Good Morning - Introduce myself

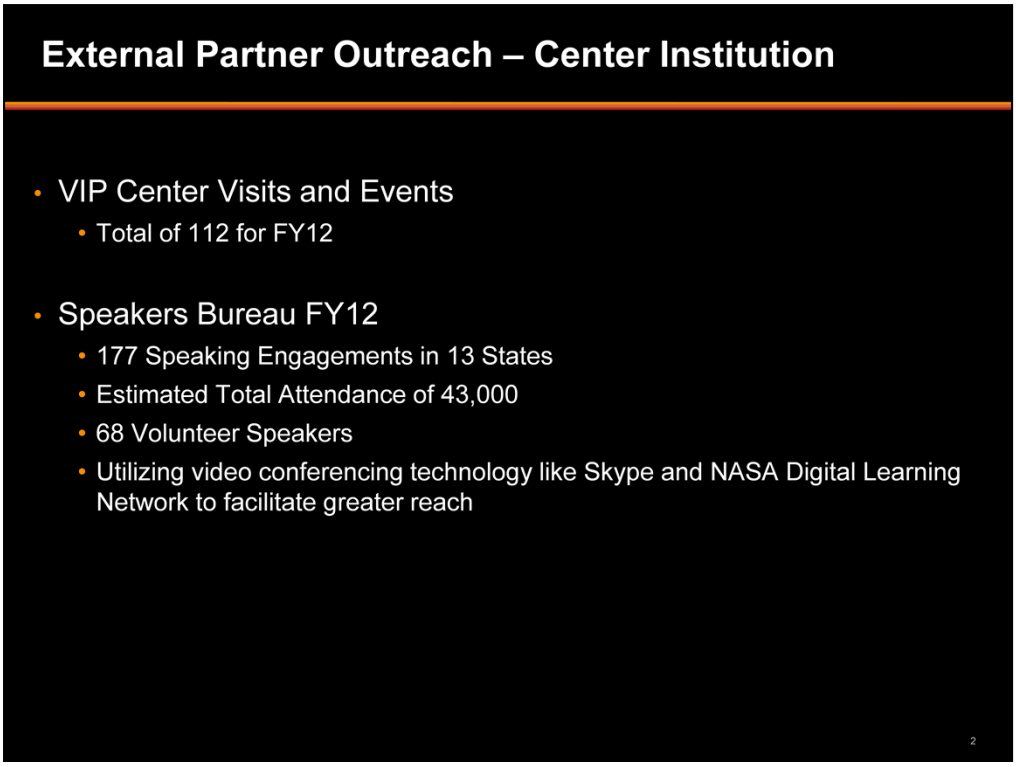
External Relations Office

- Events and Protocol
- Program/Project Support
- Stakeholder Management (Including Legislative)

Communications from our office cover the spectrum of the three primary areas

- Center Institution
- Programs/Project
- Partners

However, you will see that the work our office does rarely fits perfectly into one category or the other, but usually combines 1, 2 or all 3 areas into single events




Center Institutional Focus

## External Partner Outreach – Programs/Projects

- SLS Industry Roundtable
  - SLS Prime Contractor Executives
  - Planned expansion to other Program and Project offices
- Colocated Communications Specialists
  - SLS
  - Science and Technology
  - Discovery/New Frontiers and Lunar Quest
  - Centennial Challenges
  - Servir/Science@NASA
  - Technology Demonstration Missions

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Center Institutional Focus

## External Partner Outreach – Community

- Executive Engagement with Aerospace Industry Groups
  - Space Transportation Association 9/21/12 with approximately 100 people in attendance
  - Aerospace Industry Association core group meeting with approximately 20 key members in attendance
- Industry Days
  - Total of 4 Industry Days in conjunction with the MSFC Procurement Office in Huntsville, AL and New Orleans, LA. Attendance at each event averaged approximately 450-500
- ExecConnect
  - Two FY12 meetings with as many as 50 attendees and consistent email communication to full group of 75

## External Partner Outreach

- Advocacy Groups
  - Space Club – Huntsville Chapter
  - Coalition for Space Exploration
  - Tennessee Valley Corridor
  - TVNAC
- Small Business
  - Outreach to Marshall Prime Contractor Suppliers Council, MSFC Small Business Alliance and MSFC Small Business Executive Leadership Team
  - Minority Business Enterprises Showcase in Birmingham, AL 8/15/12 with approximately 250 people in attendance

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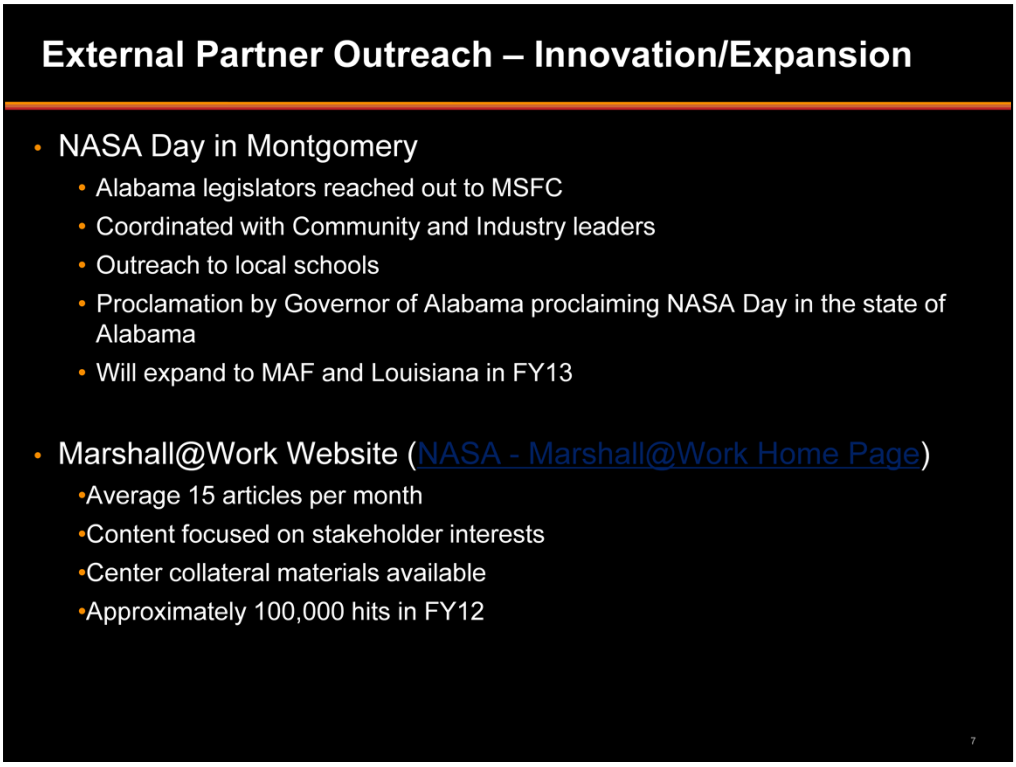
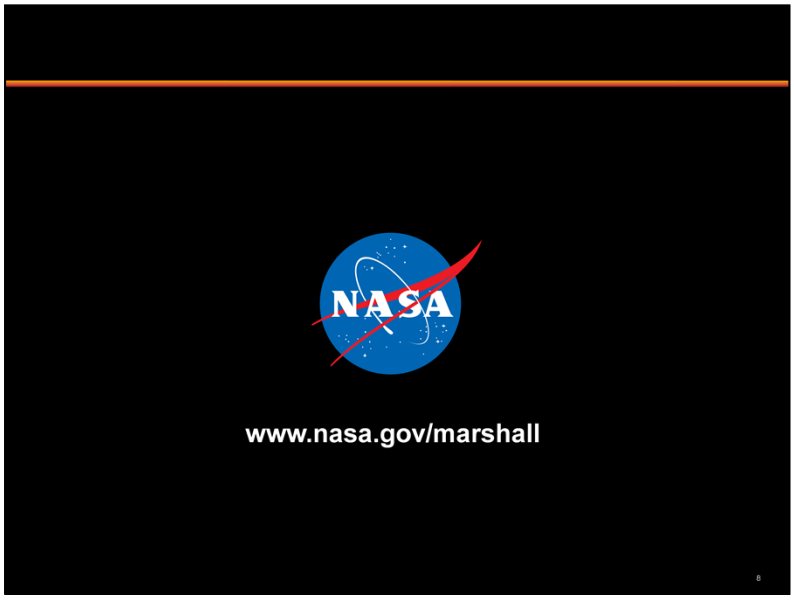
## External Partner Outreach

- MSFC in the Community
  - Chamber of Commerce
  - Local Governments (Mayors/County Commissioners)
  - Cummings Research Park
  - Team Redstone
  - Leadership Huntsville
  - Alabama A&M University/UAH/Oakwood
- Center Director's Breakfast FY12
  - Attended by more than 150 government, industry and community leaders




Other Examples:

Team Redstone integrated/coordinated products




NASA Presentation Sign-Off Page