

The Aerospace & Defense Forum



Los Angeles Chapter February 15, 2012 Meeting

[Click here to attend in person](#)

Both members and non-members must register to attend.

Registration Fees:

Free - A&D Forum member
\$30 - Non-member Early Bird until Feb 8
\$40 - Non-member after Feb 8

A Welcome e-mail with logistics information will be sent to all RSVPs one week before the meeting.

[Click here to attend via WebEx](#)

You can register to access the live Webinar stream through WebEx.

After completing and submitting the registration form, you will receive an e-mail confirmation from WebEx containing instructions for accessing the Webinar.

WebEx facilities are provided by UKTI.

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A&D Forum members attend any chapter meeting for free, receive a monthly Newsletter, have first call on tours, and can access the website member areas, such as the Calendar, presentation recordings, articles, and What's New pages, among other benefits. One year Individual Memberships are \$250 and Corporate Memberships (3 Individual

Making the Jump from "Big Aerospace" to "NewSpace": The Journey and the Drama

Guest Speaker: Rex Ridenoure

Founder and CEO

[IZUP LLC](#)

Are you embedded in a larger aerospace firm or enterprise and enticed from all of the news about the hot new space start-ups, perhaps contemplating a career change? Or, are you an investor or service provider trying to sort out the rapid-fire developments in the entrepreneurial space arena, trying to figure it all out and maybe pick some winners? Then this presentation might be just for you.

The U.S. space sector is currently changing to a degree not experienced for at least 30 years, if not longer. The Space Shuttle program has run its course while the recently completed ISS orbits our planet, desperate for users and visible accomplishments. As the 50-year first phase of solar system exploration nears completion, NASA's strategic plans continue to be in flux under chronic budgetary strain. Defense-oriented space efforts continue to struggle with issues relating to cost-effectiveness, resiliency and responsiveness. Established commercial markets continue to mature while several new commercial markets emerge, spearheaded in many cases by wealthy, visionary, tech-savvy entrepreneurs seeking to disrupt the status quo with bold strategic moves in the marketplace.

Memberships) are \$500.

Join through the A&D Forum website:

aerospacedefenseforum.org

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Promote your business to A&D industry leaders by being a Breakfast Sponsor. In return for paying for the direct costs of a chapter meeting breakfast, a Breakfast Sponsor's logo is displayed in all associated meeting notices and has a 5-min presentation at the sponsored chapter meeting.

Contact [Ivan](#) to register or with questions.

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The buildup leading to today's space sector landscape took about 30 years to evolve and mature, particularly in the emerging entrepreneurial space arena--commonly labeled today as the "NewSpace" sector. At their core, NewSpace firms seek to significantly expand commercial space markets beyond the currently mature segments of commercial communications and remote sensing satellites and related launch, mission operations and insurance services--about 2/3 of today's global space economy--into new commercial activities such as commercial cargo and crew delivery to orbit, suborbital and orbital adventure travel and research, space infrastructure and logistics services in cis-lunar space, and a variety of commercial lunar, asteroid and Mars missions. Long-term goals include making commercial and private human space travel to Earth orbit, the Moon and Mars commonplace and to bring the nearly unlimited resources of the solar system into the economic sphere of the Earth.

Observing these trends since the mid-1980s, while working on "Big Aerospace" projects, Rex eventually decided to jump from the Big to the New--twice. While experiencing the typical uncertainties and dramas associated with such transitions, he nonetheless was able to find and maintain a productive path through this new market landscape while holding technical leadership and management positions in several up-start firms and on several pathfinding entrepreneurial space efforts, culminating with co-founding a space start-up and successfully growing it for over a decade.

In this presentation, Rex will recap and highlight the important market trends and developments that are shaping today's commercial space sector and will connect some of his memorable experiences during the past 25-odd years to them, focusing especially on his entrepreneurial ventures during the past 15 years--and especially on what can go wrong.

February 15, 2013 Meeting

- Please check-in on arrival.
- Attire is business casual.
- Park in the building or for \$1/hour 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

TBL Strategy

Advisors in Strategic Transformations



Upcoming A&D Forum Chapter Meetings

February 7: "How to Avoid Being a Casualty of a Raw Materials Shortage", Bill Leavelle, General Manager, Castle Metals Aerospace, Orange County Chapter,

February 15: "Making the Jump from 'Big Aerospace' to 'NewSpace'", Rex Ridenoure, co-founder and former CEO of Ecliptic Enterprises, Los Angeles Chapter

February 28: "Nuclear Terrorism--A Solution Utilizing Our Natural Environment", Dr. Gene W. Ray, co-founder and former CEO of The Titan Corporation, San Diego Chapter

What's New

A summary from the What's New webpage of the A&D Forum website.

1/22/13: "China's Focus on Aerospace Raises Security Questions", by Keith Bradsher, in Dealbook, NY Times

1/22/13: Aerospace & Defense: Quarterly Update: Q42012, from Janes Capital Partners

1/21/13: "Schiff Tackling Airport Curfew, Helicopter Noise" by Mark Madler, San Fernando Valley Business Journal

1/18/13: Bigelow Aerospace awarded a \$17.8 million contract from NASA for the Bigelow Expandable Activity Module which will attach to the International Space Station Tranquility node. XCOR recently sold 22 flights to the

cards.

- Flyers and other material may be placed on the receptionist's shelf 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, February 15, 2013

7:30AM-9:00AM

**Jeffer, Mangels, Butler & Mitchell
1900 Avenue of the Stars, 7th Floor
Los Angeles, California**

Our Presenter



Rex is founder and CEO of IZUP LLC, a NewSpace consultancy operating at the intersection of the space-technology, commercial space-development and investor communities. He is also an active Board member at Ecliptic Enterprises Corporation (home of the RocketCam™ product family), a firm he co-founded in 2001 and led as CEO and President through spring 2012.

Rex is a space-mission engineer by education and experience and entrepreneur by nature. Before Ecliptic he

Unilever Group. 1/18/13: NASA Innovative Advanced Concepts (NIAC) Solicitation published key dates. 1/17/13: "2013 Global aerospace and defense industry outlook", from Deloitte. 1/16/13: "Ontic Adds New Aircraft Product Line", by Mark Madler, San Fernando Valley Business Journal 1/15/13: "Additive Manufacturing Changes Everything", from CMTC. Pre-registrations available for Additive Manufacturing Forum on March 20, 2013 in Livermore, CA 1/15/13: Salem Partners Aerospace & Defense Quarterly Review - 4Q2012 1/14/13: "Rocketplane emerges from bankruptcy, keeps reaching for moon", by Jennifer Palmer, NewsOK 1/11/13: To mark the 40th anniversary of the famous "Blue Marble" photograph, five astronauts described their first-hand experience with the cosmic phenomenon called "The Overview Effect". 1/6/12: Upcoming U.S. Commercial Service initiatives designed to connect you to business opportunities around the world. 1/3/13: "Communications Satellites Made Legal for Export", by William J. Broad, New York Times. 1/1/13: "Complying with the Foreign Corrupt Practices Act", from Hedman Partners 1/1/13: "Do You Understand Copyright Law?", from Hedman Partners	was Chief Mission Architect at BlastOff Corporation (2000) and SpaceDev (1998-99), focused on defining commercial lunar, Mars and near-Earth asteroid missions. In 1998 at Microcosm, Inc., he played a catalytic role in the successful salvage of the commercial communications satellite AsiaSat 3 via a novel lunar swingby trajectory-- and still the only commercial spacecraft to have ever traveled to the vicinity of the Moon. For the first 20 years of his career at Hughes, Lockheed, Utah State University and JPL, Rex held technical and project leadership positions on twenty path-finding space missions and projects as a spacecraft systems engineer, test conductor, mission engineer, mission planner, mission architect, project engineer and study leader. Notable missions and contributions include Viking/Mars (undergraduate student intern during the Viking 2 landing), working Shuttle deployment crew procedures for some of the first Shuttle-launched commercial communications satellites, developing a commercial astronaut office for the Hubble Space Telescope, mission planning for the Voyager/Neptune encounter and Interstellar Mission, Project Architect and Project Engineer for the ion-propelled Deep Space 1 mission, systems engineering for Shuttle Get Away Special experiments, and Project Engineer and Project Manager for the ultra-low-cost SURFSat secondary payload on a Delta II rocket. Rex has been an active technical author, reviewer, speaker, panelist, interviewee and student mentor on a broad array of space topics and projects for over 35 years, and in recent years has been focusing on following commercial space trends and related commercial business practices. He has lectured on these topics at Caltech, Stanford, USC, the International Space University, JPL, NASA centers, and at numerous space-related conferences. Rex earned his M.S. in Aeronautics from Caltech on a Hughes fellowship, and a B.S. in Aerospace Engineering (with honors) from Iowa State University (Ames), where he was also a four-year letterman in NCAA gymnastics. The Aerospace & Defense Forum is a global aerospace and defense leadership community of over 600 individuals that provides opportunities for sharing of information, current events, and analysis, mutual support and encouragement, partnering, innovation, and performance breakthroughs. A&D Forum Co-Founder & Executive Director Ivan Rosenberg President & CEO Frontier Associates, Inc. Management Consultants and Organizational Coaches
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