

Theme: Positioning for Profit

	<p>International Symposium for Personal and Commercial Spaceflight (ISPCS-2008) Wednesday, October 22, 2008</p>
<p>7:30 am - 8:30 am</p>	<p>Breakfast and Registration</p> <p>Sponsored by CALCULEX</p>
<p>8:30 am - 9:20 am</p>	<p>Welcome Remarks</p> <ul style="list-style-type: none"> ● Pat Hynes, ISPCS Chair ● Patricia Grace Smith, Moderator ● Mayor Ken Miyagishima
<p>9:20 am - 10:00 am</p>	<p>Keynote Speaker</p> <ul style="list-style-type: none"> ● Peter Wegner, Director of the Operationally Responsive Space Office, Kirtland AFB <p>Description: Review DoD's increased reliance on space. Discuss DoD's need for Operationally Responsive Space and how commercial initiatives can support this need with short notice, lower-cost, high reliability access to space. Discuss DoD's need to leverage and capitalize on civil and commercial space capabilities.</p> <p>Sponsored by Air Force Research Lab</p>
<p>10:00 am - 10:30 am</p>	<p>Break- networking and exhibit area</p> <p>Sponsored by Spaceport Sweden</p>
<p>10:30 am - 12:00 pm</p>	<p>Key Issues Related to the Eventual Success and Evolution of Vehicle Systems for Suborbital Human and Material Transportation</p> <p>Session Moderator, Bob Dickman, Executive Director, American Institute of Aeronautics and Astronautics (AIAA) Session Chair, Tom Burton, Department Head, Mechanical and Aerospace Engineering, New Mexico State University</p> <ul style="list-style-type: none"> ● Jeff Greason – President, XCOR ● Kevin Bowcutt – Chief Scientist, Boeing Phantom Works ● George Nield – Associate Administrator for Commercial Space Transportation, FAA ● Hugues LAPORTE-WEYADA, Senior Vice President, Deputy Chief Technical Officer, EADS ASTRIUM ● Michael Blum – Founder & Managing Director, Repulse Bay Capital Ltd. & Co-President & CCO, Research Edge <p>Description: Since the early sixties, men have been flying successful suborbital missions. In the three years since the first International Symposium for Personal Spaceflight in 2005, a number of viable vehicle systems and mission profiles for suborbital human and material transportation have emerged. We hope to see the first suborbital space tourism flights before the decade ends. The panelists in this session represent the technical, business, regulatory, and customer sides of the suborbital space enterprise. These distinguished panelists are uniquely qualified to discuss the current state and future of sub-orbital access to space, who is prepared now to fly, what the business cases are and how the regulatory agencies are positioned to help expand the capacity for companies to succeed as they build this industry. Each panelist will make brief remarks summarizing positions on one or two of the three topics listed below. This will be followed by a moderated discussion. The intent of this session is to inform each other and the audience about the similarities and differences in viewpoints that exist related to the topics</p>

	<p>listed below. There will be 15 – 20 minutes at the end for audience questions. This session will be a round table discussion intended to bring out various points of view on several important topics related to the suborbital business:</p> <ul style="list-style-type: none"> ● Safety considerations and requirements for launch and flight ● Point to Point transportation ● The passenger experience based on flight profile ● Strategic Directions – time permitting <p>Sponsored by El Paso Electric Company</p>
<p>12:00 pm - 1:30 pm</p>	<p>Lunch Ambassador Delano Lewis- Acknowledgement of International Visitors</p>
<p>1:30 pm - 3:00 pm</p>	<p>Key Issues Related to Evolution of Orbital Vehicles for Human Rated Spaceflight</p> <p>Session Moderator, Bob Dickman, Executive Director, American Institute of Aeronautics and Astronautics (AIAA) Session Organizer, Tom Burton, Department Head, Mechanical and Aerospace Engineering, New Mexico State University</p> <ul style="list-style-type: none"> ● Jeff Patton, Commercial Crew and Cargo Programs, United Launch Alliance ● Diane Murphy, Vice President, Marketing and Communications, SpaceX ● Clay Mowry, President, Arianespace USA ● Robert Richards, Vice President and COTS/CRS Program Director, Orbital Sciences ● Anousheh Ansari, Space Ambassador CEO, Chairman & Co-founder Prodea Systems, Inc. <p>Description: The first three International Symposia for Personal Spaceflight have focused on personal suborbital space tourism. In this fourth symposium the scope is being extended to personal and commercial orbital space flight. The panelists in this session represent the technical, business, and customer sides of the orbital space enterprise. These distinguished panelists are uniquely qualified to discuss the current state and future of orbital access to space, who is prepared now to fly, what the business cases are, and the future of collaboration between government and commercial entities. Each panelist will make brief remarks summarizing positions on one or two of the topics listed below. This will be followed by a moderated discussion. The intent of this session is to inform each other and the audience about the similarities and differences in viewpoints that exist related to the topics listed below. There will be 15 – 20 minutes at the end for audience questions. This session will be a round table discussion intended to bring out various points of view on several important topics related to the suborbital business:</p> <ul style="list-style-type: none"> ● Safety considerations and requirements for launch and flight ● Point to Point transportation ● The passenger experience ● Cooperation between government and commercial enterprises ● Strategic Directions – as time permits <p>Sponsored by El Paso Electric Company and Exploration Architecture Corporation (XARC)</p>
<p>3:00 pm - 3:30 pm</p>	<p>Break- networking and exhibit area</p> <p>Sponsored by Sierra County Economic Development</p>
<p>3:30 pm- 4:30 pm</p>	<p>One on One with Brett Alexander</p> <p>Session Moderator, Brett Alexander, President, Personal Spaceflight Federation, and Executive Director for Space, X PRIZE Foundation</p> <ul style="list-style-type: none"> ● Diane Murphy, Vice President, Marketing and Communications, SpaceX ● Robert Walker, Chairman, Wexler and Walker Public Policy Associates ● John Schumacher, Vice President, Washington Office, Aerojet <p>Description: Lon Rains conducts live one-on-one interviews with industry leaders to talk about the future and potential of NewSpace and the ways the private sector can jump start the expansion of human exploration. These 20-minute sessions will highlight the power of ideas and</p>

	<p>entrepreneurship to bring space closer to the average citizen.</p> <p>Sponsored by Aerojet</p>
4:30 pm - 4:40 pm	<p>The Power of Prizes</p> <ul style="list-style-type: none"> • Ken Davidian, ESMD Commercial Development Policy Lead, NASA <p>Description: Prizes with the goal of stimulating the NewSpace industry are a popular tool being used by governments, for-profit companies, and non-profit organizations alike. The beneficial aspects of prizes, both narrow and broad, may be widely accepted, but are extremely difficult to prove to "non-believers" being asked to provide funding for the purse. Assuming for a moment that the purse-providing skeptics can be sufficiently converted, what is the ultimate point of all these prizes?</p>
4:40 pm - 5:00 pm	<p>Tourism and Creativity Meet for Profit</p> <ul style="list-style-type: none"> • Michael Cerletti, Cabinet Secretary, New Mexico Tourism Department • Special guest of Secretary Cerletti <p>Sponsored by New Mexico Tourism Department</p>
5:00 pm - 6:30 pm	<p>Reception</p> <p>Sponsored by AIAA</p>
6:30 pm - 8:00 pm	<p>Dinner</p> <ul style="list-style-type: none"> • Flamenco Dancers • Acknowledgment of Spaceport Directors • Anousheh Ansari, Space Ambassador CEO, Chairman & Co-founder Prodea Systems, Inc. <p><i>Anousheh will share her thoughts on the value and need for globalization of the space industry throughout the word and how space can be used to invigorate and excite our youth to re-engage to launch a new era in Space exploration.</i></p> <p>Sponsored by X PRIZE Foundation</p>
8:00 pm - 10:00 pm	<p>After Hours Hospitality -Hotel Encanto</p> <p>Sponsored by City of Las Cruces and Las Cruces Convention & Visitors Bureau</p>
	<p style="text-align: center;">International Symposium for Personal and Commercial Spaceflight (ISPCS-2008) Thursday, October 23, 2008</p>
7:30 am - 8:30 am	<p>Breakfast and Registration</p> <p>Sponsored by VERGE Fund</p>
8:30 am - 8:50 am	<p>Welcome Remarks</p> <ul style="list-style-type: none"> • Pat Hynes, ISPCS Chair
8:50 am - 9:00 am	<p>Report from Global Spaceport Federation Meeting</p> <ul style="list-style-type: none"> • Designee to be determined
9:00 am - 9:30 am	<p>Keynote Speaker</p> <ul style="list-style-type: none"> • David Baylor, Secretary General, North American Broadcasters Association

	<p>Description: Will provide insight into the broadcast industry's use of telecommunications satellites. His overview will include satellite newsgathering, sports, and distribution. His focus will be a case study of DIRECTV, where he was a founding member of the leadership team.</p>
9:30 am - 10:30 am	<p>How Do Associations Stimulate Space Business?</p> <p>Session Chair, Klaus Dannenberg, Chief Strategy and Information Officer, AIAA</p> <ul style="list-style-type: none"> • George Whitesides, Executive Director, National Space Society • Marty Hauser, Vice President, Washington Operations, Research & Analysis, The Space Foundation • Peter H. Diamandis, MD, Founder & Chairman, X PRIZE Foundation • Michael Beavin, Senior Program Analyst, Department of Commerce Office of Space Commercialization <p>Description: Stimulating Space Business - To have a viable market for space products and services, a healthy base of providers and customers is needed. Ideally this base will develop naturally at the grass roots level. However, much can be done to stimulate that market. This panel consists of leaders of key organizations interested in developing the commercial space market including the Department of Commerce and several aerospace non profit associations. The panel will discuss what they are doing and what else should be done to stimulate space business and develop a commercial marketplace that complements the global government markets.</p> <p>Sponsored by EADS Astrium</p>
10:30 am - 11:00 am	<p>Break- networking and exhibit area</p> <p>Sponsored by Jacobs Technology</p>
11:00 am - 12:00 pm	<p>How New Space Takes Advantage of Research University Capabilities: The Role Universities Have and Will Play in Growing the Next Generation of Space Entrepreneurs, Researchers and Technologists</p> <p>Session Moderator, Alan Ladwig, Manager of Space Systems Consultancy, Whitney, Bradley, & Brown</p> <ul style="list-style-type: none"> • Mike Simpson, President International Space University • Jeffrey P. Sutton, M.D., Ph.D., President and Institute Director, National Space Biomedical Research Institute • Douglas Comstock, Director of the Innovative Partnership Program, NASA • Luke Davis, ISPCS Intern, Spaceport America <p>Description: Since the beginning of the Space Age, the Nation's colleges and universities have played a key role in advancing scientific knowledge and technical innovations. The partnership that was forged during the Apollo program between the government-industry-university sectors is routinely cited as an example of management and institutional excellence. The panel will focus on mechanisms to facilitate a similar collaborative and mutually beneficial relationship between New Space companies and the university research community.</p>
12:00 pm - 1:30 pm	<p>Lunch</p> <p>Sponsored by The Space Foundation</p>
1:30 pm - 2:00 pm	<p>Personal Spaceflight Industry Indicators</p> <p>Session Moderator, Jim Hayhoe, President, Spaceport America Consultants LLC</p> <ul style="list-style-type: none"> • Carissa Bryce Christensen, Managing Partner, Tauri Group and Brett Alexander, President, Personal Spaceflight Federation, and Executive Director for Space, X PRIZE Foundation • Michael Blum, Founder & Managing Director of Repulse Bay Capital Ltd. & CCO of Research Edge • Korey Hosack, ISPCS Intern, Microgravity Enterprises <p>Description: One of the main characteristics of leading indicators is their ability to predict</p>

	<p>change in activity. A leading indicator must not only <i>lead</i> a market segment in a business cycle, but also be able to accurately predict its turning points. While no specific Commercial Space Index currently exists, the objective of our panel will be to present four perspectives of the market segment to help predict position in its business cycle.</p> <p>Sponsored by Village of Hatch and Space Lifestyle Magazine</p>
<p>2:00 pm - 3:00 pm</p>	<p>The Astronaut Training Experience</p> <p>Session Moderator, Dan Barry, MD. Ph.D., Astronaut and President Denbar Robotics</p> <ul style="list-style-type: none"> • Peter H. Diamandis, MD, Founder & Chairman, X PRIZE Foundation and Chairman & Chief Executive Officer, Zero-G Corporation • William F. Mitchell, CEO & President of ETC and CEO, National AeroSpace Training and Research (NASTAR) Center • Barden Cleeland, MIT student, ISPCS intern <p>Description: We will discuss astronaut training from the perspective of career astronauts and space flight participants. Specific areas include the following: 1) Zero-G flight as a training element; 2) G forces and centrifuge experiences as training elements; 3) Timeline development; 4) Psychological preparedness. We will also discuss how the training elements fit into the Space Adventures Orbital Flight program (Soyuz to ISS for 12 days), the Rocket Racing League, and sub-orbital space flight, including data obtained up to this point and feedback from participants.</p>
<p>3:00 pm - 3:30 pm</p>	<p>Break- networking and exhibit area</p> <p>Sponsored by Special Aerospace Services</p>
<p>3:30 pm - 5:00 pm</p>	<p>Positioning for Profit: Developing Business for Spaceports</p> <p>Session Chair, Steve Landeene, Executive Director, Spaceport America</p> <ul style="list-style-type: none"> • Pat McCarthy, Director of Spaceport Operations, Space Florida • Bengt Jaegtnes, Chief Executive Officer, Progressum and Vice Chairman, Spaceport Sweden • Clay Mowry, President, Arianespace USA • Robert Wyatt, Partner, Entertainment Development Group • Doug Weathers, ISPCS intern, Spaceport America • Terri Griffin, President, Albers, Inc <p>Description: This session will provide unique insights into Spaceport business models and explore business opportunities surrounding spaceport installations and associated marketing strategies. Steve Landeene of Spaceport America, Pat McCarthy of Space Florida, Bengt Jaegtnes of Progressum at Spaceport Sweden and Clay Mowry of Arianespace will provide insight into their strategy and approach to enabling low cost access to space. Rob Wyatt, Partner, Entertainment Development Group, will focus on Spaceport America's attraction factors and the potential benefits within the overall development. Terri Griffin, President of Albers Inc., will conclude the session by presenting a possible marketing strategy for Spaceport America.</p> <p>Sponsored by New Mexico Spaceport Authority and New Mexico Economic Development Partnership</p>
<p>5:00 pm</p>	<p>Closing Comments</p>