



LOGISTICS AND  
MATERIEL READINESS

ASSISTANT SECRETARY OF DEFENSE

3500 DEFENSE PENTAGON  
WASHINGTON, DC 20301-3500

October 3, 2011

MEMORANDUM FOR ASSISTANT SECRETARY OF THE ARMY (ACQUISITION,  
LOGISTICS AND TECHNOLOGY)  
ASSISTANT SECRETARY OF THE NAVY (RESEARCH  
DEVELOPMENT AND ACQUISITION)  
ASSISTANT SECRETARY OF THE AIR FORCE (ACQUISITION)  
ASSISTANT SECRETARY OF THE AIR FORCE  
(INSTALLATIONS, ENVIRONMENT AND LOGISTICS)

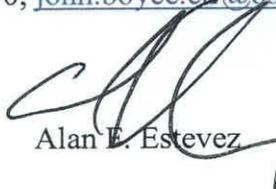
SUBJECT: Product Support Manager Conference

It is my pleasure to announce the first Office of the Secretary of Defense Product Support Manager (PSM) Conference hosted by the Office of the Assistant Secretary of Defense (Logistics and Materiel Readiness). The PSM Conference will begin at 1300 on Wednesday, November 2, 2011, immediately following the PEO/SYSCOM Commander's Conference and will conclude at 1700 on Thursday, November 3, 2011. The conference is a "no-cost" event intended for PSMs and Program Managers and will be held in the Howell Auditorium, Scott Hall at Fort Belvoir, Virginia.

During this period of change, this conference is timely and will assist the PSM in delivering an affordable sustainment solution that meets the warfighter's needs. It will address the evolving challenges of the PSM in the current environment, including how to satisfy the goals outlined in the Better Buying Power Initiative. The conference will provide a baseline in policy, guidance, tools, roles, responsibilities, and expectations for the PSM. Additionally, the conference will provide PSMs an opportunity to network, as well as share knowledge and lessons learned with their peers. I strongly encourage your support for this conference with maximum attendance.

Attendees can register for the PSM Conference by completing the registration form at [http://www.acq.osd.mil/log/mr/PSM\\_conference.html](http://www.acq.osd.mil/log/mr/PSM_conference.html) no later than November 1, 2011. The attached agenda, directions, briefing charts, and other administrative information are located on the same website. ODASD(MR) will post briefing charts no later than October 31, 2011. Business attire and the uniform of the day are appropriate for the conference.

Any questions regarding the PSM Conference may be addressed to the Office of the Deputy Assistant Secretary of Defense (Materiel Readiness) conference coordinators Ms. Lisa P. Smith, ODASD (MR), (703) 614-8339/DSN 224-8339; [Lisa.Smith@osd.mil](mailto:Lisa.Smith@osd.mil) or Mr. John Boyce, ODASD (MR), (571) 256-7070/DSN 260-7070; [john.boyce.ctr@osd.mil](mailto:john.boyce.ctr@osd.mil).

  
Alan E. Estevez

Attachment:  
As stated

cc:

- Commander, US Army Materiel Command
- Commander, Air Force Materiel Command
- Commander, Naval Air Systems Command
- Commander, Naval Sea Systems Command
- Commander, Space and Naval Warfare Command
- Commander, Naval Supply Systems Command
- Commandant, Marine Corps Logistics Command
- Deputy Chief of Staff for Logistics, U.S. Army, G4
- Deputy Chief of Naval Operations (Fleet Readiness and Logistics), N4
- Deputy Chief of Staff for Logistics, Installations, and Mission Support, U.S. Air Force, A4/7
- Deputy Commandant, Installations and Logistics, U.S. Marine Corps
- OASD(L&MR) Components
- Defense Logistics Agency

# **PSM CONFERENCE**

## **NOVEMBER 2-3, 2011**

### **Wednesday, November 2, 2011**

- 1300-1310 WELCOME AND ADMIN COMMENTS**  
Mr. John Baranowski  
Acting Deputy Assistant Secretary of Defense (Materiel Readiness)
- 1310-1340 KEYNOTE PRESENTATION: DoD Environment**  
Honorable Alan F. Estevez  
Assistant Secretary of Defense (Logistics & Materiel Readiness)
- 1340-1350 Materiel Readiness: How We Support You**  
Mr. John Baranowski  
Acting Deputy Assistant Secretary of Defense (Materiel Readiness)
- 1350-1410 PSM'S Roles and Responsibilities  
(Section 805, FY10 NDAA and DTM 10-015)**  
Mrs. Lisa P. Smith, ODASD(MR)
- 1410-1430 Life Cycle Sustainment Enclosure to DoDI 5000.02**  
Mr. Terry Emmert, ODASD(MR)
- 1430-1445 BREAK**
- 1445-1515 R & M Engineering Implementation Strategy (DTM 11-003)**  
Mr. Andy Monje, ODIR, Mission Assurance
- 1515-1600 Life Cycle Sustainment Integration**  
Mr. Jim Kelly, ODASD(MR)
- 1600-1630 Technical Data Rights Acquisition Strategy**  
Mr. Nickolas Guertin, ODASN(RDT&E)
- 1630-1700 Product Support Business Model and Guidance**  
Mr. Mark Gajda, ODASD(MR)
- 1700 Adjourn**

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**Thursday, November 3, 2011**

- 0800-0830      KEYNOTE PRESENTATION: Better Buying Power**  
Mrs. Katrina McFarland  
President, Defense Acquisition University
- 0830-0900      Should Cost/Will Cost – AIM 9X**  
CDR Paul Mitchell, PMA-259
- 0900-0945      Sustainment Metrics**  
Mr. Jeff Frankston, ODASD(MR)
- 0945-1015      Product Support Arrangements**  
CAPT John Spicer, DLA and  
Mr. Gerry Tonoff, BAE Systems
- 1015-1030      BREAK**
- 1030-1100      Industry & Government Relationship (MTVR/LVSR)**  
Mr. Tom Miller, PEO, Land Systems and  
Mr. John Bryant, Osh Kosh Corp.
- 1100-1130      Life Cycle Logistics Learning Asset Transformation Roadmap**  
Mr. Bill Kobren, Defense Acquisition University
- 1130-1230      LUNCH**
- 1230-1430      Workshop 1: LCSP Outline**  
Mr. Bob Houts and  
Mr. John Medlin, ODASD(MR)
- 1430-1445      BREAK**
- 1445-1645      Workshop 2: O&S and BCA**  
Mr. Colt Murphy, ODASD(MR) and  
Mrs. Desiree Seaward, OASD(L&MR)
- 1645-1700      Action Item Review and Closing Remarks**