

# Industry Day highlights DM course

by Thomas Zimmerman

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*Members of Seminar 1 talk with Michael V. Cuff (far right), Managing Director, Operations, JF Lehman & Co., during Industry Day. The event is one of the capstone events for the Defense Management course.*

Once the members of the Army War College Class of 2013 graduate, many of them will find themselves in a new world—one dominated with decisions about how to use the existing military and civilian systems and processes to respond to the new strategic environment.

The Defense Management course provides the context to develop and challenges student's abilities to make decisions in complex and uncertain conditions when sufficient resources are unavailable or strategic guidance is vague, according to Col. Michael McCrea, course director.

“The goal is to provide a learning environment that encourages reflection, reinforces critical thinking, and requires the exercise of strategic decision making skills,” he said.

In addition to seminar discussion, readings and exercises, the Army War College brought together leaders in industry to talk with the future leaders of the military during the 2013 Industry Day.

Industry Day 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 21st 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.