

**The International Cost Estimating and Analysis Association  
Southern California Chapter**

# Workshop Agenda

**Wednesday, 17 December 2014; Hosted by Lockheed Martin (El Segundo, CA)**

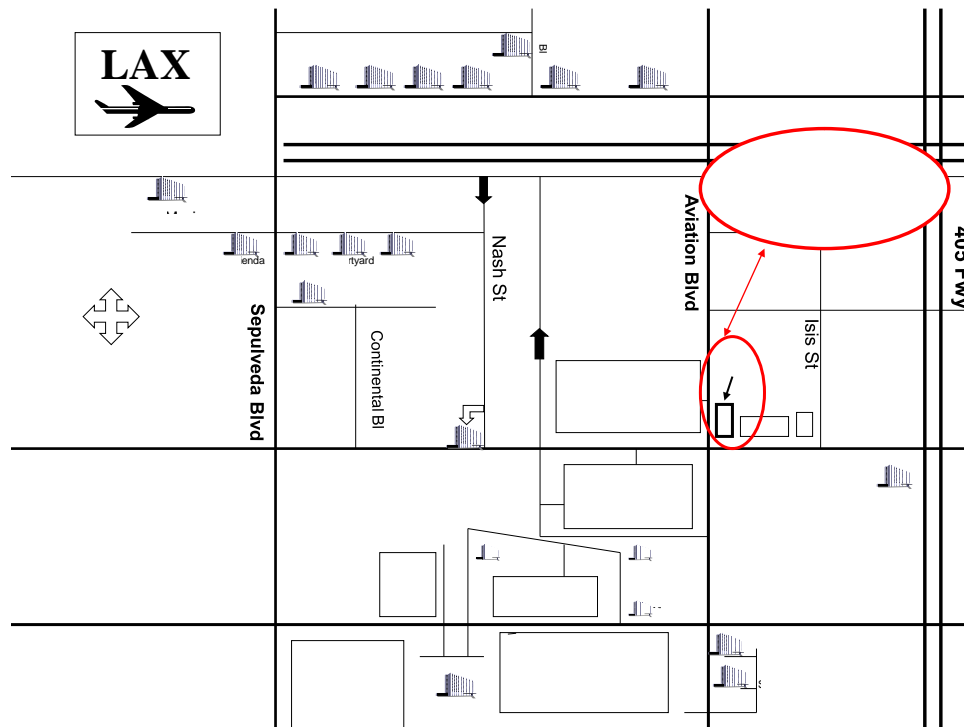
2401 E El Segundo Blvd, 6<sup>th</sup> Floor, El Segundo, CA 90245-2710; (NE Corner of Aviation Blvd. and El Segundo Blvd.)

- 0800-0830 Registration and Badging**
- 0830-0900 Welcome Announcements:**
- **Kurt Brunner**; President, ICEAA Southern California Chapter
  - **Pam Ehrreich**, ICEAA SoCal Elections Chair; *"ICEAA SoCal Elections Results"*
  - **Edward Burnett**, Lockheed Senior Fellow, *"Welcome to Lockheed Martin"*
- 0900-0945 Keynote Speaker: Wayne Wright; Value Engineer Senior Staff; Lockheed Martin Aeronautics Company; "Estimating Prototype Air Vehicle Development Costs at the Skunk Works"**
- 0945-1030 Randy Jensen, Ph.D.; Software Acquisition Consultant; "Effectiveness Formula: Key To Improved Software Development Productivity"**
- 1030-1045 Break**
- 1045-1130 Joe Hamaker, Ph.D.; Senior Cost Analyst, Galorath Inc.; "Dr. Strangelove Or: How I Learned To Stop Worrying and Love Parametrics"**
- 1130-1300 Group Photo, Training, & Lunch** (Lunch and Training [*"Data Analysis In Support Of Defensible Estimates"*] provided by PRICE Systems, LLC – **You MUST RSVP for a lunch!!!**)
- 1300-1400 Doug Howarth; President and Founder, MEE Inc.; "Aiming and Missing In Multiple Dimensions"**
- 1400-1415 Break**
- 1415-1500 Christopher Rush, Ph.D.; Product Lead Developer, Galorath Inc.;**  
*"Continuous Fiber Composite Part Cost vs Production Volume By Manufacturing Process and Material"*
- 1500-1545 Robert Becker; V.P. Business Development, PRICE Systems, LLC.;**  
*"Cost Management Implementation at U.S. Army PEO STRI"*
- 1545-1600 Membership Raffle, Submit Workshop Evaluation, Final Announcements**

Please RSVP to Marc McGindley at Lockheed Martin NLT 12 December 2014

Email to [Marcus.j.mcginley@lmco.com](mailto:Marcus.j.mcginley@lmco.com) or telephone 661-572-7133

Provide: Your Name, Company Affiliation, Location, Telephone Number, and E-mail address. We're sorry, but non-US citizens will NOT be permitted at this workshop. All visitors must present government-issued photo identification (Driver's License or Passport). Also, please let Marc know whether you are or are not an ICEAA member and whether or not you will attend the lunchtime training.



- **Directions from San Fernando Valley:**
  - Take the 405 freeway south, get off on the El Segundo Blvd exit, turn left on La Cienega Blvd, turn right on El Segundo Blvd, we are located on the right hand side just past the Big 5 Sporting Goods store.
- **Directions from Orange County**
  - Take the 405 freeway north, get off on the El Segundo Blvd exit, turn left on El Segundo Blvd, we are located on the right hand side just past the Big 5 sporting Goods store

**We Encourage You To Carpool!**