



LOGISTICS AND
MATERIEL READINESS

ASSISTANT SECRETARY OF DEFENSE

3500 DEFENSE PENTAGON
WASHINGTON, DC 20301-3500

APR 16 2012

Mr. Gil Diaz
Chairman, AIA Product Support Committee
Aerospace Industries Association
1000 Wilson Boulevard
Arlington, VA 22209

Dear Mr. Diaz:

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.

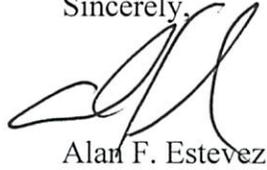
Topics raised at the conference will stimulate dialogue among government officials, industry executives, and academia. This conference will provide an opportunity to further develop the workforce's Life Cycle Logistics competency skills with the sharing of lessons learned and best practices, as well as strengthening our ties between industry and government leaders. 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 .

Sincerely,

A handwritten signature in black ink, appearing to read 'Alan F. Estevez', with a stylized flourish at the end.

Alan F. Estevez

Attachment:
As stated

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)