Johnstown, PA • May 22 - 24, 2012

22ND ANNUAL SHOWCASE for COMMERCE

One Event – Unlimited Opportunities Unique Access to Key Defense Industry Decision Makers



Showcase for Commerce offered in conjunction with AUSA

www.showcaseforcommerce.com



22ND ANNUAL SHOWCASE for COMMERCE

One Event – Unlimited Opportunities Unique Access to Key Defense Industry Decision Makers



Showcase for Commerce is a nationally renowned defense contracting trade show and exhibition featuring a variety of activities connecting and increasing business between industry and key government representatives.

Registration and information: www.showcaseforcommerce.com

SHOWCASE for COMMERCE

Showcase for Commerce provides unique access to key defense industry decision makers and guidance on successfully negotiating the government contracting process.

Highlights include:

- regional, national and international exhibitor companies
- government procurement expo and workshop
- briefings and breakout sessions with Program Executive Officers and Program Managers
- targeted networking events
- participation from key congressional and executive branch leaders
- over \$3 billion in contracts awarded
- running for 20+ successful years
- international sales opportunities
- government contracting education and training

Connect with:

- major government primes
- motivated government agency buyers
- high-level government and military officials
- strategic business partners
- value-added subcontractors

From the largest defense contractors to small regional companies – all can benefit from Showcase's concentrated information sharing and relationship building.





One Event – Unlimited Opportunities Unique Access to Key Defense Industry Decision Makers

Venues

Frank J. Pasquerilla Conference Center 301 Napoleon Street, Johnstown, PA 15901

www.fjpconferencecenter.com

Location for the following events:

- Government Procurement Expo
- PEO Briefings
- Executive Reception
- Exhibitor & Attendee
- John P. Murtha Breakfast
- Breakout sessions with Program Managers
- Registration
 Closing Reception

Exhibitors Luncheon

Press Conference

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Cambria County War Memorial Arena

326 Napoleon Street, Johnstown, PA 15901 www.warmemorialarena.com

Location for the following events:

- Opening Reception
 Outdoor Exhibition
- Public Exhibition
- Holiday Inn-Downtown

250 Market Street, Johnstown, PA 15901 holidayinn.com/hotels/us/en/johnstown/jstmk/hoteldetail

Location for the following events:

- Government Procurement Workshop
- Breakout Sessions with Program Managers



Tuesday, May 22, 2012

Government Procurement Workshop

8:00 am: Registration 8:30 am – 11:00 am: Workshop Ballroom, Holiday Inn-Downtown

Sponsored by WESSEL & COMPANY

Federal Government Contracting – The Changing Landscape

The government contracting workshop presented during Showcase for Commerce has a long history of excellence, and this year is no different. Key takeaways of the workshop include:

- Cost accounting Federal Acquisition Regulation Part 31 and Cost Accounting Standard
- Truth in Negotiations Act and Business Code of Conduct and Ethics
- Incurred Cost Submissions Requirements for adequate submission and navigating an Immigration and Customs Enforcement audit
- International Traffic in Arms Regulations What next?



The JARI Procurement Technical Assistance Center is funded in part through a Cooperative Agreement with the Defense Logistics Agency to provide support to businesses seeking to do government contracting.

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SHOWCASE for COMMERCE

Tuesday, May 22, 2012

Government Procurement Expo

9:30 am – 12:00 pm: Agency Table Set-up 12:00 pm – 3:30 pm: Matchmaking Sessions

Frank J. Pasquerilla Conference Center

Sponsored by CROWN AMERICAN HOTELS

The Government Procurement Expo is an exclusive venue for small businesses to meet with a variety of U.S. and Pennsylvania government agency buyers. In addition to the open forum, businesses' goods and services are pre-matched to agency buying needs for scheduled one-on-one interviews. Over 100 agencies and military installations are invited. Plus, learn what assistance is available to help you pursue government business.

Visit <u>www.showcaseforcommerce.com</u> for a continuously updated list of confirmed government attendees and for any concurrent procurement workshops that may be scheduled. Breakfast and lunch included.



Outdoor Exhibition

Wednesday, May 23, 2012

2:30 pm – 5:30 pm

Sponsored by

Thursday, May 24, 2012 9:00 am – 4:30 pm



Napoleon Street between the War Memorial and Frank J. Pasquerilla Conference Center

Cutting-edge vehicle and equipment displays will be demonstrated outside of the arena in the outdoor exhibition Pennsylvania Highlands Plaza.

SHOWCASE for COMMERCE

Wednesday, May 23, 2012

PEO Briefings

Frank J. Pasquerilla Conference Center

7:15 am: Continental Breakfast 8:00 am – 11:30 am: Plenary Session



KONGSBERG

Sponsored by

Ballroom, Holiday Inn-Downtown

11:45 am - 12:30 pm: Lunch Keynote Speaker: Admiral David H. Lewis

Sponsored by CTC



Corporation

Concurrent Breakout Sessions

Frank J. Pasquerilla Conference Center and Holiday Inn-Downtown

1:00 pm – 2:30 pm 2:45 pm – 4:15 pm

Sessions will be repeated on Thursday, May 24

10:00 am - 11:30 am

Program Executive Officer (PEO) and Program Manager participation and interaction is a vital element of Showcase for Commerce.

PEOs have primary responsibility for a specific program (e.g., the Joint Strike Fighter) or for an entire portfolio of similar programs (e.g., Army PEO, Combat Support and Combat Service Support or the Navy PEO Ships). Showcase provides unique and individual access to these key decision makers in the United States military acquisition process.

In the plenary sessions, attendees will learn first-hand about the overall military programs and their challenges, how industry can help them, and specific guidance on how businesses can work with them. Program Managers will lead the breakout sessions that will provide more individual interaction and detailed information about the acquisition programs and their needs. These sessions offer a valuable opportunity to get a foot in the door with those overseeing major military programs.

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Wednesday, May 23, 2012

Executive Reception

4:00 pm – 5:00 pm Frank J. Pasquerilla Conference Center

Gold Sponsor

Forever New Frontiers



The Executive Reception is a unique opportunity to meet key personnel from firms with similar business interests and is the perfect setting to initiate discussions with decision makers. The Executive Reception is an important first step in a series of incomparable networking and potential business opportunities provided by Showcase for Commerce.

Opening Reception

5:30 pm– 8:00 pm Cambria County War Memorial Arena

Sponsored by



Highlighted by a keynote address by Congressman Mark Critz and attended by 1,200 business people, this event is the official opening ceremony for Showcase for Commerce. Companies engaged in both defense and commercial operations have

booths staffed by knowledgeable representatives to demonstrate samples, define products and services or discuss the company's business concepts to foster partnerships and build business relationships.

Congressman Critz takes a hands-on approach to Showcase for Commerce, personally visiting each booth and spending time with exhibitors to discuss how their products, services and capabilities can build a stronger supply chain for the defense industry.

SHOWCASE for COMMERCE

Thursday, May 24, 2012

John P. Murtha Breakfast

7:30 am Frank J. Pasquerilla Conference Center

Sponsored by **GENERAL DYNAMICS**



Named in memoriam of the Honorable John P. Murtha, a 36-year veteran of the United States House of Representatives serving Johnstown, PA, and the 12th District, this event offers a look at the inner workings of the U.S. defense industry.

Mr. Frank Kendall has more than 35 years of experience in engineering, management, defense acquisition and national security affairs in private industry, government and the military. He has been a consultant to defense industry firms, non-profit research organizations, and the Department of Defense in strategic planning, engineering management and technology assessment.

Frank Kendall, Acting Under Secretary of Defense for Acquisition, Technology and Logistics

Within government, Mr. Kendall held the position of Director of Tactical Warfare Programs in the Office of the Secretary of Defense and the position of Assistant Deputy Under Secretary of Defense for Strategic Defense Systems. A former member of the Army Science Board and the Defense Intelligence Agency Science and Technology Advisory Board, he has been a consultant to the Defense Science Board and a Senior Advisor to the Center for Strategic and International Studies. A Distinguished Graduate of the U.S. Military Academy at West Point, Mr. Kendall spent 10 years on active duty with the Army serving in Germany, teaching engineering at West Point and holding research and development positions.

Hosted by the Greater Johnstown/Cambria County Chamber of Commerce's Governmental Action Committee.

Event Schedule

Thursday, May 24, 2012

Press Conference

9:00 am-9:45 am Frank J. Pasquerilla Conference Center

During this event, announcements are made concerning contract awards, business partnerships and relationships that have resulted from participation in Showcase for Commerce. Many of the exhibitors and prime contractors or subcontractors announce company expansions, start-ups and collaborations.

The announcements made during the press conference encompass contract awards ranging from tens of thousands of dollars to multimillion-dollar contracts and from single-year to multi-year contract efforts. In the past decade, Showcase for Commerce has generated more than \$3 billion in contracts.

Public Exhibition

9:00 am-4:30 pm Cambria County War Memorial Arena

Showcase for Commerce fills the floor of the Cambria County War Memorial Arena with booths from regional, national and international companies. Present are many of the defense industry's largest and best known prime contractors, including BAE Systems, Boeing, DRS Technologies – A Finmeccanica Company, Lockheed Martin, and Martin-Baker America, as well as smaller defense-related prime and subcontractors and supply chain partners. Exhibits and displays range from robotic devices, circuit cards, precision metal machining and forming parts to medical and emergency response products, software and professional services.

SHOWCASE for COMMERCE

Thursday, May 24, 2012

Exhibitors Luncheon

11:45 am – 2:00 pm Frank J. Pasquerilla Conference Center



The luncheon offers participants an opportunity to relax, socialize and continue to network with other booth workers and exhibitors away from the main floor of the arena.

Closing Reception

5:00 pm – 6:30 pm Frank J. Pasquerilla Conference Center

THE VALUE OF PERFORMANCE.

Sponsored by NORTHROP GRUMMAN

This capstone event provides a dynamic venue to focus the energy and momentum of the past few days into a solidified business vision for the future.

Event Schedule

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Regan H. Campbell, Ph.D.

Deputy Executive Director, Undersea Technology Deputy Undersea Warfare Chief Technology Officer

Dr. Campbell oversees the submarine force's Research and Development portfolio for hull, mechanical, and electrical equipment, pursues Science and Technology efforts that can address current and future needs, and manages the strategy that provides focused direction for identifying, prioritizing, aligning, and synchronizing S&T investment efforts.

Most recently, she served as the ONR Science Advisor to Third Fleet, where she was responsible for providing a link between the U.S. Navy Research Enterprise and Third Fleet to ensure the research community addressed Fleet priorities.

Mr. Scott Davis

Program Executive Officer PEO Ground Combat Systems

Mr. Davis manages the portfolio of ground combat vehicle modernization programs for the U.S. Army. He previously served as Deputy PEO, PEO Integration, and was accountable for the organization and management of acquisition programs designed to support Brigade Combat Team modernization.

An Army Reserve Officer, Mr. Davis is assigned to the Assistant Secretary of the Army (Acquisition, Logistics and Technology) and has held a variety of positions from platoon leader through battalion executive officer.

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Rear Admiral David M. Duryea

Deputy Commander for Undersea Warfare (SEA 07)

Rear Admiral Duryea has served as division officer, USS Lapon (SSN 661); combat systems officer, USS Puffer (SSN 652); anti-submarine warfare officer, Carrier Group 7; executive officer, USS Honolulu (SSN 718); deputy commander for Operations, Submarine Squadron One; and commanding officer, USS Florida Gold (SSBN 728), where he assumed command of the combined crew USS Florida (SSGN 728) and began the SSGN Conversion and Refueling Overhaul.

Shore assignments include project officer, Defense Liaison Division; Plans and Policies Staff action officer for Tactical Warning and Attack Assessment systems at United States Strategic Command J6, and force engineer, commander, Submarine Force, U.S. Pacific Fleet.

In the Acquisition Corps, he was the Program Manager, Advanced Submarine Systems Development Office (SEA 073R)/Deputy Director of Undersea Technology, Naval Sea Systems Command. He was then Major Program Manager, Submarine Imaging and Electronic Warfare Systems (PMS 435) and Major Program Manager, Special Operations Forces Undersea Mobility Program Office (PMS 399).

Mr. Kevin Fahey

Program Executive Officer Combat Support & Combat Service Support

Mr. Fahey is responsible for all activities necessary to develop, produce, field and sustain tactical vehicle systems and force projection equipment that support and safeguard our armed forces across the globe.

He is responsible for the life cycle management of 350+ diverse systems, including all of the Army's tactical wheeled vehicles (including the family of Mine Resistant Ambush Protected vehicles and the Joint Light Tactical Vehicle) and critical soldier support systems (force projection equipment, petroleum and water systems, construction and material equipment, tools and diagnostics equipment) across 18 product lines. He oversees an approximately \$10 billion annual budget for all combat support and combat service support equipment and develops a workforce of more than 1,100 employees.

EO Speakers

Rear Admiral David H. Lewis

Program Executive Officer, Ships

Admiral Lewis is responsible for Navy shipbuilding for surface combatants, amphibious ships, logistics support ships, support craft, and related foreign military sales. He served aboard USS Spruance (DD 963) where he earned his Surface Warfare qualification; USS Biddle (CG 34); and USS Ticonderoga (CG 47). His major command assignment was Aegis Shipbuilding program manager in the Program Executive Office Ships, where he helped deliver seven DDG 51 class ships and procured another 10 ships.

He served as Executive Assistant to the Assistant Secretary of the Navy (Research, Development and Acquisition) and Assistant Chief of Staff for Maintenance and Engineering, Commander, Naval Surface Forces, where he was a charter member of the Surface Warfare Enterprise. Other assignments include the Navy Secretariat staff; Commander, Naval Sea Systems Command staff; Aegis Shipbuilding Program Office; Supervisor of Shipbuilding, Bath; and Readiness Support Group, San Diego. Upon selection to flag rank, Lewis served as Vice Commander, Naval Sea Systems Command.

Colonel William Sheehy

Project Manager, Heavy Brigade Combat Team

Colonel Sheehy is responsible for managing the portfolio of the Heavy Brigade Combat Team.

He was commissioned from the University of Kansas ROTC program as a Distinguished Military Graduate in 1988. He has a Masters Degree in Acquisition & Procurement Management from Webster University, St Louis, MO.

Among his assignments were Rifle Platoon Leader and Company Executive Officer at the 82nd ABN. As a Platoon Leader, he participated in the airborne invasion of Panama, Operation Just Cause & Desert Shield/Storm. His following assignment was Ft Hood, where he was assigned to various positions with the 2/7 CAV of the 1st Calvary Division, including being selected to join the 75th Ranger Regiment. He later served as an APM to PM Communications & Intelligence Support Systems (CISS) at Ft Belvoir. He was then reassigned to the Army G3 at the Pentagon. While serving in the G3 he was a "by name request" to lead Field Team 1 of the IED TF in Mosul, Iraq.

SHOWCASE for COMMERCE

LTG Roger G. Thompson, Jr., USA, Ret. AUSA Vice President, Membership & Meetings

Lieutenant General Thompson is responsible for AUSA National support to 128 chapters worldwide, total membership in the national sustaining category, corporate category at chapter level and the individual membership. He serves as the Chairman of the Annual Meeting Planning Committee and is also responsible for AUSA's nine symposia in key Army operational areas, the Winter Symposium and AUSA's participation in four international military shows in support of the Army. Additionally, he is responsible for the Association's National support of Noncommissioned Officer and Soldier Programs, the ROTC program and chapter training.

He holds a Bachelor of Science Degree from the United States Military Academy, a Master's Degree in Business Administration from Syracuse University, and a Master's Degree in National Security and Strategic Studies from the Naval War College. He attended the Army's Command and General Staff College and the Naval War College.

Biographies unavailable at press time.

LCDR Katrina Houston

USN – PMS 392HB Plans, Programs & Resources, In-Service Submarine RTOC Initiatives Lead and SBIR Chairman/SME

CAPT David Bishop (Invited)

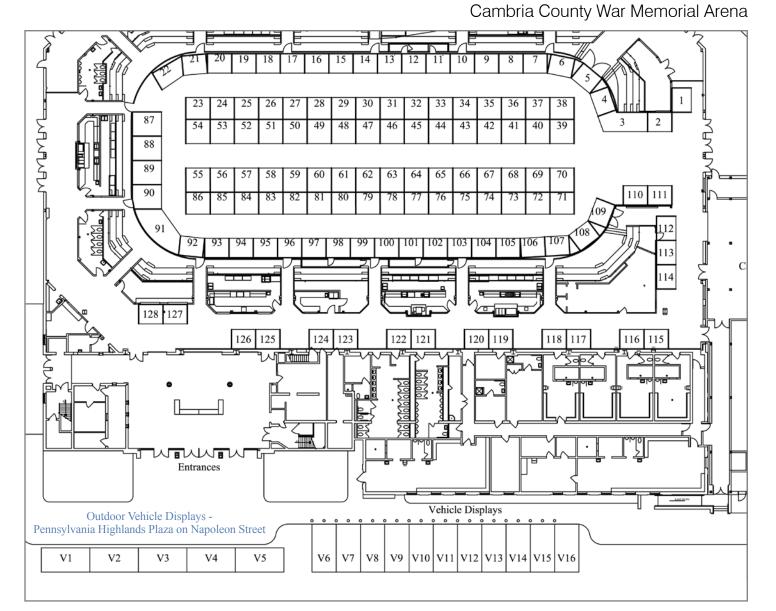
Program Manager, OHIO Replacement Program (PMS 397)

Rear Admiral Nicholas T. Kalathas (Invited) Deputy Director, Contingency Contracting Defense Procurement and Acquisition Policy (DPAP), OSD (Acquisition Technology & Logistics)

Vice Admiral Kevin M. McCoy (Invited) Commander, Naval Sea Systems Command

Mr. William Taylor (Invited) Program Executive Officer Land Systems (MARSYSCOM)

EO Speakers



Exhibitor listing and locations on following page

Event Floor Plan

Exhibitors

SHOWCASE for COMMERCE

Exhibitors

Indoor Displays

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Sargent's Personnel Agency, Inc., 37

Outdoor Displays at Pennsylvania Highlands Plaza (Located on Napoleon Street)

BAE Systems, V1-V2 Concurrent Technologies Corporation, V6-V8 GapVax, Incorporated, V4-V5 JWF Machining, V10

Exhibitors

Committees

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Robert J. Eyer Finance & Administration Chair Wessel & Company

Chris Koop Office of Congressman Mark Critz

Robert F. Layo Chamber of Commerce

William F. Moynihan Volunteers Chair Northrop Grumman

ommittees

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Michele Clapper Vice President, Economic Development

Sherry Click Administrative Assistant

Holly Fuhrmann Staff Accountant

Michelle Nyanko Government Procurement Specialist

Cindy Saylor Executive Assistant

Robert Shark Vice President, Procurement/ Program Manager—PTAC

Joette Watson Chief Financial Officer





Concurrent Technologies Corporation (CTC) is an independent, nonprofit, applied scientific research and development professional services organization. Our employees inspire and innovate on the job and in the community. Their dedication to excellence has made CTC...

- · One of the region's largest employers
- A Top 100 Government Contractor
- One of the Top 50 Best Nonprofits to Work for in the Nation
- One of the 100 Best Places to Work in PA (one of only three companies to receive the award for 11 consecutive years)
- One of the World's Most Ethical Companies (named by Ethisphere Institute)
- A proud philanthropic supporter of educational, cultural, and historical endeavors in our region
- Recipient of the OSHA VPP STAR award for workplace safety and health excellence
- Recipient of the PA Governor's Award for Safety Excellence
- Winner of numerous awards for outstanding service and exceptional support of employees serving in the National Guard and Reserve
- · Winner of multiple national technology awards for clients' projects
- A leader in quality and environmental management systems.

Visit us at booth #69-70 and our outdoor exhibit #V6-V8.

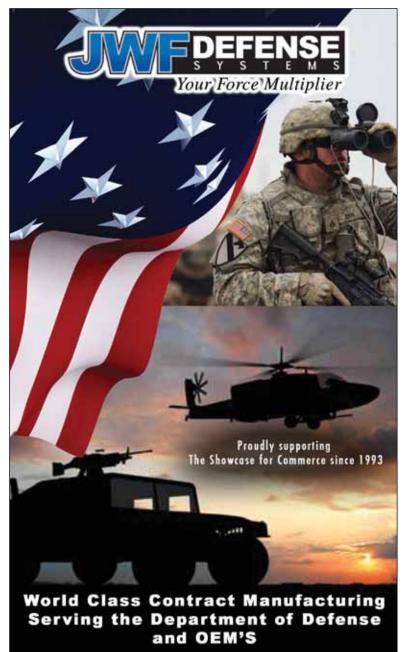


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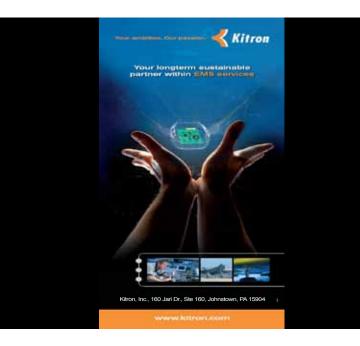
Our Technology Comes with People

Discover what the Lumos Networks team can do for you. Our network maximizes speed, reliability and Quality of Service. Move your business to Lumos Networks where we deliver technology that comes with people.

Lumos Networks is pleased to be an exhibitor at the 22nd Annual Showcase for Commerce in Johnstown, PA. Stop by our booth to learn more.

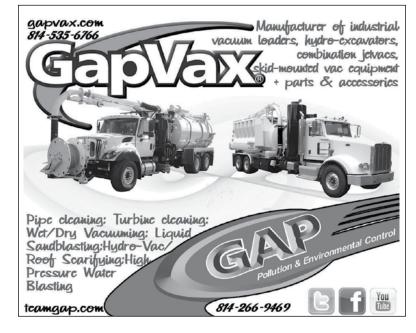


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Engineering Architecture and Design Se

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SHOWCASE for COMMERCE

Notes





The annual Showcase for Commerce is our region's opportunity to show off the talent of our hardworking employees and the success of our local businesses.

Now in its 22nd year, this event has grown from a small exhibition of area businesses to one of the largest government procurement expositions in the country, injecting more than \$3 billion into the local economy.

Mark Critz Member of Congress

Getting to this point wasn't easy.

Today's Showcase for Commerce is a true testament to the leadership of the late Congressman John P. Murtha and his determination to diversify our region's economy from mills and mines to defense, health care, technology, research and development, tourism, and manufacturing.

The 150-plus businesses and organizations represented at Showcase for Commerce are here because they know that doing business in western Pennsylvania makes good business sense. They get quality work, on-time delivery, and competitive pricing – which is why our region has become a magnet for businesses both here in the United States and across the globe.

But Showcase for Commerce is more than just an exhibition – it's a networking opportunity for businesses looking to expand, looking for suppliers, or just looking to be part of the synergy happening across our region. No matter your intentions, the business-to-business relationships that companies build while at Showcase produce real results.

Don't just walk through the Showcase for Commerce. Experience it. Watch the demonstrations, talk to the exhibitors, make contacts, learn, and most of all, enjoy yourself. You'll be glad that you came.

SHOWCASE for COMMERCE



Edward J. Sheehan, Jr. Chairman Showcase for Commerce

On behalf of the Showcase for Commerce 2012 Governing Committee, I would like to welcome you to a unique gathering that offers tremendous opportunities in the defense industry for business and government representatives.

Showcase has developed into a nationally renowned defense contracting expo where regional, national, and multi-national companies connect with each other and key government decision makers. Showcase is the event to demonstrate technology and manufacturing solutions for critical defense and warfighter needs.

Showcase provides an opportunity to interact with major players in defense contracting at the same time – at one event. Many people are familiar with the Showcase exhibition, which features more than 150 participants from diverse industries. Among the exhibitors are major defense firms seeking qualified subcontractors and suppliers.

In addition to establishing valuable business relationships, attendees have special access to key defense industry decision makers. We are very pleased to offer briefings and breakout sessions with Program Managers and Program Executive Officers (PEOs) who oversee major military programs that represent billions of dollars in funding. Attendees can also learn how to negotiate the government procurement process, as well as meet one-on-one with government industry buyers.

Another key component to Showcase's success is the participation of Senior Congressional Leaders who engage with attendees and learn about their organizations' capabilities, sharing their issues and concerns at a critical time in the Federal budget process.

Showcase is, indeed, unique. We are proud of what it has become and the major impact it has had in meeting the needs of the warfighter. We welcome you and wish you much success.

Welcome to Showcase 2

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How To Register

For more information on how to register for Showcase for Commerce, visit our Web site at www.showcaseforcommerce.com.

Email us at info@showcaseforcommerce.com.

Showcase for Commerce in care of:

The Greater Johnstown/Cambria County Chamber of Commerce, Inc. 245 Market Street, Suite 100 Johnstown, PA 15901-2910 Phone: 814-536-5107 Fax: 814-539-5800

Johnstown Area Regional Industries 245 Market Street, Suite 200 Johnstown, PA 15901-2910 Phone: 814-535-8675 Fax: 814-535-8677

Registration and information:

www.showcaseforcommerce.com



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