

The Aerospace & Defense Forum



Facilitating Business Communication, Collaboration, & Commerce

Farnborough 2016 International Airshow Impressions & Opinions on the Show

Guest Panelists:

David Conrad

Vice President

Sales; Marketing and Customer Support

Zodiac Aerospace Water & Waste

Trevor T. Bohn

Managing Director

Head of Aerospace, Defense

& Government Services

Salem Partners

David Patterson (Moderator)

CEO

Aerospace Manufacturing & Engineering

Wednesday, August 10, 2016
South Bay Chapter Meeting
7:00am: Networking & Breakfast
7:30am-9:00am: Meeting

[Click here to register.](#)

Tickets are limited to 25 people on a first-come first-served basis.

Registration Fees:

- Free - A&D Forum member
- \$30 - Non-member Early Bird
(until August 3)
- \$40 - Non-member (after Aug 3)
- Free - Guest (may guest 2 times)

You will receive multiple invitations, regardless of whether you have already registered. Please do not register more than once!

See meeting logistics information at the end of this e-mail.

**Invitation to be a
Breakfast Sponsor**

If you sell to the aerospace and defense industry, you are invited to be a Breakfast Sponsor. For the cost of one breakfast (a few hundred dollars) your logo will be on the meeting invitations sent to over 100 members and you have the opportunity to present to the attendees at a South Bay Chapter meeting.

Please contact [Ivan Rosenberg](#) to register for a meeting date.

Chapter Sponsors



**Farnborough 2016 International
Airshow**

Impressions & Opinions on the Show

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August 10, 2016 Meeting

- Attire is business casual.
- Parking is available in the parking lot in front of the building
- Please check-in on arrival at the conference room and provide your business card.
- Attire is business casual.
- A light continental breakfast and networking will be available starting at 7:00AM.
- Bring a business card - they will be duplicated and everyone be e-mailed a copy of all attendee's cards.
- Please place any marketing literature near the registration desk. Please do not distribute material during the meeting.
- Introductions will be minimal - your name, company, industry, and a 5 word "elevator speech". We encourage you to be creative!

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

Event Info

Wednesday, August 10, 2016
7:00am-7:30am: Networking & Breakfast
7:30am-9:00am: Meeting
California Manufacturing Technology Consulting
690 Knox St., Suite 200
Torrance, CA 90502

David Patterson (Moderator)

CEO

Aerospace Manufacturing & Engineering

Expectations for Farnborough 2016 were limited - Brexit had passed, and despite dire predictions the UK will not flow away into the Atlantic; New Orders were not expected to be as robust as prior years; Key areas of discussion are expected to include the shortage of pilots, data requirements for airframes, and aircraft tracking.

Come and hear first-hand accounts from visitors who attended the Air Show.

The show featured the Airbus A350 XWB, the Boeing 737MAX and Lockheed's F-35B Lighting II. But the real question is, "Why go to the largest Air Show in the world?" What can one get out of the Air Show that helps your organization? Is the cost of attending worth the expense?

These and other questions will be addressed at a panel discussion on 10 August 2016.

Guest Presenters



David Conrad is a talented and seasoned executive with over 30 years of experience in aviation and aerospace. He brings a wealth of expertise with particular strengths in areas such as sales and marketing, business development, strategic

planning, supply chain development, repair capabilities development, customer support and process improvement. With an abundance of international experience, David has a strong understanding of the aviation and aerospace markets in Asia, North America, Europe, and the Middle East.

Currently, David is the Vice President, Sales, Marketing and Customer Service at Zodiac Water & Waste Aero Systems based in Carson, CA. In this role, he is responsible for leading all sales, market and customer support functions for the leading supplier of water and waste technology to the aviation and aerospace industry for over 50 years. He has worked with aircraft OEM's including Boeing, Airbus, Bombardier, Embraer, COMAC, UAC, XAC, ATR, Mitsubishi Gulfstream Dassault and Cessna as well as

Planned South Bay Chapter Meetings

September: Tour of Zodiac Water and Waste

October: "What Aerospace Suppliers Need to Know About Cloud Computing."

November: Tour of Avcorp Composite Fabrication

December: (Dark)

January 2017: Cyber & physical security, esp. new DoD regulations

Other A&D Forum Chapter Meetings

Times shown are local time.

Los Angeles Chapter: August 19 meeting will be speaker from The Aerospace Corporation (webstreamed).

Orange County Chapter: August 4, "Additive Manufacturing (3D Printing) Has Arrived!" (webstreamed)

San Diego Chapter: July 26 (evening) meeting on "A Perspective on Working with SPAWAR"

Arizona Chapter: will restart meetings on October 13, 2016

DFW Chapter: will restart meetings on September 8, 2016 with a panel on the Farnborough Air Show.

Recently Posted Presentation Recordings on the A&D Forum Website

"It's Not What You Say, It's What They Hear.", Anne Convery, Speak Your Business, Los Angeles Chapter,

Tier 1 aircraft interiors integrators building business volume in the OEM market segment. In the aftermarket segment, he has worked with leading global passenger airlines, cargo airlines, conversion / modification houses, MRO organizations and distributors to develop new products for retrofits and upgrades expanding the business portfolio. As a result the business has expanded by 65% since he has taken this role. David is also responsible for identifying and championing acquisitions to incorporate to further expand the business portfolio. He has also lead the development of branding and other marketing initiatives resulting in increased customer demand for new products and technology produced by Zodiac Water & Waste Aero Systems.

Prior to joining Zodiac Water & Waste Aero Systems, David spent three years as the Director International Sales & Marketing of Guangzhou Aircraft Maintenance and Engineering Co., Ltd (GAMECO) a Part 145 MRO based in Guangzhou, People's Republic of China. In this role he was responsible for leading the development of all third party international airframe and component business for GAMECO and for developing and marketing the GAMECO brand internationally. David also served as the Vice President, Sales, Marketing and Customer Service as well as General Manager, PSI at Rexnord Aerospace. He has also held the position of Senior Director, Business Development, China Region for Goodrich Cargo Systems (based in Beijing, China). Prior to that he was Vice President, Marketing/Customer Service at AeroUnion Corp. and earlier had progressed through a number of business development and leadership positions in Honeywell/ AlliedSignal.

In addition to his executive career, David has served for over five years on an advisory board for a marketing communications firm in the aerospace and defense markets. He has also served on the board of directors of several volunteer organizations including several Little League organizations.



Trevor Bohn has been providing investment banking and capital raising advisory services for over sixteen years to clients in various industries with a distinct focus in the aerospace, defense and government services sectors. He has advised clients on numerous mergers and acquisitions both in

May 20

"Protecting Intellectual Property Rights Under Government Contracts"

Panelists: Mr. Keith Szeliga (Partner, Sheppard Mullin Richter & Hampton LLP), Mr. Brian Sweeney (Vice President and General Counsel, Aerojet Rocketdyne, Inc.), Moderator: John Tishler (Partner, Sheppard Mullin Richter & Hampton LLP), San Diego Chapter, May 24

"The Business Value of Sales, Inventory & Operations Planning"

Shelby Miller, Director Supply Chain and Operations, TriVista, OC Chapter, June 2

"An Emerging Business Model for Commercial Space"

Dr. Michael Wiskerchen, Founder, SpaceTech Holdings, LLC, Los Angeles Chapter, June 17

The Aerospace & Defense Forum Website

AerospaceDefenseForum.org

sell-side and buy-side advisor roles and has executed a broad range of equity and debt capital raising transactions.

Mr. Bohn's middle market clients are headquartered in North America, Europe and include privately held businesses, private equity groups and distressed capital providers.

Mr. Bohn began his career in the late nineties with Banc of America Securities LLC as a member of their aerospace, defense and general industrial group located in Los Angeles, California. Mr. Bohn received a bachelor's of business administration degree in finance, investment and banking from the University of Wisconsin - Madison and currently resides in Orange County California with his wife and two daughters.

South Bay Chapter Steering Committee

- **George Uhl (Chapter Chair)**, Vice President, Senior Relationship Manager, Community Bank
- **David Patterson (Chapter Vice-Chair)**, CEO, Aerospace Manufacturing & Engineering
- **Marwan Hammouri**, President & CEO, Brek Manufacturing
- **David Conrad**, VP Sales; Marketing and Customer Support, Zodiac Aerospace
- **Marty Jones**, General Manager, Defense, Avcorp Composite Fabrication
- **Ward Olson**, President, Dasco Engineering Corporation
- **John Anderson**, Director, California Manufacturing Technology Consulting
- **Ivan Rosenberg**, Executive Director & Co-Founder, The A&D Forum

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Inc.

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Ivan Rosenberg

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