

# NDIA Delaware Valley Chapter

## NEWSLETTER



Vol. 1 no. 9

May 2008

The Boeing Company  
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Philadelphia, PA 19142-0858



### From the Chapter President

Our chapter just conducted a very successful NDIA-DVC/AICC event. This was the first time our chapter has worked with AICC. The coordination between our two chapters was smooth and seamless. There were approximately 60 people in attendance. The panel members were of high caliber with

many years of experience in their fields. There was good dialogue between panel members and attendees. Everyone walked away with a much better understanding of the intricacies of conducting business with both the government of Israel and its defense contractors. I would like to thank both the NDIA-DVC and AICC committees for a job well done.

At the end of April, our chapter recognized our young men and women who have chosen to serve our country and have enrolled in a ROTC/NROTC program. Each year our chapter awards the top cadets and midshipmen from our area colleges and universities that conduct ROTC/NROTC programs. I have attended a number of these events; and I am always impressed with the caliber of cadets and midshipmen. They all carry high grade point averages and still find time to engage in many other activities. They are our future officers of our U.S. Armed Forces who will defend and protect our country.

Our Golf Committee is busy planning our general membership golf outing for this summer. The date is August 18 at Scotland Run in Williamstown, N.J. Look for our save-the-date flyers for all the details. You will also be able to get the details from our web site. Every year we look for sponsors for our event. We encourage you to consider having your company sponsor a hole or a contest. In addition to having your company's logo prominently displayed on one of the holes as a sponsor, they will also receive recognition in our brochure that will be handed out at the event. This event is widely attended with attendance growing

every year. Our annual golf outing is our largest fund raiser of the year and helps minimize the cost of general membership meetings such as the recent NDIA-DVC event that was recently held at Blank Rome. In addition, it helps support award ceremonies such as the ROTC/NROTC luncheon as well as Navy Day Regatta and other events.

I hope to see you at a future NDIA-DVC event and or on the golf course at Scotland Run this summer.

Sincerely,

Jerry Luccarella  
President

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## Chapter Company Member Profile



Established in 1987 as a product manufacturer for the U.S. Coast Guard, Fidelity Technologies Corporation evolved into a well-respected defense and commercial contractor that provides electronic, electromechanical, and computer products, systems, and services to clientele worldwide. Currently, Fidelity focuses in the areas of simulation and training systems, military field support services, military and aerospace manufacturing, and meteorology products and systems. Fidelity is comprised of four autonomous business units, each with distinct, yet synergistic, areas of focus.

### Mission Statement

Fidelity Technologies Corporation consists of motivated and talented employees committed to excellence in quality as a respected provider of electronic products, simulation and training systems, and support services. Government and commercial customers worldwide benefit from our ability to leverage our core competencies and perform more efficiently and cost-effectively. Our goal is to continually improve our efficiency and reliability as a designer, manufacturer, and service contractor; maintain the highest ethical standards; be a respectable member of the community, and use our assets productively to earn a fair and reasonable return on our investments.

### Structure

FIDELITY operates its business units under a "team" concept, whereby units within the company function under the control of a General Manager. Each General Manager has autonomy over its unit's operational functions, business decisions, growth strategies, and budgets; and each business unit shares in corporate support from Finance, Human Resources, Marketing, Quality Control, and Facilities.

Customers benefit from Fidelity's team-concept structure, which, through streamlined management and processes, provides efficient and cost-effective performance, faster response time, and longer product life.

### Primary Clients

Field Services: U.S. Navy NAVAIR; U.S. Navy FISC Norfolk Detachment; U.S. General Services Administration

Simulation and Training: U.S. Army and U.S. Army National Guard (facilitated through PEO STRI and NAVAIR)

Manufacturing: U.S. Army (CECOM, TACOM, AMCOM); General Dynamics; Lockheed Martin; General Motors Defense

Meteorological Systems: Kollsman; Raytheon; U.S. Coast Guard; Elbit Systems, Ltd.

## 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.

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## Small Business Insights

### *Make Your Products the People's Choice*

*By Paul Welsh  
Analytical Graphics, Inc. (AGI)*

In the fray of competing for government business, small companies can become so caught up in the quagmire of program requirements, winning a spot on a coveted team, or trumpeting their capabilities in a proposal that they forget a key element: they are selling to people, not a faceless entity. That oversight can hurt the bottom line, because without a clear vision of who they are talking to, they can't effectively communicate the value of their product; articulate its differentiators in a meaningful way; or keep their products aligned with changing needs in the marketplace. Their customers also lose, because when the "people component" is missing, buyers are left to guess which of the competing capabilities would best meet their individual needs.

As obvious as that concept is, it may be that your company has slowly slipped into this habit. Here are the tell-tale signs:

- Does your Web site, marketing material and sales force rattle off lists of capabilities?
- Is it your prospect's job to divine if your product is a good fit for their specific situation?
- Do your company and product descriptions sound like everyone else's? Are they loaded with marketplace jargon?

If the answer to any of these questions is "yes," you may have lost touch with the individuals in your marketplace or dulled your value proposition so that your products are not the clear choice. One way to overcome that is to periodically execute a process currently underway at Analytical Graphics, Inc., (AGI) as we address new markets and examine emerging developments with our existing customer base.

### **Reacquaint yourself with your customers**

In the course of selling software to the defense, intelligence, and space industries for the past 19 years, we have grown our product line to include a vast array of capabilities. To better market these, we recently undertook a focused initiative to hone our value propositions. After interviewing many of our customers, we came away with much more than we expected. We learned

their needs, discovered their job pains, and better understood the role our products played in their work lives. In the end, we not only sharpened our value proposition, but also expanded our product offering and business practices to address their most pressing issues.

### **Look at your products from their perspective and make adjustments**

As we listened to our customers, we heard the good news that they liked the capabilities of our traditional desktop applications. We also learned that they wanted to apply these capabilities in the new ways now available in today's Web-enabled, net-centric world. In some cases, they wanted to create graphical user interfaces with their own look and feel. Our developer tool suite answered that need. They wanted lightweight, Web-enabled applications, so we broke out our capabilities as standard software components. For each of these forms desktop applications, run time engines, and components we also crafted new licensing options to conform to any customer business model.

### **Put yourself in their place and talk to them accordingly**

Ideally, value propositions are unique to each individual. That said, groups of people in comparable jobs share similar frustrations, motivations, and needs. After our interviews, we segmented our customers into 10 different job types, or "personas." For each persona—from high-level executive to operational end user—we defined its own set of needs and concerns and addressed them in our product messaging. Defining standard customer personas is a practical way to implement consistent, quality value propositions that resonate with your prospects.

### **Repeat Steps 1, 2, and 3**

Now that we've completed this research, it's tempting to consider the job done. But we know that we will have to regularly review and update our data for existing markets, and, of course, implement the process any time we enter a new niche.

This all sounds like common sense, and that's because it is. But it is easy to neglect. The challenge for small (and large) businesses is to avoid the trap of thinking they know everything about their market and losing touch with their customers.

## Chapter Board Member Profile



Frank Walton is the Chief Executive Officer and controlling shareholder of NDI ENGINEERING COMPANY. NDI is a 140 person consulting firm providing design and engineering services to government and commercial clients in the disciplines of Naval, Marine, Civil, and Municipal engineering. Principally NDI is engaged in the design, construction, upgrade, maintenance, and repair of surface ships, submarines, and small craft.

Mr. Walton joined NDI at it's founding in 1983. Previous responsibilities within the company included Project Engineer, Division Director, Chief Operating Officer, and Executive Vice President.

Mr. Walton graduated from the University of Delaware with a Bachelor of Civil Engineering degree and also holds a Master of Business Administration degree from Wilmington College.

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Mr. Walton is a registered professional Engineer in the states of Delaware, New Jersey, Pennsylvania, Virginia, and South Carolina and holds the Certified Professional Contracts Manager designation awarded by the National Contract Management Association.

Mr. Walton is a Life Member of the National Defense Industrial Association and sits on the NDIA national Board of Trustees. He is a past president of the Delaware Valley Chapter.

He is also a member of the American Society of Naval Engineers, the Delaware Association of Professional Engineers, the American Society of Civil Engineers, the National Contract Management Association, and the Society of American Military Engineers.

Frank and his wife Joanne live in Wilmington, Delaware with their two teenaged sons.

His hobbies include running, playing golf, riding his Harley-Davidson motorcycle, and playing "blues" slide guitar.

## Chapter Events



**August 18, 2008**  
**NDIA-DVC Annual Golf Outing**  
**Scotland Run Golf Club**  
**Williamstown, NJ**  
**12:00 Shotgun start**

## 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.pricystems.com/ndia/past%20events.htm>

**2008 Chapter Board of Directors Directory****President**

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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>