

The Aerospace & Defense Forum

Los Angeles Chapter

January 2012



Doing Business Internationally

To help us plan programs that meet your interests, please take the survey on Doing Business Internationally at:

<http://tinyurl.com/7oshljs>

Preview available at:

<http://preview.tinyurl.com/7oshljs>

Please complete the survey (which should take less than 5 minutes) as soon as you can so we can begin planning the presentations. Thank you!

Founder Sponsors

"Virgin Galactic and the Future of Spaceflight"

Guest Speaker: George Whitesides

CEO & President, Virgin Galactic

Virgin Galactic CEO George Whitesides will give an overview of the company's history, development and future plans. He will also discuss Spaceport America, the state-funded facility located in New Mexico that will serve as the operating base for the company.

Announced in 2004 by Sir Richard Branson and Burt Rutan, Virgin Galactic is the leader in the suborbital spaceflight sector, with its vehicles now in test flight and more than 475 customers.



LA Chapter Sponsors



MOSS ADAMS LLP

Certified Public Accountants | Business Consultants

Acumen. Agility. Answers.

Our Presenter



George Whitesides
CEO & President, Virgin Galactic

George Whitesides is the CEO and President of Virgin Galactic, the spaceflight company founded by Sir Richard Branson. With Scaled Composites, the company has developed the WhiteKnightTwo and SpaceShipTwo

Whitesides will conclude with a review of the current status and a look to the future of the commercial aerospace industry, government and commercial spaceflight, and the importance of reusable technologies for the industry's growth.

January 20, 2011 Meeting

- Attendance at the event is free.
- RSVPs to irosenberg@frontier-assoc.com are required.
- A Welcome and detailed logistics will be sent to confirmed RSVPs a week in advance of the meeting.
- Attire is business casual.
- Park for free for 3 hours across the street at the Century City Mall.
- A light continental breakfast will be available starting at 7:15AM.
- Bring a business card - they will be duplicated and everyone will get a copy of all attendee's cards.
- Flyers and other material may be placed on the table on the side of the room for pickup before and after the meeting. Please do not distribute anything during the meeting.
- Because of the large number of attendees, introductions will be minimal - your name, company, industry, and a 5 word "elevator speech". We encourage you to be creative!
- You are welcome to stay around and network after the meeting.

Feel free to pass this invitation on to others you think would be interested.

Event Info

Friday, January 20, 2011
7:30AM-9:00AM
Jeffer, Mangels, Butler & Mitchell
1900 Avenue of the Stars, 7th Floor
Los Angeles, California

The Aerospace & Defense Forum is an informal group of over 410 industry executives and professionals that meets monthly to discuss the business of aerospace and defense.

Membership and meeting attendance are free. There are Los Angeles and Orange County chapters. Contact Ivan Rosenberg for further information.

A&D Forum Co-Founder & Moderator

Ivan Rosenberg
President & CEO
Frontier Associates, Inc.
Management Consultants and Organizational Coaches
Valley Village, CA 91607
818-505-9915
irosenberg@frontier-assoc.com
www.frontier-assoc.com

A&D Forum Co-Founder

vehicles, based on the X Prize-winning SpaceShipOne. In his role, Whitesides is responsible for guiding all aspects of the company to commercial operation at Spaceport America in New Mexico. This includes oversight of The Spaceship Company, a joint venture with Scaled to manufacture additional vehicle sets. The company currently has deposits from over 455 individuals for its spaceflight experience.

Previously George was Chief of Staff to NASA Administrator Charlie Bolden and Executive Director of the National Space Society, one of the largest grassroots space advocacy groups, with thousands of members and more than 50 chapters around the world.

Whitesides began his career at Orbital Sciences Corporation as executive intern and subsequently special assistant to the president. Since then, he has served as Vice President of Marketing for Zero Gravity Corporation, a private space-tourism company, and Director of Marketing for Blastoff Corporation, a space-experience company funded by film and technology leaders.

Mr. Whitesides was the co-founder and director of Permission to Dream, a global space education program that donates telescopes to underprivileged children. With Loretta Hidalgo Whitesides, he co-founded Yuri's Night, an annual global celebration of space that has been celebrated in over 50 countries.

Whitesides has testified on American space policy before the United States Senate and the President's Commission on Implementation of United States Space Exploration Policy.

Whitesides maintains an active speaking schedule, regularly appearing at a variety of conferences, universities and events. An active writer and commentator on space and exploration issues, Whitesides has appeared on CNN, NBC, NPR, Fox, BBC, VOA, MTV, CBC, and many other print and television outlets. Whitesides was selected by Space News as one of twelve 'People to Watch,' joining a list that included Jeff Bezos and Elon Musk.

Mr. Whitesides received his undergraduate degree in public and international affairs with honors from Princeton University's Woodrow Wilson School, a masters degree in geographic information systems and remote sensing from the University of Cambridge in England, and was selected for a Fulbright Scholarship. Whitesides is a licensed private pilot and certified parabolic flight coach.

Sponsor Opportunities

In response to a number of inquiries, we are pleased to announce that starting in January 2012, sponsor opportunities will be available on a first come basis.

- **Chapter sponsorship** for 5 month period: ad placement in chapter newsletters, logo in meeting notices, and 5-min presentation at a meeting, limit of four sponsors at a time - \$1000
- **Breakfast sponsorships** per meeting: logo placement in chapter meeting notice, 5-min presentation at meeting - cost of breakfast

A&D Forum statistics as of Oct 22, 2011: 411 total members, of which 36% are A&D businesses, 33% are business service providers, 18% are financial (banks, investment bankers, private equity groups), and 12% are unknown or "other".

Robert Jacobson
Desert Sky Holdings, LLC
310-625-6889
Founder of the 62 Mile Club: www.62mileclub.com
LinkedIn: www.linkedin.com/pub/robert-jacobson/3/83a/48b

Future A&D Forum Programs

Los Angeles Chapter:

- February 17, 2012, Brian Langan, Plant Manager, GE Aviation Systems
- March 16, 2012, Gil Speed. Founder of SpeedNews
- April 20, 2012: TBD
- May 18, 2012: TBD
- June 15, 2012: Presentation and Tour of LAX
- July 20, 2012: Elizabeth Kennick, Project Manager and Principal Investigator: Teachers in Space at Space Frontier Foundation, "Challenges with STEM and the Future Workforce"

Orange County Chapter:

- February 2, 2012: Daryl Pelc, Vice President, Engineering & Technology, Phantom Works, The Boeing Company
- March 1, 2012: Michael Dill, Group Vice President, CIRCOR Aerospace Products Group

Please contact Ivan at 818-505-9915 or
irosenberg@frontier-assoc.com
for more information or to establish a sponsorship.

Quick Links...

The A&D Forum Website
(accessible only to members)

[https://sites.google.com/
site/aerospacedefenseforum/](https://sites.google.com/site/aerospacedefenseforum/)

Meetings

See the Announcements section of the A&D
Forum website for additional information about
these and other meetings:

"The Four Primary Challenges in Managing Today's

A&D Global Supply Chain"

Alan McIntosh, President, Verify Inc.
Thursday, January 5, 2012
7:30 am - 9:00 am
Orange County Chapter
The Aerospace & Defense Forum

"Challenges and Opportunities in the Aircraft Industry"

Wednesday, January 18, 2012
5:00 pm - 8:00 pm
The California Club
Downtown Los Angeles
Sponsored by ACG-LA
[Click here for information](#)

"The Space Experience Economy Seminar #2"

Saturday, January 28, 2012
Proud Bird Restaurant, near LAX
[Click here for information](#)

"Reinventing Space:

The Design of Low-Cost Space Missions"

Short Course taught by Dr. James Wertz
Feb 13-17, 2012
at Microcosm, near LAX
For information contact Julie Jackson
[**jjackson@microcosm.com**](mailto:jjackson@microcosm.com)

Spacecraft Technology Expo

May 8-10, 2012
Los Angeles Convention Center
[Click here for information](#)