



**Women in Defense, A National Security Organization (WID)  
National Fall Conference**

*“Defense Professionals in Transition: People, Markets, and Tools”*

Arlington, VA

15 October 2008

Conference Agenda

**Transitioning Industry into New Markets**

Moderator: Abby Mackness, Supplier Quality Manager, Lockheed Martin Corporation

**Panelists:**

- Leslee Belluchie, Executive Vice President and Chief Marketing Officer, SI International, Inc.
- Deborah Rosenblum, Vice President, The Cohen Group and former DoD Policy Advisor for Homeland Security

WID National Conference Chapter Pictures

**Women In Defense, A National Security Organization (WID)  
National Fall Conference**

*Defense Professionals in Transition: People, Markets, and Tools*

Marriott Gateway Crystal City  
Arlington, Virginia  
October 15, 2008

*Conference Sponsor: Booz Allen Hamilton*

**7:15 a.m. Registration opens**

**7:45 a.m. Breakfast -HORIZONS Scholarship Awards**  
Ella Schiralli, HORIZONS Scholarship Director, 3M Company

**The Day's Topics and Expectations**  
Eileen Giglio, Secretary, WID National; Alexandria, VA

*Participate in a roundtable discussion of the day's topics and express views, concerns, and expectations for the conference.*

**9:30 a.m. Welcome and Introductions**  
Susan Warshaw Ebner, President, WID National; Buchanan, Ingersoll & Rooney PC

**9:45 a.m. Today and Tomorrow: Redefining Military Power for the 21<sup>st</sup> Century**  
**Introduction:** Susan Warshaw Ebner, President, WID National; Buchanan, Ingersoll & Rooney PC

**Speaker:** Dr. Lani Kass, Special Assistant to the Chief of Staff of the U.S. Air Force

*Dr. Kass will address the Air Force's approach to defining the cyberspace domain and organizing for the cyberspace mission, with the vision of establishing cross-domain dominance, the integration of air, space, and cyberspace dominance.*

**10:45 a.m.      Transitioning Industry into New Markets**

**Moderator:** Deanna St. Onge, Supplier Quality Manager, Lockheed Martin Corporation

**Panelists:**

- Rear Admiral Mary Landry, USCG, Director of Governmental and Public Affairs, United States Coast Guard (*Invited*)
- Leslee Belluchie, Executive Vice President and Chief Marketing Officer, SI International, Inc.
- Deborah Rosenblum, Vice President, The Cohen Group and former DoD Policy Advisor for Homeland Security
- Barbara Humpton, Lockheed Martin Program Manager, FBI Next Generation Identification Program

*Listen to government and industry executives discuss the broadening markets for defense industry, including logistics, homeland security, international, and other non-traditional defense markets in a time of transition.*

**12:00 p.m.      Lunch - A Story of Courage**

*(Sponsored by: Concurrent Technologies Corporation)*

**Introduction:** Jane M. Walter, Immediate Past President, WID National; Booz Allen Hamilton

**Speaker:** Kimberly Dozier, CBS News Correspondent and the author of *Breathing the Fire*

*Hear first-hand the harrowing story of America's combat injured, as told through Ms. Dozier's own experience recovering from a car bomb in Iraq.*

**1:30 p.m.      Navigating the Political Appointment Process**

**Moderator:** The Honorable Carolyn H. Becraft, Past President, WID National; Becraft Associates

**Panelists:**

- Liz Bailey, former Special Assistant to the Secretary of Defense for White House Affairs, Clinton Administration
- Jackie Arends, former Special Assistant to the President and Special Assistant to the Secretary of Defense, Bush Administration and currently Partner, Spencer Stuart

*Learn about the criteria and processes for obtaining a political appointment and listen to the experts in recruiting into the defense industry.*

**2:45 p.m. National Security Priorities in the Next Administration**  
**Moderator:** Ann Elise Sauer, Treasurer, WID National; Lockheed Martin Corporation

**Panelists:**

- Kori Schake, Senior Policy Advisor to the McCain Campaign
- Susan B. Rice, National Security Priorities Advisor to the Obama Campaign (*Invited*)
- TBD, National Security Advisor to the Barr Campaign (*Invited*)
- TBD, National Security Advisor to the Nader Campaign (*Invited*)

*Representatives of the Presidential campaigns will discuss and answer questions about their candidates' positions and priorities on national security issues.*

**4:15 p.m. Closing Remarks**  
Susan Warshaw Ebner, President, WID National; Buchanan, Ingersoll & Rooney PC

**4:30 p.m. Networking Break**

**4:45 p.m. WID Annual Meeting**

**5:30 p.m. Reception**  
(*Sponsored by: Lockheed Martin Corporation*)

**6:30 p.m. Dinner – Breaking A Glass Ceiling**  
(*Dinner Sponsored by: Booz Allen Hamilton, floral arrangements sponsored by: Lockheed Martin Corporation*)

**Introduction:** Maj Gen Jeanne Holm, USAF (Ret)

**Speaker:** TBD

***Bring your 2007 Conference Bags to receive a free gift!***

# Defense Professionals in Transition: People, Markets & Tools A Global Focus



**Leslee Belluchie**  
**Executive Vice President &**  
**Chief Marketing Officer,**  
**SI International**

# Globalization Drivers

- Economics
- Global War on Terrorism
- Internet (www)
- Politics
- Others

*"The World is Flat"*



# Globalization of Government & Defense

- Cross Border Deals
  - The British are coming
    - and so are the Italians
  - The French are too (if France re-enters – NATO)
- Market Impacts
  - Technology evolution
  - Policy & contracting shift



# Globalization of Government & Defense (cont.)

- Burden Sharing
  - Multilateralism
  - Cost sharing to support stabilization
  - Offensive & defensive missions merge
- Market Impacts
  - Nation building efforts “mainstreamed”
  - Cyber, 2<sup>nd</sup> & 3<sup>rd</sup> line defense market, etc. mature



# Globalization

- Defining moment for the people, market tools that support the defense market place



# Women in Defense

Abby Mackness

Lockheed Martin

October 2008

LOCKHEED MARTIN



# The Men and Women of Lockheed Martin



- **140,000 Employees**
- **70,000 Scientists and Engineers**
  - **25,000 IT Professionals**
- **Operations in 1,000 Facilities, 500 Cities, 50 States and 75 Countries**

**Partners to Help Customers Meet Their Defining Moments**

# Our Core Markets



**Defense &  
Intelligence**



**Civil  
Government**



**IT**



**Homeland  
Security**

**IT: Common Denominator**

# Our Customers



- **Departments of**
  - Defense
  - Homeland Security
  - Commerce
  - Energy
  - Health & Human Services
  - Housing & Urban Development
  - Justice
  - State
  - Transportation
- **NASA**
- **Social Security Administration**
- **Environmental Protection Agency**
- **U.S. Postal Service**
- **Intelligence Communities**
- **Foreign Governments**

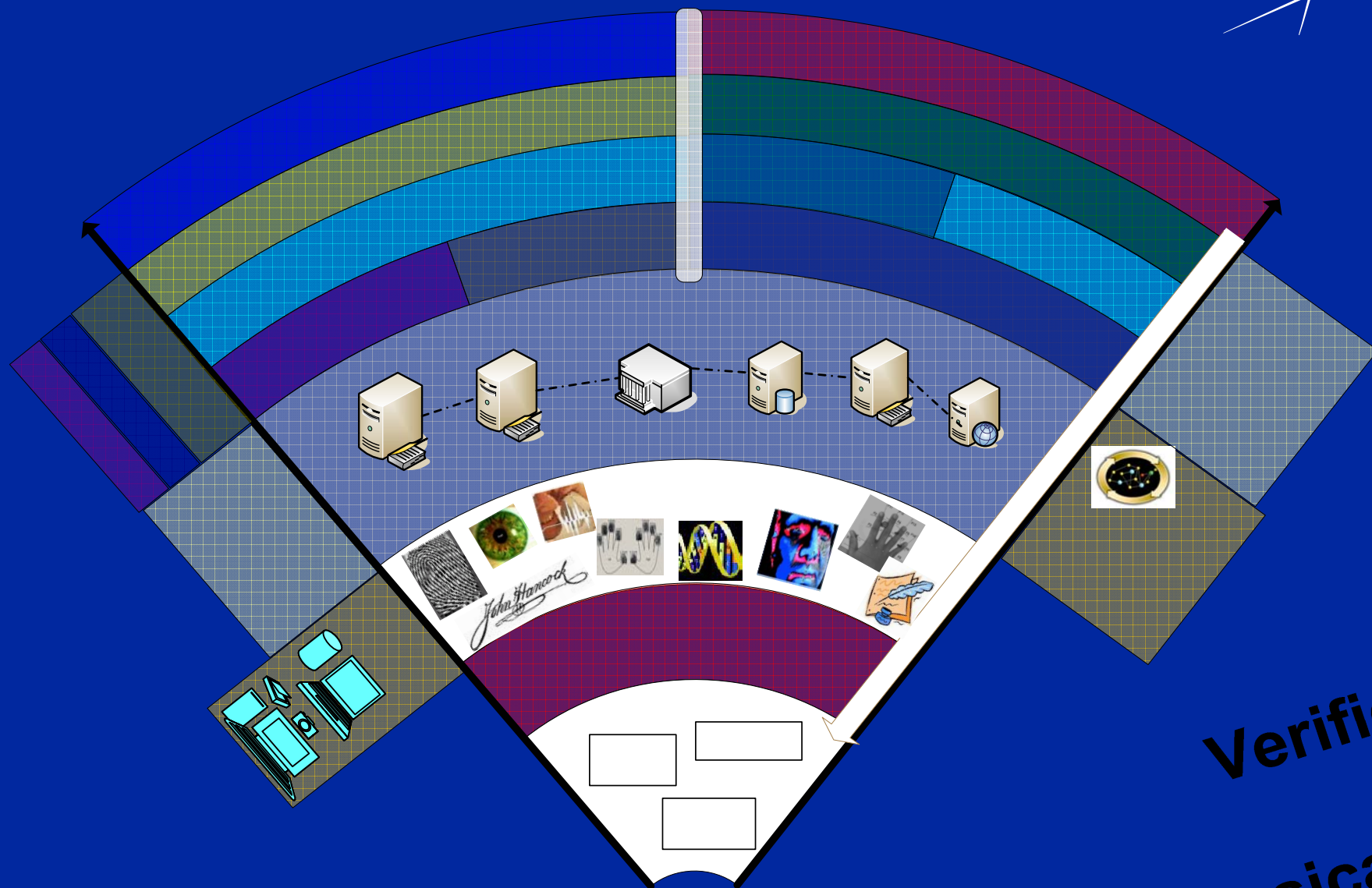
***We Never Forget Who We're Working For™***

# Transition into New Markets



<b>Established Offering Established Market</b>	<b>New Offering New Market</b>
<b>New Offering Established Market</b>	<b>Established Offering New Market</b>

# Biometrics Market Space Example

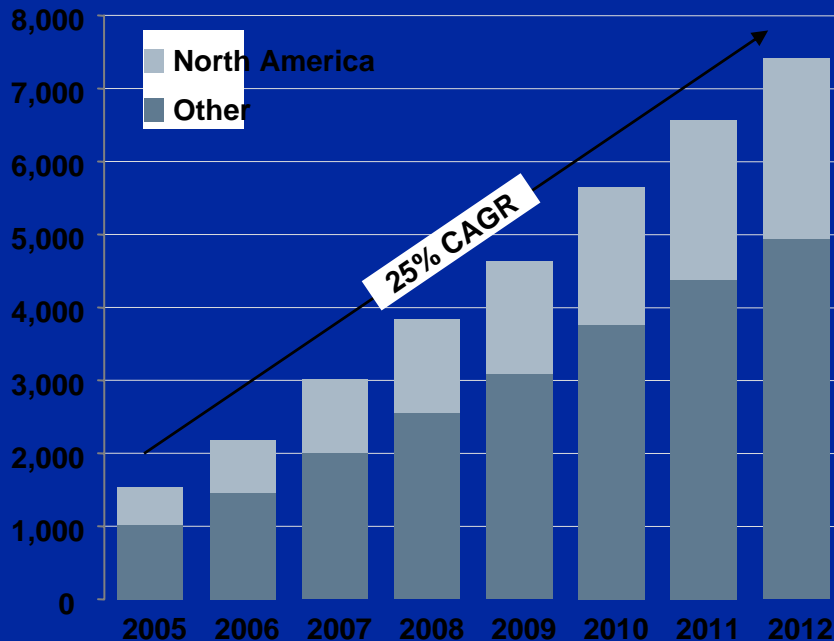


# Biometrics Market



The worldwide biometrics market is projected to more than double in size, reaching some \$7.4 billion by 2012

**Biometrics Market Revenues**  
\$ million, 2005-2012



- After disappointingly low growth in the early 2000s, the worldwide biometrics market shows promising signs of substantial growth in coming years
- The North American market is estimated at more than \$1B in 2007, about a third of the total global market for biometric applications, and is projected to grow to nearly \$2.5B by 2012
- Actual growth could prove even stronger if improved technologies and more advanced biometric solutions become available to both government and commercial customers

Sources: International Biometrics Group; Avascent Group analysis

# Transition Technology Assessment



While advances in certain physiological modalities could lead to technology displacement, multimodal solutions present the most likely source of market disruption

		Description	Market Disruption Potential
<b>Target Technologies</b>	Fingerprint Palmprint Facial Recognition Iris Recognition Hand Geometry Speaker Identification DNA	<ul style="list-style-type: none"> <li>Well-established physiological biometric technologies with long track record in target markets</li> </ul>	<ul style="list-style-type: none"> <li>Advances in algorithms, sensors, etc. of existing biometrics could render one or more established technologies obsolete</li> </ul>
<b>Emerging Technologies</b>	Vein/Vascular Pattern Facial Thermography Dynamic Signature	<ul style="list-style-type: none"> <li>Promising physiological biometric technologies based on limited deployment or R&amp;D</li> </ul>	<ul style="list-style-type: none"> <li>Increases in technology reliability and adoption rate could lead to displacement of established modalities</li> </ul>
<b>Other Technologies</b>	Blood pulse Body Salinity Nailbed ID Ear Shape Gait Recognition Keystroke Scent Skin Spectroscopy	<ul style="list-style-type: none"> <li>Non-unique or unstable physiological or behavioral biometrics, most of which are still at the early R&amp;D stage</li> </ul>	<ul style="list-style-type: none"> <li>Likely to be disruptive only as integrated elements of larger multimodal solutions</li> </ul>

Source: Avascent Group analysis





# Transitioning Industry Into New Markets: Focus on Defense and Homeland Security

Deborah Rosenblum

*Vice President*

*The Cohen Group*



# Agenda

- Addressing On-Going Challenges
- Key New Homeland Security Market:  
The Private Sector
- Green IT



# Addressing On-Going Homeland Security Challenges

- 360 Global Supply Chain Security
- Intermodal Cargo Transportation
- Defending and Protecting Against IEDs
- Anti Identify Theft

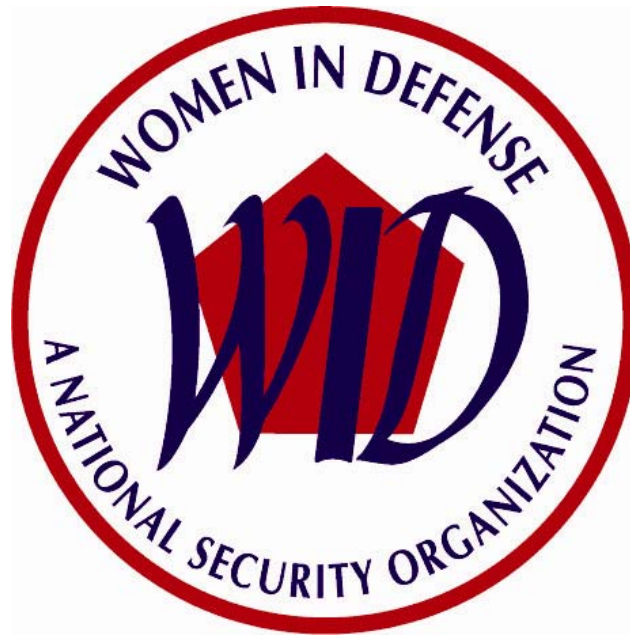
# Private Sector as a New Market

- The private sector is set to become the 2<sup>nd</sup> largest market for Homeland Security (HLS) products by 2011 behind DHS
- The private sector's procurement growth is expected to total \$28.5B between 2007-2011
- The largest private sector customers will be the chemical & petrochemical industries, the "Defense Industrial Base" and the IT Industry.

Source: Homeland Security Research Corp.

# Green IT

- What Does “Green IT” Mean?
  - Optimizing Power Consumption
  - Improving Power Management
  - Reducing E-Waste
  - Developing and Implementing a Certification Process
- Gartner predicts that by 2010, environmental-related issues will be among the top 5 IT management concerns for more than 50 percent of state and local government organizations
- Federal guidance likely to become more stringent



# **Women in Defense National Conference 2008**

***Chapter Photos***



# Capital Chapter





# How to Get What You Want at Work

Jean Stafford  
Executive Coaching for Women

JEANSTAFFORD.COM

























# Fort Monmouth Chapter













# Frederick Chapter















# Rocky Mountain Chapter



























# **National Chapter**



