

# Industry Day highlights Defense Management course

by Thomas Zimmerman

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*Industry Day guests pose for a group photo before the morning sessions in Bliss Hall. The event is one of the highlights of the Defense Management course at The War College. photo by Scott Finger.*

The Army War College brought together leaders in industry to talk with the future leaders of the military during the 2013 Industry Day.

Held Feb. 27, the event is a major component of the Defense Management course for Army War College students and provides a forum for students to gain a better understanding of the military-industrial relationship, the Army requirements and capabilities development process, and acquisition processes. The theme for this year's event was "defense industrial base for the 21<sup>st</sup> century."

"This is a fantastic opportunity to learn," said **Maj. Gen. Tony Cucolo**, War College commandant. "You have an unusual opportunity with great timing. This will help you understand the complex relationship between the DoD and industry to develop capabilities."

The day-long event includes both Bliss Hall lectures and seminar room discussions with invited guests.

Guest speakers **Mick Maurer**, president of Sikorsky Aircraft Corporation, **Helen Greiner**, CEO of CyPhy Works, Inc. provided the industry perspective during the event. **Maj. Gen. Harold Greene**, Deputy for Acquisition and Systems Management, Office of the Assistant Secretary of the Army, provided some comments from the government perspective.

Maurer spoke about his company's efforts in support the DoD, including their trademark aircraft, the Blackhawk. He stressed the importance of joint investment in new technology and innovative

contracting.

Greiner spoke about the different methods of technology adoption, using her experience as a founder of iRobot. She also discussed the challenges of constant advancements in technology and provided a small business perspective on the military-private industry relationship.

Greene, a 2003 USAWC grad, provided the government side of the relationship, providing an overview of the organic industrial base and the challenges for purchasing new equipment as budget levels decline.

After the Bliss Hall discussions, students and the nearly 30 guest returned to seminar rooms to confer on the issues and challenges facing both sides.

The Army War College thanks the Army War College Foundation and AUSA for their support of the event.

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