



CMTrends

2014 S.W.A.T.

Seminars, Workshops, And Training

Speaker Bios & Presentation Abstracts

**San Antonio, TX
18 - 20 August, 2014**



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Peter A. Bilello, CIMdata Inc.



Peter Bilello, President of the strategic management consulting and research firm CIMdata—an internationally recognized authority on Product Lifecycle Management (PLM)—has more than 24 years of experience in the development of business-enabling information technology (IT) solutions for research, engineering, and manufacturing organizations worldwide. He has participated in PLM analysis, selection, implementation, and training; CAD/CAM/CAE/CIM implementation and management; synchronous and lean manufacturing consulting; software engineering; and general data management strategy development and support. He has authored numerous papers and research reports on PLM and related topics, and his articles, commentaries, and perspectives have appeared in publications throughout the United States, Europe, and Asia.

Mr. Bilello has been directly involved with consultation on the selection, integration, and implementation of large-scale PLM solutions. He has spoken on a number of different PLM-related topics in Europe, North and South America, the Middle East, Africa, and Asia.

Mr. Bilello holds a Bachelor of Science degree in Computer Science with a minor in Physics from the California State University, Fullerton, and a Master of Science in Engineering degree, in Manufacturing Systems Engineering, from The University of Michigan.

"Rethinking CM for the Circular Economy"

The product lifecycle is being extended and may eventually be radically changed, by a new focus on what happens after products reach the end of their traditional useful lives. Recycling, ordinarily deemed the "end" of the lifecycle, has been seen as a one-way trip into scrap yard shredders. The notion of the Circular Economy is upending this constricted view of recycling from termination to turnaround. The scrapping and shredding of the obsolete and the worn-out is being displaced by products expressly designed to be retrieved at end-of-life for reuse, remanufacture, upgrading, and repurposing. If the Circular Economy gains widespread acceptance, as is expected, it will have an enormous impact on next-generation products and how all the information about them is managed. This presentation will look at key Circular Economy concepts and how CM practices, processes, and practitioners must rethink CM to support it.

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Mike Bostelman, Cummins Inc.



Mike Bostelman is the manager of Configuration Management and Design Integration (CM/DI) for high horsepower engines worldwide at Cummins Inc. He is recognized as a leading CM/DI expert, not only in high horsepower, but throughout Cummins global engine business units. Mike has 25 years in product configuration management and product definition experience at Cummins and has taken products from concept to manufacturing. Throughout his tenure at Cummins, he has garnered vast experience in marketing and service which have provided great insight for continued process improvement efforts for CM/DI. He started his career in product design; it was during those 10 years in design he realized his passion for product configuration management. With that passion, Mike has developed product definition and configuration management processes, procedures, and systems for a number of Cummins engine joint ventures around the globe. Mike

holds a Mechanical Engineering degree from the University of Toledo and is CMII certified.

Mike has had opportunity to travel globally for Cummins and lived in the United Kingdom for several years. During Mike's time in England, he developed a love for steam traction engines.

"An Application of Configuration Management for a Highly Customizable Product"

MIL Spec – what is that?? Many people think the application of configuration management is limited to Department of Defense products, however there are many varied applications of Configuration Management. This talk will explore the Cummins Inc vision and application of configuration management. Cummins' products are customer driven and are highly customizable. We will examine how Cummins utilizes configuration management in a surprising way to manage the complexity of their products.

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Cynthia Carr, Federal Reserve Board



Cynthia Carr has been in Configuration Management for 25+ years both in the government and commercial programs. She started her career with Orbital Sciences working on rockets and satellites. Through the years she has worked on Distance Learning with EDS, Customs backbone and Border Patrol software, State Department software deployed to the Embassy's, Pentagon backbone, DISA breakfast club etc. to name a few. She currently works in Governance for the Federal Reserve Board where she advises the government in Configuration Management, Quality Assurance, COOP, and the PMO. She has received numerous awards and commendations throughout her career. Cynthia holds a MBS from Central Michigan University with a concentration in Business. She has a NDIA certification, Lead Auditor from BSI, and has met the qualifications for a Master of Configuration Management from CMPIC.

"CM Metrics: the Good, the Bad, & the UGLY"

Business Processes are needed in every business. Metrics captured from those processes are invaluable to us as managers. This presentation looks at how to set up a Metric program in your area or company.

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Steve Easterbrook, CMPIC



Steven Easterbrook is the president and lead instructor of CMPIC LLC. He has over 12 years experience as a CM manager in both government and commercial organizations, and over 19 years experience as an instructor/consultant in configuration management. He has received incredibly high reviews and recommendations.

Steve has conducted assessments for both government and commercial organizations, one of which being NASA's international space station program. He has presented at various CM & related conferences, sometimes as keynote speaker, and has had the honor of being selected to speak to the FAA as part of FAA's Distinguished Lecturer series.

Steve has a BS from Cornell University and an MBA in Management from Bryant University. He is CMPIC Certified, CMII Certified, and a member of ACDM, NDIA, and ASQ.

WORKSHOP: "Configuration Management in Jeopardy"

The CM Profession will always be in jeopardy until its true role as a core business process is accurately explained and fully understood by all members of an organization since CM plays a critical role in project management, quality assurance, systems engineering, and more.

When discussing CM, students always tell me I am preaching to the choir; I tell them I am trying to teach the choir to sing better. In this workshop we will assess how well we understand CM and how to best explain the CM "message" to others.

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A. Larry Gurule, i-Infusion / CMPIC



A. Larry Gurule is President of i-infusion, Inc., a CMPIC Associate and an active participant on the SAE G33Committee which is responsible for ANSI/EIA 649, The Standard for Configuration Management and its Handbook. Mr. Gurule has years of hands-on and leadership experience for a successful list of clients he has helped become more operational efficient and effective. Larry has also owned and/or held senior level positions in manufacturing, software and service based businesses. Larry has lectured to and/or consulted with hundreds of individuals from Fortune 500 companies on process improvement and enterprise technology implementation initiatives, as well as taught hundreds the principles of CM. Larry holds a Mechanical Engineering degree from the University of Colorado and is a CMPIC SME and CMII Certified Professional.

"The Box"

As we attempt to progress, why use a standards based methodology for Capturing, Organizing, Managing and Communicating information? This questions as well as many others will be answered as Larry Gurule takes you through this insightful and thought provoking presentation.

"649 Handbook -1 Addendum: Customer/Supplier CM Requirements"

There is a new addendum planned for the soon-to-be-released 649 handbook that supplements the ANSI/EIA-649 standard. It will address requirements for acquirer/supplier (customer/contractor) CM. These requirements may be invoked into a contract. This presentation will address the following:

What is in the "-1"

Why was it written? Who is behind it?

When will it be released.

Is this "-1" the reincarnation of MIL-STD-973?

Is MIL-STD-3046 going to be canceled in favor of the "-1"?

Is MIL-HBK-61A going to be canceled?

Can the "-1" be invoked as written into a supplier contract?

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Detlef Haesner, usb GmbH



Detlef Haesner was born 1952 in Germany. He studied Manufacturing Engineering in Berlin and started his career at BMW Motorcycle Company in Berlin, 1976. Detlef joined usb GmbH in 1986 and from the very beginning he was active in the field of PLM. From 1986 till 1994, he was responsible for system analysis at AIRBUS DEFENSE and SPACE (formerly EADS) in a project for Configuration Management for the European fighter aircrafts TORNADO and EUROFIGHTER. Since 1994, he had been the Managing Director of usb GmbH, a company which is active in the aerospace and defence industry in Europe and the US since 1982. Detlef is a member of ACDM since 1998. He is certified by CMPIC and the University of Houston for "Configuration Management Principles and Implementation" in August 2009. Detlef is currently active as a trainer for PLM and CM.

"Keep Track: The First CMPIC Europe Conference"

This presentation provides you with an overview about the first CMPIC Europe conference. You will get all necessary information about:

- When it will take place
- The venue
- The planned conference program

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Mitch Kaarlela, Lockheed Martin



Mitch Kaarlela is a 31 year employee with Lockheed Martin Aeronautics (heritage General Dynamics & Lockheed). He has Configuration Management and Contracts experience on several major domestic and international military aircraft programs. Mr. Kaarlela is a LM Corporate resource for programs needing specialized Configuration Management trouble-shooting and assistance. He presently provides Systems Engineering/Configuration Management expertise to the F-35 program and coaches others regarding CM within LM Aero. Mr. Kaarlela holds a Bachelor's Degree from the University of Texas and a Master's Degree from Texas Christian University. He is a TechAmerica/SAE CM Technical Fellow, and is a Vice-Chair with SAE's Systems, Standards and Technology Council (SSTC). Mr. Kaarlela is a member of the prime authoring team for EIA-649, the US Industry Standard for Configuration Management, and presently holds a CMPIC Masters certification.

He is passionate about CM! Mr. Kaarlela is married and has three children.

"The Problem with Baselines..."

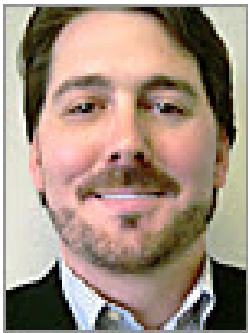
This presentation provides a detailed discussion on the topic of baselines from a CM perspective in today's environment. It covers many of the types of baselines being used and what they mean to a CM practitioner. The presentation also covers the timing and relationships of various baselines with themselves and with corresponding acquisition milestones. What may at times seem rudimentary (the topic of baselines), is in-play today for proposed alterations that could have profound impact on Industry. Attendees will come away with more clarity on the subject, and information that assists in understanding the implications to CM and their home organizations.

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Rob McAveney, Aras Corp.



Mr. McAveney has over 15 years of experience in the design, development, and implementation of mission-critical business solutions. As Chief Architect at Aras he drives the product direction of the Aras platform & suite, turning complex business requirements into software solutions. He began his career at Boeing, where he focused on engineering process development and systems integration. Later he joined Eigner+Partner, now part of Oracle, where he architected PDM environments for configuration management at some of the world's largest manufacturers.

"Configuration Management in a Massively Multi-Disciplinary World"

As the pace of innovation continues to accelerate, the need for cross discipline collaboration and control has become amplified. With today's engineering of systems and systems of systems new approaches to configuration management processes are necessary to enable resiliency in the massively multi-disciplinary environment ahead. Find out how coordinating software, electronics, mechanical, technical documentation, design, procurement, production and service around the world will change PLM and configuration management in the future.

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Leslie Miller, GE Power



Leslie Miller is the General Manager of General Electric Power Generation Configuration Management. Since 2009, he has led the organization to unify all products and global locations into a single configuration management process, move from a drawing based to part/model centric product definition, and implement the industry's largest Product Lifecycle Management system. Leslie has over 30 years' experience in system engineering and configuration management in the aircraft engine and power generation industries.

"GE Power Generation Configuration Management Evolution and Vision"

A traditional Configuration Management organization can often be viewed as an administrative or bureaucratic function that is an extra step in execution for the engineering and design delivery. As modern product definition moves from document centric to digital, there are opportunities to integrate or combine configuration management responsibilities with other functional processes to deliver product data that meets customer requirements with quality and speed impossible with silo-ed processes and organizations. The presentation will describe how the GE Power Generation Configuration Management has changed over the last 5 years into a new digital enterprise, highlight recent innovations in product definition and product structure management, and identify challenges in achieving the 5 year vision for the organization.

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Pablo Moratal, Airbus



Pablo Moratal currently holds the position of Expert for Change Process at Airbus (aircraft manufacturing company). In this role, Mr Moratal is typically involved in activities surrounding CM such as: technical advice to management, knowledge management and sharing of expertise, innovation, and senior project management. Before holding this position, Pablo's career path allowed him to gain a CM "vertical" view, going from Information Technology stakes up to CM Operations, and eventually CM strategic & organisational decisions. Pablo graduated with an Engineering diploma in Computer Science & Applied Mathematics. In his spare time, Pablo enjoys trail running, as leisure or competition.

"How to Accelerate Change Decisions with Operational Activity Management"

Steering efficient Change Management can already be considered as a challenge. But with a large amount of changes yet to be decided, and extended and organizationally scattered Change contributors, it takes it to a new dimension! In particular, the time to bring a change to decision becomes quickly at stake. To cope with this situation, Airbus investigated a new approach, with underlying Lean principles. The initial driver was to break the problem in smaller bricks, on which we can indeed have pragmatic levers to improve the performance. Thus we decided to try and improve the performance of each individual team contributing to the Change Process (several tens of teams): improving the performance of each local team should generate a global performance gain. Now, this is a nice vision and tactic, but the interesting point is then how we implemented it!

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Tina O'Dell, Cummins Inc.



Tina O'Dell is a 13 year veteran of the United States Marine Corps. During her service in the United States Marine Corps, Ms. O'Dell was responsible for managing Marines and maintaining the United States Presidential Helicopter fleet. Following her service in the United States Marine Corps, she has supported several United States Department of Defense Acquisition Programs as a Senior Systems Engineer. Ms. O'Dell's responsibilities have included Test & Evaluation, Requirements Management, International Program Management, and Configuration Management. Her recent move to Cummins Inc. as a Configuration Manager in the High Horse Power Division has provided new challenges and ample learning opportunities for Ms. O'Dell in the areas of Design Integration and Configuration Management.

Ms. O'Dell has completed her certifications as a CMPIC Certified CM Professional and CM Assessor from CMPIC and the University of Houston.

"A Year's Perspective: How Being the New Guy Reconciled an Expert to a Student"

Experts possess special skill or knowledge derived from training or experience and students are those who study and are attentive, systematic observers. While one person may be involved in both of these activities either separately or concurrently, it is the keen leader that can identify the specialty of being both and retaining humility in the face of adversity. Ms. O'Dell will dive into her personal experiences of the last year to uncover the precarious position of acting in both of these roles at the same time.

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Tonya Santini, Northrop Grumman



Tonya is a seasoned Configuration Management professional with 15 years experience in both government and commercial programs. She started her CM career with STA at 4SOPS on the MilStar program. Her commercial CM experience includes being the CM Supervisor at Micro Motion. Tonya is currently the Program Support Integrated Product Team (IPT) Lead. She is responsible for the planning, and implementation of CM, DM, Risk & Opportunity Management, Export Control, and the Small Business liaison for the program. She ensures the activities are in accordance with contractual requirements for the JTAGS-P3I program in Colorado Springs. Required to coordinate with multiple sites and to update plans, develop solutions to complex program support challenges, and support the PMO as requested with any additional tasks as needed. A respected team player with

excellent communication and client interface skills, Tonya holds a DOD recognized certification through the Institute of Configuration Management and Arizona State University.

"What to Do When You Feel Like Giving Up"

Are you frustrated? Are you tired of fighting the good fight? Do you want to just give up? In today's environment of budget shortfalls, complexity of systems, and cultures that need to be changed, it can become very overwhelming. This presentation is about getting back to the basics and finding your passion for CM again.

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Renee Sells, Assured Space Access Tech



Renee is currently working in Configuration Management for Systems Center Pacific, San Diego as the lead for the Maritime Tactical Command and Control (MTC2) product. She previously worked as the Configuration Manager for the Program Management Warfare for Maritime Command and Control (MarC2) System Division (PMW150). She has base-lined multiple major software projects and established CM processes division wide. Her efforts are instrumental in the success of capturing multiple configurations of systems within the division and creation of process improvement in the engineering competency. Renee is a graduate of San Diego State University and a Certified Paralegal through the University of California San Diego, Renee's professionalism, creativity and legal background has driven her to succeed in the configuration management field. Renee has received her Configuration Process Center (CMPIC) Masters Certification in 2011.

Alejandra Sudbury, Sentek Global



Alejandra is the lead Configuration Manager for Maritime Command and Control (MarC2) within the Program Executive Office (PEO) C4I Command and Control Systems Program Office (PMW 150). Her current objectives include maintaining established CM processes, and developing new practices to ensure that they support and track product configuration through disposition on new and existing baselines. In addition, she is working on integrating processes related to requirements and configuration audits in support of tracking and verification efforts. Formerly she was a Configuration Manager for Pratt & Whitney AeroPower specializing in military engines. She was also on the installation team for Systems Center Pacific, transitioning the Navy and U.S. Marine Corps from Legacy to a modernized maintenance management system, titled Optimized Organizational Maintenance Activity (OOMA). Alejandra recently completed her CMPIC Certification and is a Navy Veteran, holding an MBA emphasizing in Program Management, and a BA in Accounting.

"Challenges with Agile CM and Acquisition Cycles"

Agile methods are generally a set of practices that compensate for each other. Recently, interest in these methods has been on the rise for the Department of Defense (DoD) acquisition community. However, agile processes can leave gaps and may introduce risks, which require the organization to have an established method and understanding for using this method. Furthermore, how does the agile method for development fit into a historically conservative acquisition model?

This presentation will explore the background of agile appeal such as the need for high quality software within a dynamic environment and a focus on value. The main purpose is to provide acquisition and development ideas about how to approach implementing agile in a DoD environment. The DoD community's challenge is to provide capabilities to our warfighters in a timely manner while learning to manage a system that can continue to change and adapt over time. Strategies, contracting concepts and even cost models will need to be redefined to accommodate the movement to agile processes.

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Vonnie Smith, Bentley Systems



Vonnie Smith is Vice President of Product Management for AssetWise and Bentley CONNECT at Bentley Systems. Before joining Bentley in 2005, she was co-founder of Cook-Hurlbert, Inc., an Austin, Texas-based company focused on smart design and engineering for utilities. She has an Electrical Engineering degree from the University of Texas at Austin.

“Data Centric CM”

A trend across industries is for organizations to state the desire for “data centric” asset management, project management and other areas of information management traditional dominated by document paradigms. What does a shift from “document centric” to “data centric” mean? How does it impact the established best practices that make these systems effective – namely configuration management? The speaker shares some amazing advances in technology for publishing and consuming information independent of traditional “documents” and shares his view of how configuration management must embrace these artifacts in order for them to realize their full potential.

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Rick St. Germain, CMPIC Canada



Rick St. Germain is a CM researcher, consultant, trainer, and coach with over 30 years experience in implementing military and commercial CM processes for both hardware and software. He is President and Managing Director of Nouvella Consulting Services based in Ottawa, Canada, and is Chief of Canadian Operations for CMPIC Canada. He can be reached at rick@cmpic.ca

WORKSHOP: "CM Strategy for Complex Systems"

The true strength of sound CM practice lies in the management of dynamic knowledge to predictably and repeatably achieve a desired result — our product.

However, knowledge discovery, including requirements, takes place in complex environments where multiple interactions take place in ways that make the outcomes neither predictable nor repeatable. Traditional process-based CM methods only become effective after that knowledge has emerged. Without visibility into complex activities where knowledge is discovered, we risk losing a valuable source of context. How, then, can we provide CM support in these complex environments?

Drawing on the latest research in Complex Adaptive Systems, Rick explores the theory and methods that help us recognize the type of environment in which we find ourselves and apply the appropriate CM techniques. He then presents an effective CM strategy to achieve a more coordinated, effective handoff of knowledge from its discovery in Complex environments to its application in our products.

This presentation will be followed by a workshop to explore the techniques involved.

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Ken Wallace, Sikorsky Helicopter



Ken is currently working as a Configuration Manager at Sikorsky Global Helicopters in Coatesville PA. This division produces civilian helicopters (S92A and S76D) for worldwide customers including the US Presidential Helicopter. Ken previously worked at DRS Technologies (Defense Contractor) in Horsham PA for 10 years as a CM Manager where he supported a host of different products including land and ship based radar systems, communications equipment, etc. Before that, Ken worked at Smith's Aerospace in Malvern PA (Communications Equipment) for 2 years as a CM Manager. The main focus of that job was FAA documentation, running the CCB, and product configuration. For 8 years, Ken worked at Southo Inc. in Concordville PA (Commercial Fasteners) as a CM Manager. Ken's interests

include: family, gardening, and oval track car racing (dirt/asphalt).

"Words are Cheap"

With the high cost of business tools such as a PLM system, we, as Configuration Managers, need to find ways to get the most out of these tools while keeping related costs low. This presentation will focus on areas where the effectual use of "Words" can be used to supplement your PLM tool. Those areas are:

- Accurately documenting processes and procedures: This seemingly simple step can be a big help in cutting down mistakes and re-work when combined with training.
- Training: Training on the PLM tool, training on the procedures and processes that drive the tools you are using, and timely training when these items get updated.
- CCB's: The success or failure of a CCB can directly be affected by the way we speak/interact with each other.
- Customer Service (or: What does my mom have to do with CM?): While we (CM) may "own" the tool, ultimately, we are providing a service to our company.