure - and work cooperatively with them, we can streamline the acquisition process, reduce the overhead, and reap lower costs and/or better products and services.*

Moderator: Mr. Hiram Bell,
Chief, Office of Strategic Planning & Communications
U. S. Coast Guard Acquisition Directorate

Panelists:

- VADM Terrance "Terry" Etnyre, USN (ret), VP of Government Programs, Marinette Marine Corporation
 - Capt. Jay Manik, USCG (Ret.), VP of Federal Services Group, CDM
 - Mr. Daniel Bilow, Business Development Director, Naval Programs, Thales Communications, Inc.
- 4:00 pm - 4:30 pm
 - Academy Robotics on the Water Competition Winner Announcement
 - *East Exhibit Hall at booth #804*
 - 5:30 pm - 7:30 pm
 - NDIA Sponsored Welcome Reception – Open to all Registered Expo Exhibitors and Attendees (VEO passes not included)

WEDNESDAY, NOVEMBER 3, 2010

- 7:00 am - 5:30 pm
 - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
 - *Pre-function Ballroom A & B Registration Area*
Tampa Convention Center
- 7:00 am - 8:00 am
 - Continental Breakfast
 - *Ballroom C & D Foyer*
- 8:00 am - 9:30 am
 - USCG Innovation Expo Keynote Speaker
 - *Ballroom C & D*

WEDNESDAY, NOVEMBER 3, 2010 (continued)

Ms. Martha Johnson
Administrator
Government Services Administration

Pulling – Not Pushing – Change

- 8:30 am - 5:00 pm
 - Innovation Exposition Exhibit Floor opens for the day.
 - System Demonstrations – *(refer to on-site schedule)*
 - Waterfront

- 10:00 am - 10:30 am
 - COFFEE BREAK
 - *Exhibit Hall*

- 10:00 am - 11:00 am
 - Industry Boat Demonstrations
 - *Waterfront*

- 10:30 am - 12:00 noon
 - USCG Innovation Expo Panel Session #4
 - *Ballroom C & D*

***“Promoting Innovation: How Contests, Prizes, Challenges,
and Grants Can Generate Innovative Energy”***

Summary: *A productivity boom has transformed how private enterprises react to the customer and changing markets while the federal government remains largely unchanged and lagging behind in terms of efficiency, agility, and service quality. This collaborative discussion investigates how we can encourage broad participatory involvement in anticipating and finding solutions to the challenges change imparts upon our jobs and our mission effectiveness.*

Moderator: Dr. Neal Thornberry, Ph.D.
Innovation Chair, Naval Postgraduate School

Panelists:

- Dr. Lawrence C. Schuette, Ph.D., Director of Innovation
Office of Naval Research
- Daniel Munz, General Services Administration
- Tiffany Smith-Licciardi, eDiplomacy, Department of State
- Elizabeth Robboy Kittrie
Department of Health and Human Services
- David Hale, National Institute of Health

WEDNESDAY, NOVEMBER 3, 2010 (continued)

- 12:00 noon - 1:00 pm
 - BOX LUNCH
 - *West Hall*

- 1:00 pm - 1:25 pm
 - Narrated USCG Operational Capabilities Demonstration
 - *Waterfront*

- 1:30 pm - 3:00 pm
 - USCG Innovation Expo Panel Session #5
 - *Ballroom C & D*

***“The Interagency Alternative Technology
Assessment Program:
Fast Tracking Innovation and How Collaboration
Finds Solutions during Crisis Response Operations”***

Summary: *This panel will discuss the opportunities created by response operations and the relationships, processes, and results R&D Center led in identifying applicable technologies to combat the Deepwater Horizon Oil Spill. Panel membership reflects the diversity of organizations involved in establishing/capturing the requirements, conducting the evaluations, and fielding the results.*

Moderator: Captain Matthew Sisson, Commanding Officer
USCG Research and Development Center

Panelists:

- Captain Chuck Gunzel, USN
Naval Sea Systems Command
 - Matthew Quinney, Bureau of Ocean Energy Management
 - Eric Koglin, Environmental Protection Agency
 - Tim Dickerson, USCG Research and Development Center
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- 3:00 pm - 3:30 pm
 - COFFEE BREAK
 - *Exhibit Hall*

WEDNESDAY, NOVEMBER 3, 2010 (continued)

- 3:30 pm - 5:00pm
 - USCG Innovation Expo Panel Session #6
 - *Ballroom C & D Foyer*

“Greenovate: Incorporating Environmental Stewardship and Sustainable Practices with Mission Support”

Summary: *This panel discussion encompasses the priority search for sustainable, environmentally sound, eco-friendly technologies and their long term importance to global survivability. The dialog will cover aspects such as who can be a catalyst for sustainable technology, what is out there on store shelves AND on the horizon, where can these approaches result in cost savings or long term benefit, when and how fast can they be implemented, and the USCG’s interest in pursuing implementation.*

Moderator: Ms. Alice Hill
Senior Counselor to the Secretary
Department of Homeland Security

Panelists:

- Captain John Hickey, Commanding Officer
USCG Shore Maintenance Command
 - Dan Ingold, Offshore Wind Farms
 - Andrea Hart, Weston Solutions, Inc.
- 5:30 pm - 7:30 pm
 - Industry Sponsored “Annual Cutter” Reception – Open to all Registered Expo Exhibitors and Attendees (VEO passes not included)
 - *Riverwalk*

THURSDAY, NOVEMBER 4, 2010

- 7:00 am – 12:00 noon
 - USCG Innovation Expo Conference Attendee & Exhibitor Registration Check-in
 - *Pre-function Ballroom A & B Registration Area*
Tampa Convention Center
- 7:00 am - 8:00 am
 - Continental Breakfast
 - *Ballroom C & D Foyer*
- 8:00 am – 12:30 pm
 - Innovation Exposition Exhibit Floor open
 - System Demonstrations – (*refer to on-site schedule*)
 - Waterfront

THURSDAY, NOVEMBER 4, 2010 (continued)

- 8:30 am - 10:00 am
 - **Breakout Session #1** : Continuing the Conversation:
 - *1st Floor Meeting Space – Gathering Place Room 19*

***“Alexander Hamilton Award:
What’s In It for Leaders and Their Units”***

Moderator: Captain Joseph M. Re, USCG
Chief, Office of Performance Management (CG-0954)

- 8:30 am - 10:00 am
 - Breakout Session #2 : Continuing the Conversation:
 - *1st Floor Meeting Space – Gathering Place Room 25.*

“Innovating Leadership for Diversity”

Moderator: Dr. Jonathan Jefferson
Leader-in-Residence
Institute for Leadership
U. S. Coast Guard Academy

- 10:00 am - 10:30 am
 - COFFEE BREAK
 - *Exhibit Hall*

- 10:30 am - 11:30 pm
 - USCG Innovation Award Presentations
 - *Ballroom C & D*
 - Introductions:

CAPT Joseph M. Re, USCG
Chairman, USCG Innovation Council
United States Coast Guard

THURSDAY, NOVEMBER 4, 2010 (continued)

- Presenter:

ADM Robert J. Papp, Jr., USCG
24th Commandant
United States Coast Guard
 - USCG Captain Niels P. Thomsen Innovation Award Presentation
 - USCG Alexander Hamilton Award for Excellence Presentation
- 11:30 am - 12:00 pm
 - USCG Innovation Expo Closing Ceremony
 - *Ballroom C & D*
 - Closing Remarks:

ADM Robert J. Papp, USCG
24th Commandant
United States Coast Guard
 - Retirement of the Colors
- 12:30 pm
 - 2010 USCG Innovation Expo Adjourns
- 12:30 pm – 7:00 pm
 - Exhibitor Move-Out

After the conclusion of the NDIA sponsored 2010 USCG Innovation Expo*, The U. S. Coast Guard's Assistant Commandant for Acquisition (CG-9) and Chief Acquisition Officer (CAO) will conduct a market research industry day.

U. S. COAST GUARD ACQUISITION DIRECTORATE (CG-9) EVENT

- 1:30 pm - 4:00 pm
 - Industry Day
 - *Ballroom C & D*
- Offshore Patrol Cutter (OPC) Industry Day***
Solicitation Number: HSCG23-10-I-OPCIND
Agency: Department of Homeland Security
Office: United States Coast Guard (USCG)

For more information visit: **Industry Day** <https://www.fbo.gov> and search for the solicitation number

https://www.fbo.gov/index?s=opportunity&mode=form&id=47123f7adfc502cf0c94921660338071&tab=core&_cview=1

**While not an agenda item for the Innovation Expo,
this notice is provided to ensure the broadest dissemination of this event.*



A wholly owned subsidiary of CDW LLC, ranked No. 41 on Forbes' list of America's Largest Private Companies, CDW Government LLC (CDW-G) is a leading provider of multi-brand technology solutions to federal government agencies. The company features dedicated account managers who help customers choose the right technology products and services to meet their needs.

CDW-G's technology specialists and engineers offer expertise in designing customized solutions, while its advanced technology engineers can assist customers with the implementation and long-term management of those solutions. Our offerings range from discrete hardware and software products to complex technology solutions such as virtualization, collaboration, security, mobility, data center optimization and cloud computing.

CDW-G also provides quick shipping from one of the industry's largest in-stock inventories. A 500,000 square foot distribution center in North Las Vegas, Nevada complements the existing 450,000 square foot distribution center in Vernon Hills, Illinois to ensure customers receive the right technology right away.

Customers can purchase from CDW-G by telephone, fax and the company's CDWG.com web site. Additionally, CDW-G's customized extranets provide personalized access to a customer's account team, product information, purchase history, quotes and order status – plus the ability to track previous orders, manage asset tagged items and order configured systems.

In addition, CDW-G holds hundreds of contracts and preferred vendor awards for the Federal government, ensuring competitive pricing. A dedicated Contracts and Proposals department conducts the strategic and administrative work required to do business with government and education customers, including preparation of responses to proposals. Flexible payment options such as procurement cards, purchase orders and leasing also make it easy for customers to acquire the IT solutions they need.

For more information, call 1.800.808.4239, email cdwgsales@cdwg.com or visit CDWG.com



Govplace is a leading provider of systems integration and innovative IT solutions for the public sector.

Govplace combines public sector experience and understanding with a comprehensive and relevant technology ecosystem to deliver innovative IT solutions to government and education. Govplace applies a unique, performance-based approach to our engagements – focusing on, and being accountable to the results our customers expect. Govplace leverages our public sector expertise, technology ecosystem and performance-based engagement approach to help our customers increase IT efficiency, maximize investments and achieve their mission goals and objectives.

With over 15 years of experience working exclusively with government and education, Govplace has developed a comprehensive understanding of the contractual, budgetary, political and regulatory needs and circumstances of the public sector. We understand current public sector priorities and concerns such as transparency-in-government, accountability and jobs creation and how they impact our customers' requirements. Govplace holds contracts with numerous state, local, education, and federal clients.

The Govplace technology ecosystem encompasses best-of-breed technologies evaluated, selected and delivered by experienced and knowledgeable industry-certified IT professionals. Technologies and ecosystem partners are evaluated and selected on a number of criteria including technical and business benefits, proven performance, initial cost, total cost of ownership, and suitability to the public sector. We help our customers accelerate results by providing the best available, proven technologies designed to match their unique needs.

Govplace applies a performance-based approach to our engagements – we are accountable to the results our customers expect, and deliver pay-for-performance solutions such as utility computing and Infrastructure as a Service (IaaS).

Our unique philosophy and methodology includes:

- Clearly understanding the customer's relevant goals and objectives
- Defining a vision for success in collaboration with the customer
- Creating and adhering to a set of meaningful performance metrics
- Reducing risk through accountability to results

Govplace leverages our public sector expertise, technology ecosystem and performance-based engagement approach to help our customers increase IT efficiency, maximize investments and achieve their mission goals and objectives.



Grant Thornton LLP's Global Public Sector, based in Alexandria, Va., is a global management consulting business with the mission of providing responsive and innovative financial, performance management and systems.

We provide creative solutions that achieve measurable results and assist agencies in meeting mission goals. We creatively re-engineer the way agencies do business to achieve cost savings, help manage new program initiatives and support clients' efforts to make government more efficient and responsive. Many of our professionals have previous military or federal experience and understand the government operating environment.

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Headquartered in New York, L-3 Communications Corporation is a leading supplier of a broad range of products and services used in a substantial number of aerospace and defense platforms. We are also a major supplier of systems, subsystems and products on many platforms, including those for secure networked communications and communication products, mobile satellite communications, information security systems, shipboard communications, naval power systems, missiles and munitions, telemetry and instrumentation and airport security systems. We also are a prime system contractor for aircraft modernization and operations & maintenance (O&M), Command, Control & Communications (C3), Intelligence, Surveillance and Reconnaissance (ISR) collections systems and services, training and simulation, intelligence services and government support services. Our customers include the U.S. Department of Defense (DoD) and its prime contractors, the U.S. Department of Homeland Security (DHS), U.S. Government intelligence agencies, major aerospace and defense contractors, allied foreign government ministries of defense, commercial customers and certain other U.S. federal, state and local government agencies.



Supporting Missions that Matter Most

Truestone’s Maritime Operations division plays a variety of mission execution and support roles for the USCG’s C4IT Service Center; Command, Control and Communications Engineering Center (C3CEN); Telecommunications and Information Systems Command (TISCOM); Force Readiness Command; and the legacy Maintenance and Logistics Commands. Truestone has executed more than 300 task orders—reflecting the faith these commands have in our ability to deliver results as well as the depth of our collaborative, solutions-oriented culture. Our Coast Guard-specific expertise includes:

- Policy, Doctrine and TTP Development
- C4ISR Engineering and Operational Training
- Electronics Communications Equipment Repair and Testing
- Software Development & Maintenance
- Identity & Access Management
- Business Process Engineering and Strategic Planning

Truestone plays a critical role supporting Visual and Instrumented TEMPEST inspections and discrepancy mitigation for the Deepwater Project, helping the Coast Guard achieve Authority to Operate (ATO) for the classified systems aboard the USCG’s new fleet of cutters. In addition to our Deepwater work, Truestone delivers innovative solutions in support of numerous C4ISR USCG programs and systems:

<ul style="list-style-type: none"> • Maritime Domain Awareness <ul style="list-style-type: none"> – Watchkeeper – Web-Enabled Common Operational Picture (WebCOP) – NAIS-I and NAIS-II • Program Management Support <ul style="list-style-type: none"> – OneNet and Networx – Coast Guard Business Intelligence – Training Center Performance Analysis – C4ITSC Business Process Alignment – FORCECOM ODTTP and Business Plan 	<ul style="list-style-type: none"> • Field Engineering and Logistics Support <ul style="list-style-type: none"> – NAIS – Bridgemaster-E – DGPS – Operational Training, including underway • Information Assurance <ul style="list-style-type: none"> – Shipboard TEMPEST and Engineering Support <ul style="list-style-type: none"> ○ NSC, FRC and OPC classes – Certification and Accreditation (FISMA) – PKI and PKE
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From large scale program support to focused technical solutions, Truestone delivers the resources, experience and capability necessary to make your maritime operations projects successful. Truestone is agile and lean, enabling us to offer turnkey solutions that span planning, design, procurement, construction, test & evaluation, and operations & maintenance. We are proud to be a leading Coast Guard technology partner and remain steadfast in our commitment to the USCG mission—today and tomorrow.

Stop by booth #1124 to learn more about how Truestone supports the Coast Guard missions that matter most!