



THANK YOU LEADING CONFERENCE SPONSORS

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2018 CONFERENCE AGENDA



PNAA's 17TH ANNUAL COMMERCIAL AEROSPACE CONFERENCE



THANK YOU SME SPONSORS

Monday, February 12, 2018

PRE-CONFERENCE INDUSTRY TOURS

Two tours (one North and one South) departing from Lynnwood Convention Center

North: Boeing Everett Factory and tour of the Historic Flight Foundation's aircraft collection (box lunch included)

8:00

OR

South: Boeing Renton Factory and tour of the Historic Flight Foundation's aircraft collection (box lunch included)

2:00

RETURN TO LYNNWOOD CONVENTION CENTER

Tuesday, February 13, 2018

12:00

Registration & Networking

Registration Sponsor:

*Registration will be open at **10am for early arrivals***



1:00

Welcome

Pacific Northwest Aerospace Alliance

Ted Croft, Chairman, *Pacific Northwest Aerospace Alliance*

Greetings from Snohomish County

Dave Somers, Executive, *Snohomish County*



1:15

Is Vertical Integration the Next Big Thing?

Dr. Kevin Michaels, President, *AeroDynamic Advisory*

2:00

From the Lab to the Skies: Arconic Innovations Taking Flight

Don Larsen, Vice President & General Manager, R & D and Advanced Manufacturing, *Arconic*

2:25

Ignite Session: Actionable Technology for SME's

Paul Van Metre, Founder, *ProShop*

2:30

The Boeing Company: Current Market Outlook

Randy Tinseth, Vice President Marketing, *Boeing Commercial Airplanes*



3:00

Networking Break

Break Sponsor:

Celebrate decades of success in Snohomish county over coffee with a new acquaintance

Recognizing 50 Years of Aerospace Manufacturing in Snohomish County

Dave Somers, Executive, *Snohomish County*



3:15

Merging Technologies to Realize the Model-Based Enterprise

Anthony Nicoli, Aerospace Director, *Mentor – A Siemens Business*



3:45

Analyst Panel – Rebooting the Supply Chain

Moderated by Michel Black, Managing Director, *1st Hill Partners*

Dr. Kevin Michaels, President, *AeroDynamic Advisory*

Richard Aboulafia, Vice President Analysis, *Teal Group*

Dr. Ron J. Epstein, Analyst Aerospace & Defense, *Bank of America - Merrill Lynch*

4:30

Chairman's Reception: Meet the Pacific Northwest Aerospace Supply Chain

Reception Sponsor:

Meet and mingle with aerospace executives from around the world as we close out the first day of PNAAs 17th Annual Conference



6:00

Awards of Excellence Banquet

PNAAs honors and recognizes the leaders of our industry with our annual awards for excellence

By reservation only – on-site tickets available at the registration table



8:00

END OF DAY



Wednesday, February 14, 2018

7:00	<p>Networking Breakfast & Registration</p> <p><i>Start your day off in the exhibit hall with a continental breakfast and get to know fellow conference attendees</i></p>	<p>Breakfast Sponsor:</p>  <p>Department of Commerce Innovation is in our nature.</p>
8:00	<p>Welcome</p> <p>Pacific Northwest Aerospace Alliance Ted Croft, Chairman, <i>Pacific Northwest Aerospace Alliance</i></p> <p>Welcome from Washington State Brian Bonlender, Director, <i>Washington State Department of Commerce</i></p>	 <p>CHOOSE Washington STATE Washington State Department of Commerce</p>
8:15	<p>Industry 4.0 – Coming of Age in Aerospace</p> <p>Charles Cassidy, Engagement Manager, <i>McKinsey & Company</i> Kevin Goering, Associate Partner, <i>McKinsey & Company</i></p>	
8:45	<p>Ignite Sessions:</p> <p>The Fierce Competition for YOUR Skilled Workers! Mary Kay Bredeson, Executive Director, <i>Center of Excellence & Advanced Manufacturing</i></p> <p>Actionable Technologies for SMEs Burr Stewart, Strategic Planning and Sustainability Consultant, <i>Locus Analytics</i></p>	
9:00	<p>Global Aviation Market Outlook</p> <p>Richard Aboulafla, Vice President Analysis, <i>Teal Group</i></p>	
9:45	<p>Implementing Augmented Reality & Virtual Reality in your Business</p> <p>Wendy Farrell, Director, Content Solutions and Consulting, <i>Lionbridge</i></p>	<p>Lionbridge</p> 
10:00	<p>Networking Break</p> <p><i>Take time to seek out our conference sponsors and exhibitors and find out more about the fantastic products and services they have to offer that will enable success for many of our conference attendees through 2018 and beyond</i></p>	<p>Break Sponsor:</p>  <p>AIM AEROSPACE</p>
10:30	<p>Driving Transformation</p> <p>John Pilla, Senior Vice President, Chief Technology & Quality Officer, <i>Spirit AeroSystems</i></p>	
11:00	<p>HoloLens - Bringing Physical & Digital Reality to Life in Aerospace</p> <p>Doug Holland, Technical Evangelist, <i>Microsoft</i></p>	
11:30	<p>Rewarding Courage: How a 75-year old manufacturing company became 100% digital</p> <p>Ignacio González-Blanch Fernández, Executive Director, <i>Airgrup, S.L.</i></p>	
12:00	<p>Networking Lunch</p> <p><i>Re-energize with a delicious buffet lunch . . . dine upstairs in the main hall or mezzanine, or head downstairs for a quieter experience in our multipurpose room</i></p>	<p>Lunch Sponsors:</p>  <p>ONTARIO CANADA</p>  <p>Consulate General of Canada / Seattle Consulat Général du Canada / Seattle</p>
1:00	<p>Lunch Keynote: FAA Aircraft Certification Transformation --- Why Should You Be Interested?</p> <p>Jeff Duven, Director, System Oversight Division - Aircraft Certification Service, <i>Federal Aviation Administration</i></p>	 <p>FEDERAL AVIATION ADMINISTRATION</p>

1:45 **Regional Jet Marketplace:**
Introduction & Overview: Michel Merluzeau, Director – Aerospace Market Analysis,
AirInsight Research

Market and Product Update

Tobias Caldas, Market Analysis Director, *Embraer*

Regional Market Outlook

Roger Marszalek, Manager, Marketing, *Mitsubishi Aircraft*

2:30 **Networking Break**

Break Sponsor:



Now is the time to visit exhibitors, spend time in the lounge, set up meetings in the VIP Room, schedule last-minute B2B meetings, check the B2B schedule in Room 2C, connect at a Collaboration Corner, and look at the MapSpace Board

3:00 **Manufacturing Innovation & 3D EXPERIENCE on the Factory Floor**

Michel Tellier, Vice President Aerospace & Defense, *Dassault Systemes*

3:30 **New Technologies “Take Flight”**

Introduction: JC Hall, Director, Development Strategy, *Esterline Engineered Materials*

Steve Carrington, Vice President of Sales, *Norsk Titanium*

Ron Scruggs, President, *Triumph Aerostructures*

4:15 **Enhancing Connectivity Across the Supply Chain**

David Voskuhl, Vice President Communications & Public Relations, *Diehl Aerosystems*

Jim Lazarus, Director of OEM Sales-Americas, *Diehl Aerosystems*

Torsten Welte, Global Vice President & Head of Aerospace & Defense, *SAP*

4:30 **Competitive Edge Reception: *Connecting for Collaboration***

Reception Sponsors:



Meet and mingle with aerospace executives from around the globe and make lasting business relationships while you enjoy camaraderie with our generous sponsors

5:30 **END OF DAY**



Thursday, February 15, 2018

8:00 **Networking Breakfast**

Breakfast Sponsors:



Start your day off in the exhibit hall with a continental breakfast and make plans to meet with your new acquaintances during the rest of the conference and at future PNAA events

8:30 **Welcome**

Ted Croft, Chairman, *Pacific Northwest Aerospace Alliance*

Fiona McKay, Business Development Director, *Pacific Northwest Aerospace Alliance*

8:45 **European Aerospace Cluster Partnership – Engagement Across the Atlantic**

Norbert Steinkemper, Project Manager, *Niedersachsen Aviation*

9:00 **Airbus Focus Sessions:**

Introduction & Overview: Jim Sheehan, President, *Technical Aero LLC*

Global Market Outlook

Simon Pickup, Director of Marketing Operations, *Airbus Americas*

9:30	Airbus Procurement Priorities and Supplier Alignment Pierre-Laurent Mace, Vice-President Procurement, <i>Airbus Americas</i> Giuseppe (Joe) Marcheschi, Head of Strategic Procurement Support, <i>Airbus Americas</i>
10:00	OEM and SME Perspectives – Presentations and Interactive Panel Discussion Giuseppe Fiorentino, Business Director, <i>Sogeclair Aerospace (representing the AviaComp division)</i> Bruno Ferrand, President & CEO, <i>Latécoère International</i> William Bigot, Vice President of Business Development, <i>Advanced Integration Technology</i> Mark Tattershall, Vice President Sales & Marketing, <i>Unitech Composites</i> Joined in the panel discussion by: Pierre-Laurent Mace, Vice-President Procurement, <i>Airbus Americas</i> Giuseppe (Joe) Marcheschi, Head of Strategic Procurement Support, <i>Airbus Americas</i>
10:30	Networking Break Break Sponsor: <i>Take one last chance to visit exhibitors, spend time in the lounge, check the B2B schedule in Room 2C, connect at a Collaboration Corner, and look at the MapSpace board</i>
11:00	Mergers & Acquisitions, Tax Reform and What to Plan for in 2018 Harman (Jet) Wales, Managing Director, <i>Moss Adams Capital</i> Kurt Lippmann, Partner, <i>Moss Adams LLP</i>
11:30	Renaissance of Supersonic Flight Brian Barents, Executive Chairman & CEO, <i>Aerion Supersonic</i>
12:00	Networking Lunch Lunch Sponsor: <i>Re-energize with a delicious buffet lunch and take time to make a few more new acquaintances in the final hours of the conference. Find out more about opportunities to continue networking among our community and keep up to speed with the latest market intelligence at PNAA's membership desk.</i>
12:30	Lunch Keynote: Boeing Supply Chain Jenette Ramos, Senior Vice President Supply Chain & Operations, <i>The Boeing Company</i>
1:00	Call to Action Ted Croft, Chairman, <i>Pacific Northwest Aerospace Alliance</i>
1:15	Plenary Sessions Completed – Proceed to B2B & Technical Sessions
1:30-5:00	B2B Meetings B2B Sponsor: <i>Meet representatives of regional, national and international aerospace companies at our B2B fair. Make new connections to grow your business at PNAA's scheduled meetings. Be sure to register in advance and prepare your short pitch to showcase your products and services.</i> <i>Advance appointments required</i>
5:00	B2B & Technical Sessions Close
5:00	END OF CONFERENCE - THANK YOU!

Technical Sessions
 Runs concurrently with plenary sessions

Wednesday, February 14, 2018

1:30	Room 1B Getting Inside Your Customers' Heads: Improving Relationship Stability Through Communication-Centric Account Management <i>Ann Amati, Deliberate Strategies Consulting</i>	Room 1C Paid Internships: How They Differ from Apprenticeships and How They Can Benefit Your Company <i>Mary Kay Bredeson, Center of Excellence for Aerospace & Advanced Manufacturing</i>
2:30	Room 1B Using Visual Tools to Clarify Financial and Operational Performance <i>Burr Stewart, Locus Analytics</i>	Room 1C Digital Marketing in 2018, Essential Marketing Tools for Your Business <i>Steve Kidd / Antonio Salazar, Aerospace Vendors</i>
3:30	Room 1B Leading Through Change <i>Sonja Price, Dynamo Leaders</i>	Room 1C Building Robust Business and Shop Floor Processes: Your Entire Company Connected <i>Paul Van Metre, Adion Systems</i>

SEE THE CONFERENCE WEBSITE FOR MORE INFORMATION ON THE SESSIONS AND THE SPEAKERS

Thursday, February 15, 2018

1:30	Room 1B Reduction of Cost of Non Quality and Lead Time by Implementing Industry 4.0 in Aerospace <i>Tamas Havar, P3 Group</i>	Room 1C Apprenticeships: How to Diversify Your Training Portfolio & Grow your Workforce <i>Lynn Strickland, Aerospace Joint Apprenticeship Committee</i>
2:30	Room 1B Using Simulation Software to Achieve True "Lights-Out" Machining <i>Bryan Jacobs, CG Tech</i>	Room 1C AC7130 Accreditation for CMMs – A New Boeing Supplier Requirement <i>John Graham, Fulcrum Associates</i>
3:30	Room 1B The Advantages of Extending the Digital Thread Between OEMs and Suppliers <i>Anthony Nicoli, Mentor-Siemens</i>	Room 1C <i>Bret Thomas, Neumeier Engineering</i>

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