

## **Media Advisory – July 29, 2009**

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### **TVW to webcast county aerospace summit live** *More than 300 people expected to attend growing event*

Snohomish County and TVW will present Monday's Aerospace Summit, "Saving Washington Aerospace" to thousands of viewers in a live webcast.

TVW, often called the Washington state version of C-SPAN, will present a live link from its Web site, [tvw.org](http://tvw.org), offering an unlimited audience the chance to watch as Snohomish County Executive Aaron Reardon and key aerospace leaders develop new strategies toward an aerospace competitive platform.

"TVW's commitment to airing this program live and in regular programming only highlights the importance of this issue to Washington state residents," Reardon said. "This is not simply an aerospace issue. Protecting this industry's 86,000 jobs has a direct correlation to the success of every business sector in the state."

Following the live webcast, TVW will air the summit in two parts, beginning Tuesday at 7 p.m., on its broadcast station, which reaches 99 percent of Washington state's cable households, representing about 65 percent of the state population.

KING 5 TV also is expected to present live coverage of the event in a webcast from its Internet site, [www.king5.com](http://www.king5.com).

"Saving Washington Aerospace," co-sponsored by the Snohomish County Executive Office and the Aerospace Futures Alliance (AFA), is the third in a series of competitiveness summits designed to increase the county and state's ability to compete for business and industry in an increasingly competitive national and global economy.

More than 300 people are expected to attend the free, one-day event, which runs from 10 a.m. to 2:30 p.m. at the Lynnwood Convention Center. The public is invited to attend.

The primary goal of the aerospace summit is to grow and retain the state's largest industry. Specifically, the objectives are to:

- Provide a national and global perspective of the future of aerospace;
- Better understand what aerospace businesses need to compete and win;
- Develop strategies to strengthen the competitiveness of the state's existing aerospace industry and businesses.

During the first half, keynote speaker Congressman Norm Dicks will provide a high-level perspective on the value to Washington state and the United States of having a world-class aerospace industry.

State and national business and labor leaders including **Larry Brown**, legislative and political director of IAM 751; **Michael Zubovic**, vice president, Aviation Technical Services; **Fred Kiga**, vice president of state and local government relations, The Boeing Co.; and aerospace economist **Adam Pilarski, Ph.D.**, senior vice president, Avitas, Inc., Va. will speak about the state of the global aerospace industry and its impact on our businesses while providing clarity on the industry's future in a new world economy where fierce competition rules.

Second half, **Glenn Farley**, KING 5 TV, will engage nine key aerospace CEOs, presidents and leaders from around the state in a discussion and debate about the readiness of our aerospace industry's competitiveness, and the partnerships, resources and support it will take for our aerospace businesses and industry to successfully compete and win market share. Among the panelists are: **Glenn Johnson**, CFO and executive vice president of finance, Alaska Air Group and Alaska Airlines; **Stan Sorscher**, legislative director, SPEEA; **Randall Julin**, general manager, Absolute Aviation Services; and **Rosemary Brester**, president and CEO, Hobart Machined Products.

TVW offers television coverage of the Washington State Legislature, Supreme Court, executive branch, state boards and commissions, elections and public policy events. While most of its programming is gavel-to-gavel, TVW also produces a number of regular shows including *Inside Olympia*, *The Impact*, *Legislative Review*, *The Faces and Places of Washington*, and *Engaged: Students Becoming Citizens*.

For more information on the aerospace summit, to RSVP or help sponsor the event, contact Donna Ambrose, manager of the county's Economic Development Division, at 425.388.3219 or [donna.ambrose@snoco.org](mailto:donna.ambrose@snoco.org).

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# Snohomish County SmartBiz

  
Snohomish County  
Economic Development  
Snohomish County Executive  
Aaron Reardon



## GLOBAL COMPETITIVENESS

### SAVING WASHINGTON AEROSPACE

BUILDING A COMPETITIVE PLATFORM

Monday, August 3, 2009, **FREE**

10 a.m. – 2:30 p.m.

Lynnwood Convention Center  
3711 196th Street S.W., Lynnwood



***The stakes just don't get any higher! A new world economy is creating fierce competition for our state's most prized industry. Hanging in the balance are 600 aerospace companies, 86,000 jobs and \$36 billion in economic value.***

- 10:15 **WELCOME** - Aaron Reardon, *Snohomish County Executive*
- 10:25 **KEYNOTE** - The Honorable Norm Dicks, *US Congressman*
- 10:45 **ECONOMICS OF NATIONAL AND GLOBAL COMPETITION**  
Adam Pilarski, Ph.D., *Sr VP, Avitas, Inc., offices in Chantilly, VA; Surrey, UK*
- 11:30 **AEROSPACE MACHINISTS UNION DISTRICT 751**—Larry Brown, *Legislative and Political Director*
- 11:45 **AEROSPACE TRAINING FACILITY**  
Michael Zubovic, *VP Finance and Administration, Aviation Technical Services, Inc., Board Chair, Aerospace Futures Alliance*
- NOON **BREAK** – light lunch
- 12:30 **AEROSPACE INDUSTRY DYNAMICS**  
Fred Kiga, *VP, State, Local Gov. Relations, Global Corp. Citizenship, NW region, The Boeing Company*
- 12:45 **AEROSPACE INDUSTRY LEADERS**
- MODERATOR:** Glenn Farley, *KING 5 TV*
- PANELISTS:** Rosemary Brester, *Pres., CEO, Hobart Machined Products, Hobart, Ellensburg, WA*
- Ben Hempstead, *Mech. Engineer, Electroimpact, Inc., Mukilteo, WA; UK, AU*
- Glenn Johnson, *CFO and Exec. VP, Finance, Alaska Air Group, Alaska Airlines, Seattle, WA*
- Randall Julin, *GM, Absolute Aviation Services, Spokane, WA*
- Michel Merluzeau, *Managing Partner, G2 Solutions, Kirkland, WA; D.C.*
- John Monroe, *retired executive, The Boeing Company, AFA Board member; EDC of Snohomish County, Board member*
- Stan Sorscher, *Legislative Dir., Society of Professional Engineering Employees in Aerospace (SPEEA), Everett, Seattle, WA*
- John Theisen, *Pres., CEO, Orion Industries, Federal Way, WA*
- Michael Zubovic, *VP, Finance and Administration, Aviation Technical Services, Inc., Everett*
- 2:00 **AUDIENCE PARTICIPATION**
- 2:30 **CLOSE** - Aaron Reardon

R.S.V.P. or Sponsorship Opportunities: Donna Ambrose at [donna.ambrose@snoco.org](mailto:donna.ambrose@snoco.org) or (425) 388.3219