



**PSA / SLAAD Merger Brief  
NDIA Leadership Conference  
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# Purpose

- **Combine Precision Strike Association (PSA) and Strike, Land Attack, and Air Defense (SLAAD) Division into a new stronger organization**
- **Become more influential and a more relevant combined industry organization**
- **Enables the combined organization to fully garner the attention of all DoD services to address both defensive and offensive capabilities of the armed services and relay industry perspectives**



# Mission Comparison

## SLAAD

- The focus of NDIA's Strike, Land Attack and Air Defense (SLAAD) Division is conducting and reporting studies related to SLAAD. The group holds quarterly meetings at industry, laboratory and government sites. Additionally, members annually visit the fleet commands, alternating between the Atlantic and Pacific fleets, to gain firsthand knowledge of current operating fleet issues and to help members to incorporate relevant, timely Navy concerns into their studies.
- The division teams with the NDIA Missile Defense Division to conduct an annual symposium on the state of integrated air and missile defense.

## PSA

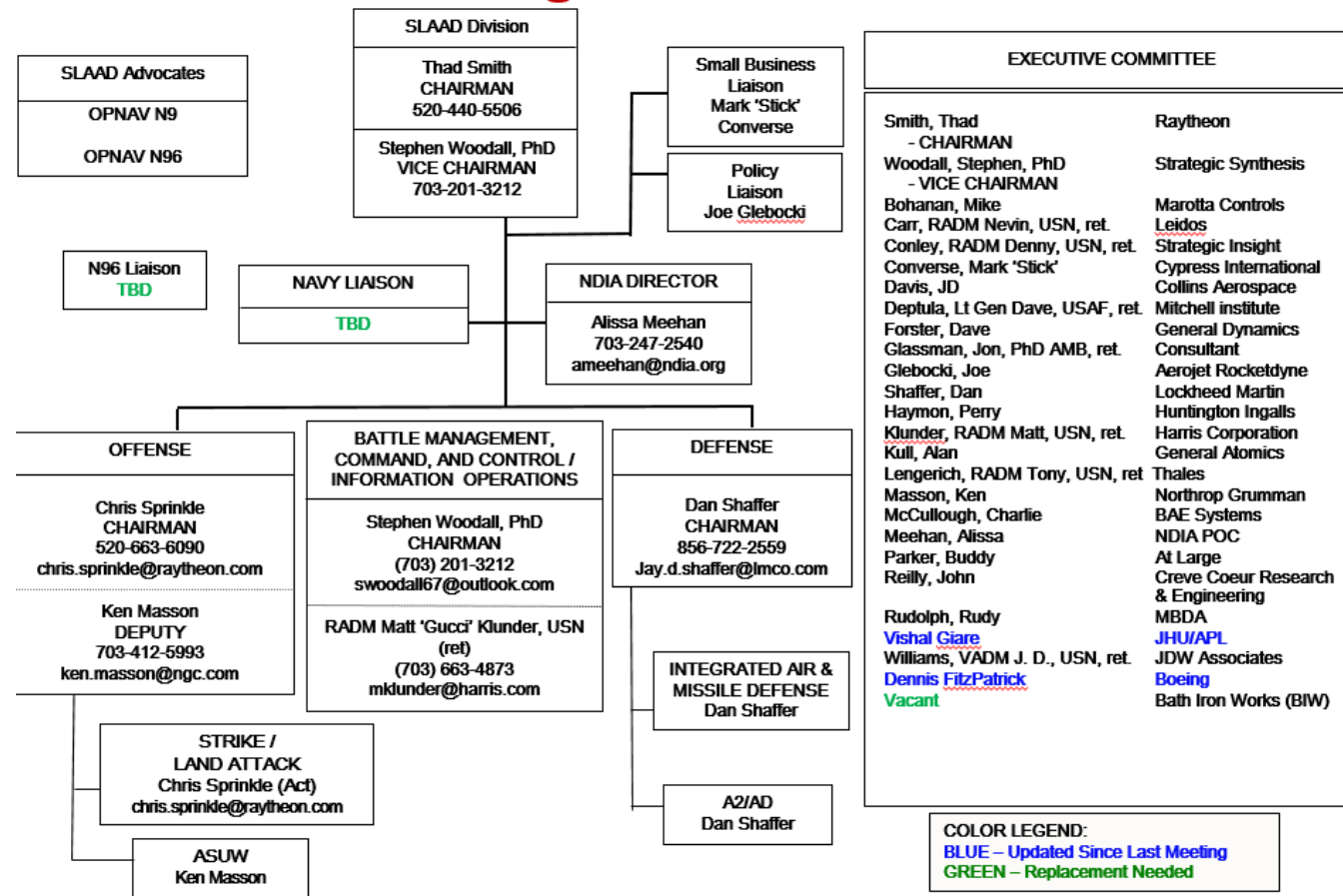
- The Precision Strike Association (PSA) is a nonprofit organization founded to provide a forum for disparate experts from the U.S. military, government, national laboratories, and industry in an ethical, collegial, classified environment to mesh the current and future challenges faced by the U.S. military with the art of the possible in precision strike technology. PSA's annual symposiums and reviews bring top federal and military leadership to a common forum with technical subject matter experts (SMEs) and industry leadership, enabling a candid dialogue that seeks to solve issues across the entire Kill Chain.
- PSA, a proud affiliate of the National Defense Industrial Association (NDIA) since 2001, was founded as the Cruise Missile Association in 1988. Over its 30-plus year history, PSA has cultivated a dedicated community including over 30 defense companies and many of the U.S. National Labs, and has representation from all U.S. military services, the COCOMs, OSD, and the Joint Staff.

***Similar Missions - Both Organizations Lacking Full Participation – Capitalize on Strengths***

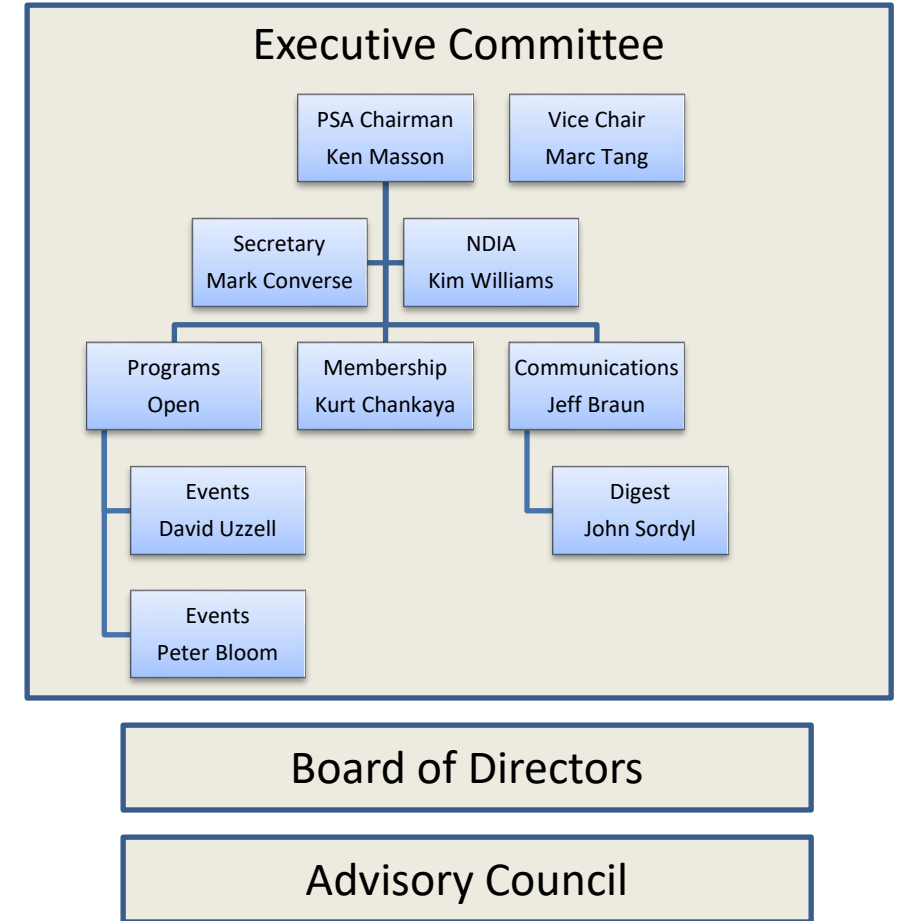


# Organization Comparison

## SLAAD



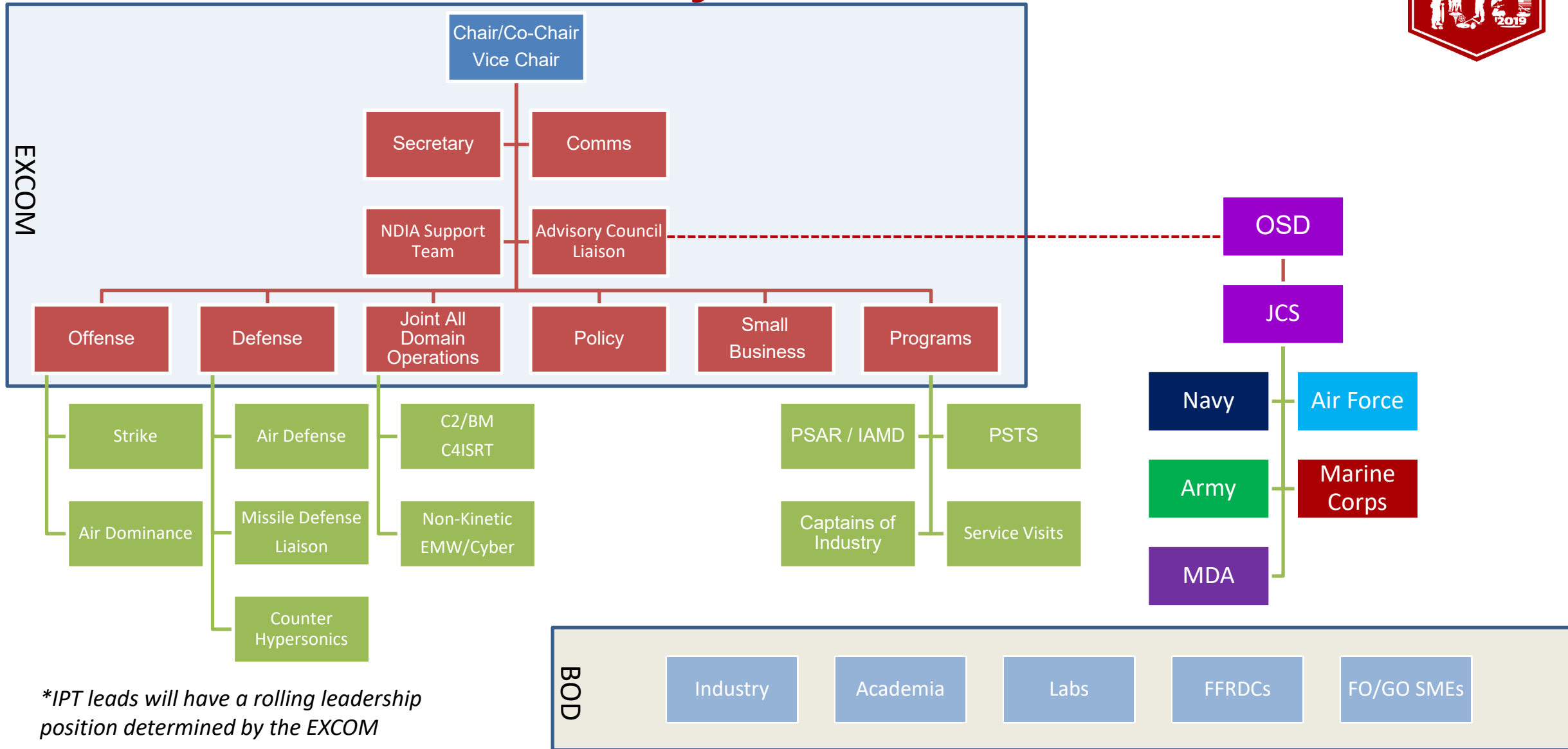
## PSA



*Numerous Membership Overlaps*



# New EXCOM, BOD, Advisory Council



*\*IPT leads will have a rolling leadership position determined by the EXCOM*



# Challenges & Way Ahead

## Challenges

- **Getting started**
- **Creating momentum**
- **Overcoming emotional attachments**

## Way Ahead

- **Branding**
  - Redefine the mission statement
  - Website rebrand
  - New organization name
- **Program and events for 2020 & 2021**
- **Rollout**
  - NDIA & new organization DoD Leadership engagement