

SAE 2009

# Automatic Dependent Surveillance – Broadcast (ADS-B) Symposium

September 29 – 30, 2009

National Transportation Safety Board (NTSB)  
Training Center • Ashburn, Virginia, USA

## Event Highlights

- Keynote Presentation: Marion Blakey, President and CEO of the Aerospace Industries Association
- U.S. and Global Perspective Plenary Sessions featuring high level presenters, including Vincent Capezzuto, Director of Surveillance and Broadcast Services, Federal Aviation Administration (FAA)
- TWA Flight 800 Briefing

## Topics of Discussion

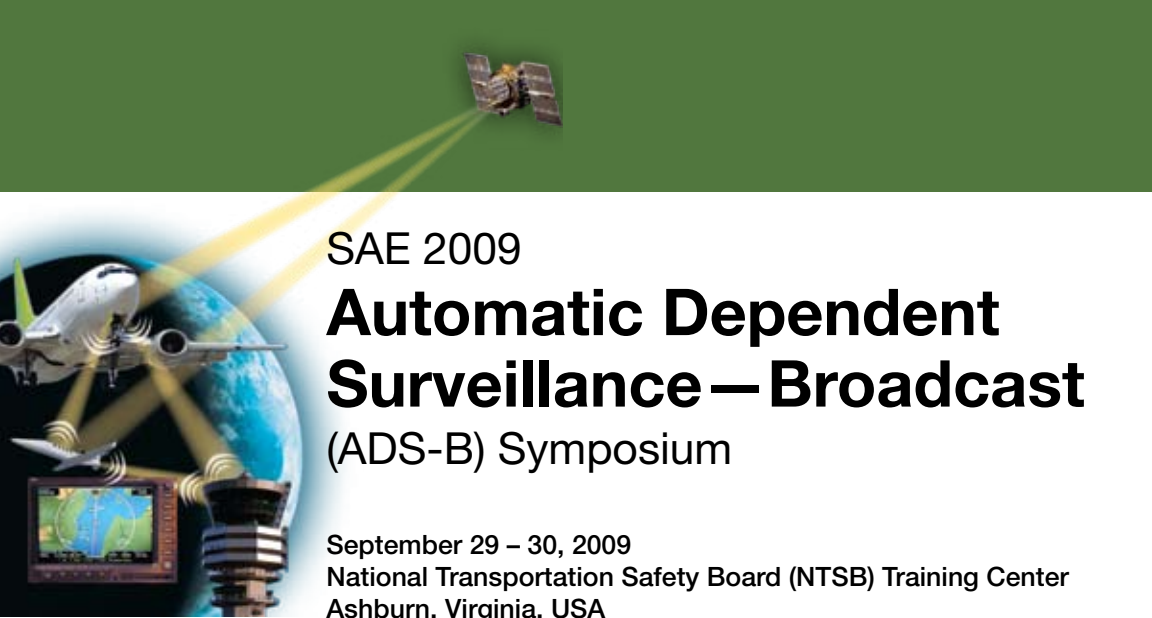
- **ADS-B in Operations**
- **ADS-B Ground Implementation**
- **ADS-B Applications and Charting**
- **Avionics Management**

**Pre-register by  
September 8, 2009**

SAE Members save \$400 USD

Non-members save \$100 USD





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# Automatic Dependent Surveillance—Broadcast (ADS-B) Symposium

September 29 – 30, 2009

National Transportation Safety Board (NTSB) Training Center  
Ashburn, Virginia, USA

SAE has added a new symposium to its collection of aerospace events—Automatic Dependent Surveillance-Broadcast (ADS-B)—which will provide up-to-date development/engineering information related to ADS-B and its companion technologies. Day one topics will be presented from a United States perspective; day two topics will focus on a global perspective.

Attendees of this symposium will not only learn how to quickly adapt to this technology, but also how to derive significant benefits from this new generation of satellite intensive Air Traffic Management (ATM) system.

## What to Expect

Topics of Discussion

- ADS-B in Operations
- ADS-B Ground Implementation
- ADS-B Applications and Charting
- Avionics Management

## Special Events

- Keynote Presentation: Marion Blakey, President and CEO of the Aerospace Industries Association
- U.S. and Global Perspective Plenary Sessions featuring high level presenters, including Vincent Capezuto, Director of Surveillance and Broadcast Services, Federal Aviation Administration (FAA)
- TWA Flight 800 Briefing

## Event Organizing Committee:

**Chairman, Michael Richardson**, Principal Engineer, Cessna Aircraft Co.

**Steven Hampton**, Professor, Embry-Riddle Aeronautical University

**Richard Jenning**, Senior Avionics Engineer, Federal Aviation Administration

**Amy Kirkham**, Regulus Group, LLC

**Michael McNeely**, Business Development, ITT Corporation

**William Rickard**, Consultant

# Preliminary Symposium Agenda

<b>Tuesday, September 29</b> <i>USA Perspective</i>	
7:00 a.m. – 6:30 p.m.	<b>Registration</b>
7:30 a.m. – 8:30 a.m.	<b>Continental Breakfast</b>
8:30 a.m. – 9:30 a.m.	<b>Keynote Presentations</b> <b>ADS-B as an Economics Engine: How NextGen Can Help Address our Financial Challenges</b> <b>Marion Blakey, <i>President, Aerospace Industries Association (AIA)</i></b>  <b>ADS-B: Safety Value Added in the Global Air Transportation Systems</b> <b>Captain George H. Snyder, <i>President and CEO, GHS Aviation Group</i></b>
9:30 a.m. – 10:00 a.m.	<b>Networking Break</b>
10:00 a.m. – 12:00 p.m.	<b>Plenary Session</b> <b>Technical Challenges of Making a Transponder to Today's Standards to Replace a 30- Year-Old Standard</b> <b>Richard Peri, <i>Vice President Government and Industry Affairs, Aircraft Electronics Association</i></b>  <b>Opportunities to Accelerate Avionics Equipage for General Aviation</b> <b>Pete Bunce, <i>President and CEO, General Aviation Manufacturers Association (GAMA)</i></b>  <b>The U.S. ADS-B Ground Infrastructure Program</b> <b>John Kefaliotis, <i>Vice President, Next Generation Air Transportation Systems, ITT Corp.</i></b>
12:00 p.m. – 1:00 p.m.	Networking Lunch Sponsored by ITT

Preliminary Agenda as of August 31, 2009. Subject to change.  
 Visit [www.sae.org/aeroadsb](http://www.sae.org/aeroadsb) for updated program information.

# Preliminary Symposium Agenda

<b>Tuesday, September 29, 2009</b> <i>USA Perspective</i>		
1:00 p.m. – 2:00 p.m.	<b>ADS-B in Operations (Case Study)</b> <b>ADS-B In Operations</b> <b>Rocky Stone, Chief Technical Pilot, United Airlines</b>  <b>US Airways Current Capabilities and Future Plans for ADS-B Implementation</b> <b>Ron Thomas, Director, Flight Technical Operations, US Airways</b>	<b>TWA Flight 800 Briefing</b> <b>Dr. Paul Schuda, Assistant Managing Director, National Transportation Safety Board</b>
2:00 p.m. – 3:00 p.m.	<b>Avionics Management</b> <b>Ground Surveillance Systems</b> <b>Rick Berckefeldt, Product Line Manager, Traffic Surveillance Avionics, Honeywell Aerospace</b>  <b>Presentation Title TBD</b> <b>Cyro Stone, Aviation Communication &amp; Surveillance Systems (ACSS)</b>	
3:00 p.m. – 3:30 p.m.	<b>Networking Break</b>	
3:30 p.m. – 5:30 p.m.	<b>ADS-B Application and Charting</b> <b>Making the Business Case for ADS-B in General Aviation Operations—An Embry Riddle Aeronautical University Perspective</b> <b>Frank Ayers, Ed.D., ATP, CFI, Chairman, Daytona Beach Flight Department, Embry Riddle Aeronautical University</b>  <b>ADS-B and Innovation in NextGen Air Transportations Systems Capabilities</b> <b>Bruce Holmes, CEO and Chief Strategy Officer, NextGen Sciences, LLC</b>  <b>Safety Implications and Benefits of ADS-B in General Aviation Operations—An Embry Riddle Aeronautical University Perspective</b> <b>David Zwegers, Embry-Riddle Aeronautical University</b>	
5:30 p.m. – 7:00 p.m.	<b>Networking Reception</b>	

# Preliminary Symposium Agenda

<b>Wednesday, September 30, 2009</b> <i>Global Perspective</i>	
7:00 a.m. – 10:00 a.m.	<b>Registration</b>
7:30 a.m. – 8:30 a.m.	<b>Continental Breakfast</b>
8:30 a.m. – 10:00 a.m.	<p><b>Plenary Session</b></p> <p><b>The FAA's ADS-B Deployment Status</b>  <b>Vincent Capezuto, Director of Surveillance and Broadcast Services, Federal Aviation Administration (FAA)</b></p> <p><b>Presentation Title TBD</b>  <b>Andy Cebula, Executive Vice President Government Affairs, Aircraft Owners and Pilots Association</b></p> <p><b>Presentation Title TBD</b>  <b>Allan Storm, Chief, Civil/Military Integration, US Air Force (invited)</b></p>
10:00 a.m. – 10:30 a.m.	<b>Networking Break</b>
10:30 a.m. – 12:00 p.m.	<p><b>Plenary Session (cont.)</b></p> <p><b>SAESAR</b>  <b>Rick Berckefeldt, Product Line Manager, Traffic Surveillance Avionics, Honeywell Aerospace</b></p> <p><b>Overview of ICAO's Global Harmonization of ADS-B</b>  <b>Jim Nagle, Chief, CNS/AIRS Section, Air Navigation Bureau, International Civil Aviation Organization (ICAO)</b></p> <p><b>ADS-B in EUROPE - Deployment Progress and Regulation Framework</b>  <b>John Law, Surveillance Program Manager, EUROCONTROL</b></p>
12:00 p.m. – 1:30 p.m.	<p><b>TWA Flight 800 Briefing</b></p> <p><b>Dr. Paul Schuda, Assistant Managing Director, National Transportation Safety Board</b></p>

Preliminary Agenda as of August 31, 2009. Subject to change.  
 Visit [www.sae.org/aeroadsb](http://www.sae.org/aeroadsb) for updated program information.

# Marketing Solutions

## Exclusive Premier Partner



- Recognition on event signage
- Recognition by the Chair as the host of the one of the following networking events (based on availability):
  - Networking Reception (exclusive)
  - Choice of one of two Luncheons on Tuesday or Wednesday
- Logo recognition on the event webpage and in event promotional pieces (pending deadlines) and event guide
- Two complimentary symposium registrations
- One full-color preferred position advertisement in the event guide
- One Exhibit Tabletop (includes additional registration)

## Contributor Partner Level..... \$6,500

*Two opportunities available*

- Choice of hosting one of the conference refreshment breaks (individual selection based on first come, first choice option)
- Logo recognition on signage at the event as a sponsor of one of the refreshment breaks
- Recognition on the event webpage with a hyperlink to your company's website and in all event promotional pieces (pending deadlines), and event guide
- Two complimentary symposium registrations
- One full-page black & white advertisement in the event guide

## Tabletop Display .....\$2,200

- One table top display space (includes one table with two chairs)
- One complimentary registration
- Recognition in the event program (includes brief description of company)

## Conference Pens or Notepads .....\$2,000/\$3,500 both

## Virtual Exhibitor .....\$1,000

Your logo on the ADS-B Symposium Sponsor page with a hyperlink and an opportunity to reach all registered attendees via a closed, third-party mailing or e-blast; includes listing in the event guide.

## Advertise in the Event Guide

Two 4-color covers plus full- and half-page black and white ads are available.

## Custom Sponsorships Available

### 2009 ADS-B Exhibitors

ITT

Comsoft

FAA/Surveillance & Broadcast Services

*As of 08.31.09*

### For more information, contact:

Joanna Curtis

Event Sales

SAE International

1-724-772-4009

[jcurtis@sae.org](mailto:jcurtis@sae.org)

or

SAE Customer Sales

Toll free: 1-888-875-3976

(US and Canada)

1-724-772-4086

(outside US and Canada)

Email: [CustomerSales@sae.org](mailto:CustomerSales@sae.org)

# Registration & Hotel Information

## Maximum Savings!

Become an SAE Member and pre-register before **September 8, 2009**

## Registration Information

Category	By September 8	After September 8
SAE Member	\$695	\$795
Non-Member*	\$995	\$1,095
Participant (includes speakers & organizers)	FREE	FREE
Federal Government Employee (Official photo ID required)	\$695	\$795
Exhibitors (1 registration included)	FREE	FREE

\* Includes one year of SAE membership.

### Conditions of Sale:

Registrations received after September 8, 2009 will automatically be charged the on-site price. NO CHILDREN UNDER THE AGE OF 16 PERMITTED. All cancellations must be received by SAE prior to September 8, 2009. A \$50 processing fee will be assessed for each canceled registration that results in a refund. Refunds for special event/meal tickets will not be processed after September 8, 2009. Refunds will not be issued if cancellation occurs on or after September 8, 2009.



SAE will do what is feasible to make its events reasonably accessible to attendees. If you have special accommodation needs, please let us know in advance by calling 1-877-606-7323 (1-724-776-4970 outside U.S. and Canada). Accommodations requested on site will be provided only if possible for us to do so on short notice.

## SAE Customer Service

Telephone: 1-877-606-7323 (USA and Canada)  
1-724-776-4970 (outside of USA and Canada)  
Fax: 1-724-776-0790  
E-mail: [CustomerService@sae.org](mailto:CustomerService@sae.org)

## Registration Hours

Tuesday, September 29, 2009

7:00 a.m. - 6:30 p.m.

Wednesday, September 30, 2009

7:00 a.m. - 10:00 a.m.

# Hotel Information

The following list of local lodging is provided for your convenience. All attendees are responsible for making their own lodging and travel arrangements.

Hotel Information	Distance from Training Center	Distance from Dulles Airport
Marriott Courtyard** 45500 Majestic Drive Dulles, VA 20166 Phone: 1- 571-434-6400 www.marriott.com	3 miles	6 miles
Marriott Residence Inn** 45250 Monterey Place Dulles, VA 20166 Phone: 1- 703-421-2000 www.marriott.com/iadri	5 miles Free Shuttle	6 miles
Hampton Inn-Cascades (FedRooms rate avail) 46331 McClellan Way Sterling, VA 20165 Phone: 1- 703-450-9595 www.hamptoninndullescascades.com	3 miles	8 miles
Amerisuites** 21481 Ridgetop Circle Dulles, VA 20166 Phone: 1- 703-444-3909 www.amerisuites.com	3 miles Free shuttle	8 miles Free shuttle
Suburban Extended Stay - Sterling** 45510 E. Severn Way Sterling, VA 20166 Phone: 1- 703-674-2299 www.suburbanhotels.com	4 miles Free shuttle	6 miles Free shuttle
Candlewood Suites Washington Dulles - Sterling** (FedRooms rate avail) 45520 E. Severn Way Sterling, VA 20166 Phone: 1- 703-674-2288 www.candlewoodsuites.com	4 miles Free shuttle	6 miles Free shuttle

\*\* Discount may be available. Ask for "NTSB Training Center" rate.

Shuttle service between hotel and the NTSB Training Center must be requested at check-in.