

NDIA 2017 State of Affairs Briefing

Integrated Program Management Division Meeting
Orlando, Florida
January 31 - February 1, 2017

2016 – A Year of Change



- **Realigned the Organization**
 - Separated Program Development from Business Operations
- **Strategic Hires**
 - Frank Michael – SVP for Program Development
 - Christine Klein – VP for Meetings and Business Relationships
 - Alex Zemek – VP for Policy
- **Gained Efficiency**
 - Applying business case discipline to events and conferences
 - Disestablished 9 Divisions and 1 Industrial Committee

Vision

NDIA is the trusted leader in defense and national security associations

Mission Statement

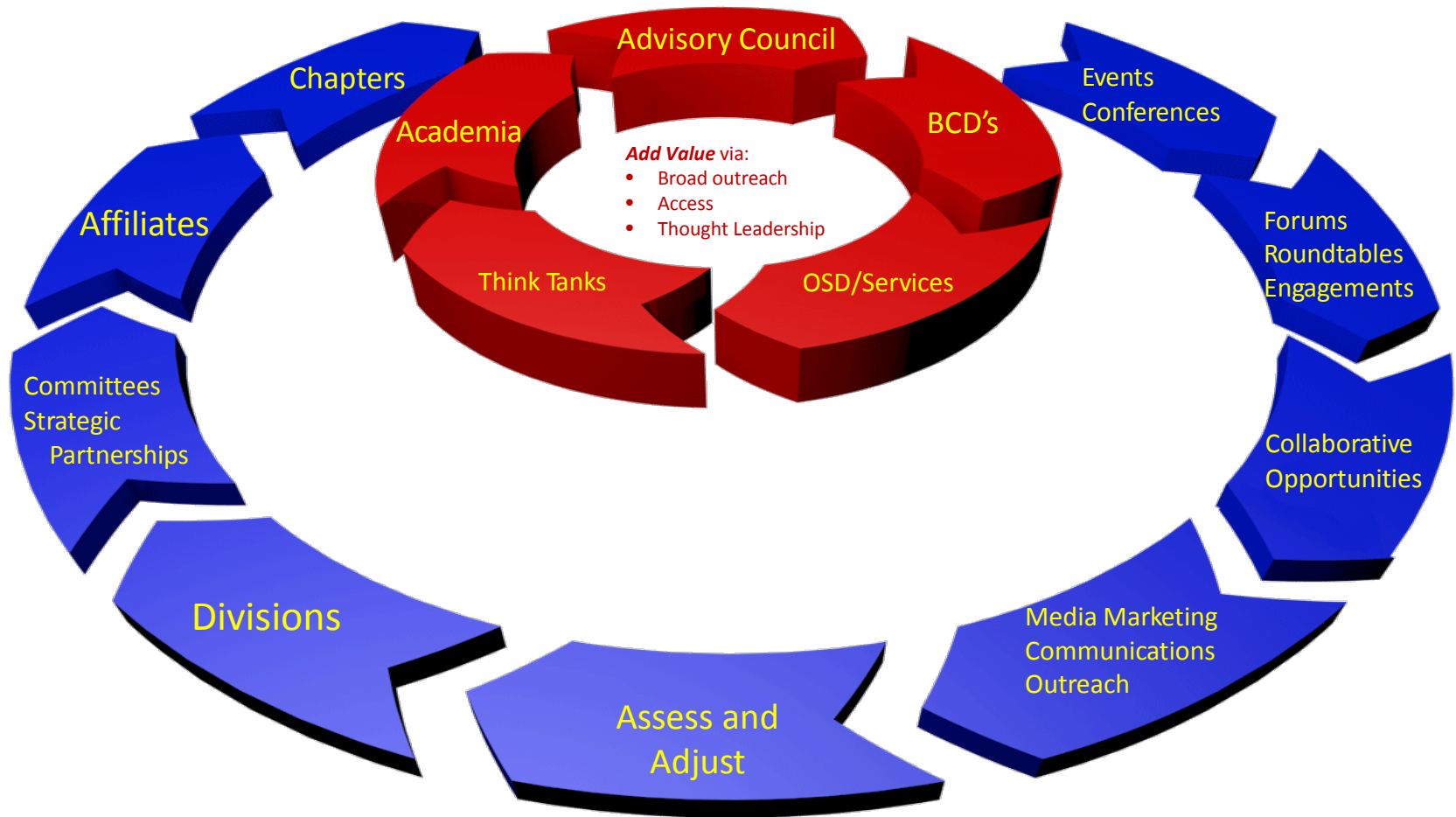
- *Champion* issues that contribute to the strength, resiliency and capacity of the industrial base
- *Build* a vigorous, responsive and collaborative community in support of defense and national security
- *Convene* legal and ethical forums for exchange of ideas, information, viewpoints and capabilities

FY17 Focal Areas



- Workforce Development
- Cyber Security
- Defense Resourcing
- Innovation
- International Engagement
- Sustainment and Logistics
- Technological Superiority
- Streamlining Acquisition

Program Development Cycle



- **Communication and Collaboration**

- Gulf Coast and International Division collaboration on 1st International Air to Ground Symposium
- Georgia Chapter collaboration with Space Division and Small Business Division
- Cyber, Manufacturing, Logistics, Procurement Divisions collaboration cyber compliance and resiliency
- San Diego, Tennessee Valley, and Iowa Illinois chapters collaboration with Small Business Division
- IPM Division's inclusion of Central Florida Chapter leadership to participate in their Division Meeting in Orlando

- Addition of Major Air Force Portfolio
 - Air Force Global Strike Command Global Strike Symposium
- Academia Summit to DC
 - Baseline Academia's role in DoD/Industry/Academia Triad
- Emerging Capabilities Division
 - Offensive Cyber, Cyber/EW Convergence, Autonomy, Machine Learning, Virtual Reality
- Program Development Advisory Council
 - 12-15 Chapter and Division Leaders, BOD, Thought Leaders
 - Meet quarterly to advise on Program Development and collaboration opportunities
- Chapter and Division Newsletter

The Brand is Strong



- The Defense Industrial Association of choice
 - OPNAV N9 Acquisition Roundtable Series
 - Army Material Command Counterfeit Parts IPT
 - OPNAV N4 Supply Chain Surety Conference
 - Secretary of the Air Force Office of Transformation Initiatives (Digital Thread/Digital Twin)
 - University of Texas Academia Summit
 - Army Secretary Eric Fanning Farewell Speech
 - Strategic Capabilities Office “NDIA Day”
 - Air Force Global Strike Command Global Strike Symposium

Chapter and Membership Initiatives

- Increase support and guidance to Chapters
 - Frequent visits and engagements
 - Administrative assistance
 - Membership recruitment and retention initiatives
- Revitalize the Chapter Management Manual
- Reset the “Mega Directory”
- Focus on retention
 - Frequent contact throughout the membership cycle
- Corporate Member Appreciation Luncheons
- Membership “Networking Nights”
- Chapter and Division Newsletter

Policy Initiatives



Increase NDIA exposure & impact through policy expertise

- On the Hill
- With new Trump Administration
- In traditional and non-traditional media
- Further strategic academic/thinktank/etc. partnerships in policy
- Leveraging resources of Sr. Fellows, Divisions, and Chapters

Continue to increase policy value to our NDIA members and potential members

- Continued excellence in summarizing/distributing key info; expand where relevant; and responding to notices/regulations
- Producing concise, modern resources that crystallize the issues & guide discussion

Proposing innovative engagements; Standardizing processes for NDIA policy interaction

- When and how to get engaged on issues
- Brainstorming and cost-benefit analysis, and alternative ideas

Key FY2017 Legislative/Policy Issues include
Budget/Defense Resourcing
Acquisition Improvement
Cyber Security



Possible Defense Industry Impact of Trump Presidency

- Increase in defense spending
- Possible end of Sequestration
- More Defense industry friendly than the last 8 years
- Removal of Executive Orders that have been burdensome for all sizes of companies
- Reduction of overall corporate income tax
- Focus initially likely on stated top three priorities:
 - Immigration
 - Health care
 - Jobs



Trump presidency looks positive for defense industry but many variables yet unknown

Website Redesign

NDIA

BEFORE

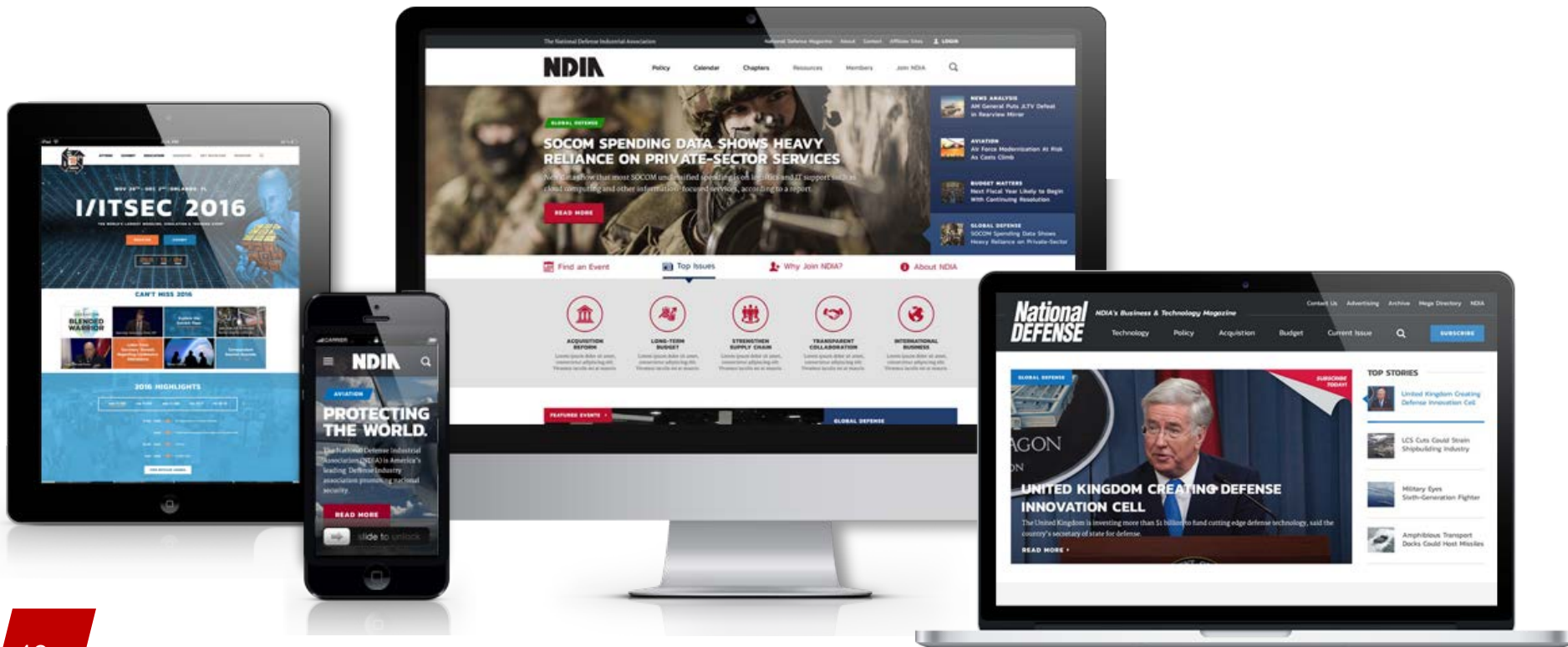
The screenshot shows the old NDIA website. At the top right is a "Sign In" link. Below it are navigation links: "Home | About Us | Contact Us | Join NDIA". A search bar with a "GO" button and "Advanced Search" link is present. The NDIA logo and tagline "Promoting National Security Since 1919" are on the left. A horizontal menu bar contains "MEETINGS & EVENTS", "POLICY", "DIVISIONS" (highlighted), and "MEMBERSHIP & CHAPTERS". Below this is a sidebar with a "Divisions" menu listing various categories like "Armaments", "Biometrics Enabled Identity", etc. The main content area is titled "NDIA Divisions" and contains a long list of links for each division, such as "Armaments", "Biometrics Enabled Identity", "Bomb & Warhead", etc.

AFTER

The screenshot shows the new NDIA website. At the top right are navigation links: "About", "Contact", "Press", "ND Magazine", and "LOGIN". The NDIA logo is on the left. A horizontal menu bar contains "Events", "Issues", "Membership", "Divisions", "Education", "Chapters", and a "Join" button. Below this is a large hero section with a blue background and white text: "Integrated Program Management". To the right of the hero section is a "Mission" section with a sub-header "Integrated Program Management" and a list of links: "Board of Directors", "Upcoming Events", "Previous Meeting Presentations", "Division Guides and Resources", and "Working Groups". Below the mission section is an "Objective" section with a sub-header "Objective" and a list of bullet points: "Serve as a thought leader and consistent source of best practices...", "Sponsor working groups to improve and advance the state of integrated program management practices and process integration...", "Maintain the EIA-748 Earned Value Management Systems (EVMS) Standard...", and "Collaborate across all Federal agencies to resolve disparate EVM interpretation and documentation emanating from multiple sources to achieve approved EVM systems and consistent practices..."

Website Redesign

- New responsive design allows for a seamless user experience from any device
- More robust division pages
- Easy access to chapter pages



Re-Branding

NDIA

- Chapter branding information, guidelines and links to files will be included in the 2017 NDIA Chapter Manual

NEW NDIA LOGO

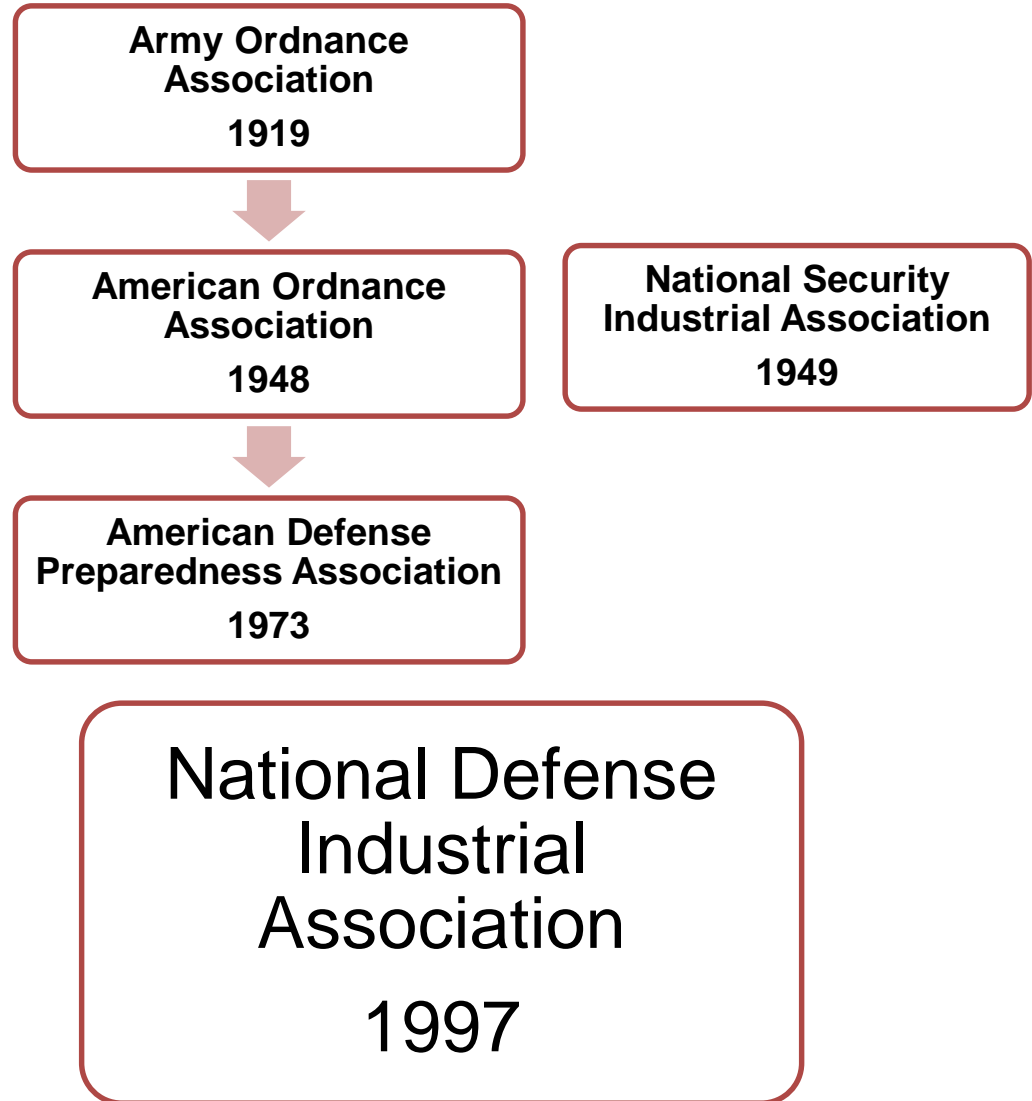
NDIA

NEW CHAPTER LOGO

NDIA

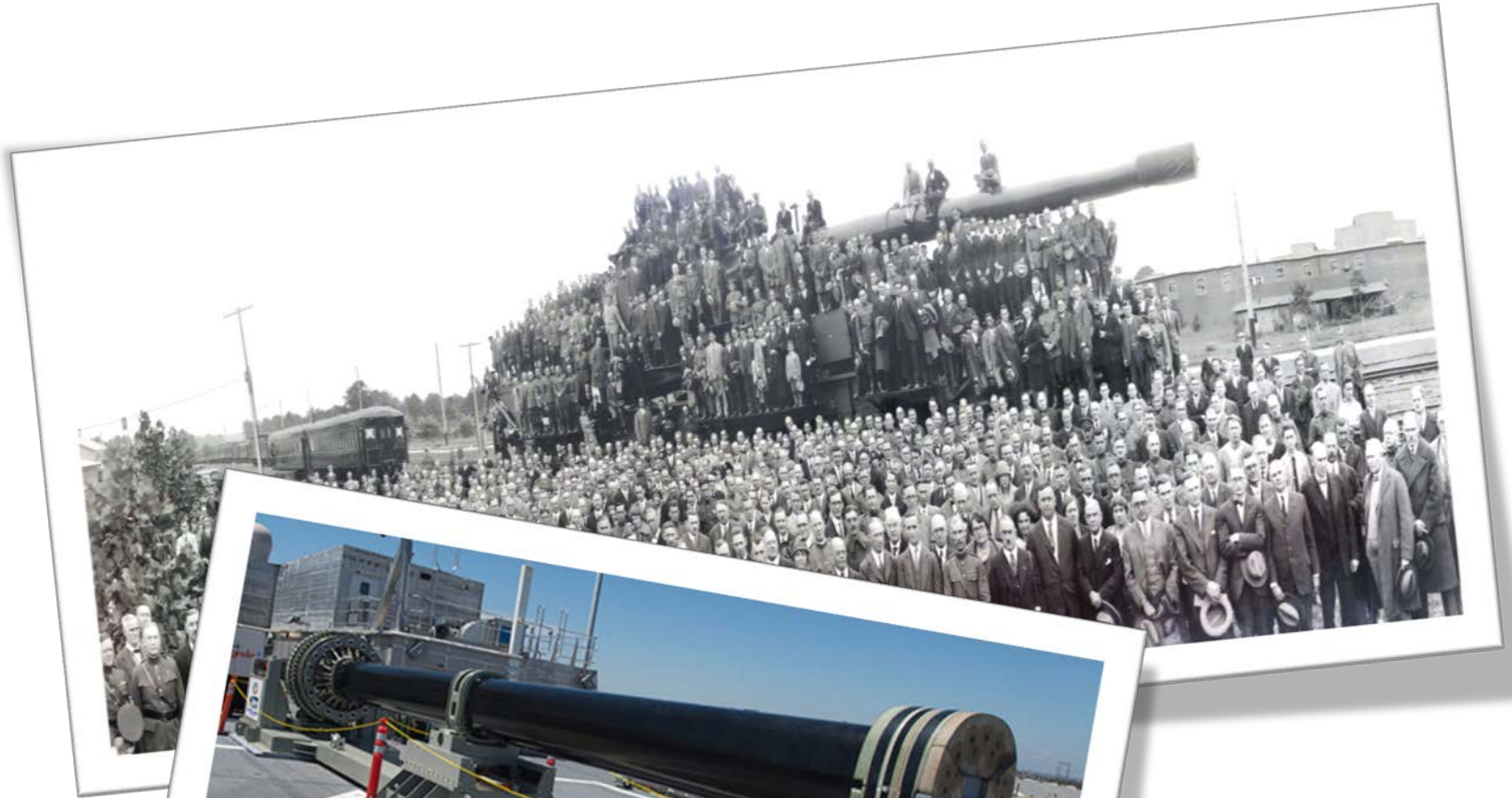
Central Florida

NDIA is Turning 100 Years Old



From Rail Gun to Rail Gun

NDIA



WHAT CAN WE DO BETTER?

BACK-UP

Our Alignment

