

2012 BUSINESS SURVIVAL TOOL+KIT

*Truth... Myths...
Rhetoric... Hyperbole...
Facts...*

TECHNOLINK ASSOCIATION

PRESIDENTS CLUB SPRING FORUM 2012

*Share in an Afternoon of
Interactive Roundtable Conversations
Discussing how Leaders are
Charting through the Economic and
Geopolitical Uncertainties to
Develop Innovative Solutions...
Who will Lead the Way to
Survive and Persevere
through 2012 and Beyond...*

SAVE THE DATE!

**MAY 9th, 2012
WEDNESDAY
11:30 A.M.- 2:00 P.M.**

The Athenaeum Club at Caltech
551 S.Hill Avenue • Pasadena



Presidents Club Spring Forum 2012

DISCUSSION TOPIC

THE 2012 BUSINESS SURVIVAL TOOL KIT

Truth... Myths... Rhetoric... Hyperbole... Facts...

- The Next Generation of Space Exploration.
- Status of Renewable Energy Systems in the United States.
- How Will the Defense Budget Cuts Effect the Future of the Military Industry and the Security of our Nation?
- Are There Still Threats of Terrorism on U.S. Soil?
- Will Technology Replace Human Judgement for Security Vulnerabilities in Businesses Today?
- What is the State of the Economy for 2012?

SIGHTS & INSIGHTS

Master of Ceremonies

BILLY A. ROBBINS

Interactive Roundtable Conversation Moderator

SSUSAN FORTE O'NEILL

Insight Briefing

CAPTAIN TIM MOY

Division Commander of the Homeland Security, Orange County Sheriff Department

LT. GENERAL EUGENE "GENE" TATTINI

Deputy Director of Jet Propulsion Laboratory

CHRIS PALMER

Deputy District Director, Office of Congressman John Campbell (CA-48)

MEET THE VISIONARIES

LT. BRIAN K. BANNING

Systems Research and Applications (SRA) Int., CalEMA

NATHANIEL C. HOLT

Administrative Director, Business Services, Pomona Unified School District

BARRY MOZIAN

President, Talon Companies

TERRY R. O'NEILL

CEO and President, The O'Neill Company

DARYL G. PELC

Vice President of Engineering & Technology, Phantom Works, Defense, Space & Security, The Boeing Company

KENT W. PETERSON, P.E.

Vice President and Chief Engineer P2S Engineering, Inc.

DR. JEFFREY REED

Director Market Development & Emerging Technologies San Diego Gas & Electric® • Southern California Gas Company, Sempra Energy Utilities

TECHNOLINK ASSOCIATION
PRESIDENTS CLUB
SPRING FORUM 2012

Special Thanks to Our Supporters

- ALVAKA NETWORKS
- THE BOEING COMPANY
- CONNOLLY BOVE LODGE & HUTZ LLP
- CALIFORNIA TECHNOLOGY VENTURES
- CHROMOLOGIC
- KIMBERLY C. COVEY CPA
- FORTE DESIGNS
- JET PROPULSION LABORATORY
- LOS ANGELES AREA CHAMBER
- MARI + KO CREATIVE
- THE O'NEILL COMPANY
- P2S ENGINEERING
- POMONA UNIFIED SCHOOL DISTRICT
- SADDEBACK COLLEGE
- SAN DIEGO GAS & ELECTRIC®
- SOUTHERN CALIFORNIA GAS COMPANY
- TALON COMPANIES



A Special Thanks

To All of Our Military & Public Safety Heros for Their Honor and Courage in Defending Our Democracy and Freedom of Our Great Nation...



PRESIDENTS CLUB SPRING FORUM 2012

WEDNESDAY, MAY 9, 2012

11:30 a.m. Registration • Noon Lunch Conversations Begin Promptly

1:00 p.m. Roundtable Discussions and Conversations

The Athenaeum Club at Caltech • 551 S. Hill Avenue • Pasadena, CA 91106

REGISTRATION:

Preregister and Save! — by FEBRUARY 29, 2012

Technolink, NABE, LACC & TCVN Members \$95.00

Non Members \$120.00

After Wednesday, February 29, 2012

Technolink, NABE, LACC & TCVN Members \$120.00

Non-members \$150.00

Please complete the following form and mail it along with a check or

download registration via our website at: www.technolinkassoc.org & mail it with your check to:

TECHNOLINK ASSOCIATION:

Accounts Payable Office

Kimberly C. Covey, CPA

500 E. Cordova Street

Pasadena, California 91101

Technolink Business/Membership Office:

Forte Designs

Phone: 949.443.4026

Fax: 949.443.4043

Email: fdesigns@intersonnet.com

Yes, I would like to attend TECHNOLINK PRESIDENTS' CLUB SPRING FORUM 2012

Name: _____

Company: _____

Address _____

City: _____ State _____ Zip Code _____

Phone: _____ Fax _____

E-Mail: _____

Please make check payable to: TECHNOLINK ASSOCIATION.

Attendance is limited. [Deadline for advanced reservations is THURSDAY, MARCH 29, 2012.](#)

CANCELLATION POLICY: No refunds will be issued.

PLEASE NOTE: Registration must be received with check to complete and reserve seating. NO EXCEPTIONS.

[For More Information contact Forte Designs](#)

949.443.4026 • fdesigns@intersonnet.com • www.technolinkassoc.org

Please Remember to Celebrate the Freedom and Democracy of Our Great Nation...

Share The Gift of Kindness....

DISCUSSION TOPIC

2012 BUSINESS SURVIVAL TOOL+KIT

*Truth... Myths...
Rhetoric... Hyperbole... Facts...*

SIGHTS & INSIGHTS

Master of Ceremonies

BILLY A. ROBBINS is an Intellectual Property Attorney for Connolly Bove Lodge & Hutz LLP. Mr. Robbins handles all phases of Intellectual Property Law with particular emphasis on China. Mr. Robbins is frequently quoted in print and broadcast media outlets on current issues dealing with Intellectual Property Rights and Business Privacy and Protection. He continues his leadership role as Co-Founder and President of The Technolink Association. Mr. Robbins is an active member of the Los Angeles Area Chamber of Commerce and serves on the Global Initiatives Council. He also Co-Chair Licensing Executive Society Los Angeles Chapter. Mr. Robbins was also recognized by The United States House of Representatives for his leadership role with the Technolink Association.



The Next Generation of Space Exploration.
Status of Renewable Energy Systems in the United States.
How Will the Defense Budget Cuts Effect the Future of the Military Industry and the Security of our Nation?
Are There Still Threats of Terrorism on U.S. Soil?
Will Technology Replace Human Judgement for Security Vulnerabilities in Businesses Today?
What is the State of the Economy for 2012?

Moderator

SSUSAN FORTE O'NEILL is Founder and President of Forte Designs, a Business Development and Public Affairs Firm-Creating Strategic Business and Leadership Solutions for the 21st Century. Ms. Forte O'Neill has recently been recognized for her endless efforts in strengthening the economic and scientific cooperation between California and The State of Israel. She has also been cited for her outstanding visionary leadership and community commitment by The United States House of Representatives and Governor Arnold Schwarzenegger. She is a Public Private Partner for Homeland Security and has been recognized by the United States Department of Homeland Security for her leadership and professional support.

Ms. Forte O'Neill has been very involved with the greater community throughout her career, as co-founder and director of The Technolink Association, while severing on several regional and national professional and non-profit boards including; CARE International, The National Association for Business Economics, The Dean's Advisory Board for California State University Long Beach College of Engineering and Saddleback College Foundation Board to list a few. She is frequently quoted in major media outlets and is a published author and artist.

MEET THE VISIONARIES

LT. BRIAN K. BANNING is currently with Systems Research and Applications, (SRA) Int., and is a retired Sacramento County Sheriff's Lieutenant. Mr. Banning is assigned to the California Emergency Management Agency working on statewide issues within their Office of Infrastructure Protection. Prior to his retirement he was the Assistant Commander of the Sacramento Regional Terrorism Threat Assessment Center (RTTAC) where he managed the Center's counter terrorism intelligence efforts. The RTTAC is a multi-agency intelligence fusion center that supports the Federal Bureau of Investigation led Joint Terrorism Task Force at the Top Secret level. At the RTTAC he also worked on Inmate Radicalization and Critical Infrastructure (CI) Protection matters with the California Governor's office, conducting threat and vulnerability assessments to enhance security on selected CI sites. Mr. Banning served with the Sheriff's Office for over 25 years. In his assignments at the Sacramento County jails, Brian helped to develop and supervised the jail intelligence unit. He was also involved in hostage negotiations for 16 years, participating in over 275 critical incidents, 100 at the command rank as the team leader. He served as an elected member of the California Association of Hostage Negotiators' (CAHN) Executive Board for 8 years, including President and is now an Honorary Life Member, ex president. He has authored and published numerous articles and been quoted in Time magazine and the Wall Street Journal. Mr. Banning has also been interviewed by and featured on local, state and international news outlets. A well known speaker with international experience, he has authored or collaborated on and instructed numerous Peace Officer Standards and Training and DHS certified courses on: Negotiations with the Terrorist Mindset, Inmate Radicalization, Hostage Negotiations (from basic to incident command), Civil Disturbance, Civil Liability, Infrastructure Security and Threat Assessments, Buffer Zone Protection Program, Terrorism Intelligence Fusion, and Domestic Terrorism Attacks on BioTech Research.

Mr. Banning's dedication to public service has been recognized by his Department through numerous awards for service at critical incidents; by elected officials for his policing projects and is further recognized by the California Governor's Office of Homeland Security for his efforts and work in Critical Infrastructure Protection.

NATHANIEL C. HOLT is the Administrative Director, Business Services for Pomona Unified School District. He is responsible for all aspects of the Capital Facilities, Civic Center, Maintenance and Operations, Purchasing, Warehouse, Mailroom, and Print Management Services Departments, including construction contracts. Mr. Holt has presented numerous workshops over the past 14 years in the areas of Purchasing and Facilities Contracting for Los Angeles County Office of Education Business Academy, National Contract Management Association and California Association of School Business Officials. Mr. Holt is an active member of C.A.S.H. (California Coalition of Adequate School Housing) former Chairperson of the Purchasing Professional Council for the Southern Section of California Association of School Business Officials (CASBO).

CAPTAIN TIM MOY is the Division Commander of the Homeland Security Division, Orange County Sheriff Department. Captain Moy manages the Marine Operations Bureau, Mass Transit, Emergency Management, Joint Terrorism Task Force, Orange County Intelligence Assessment Center and Mutual Aid Bureau. He is a 25 year veteran of the Orange County Sheriff's Department. Captain Moy also oversees the Special Enforcement Bureau consisting of the Air Support Unit, SWAT Team, Hazardous Device Squad, and the Hostage Negotiations Team. Prior to this assignment, Captain Moy was a Bureau Commander in charge of Criminal Investigations including such details as Homicide, Special Victims, Family Protection, Economic Crimes, and General Investigations. Earlier in his career, Captain Moy was assigned to Patrol Operations, Training, Special Investigations and Criminal Investigations. He has a bachelors of Science degree from Long Beach State and has received advanced training in threat assessment, incident command, emergency response to terrorist incidents and critical incident management.

MEET THE VISIONARIES

BARRY MOZIAN is President of Talon Executive Services. His corporate investigations/security experience spans more than fifteen years and covers a diverse range of disciplines to include fraud investigations, undercover drug/ theft investigations and workplace violence prevention. Mr. Mozian is an expert at conducting corporate internal investigations that detect, assess and resolve issues of malfeasance in the workplace. As a result of extensive field experience, Mr. Mozian has developed a specific emphasis on mitigating the civil liability to the client that can arise as a result of an internal investigation while simultaneously yielding a better than 94% confession rate during investigative interviews. These results are achieved through the use of a proprietary investigation/interview technique that has been developed to meet the specific needs of businesses and labor attorneys alike. Mr. Mozian's background experience and training in the disciplines of security and investigations began during his years in the U.S. Army as a field intelligence specialist and has continued through his career posting with several corporate internal investigation teams.

TERRY O'NEILL is the Founder, President and CEO of The O'Neill Company, celebrating over three decades providing small to mid-size companies with comprehensive advice and economic expertise in the areas of corporate benefit arrangements, risk management, insurance, retirement plan alternatives, in addition to estate, financial and investment planning services. Mr. O'Neill is an advisor to the Small Business Council of America in Washington D.C. and served on committees that advised the U. S. Treasury and Congress on numerous financial topics. Mr. O'Neill also has advised two California Governors on economic and business issues. More recently he has been nominated to serve as an advisor on the Federal Open Market Committee for the Federal Reserve Board. He has served on numerous local and national boards. Mr. O'Neill has appeared frequently as a guest on television and radio to discuss the economic ramifications of issues in health care, employee benefits and retirement planning. He is the author of the book *The Life Insurance Kit* and speaks regularly on economic and financial topics at national conferences.

DARYL G. PELC is Vice President Engineering & Technology Phantom Works a business segment of Boeing Defense, Space & Security (BDS). In this position, Mr. Pelc is responsible for leading the engineering execution of advanced technology development programs and for the strategic alignment and execution of technology investments across BDS. Starting with an internship position in 1982, he has 29 years of extensive engineering and management experience with Boeing. Prior to his current assignment, Mr. Pelc was the Chief Engineer for Boeing Global Mobility Systems/Long Beach Engineering. From 2001-2006, he was the Chief Engineer of the C3 (Command, Control, Communication) Networks Division and the Anaheim Site, and Chief Engineer/Director on the Boeing C-130 Avionics Modernization Program (AMP). Beginning in the 1990's, he was the Director of the Boeing C-17 Globemaster III Avionics/Flight Controls/Support Equipment Integrated Product Team. Prior to that, Mr. Pelc held positions of increasing responsibility in Engineering on the F-15 and F/A-18 Programs. Mr. Pelc serves on several industry and non-profit boards and is an active advocate of Science, Technology, Engineering and Math (STEM) programs. He serves on the Board of Directors of Operation Jump Start and the Dean's Advisory Board of The Paul Merage School of Business at the University of California, Irvine. Leadership Council, Beall Center for Art and Technology at UCI, on the California State University-Long Beach School of Engineering Dean's Advisory Council and the American Institute of Aeronautics and Astronautics. Mr. Pelc has a Masters in Business Administration degree from Pepperdine University.



MEET THE VISIONARIES

KENT W. PETERSON, P.E., is Vice President, Chief Engineer and a Founder of P2S Engineering. Mr. Peterson's award-winning design experience includes high-performance green buildings, energy-efficient central plants and innovative control strategies. He serves as chairman of the California State University (CSU) Mechanical Review Board where he works to improve mechanical systems on CSU campuses. Mr. Peterson is a past Society President of the American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE) and currently chairs the ASHRAE Associate Society Alliance, which works with 51 professional societies around the world. Mr. Peterson is an ASHRAE distinguished lecturer. He served as the chair of Standard 189.1— The Standard for the Design of High-Performance Green Buildings—an ANSI standard addressing a building's energy efficiency and its impact on the atmosphere, among other high-performance green standards. Mr. Peterson is a LEED™ accredited professional and industry specialist recognized worldwide. He regularly makes presentations and publishes technical papers on subjects relating to improving building designs by maximizing energy efficiency while minimizing environmental impact. He is active and affiliated with more than 10 professional organizations and is a registered mechanical engineer in five U.S. states. His vast project experience includes building commissioning and designing, optimizing and retrofitting mechanical and electrical systems for a number of high-profile clients in higher education, local, state and federal government and corporations.

DR. JEFFREY REED is the Director of Emerging Technology for the Sempra Energy Utilities - Southern California Gas Company and San Diego Gas and Electric. In that capacity he leads development of policies and initiatives aimed at supporting the development and deployment of sustainable energy solutions and leads the natural gas RD&D, low-emission vehicle and environmental affairs programs. He has also led numerous company initiatives related to renewable low-carbon energy technologies. Prior to joining the Sempra utilities, Dr. Reed was a senior strategy consultant and was an officer with ABB Power Generation in Switzerland. Dr. Reed holds a Doctorate in engineering from UC Berkeley and a Masters Degree in management from Stanford University.

LT. GENERAL EUGENE "GENE" TATTINI, is Deputy Director of the Jet Propulsion Laboratory, (JPL). Prior to JPL, General Tattini was Commander, Space and Missile Systems Center, Los Angeles Air Force Base, and was responsible for managing research, development, and acquisition of space launch, command and control, and satellite systems. During General Tattini's seven years at JPL, the laboratory has landed two Mars rovers, placed Mars Reconnaissance Orbiter into orbit, put Cassini into orbit around Saturn, landed Huygens on Saturn's moon Titan, hit a comet and returned samples from another comet, studied the Universe in infrared and ultraviolet, and launched several instruments to monitor the environment of our own planet.

REGISTRATION DEAD LINES!

Preregister and Save by February 29, 2012

Advanced Reservation by March 29, 2012

TO REGISTER

Please complete form and mail it along with a check.

You may also download registration via our website at: www.technolinkassoc.org.

FOR MORE INFO

Contact Forte Designs

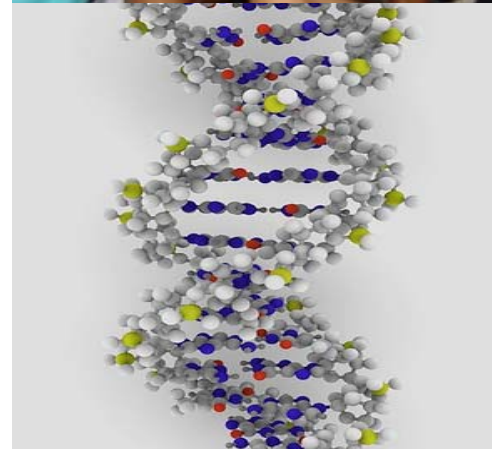
949.443.4026 • fdesigns@intersonnet.com www.technolinkassoc.org

TECHNOLINK Mission

A coalition of Aerospace, Academic, Defense, Energy, Life Sciences, Innovation, Public Safety, International and Policy Leaders cooperating together to bridge the public and private sectors to develop a virtual high technology corridor in Southern California.

The mission of the TECHNOLINK Association is to serve as a trade association and resource center for emerging and start-up companies, enhancing the development of innovation with both public and private partnerships from the collective universities and institutions in Southern California. It aims to link the business community with the collective technological resources of organizations and institutions such as the California Institute of Technology, Jet Propulsion Laboratory, the University of California, Los Angeles, University of California, Irvine, California State University, Long Beach and Saddleback College.

Throughout the years the Technolink Association has proudly created "linkages" for many start - up companies to enhance economic development throughout southern California. The TECHNOLINK Association was created to support a plurality of high technology clusters and to serve as a resource base for the start-up companies conceived from the universities and research institutions in Southern California. A high tech coalition, the TECHNOLINK Association is a premier example of the positive aspects of government and industry partnerships.



**TO LEARN ABOUT MEMBERSHIP
CONTACT –**

**Susan Forte O'Neill
Technolink Association**

**949.443.4026
fdesigns@intersonnet.com**

TECHNOLINK Association Principal Supporters

The Boeing Company
CAISO
Connolly Bove Lodge & Hutz LLP
Jet Propulsion Laboratory
The O'Neill Company
Forte Designs
Southern California Gas Company
(SOCALGAS®)
San Diego Gas & Electric® (SDG&E®)