ASSISTANT SECRETARY OF DEFENSE
3500 DEFENSE PENTAGON
WASHINGTON, DC 20301-3500

LOGISTICS AND
MATERIEL READINESS

APR 1 6 2012

MEMORANDUM FOR ASSISTANT SECRETARY OF THE ARMY (ACQUISITION, LOGISTICS AND TECHNOLOGY)
ASSISTANT SECRETARY OF THE NAVY (RESEARCH DEVELOPMENT AND ACQUISITION)
ASSISTANT SECRETARY OF THE AIR FORCE (ACQUISITION)
ASSISTANT SECRETARY OF THE AIR FORCE (INSTALLATIONS, ENVIRONMENT AND LOGISTICS)

SUBJECT: 2012 Product Support Manager Conference

It is my pleasure to announce the 2012 Office of the Secretary of Defense Product Support Manager (PSM) Conference, hosted by the Office of the Assistant Secretary of Defense (Logistics and Materiel Readiness) on June 5-7, 2012. The theme of the conference is "Integrating Government and Industry for Improved Product Support" and is aimed at providing affordable sustainment solutions that meet the warfighter's needs. The 3-day conference will feature Government and Industry keynote presentations and a panel discussion on Product Support Expectations and Challenges. There will be two forums on How to Successfully Lead a Product Support Team and Developing, Implementing, and Executing a Life Cycle Product Support Strategy.

Topics raised at the conference will stimulate dialogue among government officials, industry executives, and academia. This conference will provide an opportunity to further develop the workforce's Life Cycle Logistics competency skills with the sharing of lessons learned and best practices, as well as strengthening our ties between industry and government leaders. At the conclusion of the conference, each attendee will obtain 15 continuous learning points. I strongly encourage your support for this conference.

The PSM Conference will begin on Tuesday, June 5, 2012, with registration starting at 0730, and will conclude at 1530, on Thursday, June 7, 2012. Both government and industry personnel are invited to attend the conference that will be held in Howell Auditorium, Scott Hall, Building 226 at Fort Belvoir, Virginia. There is a non-reimbursable $40 Catering Service Fee, which offsets the cost of two lunches and three continental breakfasts.

Attendees can register for the PSM Conference by completing the registration form at http://www.acq.osd.mil/log/mr/PSM_conference.html no later than Friday, June 1, 2012. The attached agenda, as well as directions, briefing charts, and other administrative information are located on the same website. ODASD(MR) will post briefing charts no later than Wednesday, May 30, 2012. Business attire and the uniform of the day are appropriate for the conference.

Any questions regarding the PSM Conference may be addressed to the Office of the Deputy Assistant Secretary of Defense (Materiel Readiness) conference coordinators Ms. Lisa P. Smith, ODASD (MR), (703) 614-8339/DSN 224-8339; Lisa.Smith@osd.mil or Mr. John Boyce, ODASD (MR), (571) 256-7070/DSN 260-7070; john.boyce.ctr@osd.mil.

Alan F. Estevez

Attachment:
As stated

cc:
ASD(Acquisition)
Director, CAPE
Director, DPAP
Deputy Assistant Secretary of the Navy (Expeditionary Programs and Logistics Management)
Deputy Chief of Staff for Logistics, U.S. Army, G4
Deputy Chief of Naval Operations (Fleet Readiness and Logistics), N4
Deputy Chief of Staff for Logistics, Installations, and Mission Support, U.S. Air Force, A4/7
Deputy Commandant, Installations and Logistics, U.S. Marine Corps
Defense Logistics Agency
Commander, US Army Materiel Command
Commander, Naval Sea Systems Command
Commander, Air Force Materiel Command
Commander, Naval Air Systems Command
Commander, Naval Supply Systems Command
Commander, Space and Naval Warfare Command
Commanding General, Marine Corps Logistics Command
Vice President, DAU
DASD(PS, MPP, SCI, TP, MR)

PSM CONFERENCE

JUNE 5-7, 2012

Tuesday, June 5, 2012

0730-0815 **REGISTRATION**

0815-0825 **WELCOME AND ADMIN COMMENTS**
Mrs. Lisa P. Smith, ODASD(MR)

0825-0900 **KEYNOTE PRESENTATION:**
Materiel Readiness Product Support Responsibility
Mrs. Sue Dryden
Deputy Assistant Secretary of Defense (Materiel Readiness)

0900-0935 **Industry Product Support Strategic Views and How They Impact Life Cycle Costs**
Mr. Lou Kratz
Vice President, Logistics and Sustainment, Lockheed Martin Corporation and NDIA Logistics Management Division Chairman

0935-1005 **Product Support Business Model – PM/PSM/PSI/PSP Responsibilities**
Mr. John Boyce, ODASD(MR)

1005-1020 **BREAK**

1020-1130 **Panel Discussion: Services Product Support Implementation Updates**
Panel Moderator: Mrs. Sue Dryden, DASD(MR)
Panel Members: Air Force: Mr. Scott Reynolds, SAF/IEL
Army: Mr. Wimpy Pybus, ASAALT
Navy: Mr. Brian Detter, DASN ELM

1130-1200 **Proof Point**
Mr. Al Banghart, Deloitte Consulting

1200-1245 **Lunch (Box Lunches) $12**

1245-1355 **Panel Discussion: Product Support Expectations and Challenges (Government and Industry)**
Panel Moderator: Mr. John Baranowski, ODASD(MR)
Panel Members: Industry Reps (2)
Air Force, Army, and Navy Rep

1355-1455 **Technical Data Rights Acquisition Strategy**
Mr. Nickolas Guertin, ODASN(RDT&E)

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1455-1510	**BREAK**
1510-1600	**R & M Engineering Update** Mr. Andy Monje, ODIR, Mission Assurance and Mr. Jim Farmer, ODASD(MR)
1600-1645	**Life Cycle Sustainment Plan Update** Mr. John Medlin and Mr. Bob Houts, ODASD(MR)
1645-1655	**Daily Wrap-Up and Adjourn** Mrs. Lisa P Smith, ODASD(MR)

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Wednesday, June 6, 2012

0800-0845	**Maintenance Initiatives Impacting Product Support** Mr. John Sutton, ODASD(MPP)
0845-0915	**Partnering and Industrial Integration** Mr. Joe Fengler, Honeywell
0915-0945	**Defense Logistics Agency Support** CAPT John Spicer, DLA
0945-1015	**Product Support Analytical Tools Database Demo** Mr. Mike Bayer and Ms. Andrea Reese, DAU
1015-1030	**BREAK**
1030-1100	**Tailoring PBL: "How Much Do You Want?"** Mr. Gilbert B Diaz, Raytheon
1100-1135	**Resources To Readiness** Mr. Mark Gajda, ODASD(MR)
1145-1340	**LUNCH (Fort Belvoir Officer's Club) - $20** **KEYNOTE SPEAKER: Ms. Andrea Sawyer, Wounded Warrior Project**
1350-1435	**Operating and Support Cost Estimation** Mr. Colt Murphy, ODASD(MR)
1435-1520	**Financial Panel Discussion – Sustainment Funding and POM Challenges** Service Programmers **Panel Moderator: Mr. Jim Kelly, ODASD(MR)** **Panel Members: Air Force, Army, and Navy Rep**
1520-1535	**BREAK**
1535-1605	**Counterfeit Parts** Mr. Gerald Brown, ODASD(SCI)
1605-1635	**DMSMS** Mr. Alex Melnikow, DSPO
1635-1705	**Integrated Product Support (IPS) Elements** Mr. Dave Floyd, DAU

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1705-1710 Daily Recap and Adjourn

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Thursday, June 7, 2012

0800-0845	**Contracting Strategies, Incentives, and Language** Mr. Richard Ginman, DPAP
0845-0925	**Rapid Acquisition Policy and Application** Mr. Jim Farmer, ODASD(MR)
0925-0945	**DoD 5000.02 and Life Cycle Sustainment Enclosure Update** Mr. Terry Emmert, ODASD(MR)
0945-1000	**BREAK**
1000-1200	**Product Support Management Forums** **Session 1: Successfully Leading A Product Support Team – Packard Conference Center** Facilitated discussion led by Mr. Tom Simcik and Mr. Steve Brown, DAU Faculty **Session 2: Developing, Implementing, and Executing a Life Cycle Product Support Strategy – Howell Auditorium** Facilitated discussion led by Mr. Terry Johnson and Mr. Brian Yoo, DAU Faculty
1200-1300	**LUNCH**
1300-1500	**Product Support Management Forums** **Session 1: Developing, Implementing, and Executing a Life Cycle Product Support Strategy – Packard Conference Center** Facilitated discussion led by Mr. Terry Johnson and Mr. Brian Yoo, DAU Faculty **Session 2: Successfully Leading A Product Support Team – Howell Auditorium** Facilitated discussion led by Mr. Tom Simcik and Mr. Steve Brown, DAU Faculty
1500-1515	**Action Item Review**
1515-1530	**Closing Remarks and Adjourn** Mrs. Sue Dryden Deputy Assistant Secretary of Defense (Materiel Readiness)