



# 2015 Association Award Winners

ICEAA thanks everyone who nominated one or more of their colleagues for a 2015 Association Award; the stories shared gave us unique glimpses into what makes our members the best of the best in the cost professions. As you read the summaries of their achievements below, give thought to the dedicated and inspiring members you interact with regularly and consider submitting a nomination for 2016. Information and deadlines will be posted on the ICEAA website once available.

## Educator of the Year: **Melissa Teicher**

Long-time ICEAA member **Melissa Teicher** became well known utilizing her cost estimating expertise in fostering the growth of fellow ICEAA members. Over the past 12 months she has supported a variety of programs and provided training across the country on cost tools and cost estimating topics.



*Educator of the Year Award winner  
Melissa Teicher (L) and  
nominator David Bach (R)*

Despite a very heavy workload supporting multiple clients and projects, Melissa willingly takes on the challenge to develop and deliver high-quality training to a geographically dispersed workforce. In August of 2014, Melissa developed and delivered a two-day, comprehensive, training course for new college graduates with a quantitative skillset and capability with Excel, and molded them into capable cost modelers using a modern tool used at many client

locations. She developed a supplemental class that included real-world applications of the concepts presented in the first, and further expanded the program with intermediate and advanced courses.

Throughout the development and delivery of software and practical training, Melissa makes herself available for telephone consultation or web-enabled training, and travels to provide in-person training whenever necessary. This level of availability, set against the backdrop of a very full client workload and busy schedule, is indicative of her exceptional level of dedication nurturing the future of the cost estimating profession.

## Annual Achievement: Technical Award: **Erin Barkel**

This award is given to a member who has accomplished exceptional technical successes that advance the cost estimating and analysis fields. **Erin Barkel**, the 2015 recipient, has contributed immensely to the field by using parametric analysis to help the Canadian Parliament make key acquisition decisions based on sound parametric analysis.

Erin developed novel parametric methodologies and modeling techniques in an independent cost



*Annual Achievement: Technical Award winner  
Erin Barkel (R) and  
nominator Zach Jasnoff (L)*

assessment to determine the feasibility of replacing Canada's current auxiliary oiler replenishment ships with two joint support ships (JSS). During this project, she extensively researched, normalized and calibrated high-level ship data. Using key parameters, she was able to provide cost estimates at various confidence levels that clearly demonstrated to Parliament a high degree of cost risk.

Her work was lauded in the *Canadian Naval Review*, a professional journal focused on maritime security issues, the Canadian Navy, and oceans policy, marine affairs and national security in general: "at least there is now the basis for a discussion and some solid data to use for comparative analysis." Erin has gone on to use the methodology, techniques, and modeling in the Artic Offshore Patrol and Canadian Surface Combatant projects.

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Erin is one of the founding members of the ICEAA Canada Chapter and played an integral role in the wildly successful first annual ICEAA Canada Workshop.

**Annual Achievement:  
Management Award:  
Dave Morana**

The 2015 Annual Achievement: Management award is given to a member who has accomplished exceptional management successes that advance the cost estimating and analysis fields. Our 2015 recipient, **Dave Morana**, has made significant and consistent contributions throughout his 30 year professional career.



*Annual Achievement: Management Award winner Dave Morana (L) and ICEAA President Brian Glauer (R)*

Dave serves as the leader of all center cost estimators at the Air Force Life Cycle Management Center, Hanscom AFB Operating Location in a dual-hatted job of Financial Management and Cost Chief. In this capacity, he initiated numerous innovative approaches to training and managing cost analysis. His "Engineering the Cost Process" course and concept of "Owning the Technical Baseline"

Thanks to the 2015 Awards Committee for taking the time to carefully read and conscientiously score each of the nominations we received this year:

**Hank Apgar • Brian Flynn  
Robyn Kane • Robert Nehring  
Andy Prince • Alf Smith  
George Stratton**

have been adapted and utilized by the Secretary of the Air Force for Acquisition on all programs, and his award-winning cost analysis training program for new analysts has resulted in a threefold decrease in the time required to mold qualified analysts. Dave's work on the source selection advisory council for Hanscom's \$1.7B support contract - the largest in its history - resulted in a 40% reduction in cost. He pioneered new methodologies to estimate Command, Control, Communications, Computers, Intelligence, Surveillance and Reconnaissance (C4ISR) programs, including DoD's first rapid cyber facilitation.

Throughout his distinguished career, Dave has served as a mentor to cost estimators too numerous to count. He has been an active member in the ICEAA New England Chapter, including two terms as its president. We are honored to recognize his contributions to our community.

**Parametrician of the Year:  
Peter Frederic**

The 2015 Parametrician of the Year award recipient, Peter Frederic, was nominated and named not just for his contributions to the cost community throughout the year, but over the course of a lifetime. From the ground up, Peter built the model called Probabilistic Technology Investment Ranking System (PTIRS) for NASA aeronautics. It began as a straightforward parametric solution to an economic question—how to determine if an investment in a given technology will yield acceptable returns for the government—and has since extended to several government and non-government offices.



*Parametrician of the Year winner Peter Frederic (L) and nominator Rey Carpio (R)*

Peter creatively leveraged the power of parametrics into PTIRS to produce credible results for NASA. PTIRS provides comprehensive life cycle cost coverage, addressing all costs from technology maturation through the end of operations. PTIRS models have already extended applicability to many other studies and platforms,



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having been used for NASA Subscale Test Vehicle (STV) estimating, International Council for Clean Transportation (ICCT) cost estimating and analysis project, NASA Advanced Vehicle Concept study, and many other applications and projects.

This singular yet multifaceted effort in conceptualizing and developing the PTIRS parametric model and its legacy has advanced the credibility and applicability of parametrics into a variety of platforms, and it will continue to enhance the usage and impact of parametrics in the project management communities and decision makers.

## Frank Freiman Award:

### Ricardo Valerdi

The Frank Freiman award is named after the creator of the first successful commercial parametric cost estimating model and an early advocate of one of ICEAA's parent organizations, the International Society of Parametric Analysts (ISPA). Established in 1982, the award is given to an ICEAA member in recognition of lifetime accomplishments with focus on innovation in parametric cost analysis or estimating.



Freiman Award winner Ricardo Valerdi (R) and nominator Dan Galorath (L)

The 2015 recipient, Dr. **Ricardo Valerdi**, built the original COSYSMO systems engineering parametric cost model, which has been commercialized by three companies and is used by many more. COSYSMO has been integrated into curricula at universities including the Naval Post Graduate School, University of Southern California, University of California San Diego, Arizona State University, University of Texas El Paso, Southern Methodist University, George Mason University, Cranfield University, and University of South Australia. In addition to his many professional accomplishments, Ricardo dedicates his time and resources helping underprivileged youth learn math and science. He formed the "Science of Baseball" program to support these children and to stimulate their interest and pursuit in science, technology, engineering, and mathematics (STEM).

Ricardo has been an active member of ICEAA and ISPA for years and is currently the editor-in-chief of ICEAA's *Journal of Cost Analysis and Parametrics*. Both personally and professionally, Ricardo's contributions have made him the ideal recipient of the 2015 Frank Freiman award.

## Association Service Award:

### Andy Nicholls

**Andy Nicholls**, the ICEAA United Kingdom Region Director and recipient of the 2015 Association Service Award, has been a member of ICEAA (and previously ISPA) for over 15 years. During that time, he has



Association Service Award winner Andy Nicholls (R) and nominator Quentin Redman (L)

been a model for professionalism in costing and a champion of professional development. In the year 2000, he assisted in introducing an accreditation program similar to ICEAA's that has since won recognition as a valuable certification, gathered momentum and served to enhance the reputation of costing staff.

In his award nomination letter, Andy's colleagues described the ideal candidate for ICEAA's annual award recognizing exceptional association service. "He has been head and shoulders above his peers with his embracing of cost analysis both as a discipline and as a working skill that needs to be developed, within and outside of his current employer," they wrote, and went on to describe a confident presenter, mentor, and "a trusted and authoritative advocate within the UK costing community."

Andy not only strives to encourage membership and active ICEAA participation, but follows his own example. He is a regular nominator of other association award winners, contributes to US and international conferences, and was just elected to his fourth board term as UK Region Director.

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## Lifetime Achievement Award:

### James Hayes

The 2015 Lifetime Achievement Award recipient, **James Hayes**, Director of Estimating and Pricing of Boeing Commercial Airplanes (recently retired), has been an advocate for ICEAA training and certification throughout his impressive career.

Jim has been a long-time, highly active member who genuinely recognizes ICEAA's value in perpetuating and advancing the cost analysis skillset. To encourage employee involvement, Jim instituted a policy to fully fund ICEAA membership fees for all employees within Boeing's

commercial division. He extended that funding support to cover travel and registration expenses so that those members could maximize their involvement by attending the annual Professional Development & Training Workshop. That encouragement does not stop at simply promoting membership and workshop attendance; he actively works to seek out potential candidates for volunteer leadership positions at the chapter and international levels, and continually mentors those future leaders.

He is an active participant at the Northwest Chapter, regularly attending and often guest speaking at local chapter events. A staunch

supporter of training and certification, Jim established an annual recognition award luncheon at the ICEAA Northwest Chapter to commend Boeing employees on obtaining their CCEA® or PCEA® certifications. Innumerable individuals owe their professional development to Jim's stewardship of the entire cost community, and ICEAA is honored to recognize his lifetime of service.



*Lifetime Achievement Award Winner James Hayes*

## ICEAA Authors Panel

Thanks to the ICEAA members who volunteered to share their experiences with the book publishing process from idea to distribution.

We are proud and humbled to have such a collection of distinguished authors among our membership!

Special thanks to **Tim Anderson** from The Aerospace Corporation for expertly moderating the discussion.

### **Paul R. Garvey and Raymond P. Covert:**

Probability Methods for Cost Uncertainty Analysis:

A Systems Engineering Perspective

### **Dale Shermon:**

Systems Cost Engineering -

Program Affordability Management and Cost Control

### **Dan Galorath:**

When Performance is Measured Performance Improves

### **Gregory K. Mislick and Daniel A. Nussbaum**

Cost Estimation: Methods and Tools

### **Barry Boehm:**

Software Engineering Economics



*From left to right: Paul Garvey, Dan Nussbaum, Barry Boehm, Dale Shermon, Ray Covert, Dan Galorath, and moderator Tim Anderson*