

# NDIA Delaware Valley Chapter NEWSLETTER



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The Boeing Company  
P.O. Box 16858  
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Philadelphia, PA 19142-0858



## From the Chapter President

I am excited about my new role as president. Our Delaware Valley chapter continues to grow in membership and now represents over 435 defense companies. We support all the services as well as many universities.

I would like to thank our past president Doug Peel. Doug has raised the bar for our chapter. During his tenure, we have been able to add new board members who have brought new ideas and talents as well as our new bi-monthly newsletter.

This year we were able to increase our awards for our ROTC and NROTC award winners. It was particularly gratifying for me to participate in and see such outstanding, young, and very talented individuals receive these awards. Our chapter has aspired to a new level of participation in this area.

I will continue to work to grow our chapter as well as find new ways to support our membership. Networking is key to our chapter's success; and I would like our board to continue to find ways to increase our networking capabilities.

Our major fund raiser for the year is our annual golf outing being held on August 20<sup>th</sup> at Scotland Run Golf Course in Williamstown, New Jersey. It is a beautiful and challenging golf course that promises great networking capabilities. Look for all the details via our website or in our bi-monthly newsletter. I hope to see you out on the golf course!

Sincerely,  
Jerry

## Chapter Calendar



### August

August 20, 2007

Registration begins at 10:00am  
NDIA Delaware Valley Chapter's Annual  
Membership Appreciation Event  
Scotland Run Golf Club  
Rt. 322 & Fries Mill Road  
Williamstown, NJ 08094



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## MEMBERSHIP

Spread the word! Do you know industry partners that are not already members of NDIA? Let them know about our great association. Invite them to the upcoming luncheon. This will be an easy and convenient way to join and take advantage of all the great things NDIA has to offer. NDIA's Annual Membership Appreciation event is in the planning stages. Last year's event was held at the Scotland Run Golf Club in Williamstown, NJ and was a huge success. You can see pictures of this and other past events at our website, <http://www.pricesystems.com/ndia/past%20events.htm>.



### From the Past Chapter President

This is my first letter to you as the Past-President of the Delaware Valley NDIA Chapter. My two-year tenure has passed much more quickly than I would have thought, but it has

been rewarding indeed.

As always, honoring the outstanding ROTC and NROTC cadets and midshipmen was a top priority for the Chapter, with Admiral Tom Seigenthaler leading the way in expanding our program with an impressive ceremony in the Lincoln Memorial Room at the Union League. We also continued to work with the Navy League to sponsor its annual regatta and send local high school students to summer camp at the Naval Academy.

For our membership, we focused on increasing opportunities for networking. We have joined forces with The Greater Philadelphia Chamber of Commerce, Select Greater Philadelphia, and various professional organizations to provide venues and events for networking, particularly for small and disadvantaged businesses.

At least one membership meeting per year is designed for networking. In November of 2005, it was a two day meeting with the new Ambassador from Italy and his Defense Attachés, congressmen, U.S. and Italian defense contractors, and a panel of experts on how to do business internationally. In April 2007, it was the first of a series of free luncheons with a distinguished speaker of interest to the defense industrial community. It was hosted by new member of the Board Brian Gocial and Blank Rome, LLP.

The design and operation of our Chapter web site has been vastly

improved by Tony DeMarco, making it a useful tool for networking. He has also, with the help of Vince Ferrara and Amanda Gola, established a regular newsletter and a professional public relations capability for the Chapter.

Through the dedicated efforts of Jerry Luccarella, Bill Swahl and other members of our Golf Committee, our annual golf outing has grown in size, profitability and enjoyment. The prizes have been increased and we have set aside times and places dedicated to more networking.

Two years ago we implemented a policy of rotating the location of the Board meetings, asking the Board Members to take turns of their companies. I think I can say we all have a much better idea of what we all do and how we can work together. During this two years our treasury has grown by 23%, despite increased expenditures for the causes we support, and we have gained over 200 new members, for a total of 1,189 members, making the Delaware Valley Chapter the largest chapter in the country.

Most of all, what made these things possible was the extraordinary energy and dedication of the Board Members and the volunteers who took charge of the various events and activities and made them so successful. I hope in the future to see even more participation by the membership at large in the planning and execution of these activities.

I particularly want to express my appreciation to Regina Platt who has served on the Board these two years as Secretary/Treasurer. She has kept the books, the minutes and the files, supervised events, kept us all organized and me out of trouble—most of the time.

Jerry Luccarella of Boeing took over as President of the Chapter on May 17, with Tony DeMarco of Price Systems moving up to First Vice President and Bob Coates of L-3 Communications elected as the new Second Vice President. I wish them luck, but know they will not need it, if you continue giving them the great support you gave to me.

Thank you all,

Doug Peel

### From the Editor

What do you think of this newsletter? How can it be improved? Do you want your company profiled in a future issue? Would you like to contribute a feature article in a future issue? Send me your feedback and suggestions so that we can improve this publication with each issue.

[Anthony.DeMarco@pricesystems.com](mailto:Anthony.DeMarco@pricesystems.com)

### Chapter Board Member Profile



Robert (Bob) W. Coates,  
L-3 Communications SPD Electrical Systems  
Vice President of Business Development

Bob joined L-3 in April of 2005. Bob is responsible for generating new business opportunities for power distribution products and systems, predominantly for Navy combatants, submarines and carriers. Shock hardened circuit breakers and switchboards along with the newly developed Power Node Control Center® are the

vital building blocks supplied by SPD Electrical Systems to keep the US Navy dominant on the seas.

Prior to joining L-3, Bob worked for AREVA T&D as General Manager of the Static VAR Control Group where is was responsible for the P&L of the business. Having worked up from Development Engineering through Sales & Marketing to GM, Bob in his 15 years with AREVA (formerly ALSTOM & Cegelec) led innovative advancements to the large industrial and utility companies that demanded reliable power conversion.

With Science Applications International Corp., Bob was instrumental in bringing the first commercial application of a Proton Particle Accelerator for the treatment of cancerous tumors into a hospital environment. Through a technology transfer mandate from the Department of Energy, developed at FermiLab and installed at Loma Linda University Medical Center, this highly successful machine has spawned similar cancer treatment facilities in Boston, Florida, and Japan with one currently under construction at the Hospital of the University of Pennsylvania in Philadelphia. Bob graduated from Drexel University with a BS in Electrical Engineering. Bob served active duty in the US Air Force.

Bob was elected to the DVC board in 2006 and has recently been elected to 2<sup>nd</sup> Vice President to the Board. Bob has been active in the boards fund raising activities.

Bob currently resides in Haddonfield, NJ with is wife Lisa and daughter Danielle.

### Chapter Company Member Profile



The NDI Engineering Company is engaged in providing quality engineering and technical services to Government clients chartered with responsibility for maintenance of our infrastructure, the protection of our environment and the defense of our country.

NDI is a privately held consulting firm offering naval architecture/marine/civil/structural/mechanical/electrical engineering and design services under the organizational groups of Naval/Marine Engineering and Infrastructure Engineering. The NDI organization was founded in 1966 and evolved into its current corporate form in 1983.

NDI is a small business concern and recipient of the U.S. Small Business Administration Region II, 1996 Prime Contractor of the Year Award.

NDI's headquarters office quality management system is registered to ISO 9001 by an internationally recognized third party registrar, HSB Registration Services. Certificate Registration No. 244.

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### In Memory of Lt. Gen. (Ret.) Lawrence F. Skibbie

Lt. Gen. (Ret.) Lawrence F. Skibbie, who commanded what was then CECOM from October 1982 to June 1984 and was president of the National Defense Industrial Association, died at his home in Arlington, Va., Dec. 10, 2006 due to complications of cancer treatment.

Born in Bowling Green, Ohio, in February 1932, he graduated in 1954 from the United States Military Academy at West Point with a bachelor of science degree as a second lieutenant in the U.S. Army. He held a master of science degree in mechanical engineering from New Mexico State University. His military education included the Artillery School, the Ordnance School, the Command and General Staff College, and the Industrial College of the Armed Forces.

During his 33 years of Army service, Lt. Gen. Skibbie held a variety of command and staff positions culminating in his final assignment as deputy commander for Research, Development and Acquisition of AMC.

He was also deputy commander for Readiness of the same organization—the only officer in the history of the AMC to hold those two positions. Other key assignments included appropriations director on

the Department of the Army Staff; commander of Rock Island Arsenal, Ill.; commander of the 63rd Maintenance Battalion in Vietnam; and associate professor of Ordnance Engineering at West Point.

Following his retirement from active duty, Lt. Gen. Skibbie was appointed president and chief executive officer of the American Defense Preparedness Association (ADPA).

As a result of a merger with another defense industry association, the ADPA became the National Defense Industrial Association (NDIA) in 1997. In his continued role as president and chief executive officer, he committed to the consolidation of the defense association community and established the NDIA as a leading defense association in the United States.

Lt. Gen. Skibbie was a frequent witness before both houses of Congress on matters related to the defense industrial base; and served on the boards of the United Way, Boy Scouts of America, the National Science Center, and the Easter Seal Society.

He was a member of the Washington Institute of Foreign Affairs and was elected to the U.S. Army Ordnance Corps Hall of Fame in 1992.

Lt. Gen. (Ret.) Lawrence F. Skibbie, who commanded what was then CECOM from October 1982 to June 1984 and was president of the National Defense Industrial Association, died at his home in Arlington, Va., Dec. 10 due to complications of cancer treatment.

The NDIA Delaware Valley Chapter donated to the Army Emergency Relief Fund in Lt. Gen. (Ret.) Lawrence F. Skibbie's name. The following letter was written from his wife.

*Dear Mr Peel,  
On behalf of our entire family, I  
wish to thank you for your  
thoughtful contribution to AER  
in Larry's memory. It was one of  
his favorite organizations... and  
you honored him with your  
donation.  
We are very grateful. Sincerely,  
Nancy Skibbie*

## Chapter Event

**NDIA DVC Annual Golf Outing  
August 20, 2007**

**Registration begins at 10:00am  
Scotland Run Golf Club  
Route 322 & Fries Mill Road  
Williamstown, NJ 08094**

**Come join us for a day of fun, sun and golf!!!**

NDIA Delaware Valley Chapter has over 1,000 members from over 425 companies from Delaware, New Jersey and Pennsylvania. Top level executives from Defense Industries will be attending this event. Don't miss this opportunity to promote your company for a good cause.

The NDIA Delaware Valley Chapter annual golf tournament is on August 20, 2007 at Scotland Run Golf Club located in Williamstown, NJ. Renowned for its outstanding location and superior, personalized service, the tournament provides its sponsors and participants with an unbeatable golfing and networking experience.

NDIA DVC takes tremendous pride in the planning and coordination of the tournament and the results it generates. The NDIA DVC is able to donate scholarships to ROTC schools around the area thanks to this event. With your help, NDIA DVC can continue to provide exceptional service for events that are held year round.

Following 18 holes of golf there will be a banquet with door prizes and a great dinner. The grand door prize this year will be a 32" Plasma Screen Television, but you MUST be present to win. So enjoy a day of golf, good company, great food and the chance to take home that plasma screen television of which you always dreamed. For more information about this event please contact Orly Soffy with The Boeing Company at 610-591-4283. Also visit our website at <http://www.pricystems.com/ndia/events.htm>.



## Small Business Insights

### The Power to Control and Influence Outcomes

By Jane Lowenstein, JanBara & Associates

Influencing is a skill that is necessary in these times of tough competition. It can enable you to produce greater sales effectiveness, achieve better relationships, generate better outcomes in meetings, and reduce roadblocks in implementing needed changes in strategy. Influencing can be defined as attaining a result that works for both parties. It is not about force, nagging, manipulating, bargaining, giving in or debating. It is a way to reduce conflict and to serve the needs of those involved through persuasive discussion.

Influencing is composed of the following **skills**. Put a check next to the ones you're good at and focus on the skills that need some improvement.

#### Create rapport

- Match the behavior of the other person
- Watch your body language

#### Genuine listening

- Focus first on what the other person is communicating
- Be prepared to have your perspective altered

#### Asking skillful questions

- Use what, who, when and how questions
- Ask to elicit information and to learn the other's perspective

#### Assertiveness

- Ask for what you need
- Balance your needs with the needs of others

#### Saying no when appropriate

- Make alternate suggestions and requests

#### Giving feedback

- Specific, action and solution focused
- Tough on the issue, not on the person

#### Actions

- Understand the position and interests of the other person.
- Do not spend most of your time expounding on what you want. Listen and, most importantly, show you are listening by clarifying and summarizing.
- Ask open-ended questions.
- Know yourself.
- Get clear on how you are perceived by and the impact you have on others.
- Enable people to find their own solutions.
- Be open to being influenced yourself.
- Solicit feedback and listen to it.
- Proceed on the premise that you have the right to be heard and to say what you need.
- Stay focused on the positive and earnestly seek common ground.

#### Influencing Styles

All of us have a preferred way of handling things or style when we are trying to accomplish something. Especially in a stressful environment, we will call upon the style with which we are most comfortable. Remember that our preferred style may not be the most effective in realizing our desired goals.

If you enjoy a good debate, you will argue for your own point of view. If you speak up first in meetings, are very goal oriented; and like having the last word, your predominant style is probably **Dominance**. It has probably served you well in many situations. Just keep in mind that people may not try to influence you or provide feedback because it is too scary or requires too much effort. Interactions with others may not be balanced. You may need to learn more about creating rapport, asking good questions and listening.

If you coax other people to share their ideas before sharing yours, delve into issues in great depth to fully understand them; are comfortable sharing power, and see all participants as equals, your preferred style is **Partnership**. You use a collaborative methodology and are willing to explore quite fully another person's approach. You believe it is possible to create a solution that satisfies everyone's needs equally. This style is especially useful when you need to create or sustain long term, healthy relationships. Keep in mind that it is not the shortest of processes, and you may need to work on saying "no", asking for what you want and providing feedback.

If you put the needs of others before your own; are good at listening; have a drive for harmony; are very open to influence from others; and hate aggressive people; your style is **Others First**. You may be seen as passive or cooperative, flexible or lacking authority. This style is effective when you need to smooth over bad feelings and there is a strong desire to create accord. If you emphasize this style, others could take advantage of your good will. Work on asking for what you want, saying "no", and giving feedback.

If you look for immediate, practical solutions in which everyone wins; you talk your way out of trouble, and rules exist only as vague framework, your preferred style is **Compromise**. You focus on the short term and are pragmatic and charming. You give up some of what you want and expect others to do the same. This style is useful when there is only a short term relationship and everyone wants to brag about what they've won. Be careful what you're giving up and don't sacrifice your principles.

If you want to know all the things that could go wrong and need lots of information before making a decision, you could be seen as careful, fearful, discerning or lacking confidence. Your style could be described as **Withdrawing**. Using this style definitely identifies possible pitfalls and dangers that others may have overlooked. But remember that if you use this style, you may be seen as lacking courage.

#### Choose which style would make you most effective in various situations.

For more information, contact Jane Lowenstein, [jlowenstein@janbara.com](mailto:jlowenstein@janbara.com)

## 2007 Chapter Board of Directors Directory

### President

Jerry Luccarella  
The Boeing Company  
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### 1st Vice President

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PRICE Systems, LLC.  
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### 2nd Vice President

Robert Coates  
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### Secretary/Treasurer

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### Corporate Members

Visit the web site to see a list of our Chapter Corporate Members

<http://www.pricesystems.com/ndia/corplinks.htm>