



Dear NDIA San Diego Members,

Welcome to this month's newsletter, which includes upcoming event information, recent event highlights, and a NDIA SD Committee spotlight. There are some great upcoming monthly and special events you will not want to miss, such as our infamous Navy Gold Coast event, June luncheon with an exclusive FBI Cybersecurity briefing, and SBC meeting. All of these events provide great opportunities to make connections and engage within our industry.

You all play a critical role within our defense industry and as always, I appreciate your dedication and commitment to our chapter's mission.

Regards,

Eric
San Diego Chapter President

Navy Gold Coast 2021: Registration is Open!



The San Diego Chapter of the National Defense Industrial Association (NDIA) is excited for the upcoming 33rd Annual Department of the Navy Gold Coast Small Business Procurement Event, **from September 1-2, 2021**. This year there is a new more flexible and sophisticated platform which will allow for better matchmaking, networking, and booth visiting. The event will be held in an interactive, immersive, and virtual platform. As always, this event will provide exciting and relevant topics delivered by government and industry experts, such as RADM Douglas Small, Commander at Naval Information Warfare Systems Command, and Mr. James Geurts, Under Secretary of the Navy, and Mr. Jimmy Smith, Director at Office of Small Business Programs Department of the Navy.

The NDIA Department of the Navy Gold Coast Event is the premier Navy procurement conference in the country. Gold Coast provides a forum to educate, guide, and assist businesses, large and small, in support of the warfighter mission within Department of the Navy and throughout the DOD.

[Register here today!](#)

If you have any questions please contact [Terry McKearney](#). Additionally, we need volunteers and appreciate your participative leadership! If you are able to volunteer, please contact [Frank Muller](#).



Ready for Some Fun? Save the Date! Membership Appreciation Event at the Bali Hai



We are excited to announce our first “live” event of the year is here and better yet, to celebrate our members! Please see below for date and location details. This event will be held outdoors with a spectacular view! Save the date! We can’t wait to see you there!

When: Wednesday, August 18, 2021 from 5 – 9 p.m.

Where: The Bali Hai at 2230 Shelter Island Drive, San Diego, CA 92106

Room: The “Hawaiian Village”



Online registration will be available soon via our [NDIA SD Chapter Page!](#)

Event POC Contact Information: [Susan Couch](#) / 858-336-1617

Staying Informed and Engaging with Industry and Community

This month we had the pleasure of interviewing our Speaker Series Committee Lead, Steve Martin. Please see below to hear from Steve and learn more about why these monthly speaker events are so impactful to our members.

Interviewer: *Per the NDIA 2021 priorities, does the Speaker Event Committee have any specific objectives for the year ahead?*

Steve: NDIA engages thoughtful and innovative leaders to promote the best policies, practices, products, and technology to build a more responsive and collaborative community in support of defense and national security. The San Diego Chapter sponsors a variety of events that bring government and industry together to share views and perspectives.

Interviewer: *Why is member luncheon/speaker event participation so important?*

Steve: Our monthly luncheons allow members to socialize and hear about local defense issues that affect their businesses. The Chapter is committed to providing a forum for the open and ethical exchange of information between our members and the local military commands we support.

Interviewer: *What do you believe is relevant or important for our members to know about SD’s NDIA Speaker Luncheon events?*



Steve: The NDIA SD speaker series allows members and non-members to network and collaborate. Our Luncheons allow for engagement to network with industry professionals and practitioners.

Interviewer: *In looking at the Navy's near and long-term goals, why is government and industry collaboration so important?*

Steve: The Luncheons provide a unique forum for government and industry to exchange information and points of view enhancing partnerships of common concern.

Interviewer: *Aside of your being a Committee Lead, can you share as a fellow NDIA member what you enjoy most about the speaker luncheon events?*

Steve: My favorite part of the Luncheons is catching up with colleagues from past projects and programs, but participation offers so much more. Are you looking for professional contacts? Do you need a mentor? Are you looking for educational opportunities that will further your industry knowledge? Participating in the SD NDIA Luncheon series can provide an avenue toward your objectives.

As Steve highlighted, our speaker events are a great opportunity for members to network, as well as learn and engage with others. Directly below are some recent luncheon event highlights, as well as information on our next luncheon, which is this upcoming Thursday, June 17th! Please see below for details. It's not too late to register and we hope to see you there!

April and May 2021 Luncheon Event Highlights

April Luncheon Speaker: Mr. Greg Geisen, Revitalization Project Manager for NIWC Pacific



On April 24th we were proud to welcome Mr. Greg Geisen, the Naval Information Warfare Systems Command's (NAVWAR) Facility Revitalization Project Manager, who discussed the Revitalization Project and its top priorities. Mr. Geisen's duties include leading the redevelopment of 70 acres of Federal property of Naval Base Point Loma Old Town Campus to acquire modern NAVWAR facilities.



What is the NAVWAR Revitalization Project? The Naval Base Point Loma Old Town Campus is home to NAVWAR. NAVWAR needs new mission-capable and modern facilities to support its cyber security mission. The Navy is considering plans to maximize the value of approximately 70.5 acres of Navy-owned underutilized property at the Old Town Campus to support NAVWAR needs. NAVWAR provides \$3.2 billion annually to the San Diego regional economy. The potential redevelopment would bring additional economic benefits to the region through the construction and operation of new commercial, residential, and transportation facilities.

To learn more about the NAVAR Revitalization project go here: <https://navwar-revitalization.com/> .



May Luncheon Speakers: Ms. Nancy Gunderson, Director of Contracts and CAPT Richard McCarthy, SC, USN, Deputy Director for Contracts at Naval Information Warfare Systems Command NAVWAR in San Diego, CA



On May 12th we were honored to have two speakers from NAVWAR, Ms. Nancy Gunderson, Director of Contracts, and CAPT Rick McCarthy, Deputy Director for Contracts. Ms. Gunderson and CAPT McCarthy presented an update on NAVWAR contracting policies. They also discussed NAVWAR's back to work plans, how remote work could change the NAVWAR workforce, and impact the NAVWAR Revitalization Project. During Q&A, CAPT McCarthy addressed Project Overmatch and announced that RADM Small will hold a second Overmatch Industry Day at the NGA facility in Springfield, VA.

If you were unable to participate in these past events, plan on attending our next one! We have **another luncheon event scheduled for June 17th with the FBI, who will provide a Cybersecurity Briefing.** We hope you can join us! See below for details!

You Don't Want to Miss This! NDIA Virtual Luncheon with CCOE Event: San Diego Defense Industry Briefing on Cybersecurity



On June 17th join San Diego's special agents and analysts for an exclusive FBI Cybersecurity briefing.

The United States is now the No. 1 target for cyber-attacks and the cost of the average data breach for a U.S. company climbed to \$3.86 million in 2020.* To help combat, the Department of Defense is tightening cybersecurity standards contractors need to meet in

order to do business with the Pentagon.

The FBI, in partnership with the Cyber Center of Excellence (CCOE), National Defense Industrial Association (NDIA), San Diego Military Advisory Council (SDMAC), and the Aerospace and Defense Forum invites you to participate in an executive-level briefing on cybersecurity, specifically tailored to San Diego's defense industry. Please join the FBI's special agents and analysts for an exclusive briefing on:

- Specific domain threats – we will discuss specific threats that might impact your business and discuss resources available to help protect against those threats.
- Counterintelligence threats – we will discuss specific areas currently targeted by nation states and provide details regarding their resources, methods, and tactics.



It's not too late to register for this event. Don't delay and register today here: [June Luncheon - SD Defense Industry Cybersecurity Briefing](#) . For questions, please contact Lisa Easterly, CCOE at lisa.easterly@sdccoe.org.

Cyber Cup Challenge: Students Having Fun While Being Competitive and Learning!



This year San Diego NDIA Chapter and National University, the primary organizers of the 2021 SoCal Cyber Cup Challenge, selected National Cyber League (NCL), powered by its technology partner Cyber Skyline as the platform / content provider for the Cyber Range challenge. On May 22, 2021 the finals for this event was held virtually and twenty-three schools (teams) in three divisions Junior Varsity (middle school), Varsity (high school), and College (community college) participated. The Cyber Cup Challenge has been in existence for 12 years and provides education and skill development in cybersecurity, collaboration, and leadership. The final day was filled with interviews, team videos, the finals round competition as well as the awards ceremony. The top three teams in each division won scholarship/grant awards. First place in each category received \$5500, second place received \$4000 and third place received \$2500.

The 2021 SoCal Cyber Cup Challenge began on February 15, 2021 but mentorship and coaching began as early as January. The structure consisted of three main components: an individual Practice Round/Gym, a team Qualifier Round, and a Team Final Round. Participating schools include middle schools, high schools, and community colleges in the five-county region of Imperial, San Diego, Orange, Riverside, and San Bernardino in Southern California.

Each team learned about and practiced cybersecurity by using learning modules developed by National University and participating mentors, made possible with a DoD grant awarded to National University, and the NCL platform with a mix of capture the flag and red team events. The Challenge involved the students hands-on, all-virtual cybersecurity challenges and exercises within the National Cyber League (NCL) platform that encourages students through nine distinct challenge categories to demonstrate and measure their ability to identify hackers from forensic data, pen-test vulnerable websites, recover from ransomware attacks, and more.



The Organizers for this event, San Diego NDIA Chapter, National University, NIWC-Pacific, and several Community Colleges, are proud to have worked with this exciting event to enable the Cyber Cup Challenge. Our participants will incorporate a knowledge of cybersecurity in the professions and our nation will be better protected.

We are very appreciative of all the hard work required from our SD NDIA STEM Directors, Kevin Bowen, and Lillian Maestas. Their expertise, well-organized management, and passion were integral in this event's success. Thank you both!

Additionally, we are thankful for all the support from our organizers and sponsors! To view all the sponsor and organizers whom contributed to the success of this event as well as our challenge finalists and their respective



rankings please see our webpage [here](#) . To check out the competition via YouTube go [here](#) . You will see a familiar face... our San Diego NDIA Chapter President, Eric Lester, participated in the Finals Ceremony broadcast, in a Cybersecurity panel discussion with other event Sponsors.

The San Diego Festival of Science and Engineering: A Great Opportunity to Learn and Have Fun!



The San Diego Festival of Science & Engineering was held from April 24th – May 2nd and was a fun time for all involved! STEAM Week is an educational experience free and open to the public including interactive demonstrations, hands-on activities, and dynamic speakers to engage kids and families in all that encompasses STEAM (science, technology, engineering, arts, and math). It is produced by Generation STEAM, Biocom California's 501c3 nonprofit committed to K-12 science, technology, engineering, arts, and math (STEAM) education. This year's virtual experience provided a main stage with livestreaming events, special events including Women in STEAM, a COVID-19 Conversation for Kids, a teacher appreciation event, and much more. There were over 100 workshops and activities for teachers, parents, and families to participate in! If you were unable to participate this year, there's always next year to plan for! You can get a preview of this event and learn more here: <https://www.lovestemsd.org> .

An Opportunity to Make Powerful Connections with the SBC



On June 17th we will hold our next Small Business Committee Meeting. These monthly meetings bring people together from NAVWAR, NIWC-Pac, and other agencies as well. The value of these meetings and forums comes from the great opportunity for connections between Small and Large Business as well with the government.

Register today and make powerful connections!

Note: The Small Business Committee Meeting registration fee will help support the NDIA SD Awards and Educational Outreach. The meeting link will be provided by Jim Lasswell via email prior to the meeting on the 17th.

Miss Out on A Recent Small Business Committee Meeting or Forum? Catch-up Here and Join Us Next Time!

[NDIA SD SBC Meeting Minutes April-2021](#)

[NDIA SD SBC Meeting Minutes May-2021](#)



NDIA San Diego looks forward to hosting the next SBC Forum on July 13th, stay tuned for details!

We hope you to see you at our next SBC event! These meetings and forums offer great opportunities to stay connected and engaged within our industry. If you are not yet on our SBC distro and would like to be added, please email Jim Laswell at jlasswell@industechology.com.

NDIA ROTC Awardee



On April 23rd at the Naval Reserve Officers Training Corps San Diego awards ceremony, MIDN Scherschel was presented with the NDIA ROTC Award from CAPT Olin. This award includes a certificate from Herbert Jay "Hawk" Carlisle, a retired United States Air Force Four-Star General and the current President and Chief Executive Officer of the National Defense Industrial Association.

The National Defense Industrial Association (NDIA) is a longstanding supporter of the Service ROTC programs on the collegiate level with the approval of the Department of Defense.

In recognition of outstanding performance by the cadets, midshipmen, and officers under the ROTC Program, NDIA is proud to sponsor this award program.

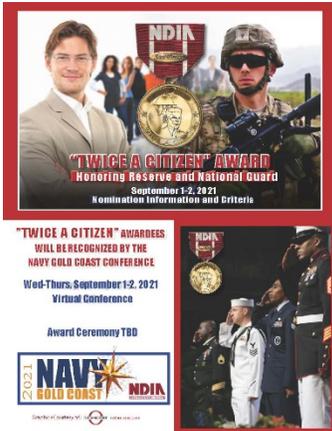


The ROTC Award (formerly the Gold Scholarship Key Award) has continuously been sponsored by NDIA due to a generous endowment made by a lifetime member. In acknowledgment of the award, each recipient receives a certificate of recognition, complimentary three-year membership, and a defense medal and Service Ribbon that are authorized by the Department of Defense to be worn on the Service uniform.

The Award is presented to cadets and midshipmen upon the recommendations of their professors of Military, Naval, and Aerospace Science. The criteria as set forth in Army, Air Force and Navy regulations is that ONE cadet from EACH Service unit may be selected who meets certain criterion. To learn more click [here](#).



NDIA's "Twice A Citizen" Award



What is the "Twice a Citizen" award? This is one of three annual awards presented by the NDIA San Diego Chapter. It is awarded to people who served and then serve again in the Reserve. They exemplify leadership, self-sacrifice, and a commitment to service. The Twice a Citizen award is chosen by a committee based on nominations from local commands. **Nominations are submitted and accepted only by an individual's command.**

The NDIA San Diego Chapter is seeking nominations for its annual "Twice A Citizen" Reserve and National Guard Awards. Up to four (4) recognition awards will be made to Reserve Service /Guard members along with a \$2,500 stipend to these awardees. Those chosen will be selected from nomination packages submitted by their commands.

The basic criteria are as follows:

- **Nominee's employment, home or drill unit/site is located the greater San Diego area
- **Nominee's service is in a US Military Reserve Component or a State National Guard
- **Nominee has demonstrated leadership, self-sacrifice and commitment to service, both in uniform and in their community
- **Nominee has delivered outstanding overall performance
- **Nominee exemplified him/herself while participating in contingency support activities outside of drill weekends.

Activities may include but are not limited to:

- **Annual active duty periods or mobilization
- **Support of the Global War on Terrorism
- **Counter Drug Operations
- **Humanitarian Operations
- **Disaster Relief Operations
- **Pandemic Recall
- ** Or other significant activities

"Twice A Citizen" Awardees (and their families) will be sponsored by the National Defense Industry Association/Navy Gold Coast conference on Wednesday and Thursday, September 1-2, 2021.

Pending Covid restrictions, the presentation ceremony luncheon will be TBD.

Additional information, nomination forms and last year's program including awardees can be found on the website:

<http://www.ndia-sd.org/awards/twice-a-citizen>



*****Completed nomination forms are now being accepted!!! DEADLINE FOR RECEIPT OF FORMS IS NO LATER THAN 1730, MONDAY 09 AUGUST 2021.*****

The POCs for nomination packages are:

Rick Cassoni
rcassoni@pacbell.net
Phone (760) 492-8009

Seth Allen
seth.a.allen@gmail.com
Phone (619) 535-5353 c.
Phone (619) 537-2524 w.

Please don't hesitate to get in contact with Rick Cassoni or Seth Allen if you have a question. Please see below for nomination form.



TACNominationForm
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Are you a NDIA Member?

If you would like to become a member, please visit the NDIA Membership Page at <https://www.ndia-sd.org/about-ndia-san-diego/membership/>.

You can also contact [Susan Couch](#). Susan is the NDIA San Diego Membership Chair and will respond to any questions you may have.

Is there anything you want to learn more about? Have something to share with your fellow members? We want to hear from you! Contact [Tania Fires](#) with your input.