

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

Workshop Agenda

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

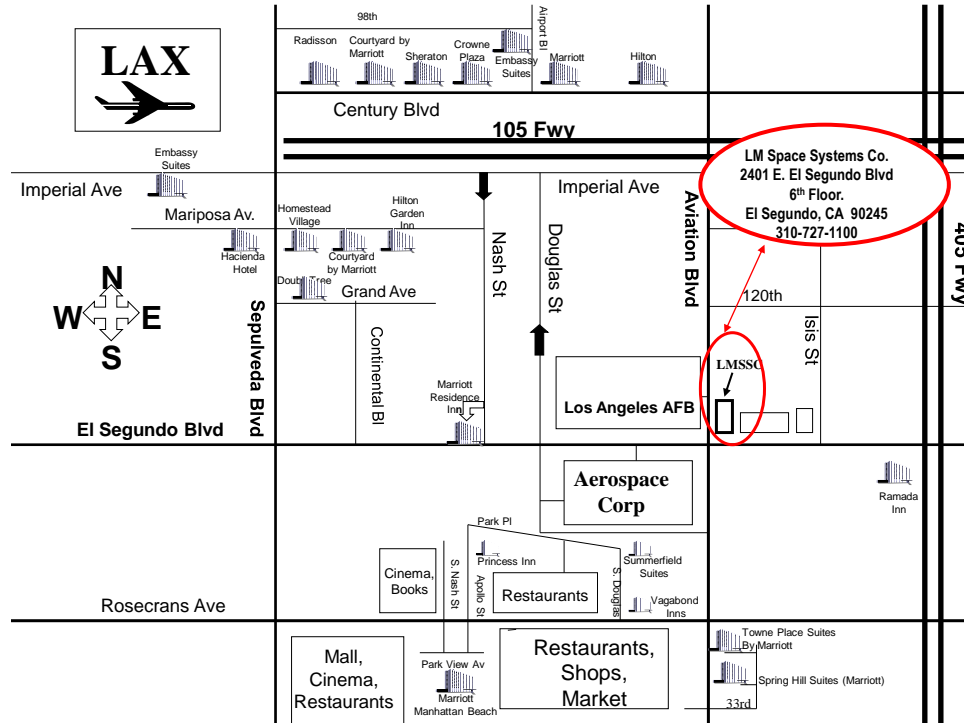
2401 E El Segundo Blvd, 6th Floor, El Segundo, CA 90245-2710; (NE Corner of Aviation Blvd. and El Segundo Blvd.)

- 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"*
 - **Lockheed Martin Meeting Host**, *"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 – map to local restaurants will also be provided)
- 1300-1400** **Doug Howarth; President and Founder, MEE Inc.; "Aiming and Missing In Multiple Dimensions"**
- 1400-1415** **Break**
- 1415-1500** **Christian Smart; Ph.D., Director of Cost Estimating and Analysis, Missile Defense Agency; "Bayesian Parametrics: Developing A CER With Limited Data And Even Without Data" [Best Overall Paper At Annual ICEAA Workshop]**
- 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.mcgindley@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!