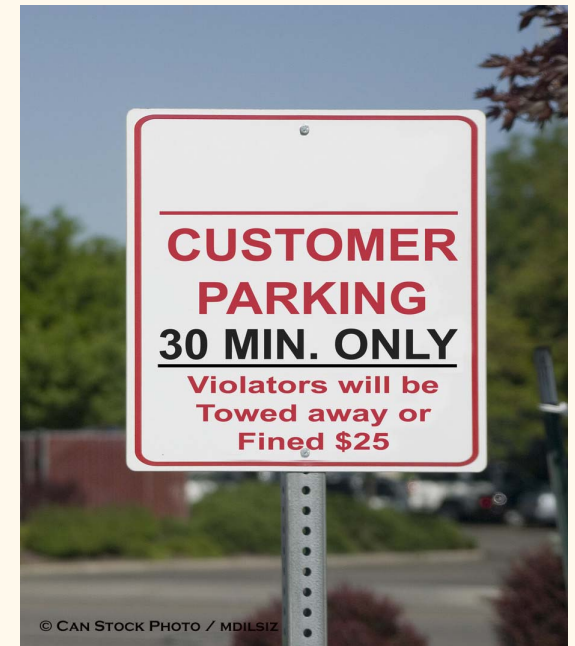


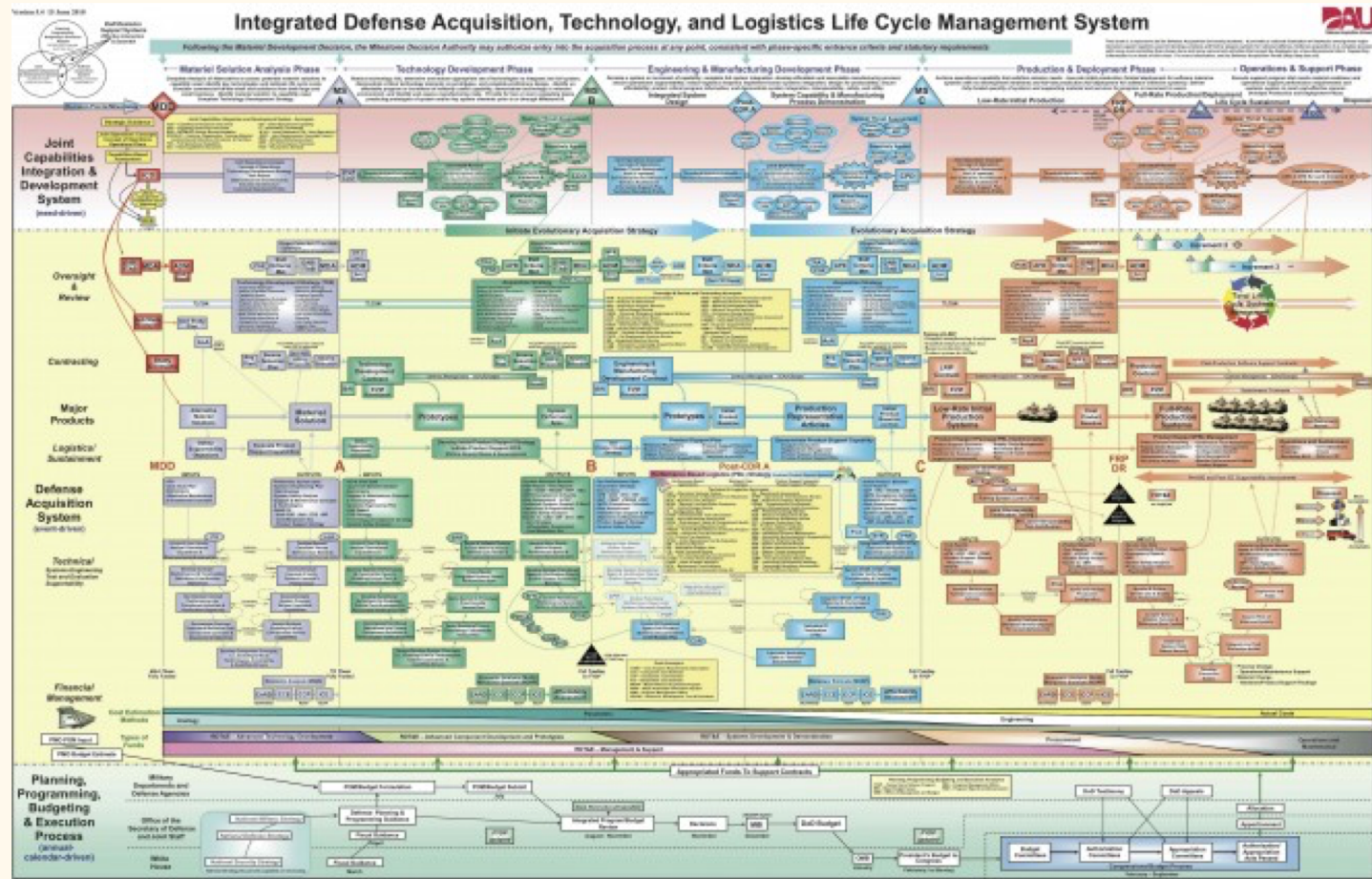
# Your 30 Minutes of Fame



## Talking To the Big Guys

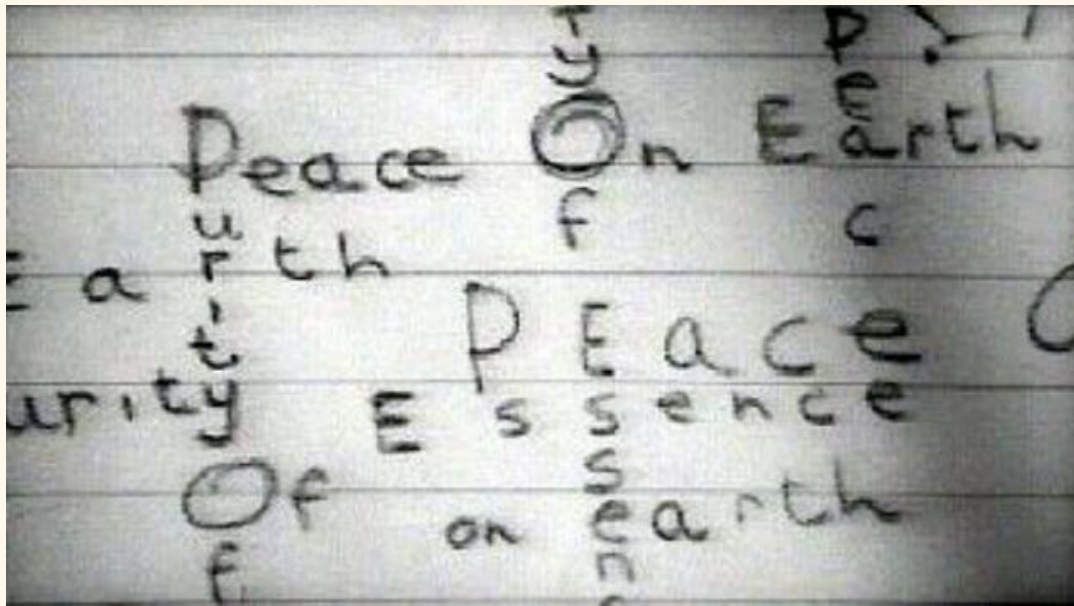
Your Driver:  
Lou Crenshaw CDFM

# But First . . . . .



# What Are Execs Doing During Your Power Point Briefing?

- Thinking about the last meeting
- Thinking about the next meeting
- Checking your spelling/math
- Looking at slide 10 while you are on slide 2
- Doodling
- Daydreaming
- Wondering when you will be done



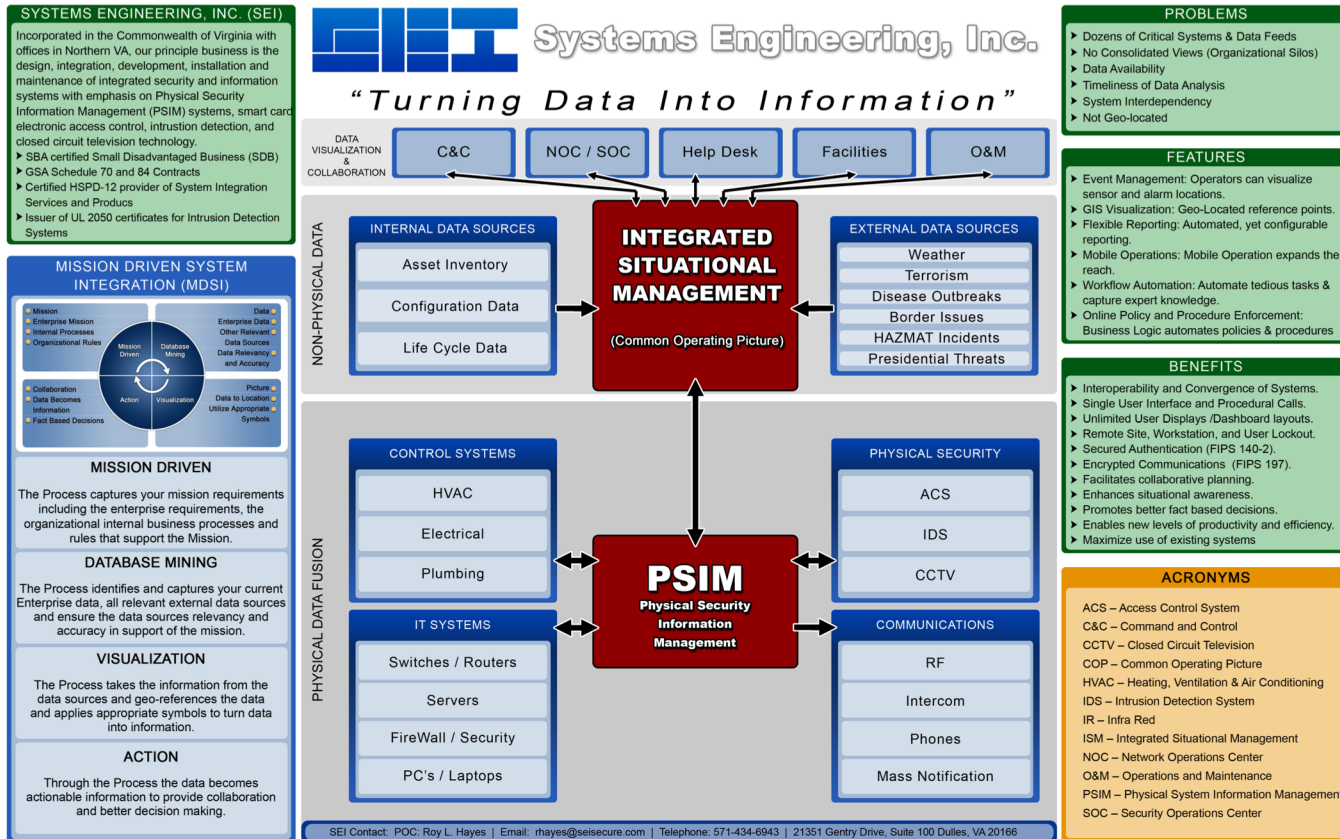
# Lou's Power Point Rules



- Keep them simple.
- Use few words.
- Make sure the words are spelled corectly and numbers add up.
- Have a time budget for your slides.
- **DON'T READ THE SLIDES!!**
- If they can't see it, why use it?
- Don't read the slides.
- Don't use Power Point.



# How About A Placemat Instead?



# How About A Placemat Instead?

## PARTNERS

While SEI strives to be vendor neutral, we demonstrate these "Best of Breed" vendor solutions.

<b>Situational Awareness</b>	<ul style="list-style-type: none"> <li>▶ IDV Solutions</li> <li>▶ Aware</li> </ul>
<b>Physical Security Information Manager</b>	<ul style="list-style-type: none"> <li>▶ Proximex</li> <li>▶ Lighthouse</li> </ul>
<b>Access Control</b>	<ul style="list-style-type: none"> <li>▶ AMAG</li> <li>▶ Software House</li> <li>▶ Identive</li> </ul>
<b>Intrusion Detection Systems</b>	<ul style="list-style-type: none"> <li>▶ DMP</li> <li>▶ Bosch</li> </ul>
<b>Closed Circuit Television</b>	<ul style="list-style-type: none"> <li>▶ Avigilon</li> </ul>
<b>SCADA</b>	<ul style="list-style-type: none"> <li>▶ OPTO 22</li> <li>▶ Matricorn OPC</li> </ul>
<b>Fire Alarm</b>	<ul style="list-style-type: none"> <li>▶ Gamewell</li> </ul>
<b>Information Technology</b>	<ul style="list-style-type: none"> <li>▶ Triumphant</li> <li>▶ Solar Winds</li> </ul>
<b>Power Management</b>	<ul style="list-style-type: none"> <li>▶ PSL – Pqube</li> </ul>

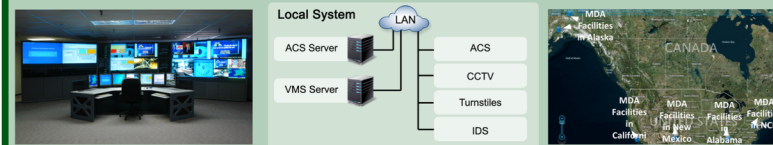
## RSS FEEDS

- ▶ Terrorism Events
- ▶ Weather Data
- ▶ Amber Alerts
- ▶ Presidential Threats
- ▶ HAZMAT Alerts
- ▶ Forest Fire
- ▶ Disease Outbreaks
- ▶ Earthquakes
- ▶ Aviation Incidents
- ▶ Border Security Incidents
- ▶ Gang Activity

**SEI Systems Engineering, Inc.**  
 POC: Roy L. Hayes | Email: rhayes@seisecure.com  
 Telephone: 571-434-6943  
 21351 Gentry Drive, Suite 100 Dulles, VA 20166

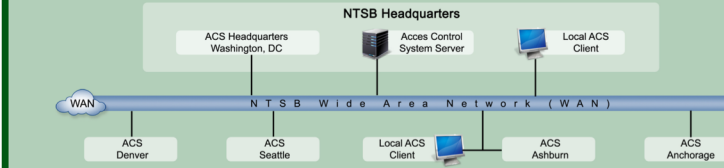
## MDA Security Systems Sustainment Contract - HQ0147-11-F-0039 - 04/21/11 - 04/20/16 - \$1,134,475.95

SEI is the PRIME Contractor for maintaining and upgrading the Missile Defense Agency's (MDA's) security systems at all locations across the U.S. ensuring compliance with HSPD-12 and support in the following areas: Access Control System (AMAG and GE Diamond II), Intrusion Detection System (IDS), Closed Circuit Television (CCTV) System (Vicon, Pelco, Integral), Video Imaging and Badging Equipment, Security Operations Center (SOC), Guard Stations, Turnstiles, Vehicle/Pedestrian Gates, Card Readers, and Fencing.



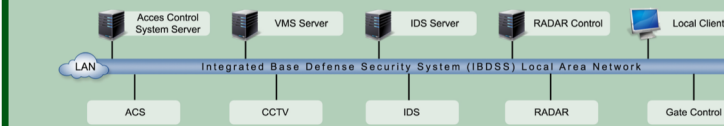
## NTSB Security Systems Sustainment and Upgrade - NTSBBC11009 - 08/01/11 – 07/31/16 - \$330,000.00

SEI is the PRIME Contractor for maintaining and upgrading the National Transportation Safety Board (NTSB) security systems in the following areas: Access Control System, Video Imaging and Badging Equipment, Security Operations Center (SOC), Command and Control center, Guard Stations, Turnstiles, and Card Readers.



## Integrated Base Defense Security Systems - FA4416-10-C-0019 - 05/01/10 – 04/30/15 - \$2,531,298.58

SEI is the PRIME Contractor for a team consisting of InDyne Corporation providing on-site maintenance and sustainment support on all installed Joint Base Andrews Naval Air Facility Washington Integrated Base Defense Security System (IBDSS) equipment. Systems include but are not limited to gate entry control systems and associated hardware/software (i.e., AMAG, Object Video, Netsight Atlas, Detection Correlation, Video Loss, JBOSS, PRSS Software), detection surveillance cameras and associated hardware/software, surveillance radar systems and associated hardware/software to software updates and patches, command/control and display equipment and associated hardware/software, flight line controlled area fencing and automated vehicle gates and pedestrian turnstiles, and integrated legacy equipment.



## Mr. Roy Hayes – President & CEO

Mr. Hayes has grown SEI into a reliable and responsive security and information system integrator with the Federal Government, supporting government clients throughout the National Capital Region and around the world. He is an Electrical Engineer with over 30 years of experience in the design, development, implementation and maintenance of security and information systems.

## RAdm Guy Curtis – Executive Consultant

Admiral Curtis served in the Nuclear Submarine branch of the US Navy for 37 years. Upon successful completion of many years of Operational Command of Submarines he was assigned as the Executive responsible for the design and construction of the USS Seawolf (SSN-21) Class Submarine. A Submarine for the 21st Century. In his final Navy assignment he served as the Assistant Deputy CNO Logistics in Desert Storm and was the architect for the use of Digital Technology within the US Navy and the Department of Defense. Next he joined the Xerox Corp where he continued his work with Digital Technology and was responsible for moving Xerox from an Analog to a Digital Product Company and adopting an Industry Solutions approach for the Customer.

## Mr. Larry Moore – Chief Engineer

Mr. Moore has experience in managing Programs for PSIM and Security system installation worldwide and brings over 30 years of experience in the successful completion of numerous projects over his career. He is dedicated to the successful completion of programs and excellence in customer service demonstrated by his work on the US Air Force Barriers Program, Common Access Card Proof of Concept, USAF Advanced Entry Control System, IBDSS, NTSB and many others.

## Mr. Richard Case – Director of Field Operations

Mr. Case has in excess of 40 years' experience in the survey, systems specification, design, implementation, testing and customer acceptance of systems as well as the repair/maintenance point of view. This varied experience encompasses Microwave Communication Systems, Ground-to-Air radio Systems, Main Frame Computer Systems and for the past 20 years, Access Control Systems.

## Dr. Roy Hayes, Jr. – Project Engineer

Dr. Hayes possesses an in-depth knowledge of networking systems, concepts and hands on expertise with networking and physical security systems. He has implemented the Data Management solution into our Customer Demonstration Center and integrated all of the existing Security systems into the PSIM. He has created a student tracking Application which he integrated into our installation of Proximex.

## Mr. William Kimbark – Senior Systems Engineer

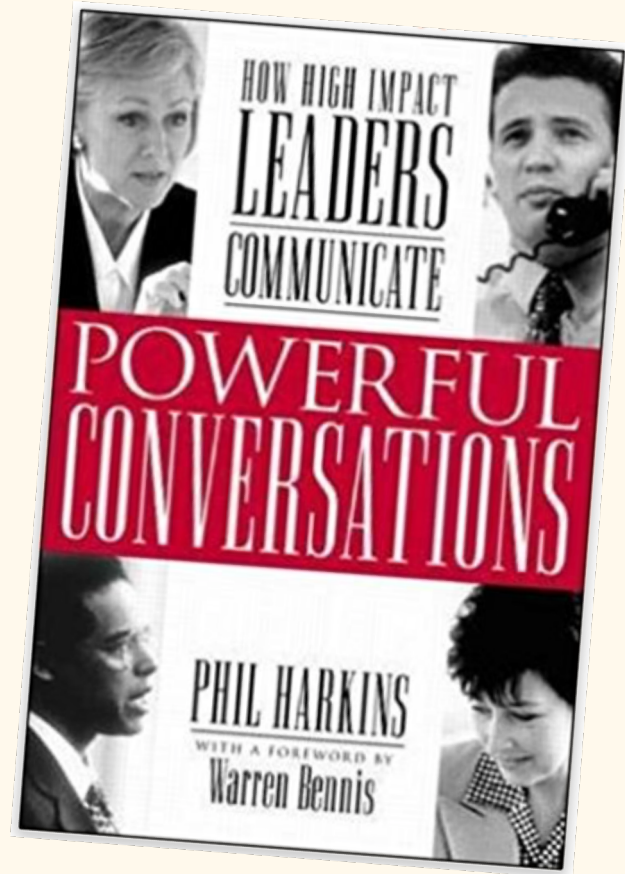
Mr. Kimbark is a Systems Engineer with over 30 years experience specializing in Security, IT and Communications systems and has provided complete Life Cycle Maintenance for Government and Commercial customers. Mr. Kimbark's 20 year career in the U.S. Navy culminated as Electronics Material Officer, NCTAMSANT, where he maintained Electronics systems for the Global Maritime and Joint Warfighter where he maintained significant system uptimes.



BUSINESS ADVICE WITH INTEGRITY

# Having Good Conversations

- Building Trust
- 3 Stages
  - Set the agenda
  - Discuss/probe/listen
  - Next Steps
- Was it a powerful conversation?
  - Advanced the agenda
  - Shared learning
  - Stronger Relationship
- Tower of Power
  - What's up
  - What's so
  - What's possible
  - Let's go
- Weak Conversations
  - Unfocused and tangential
  - Frequent interruptions
  - Lack of active listening
  - Non-verbals
  - Body Language



# What a Powerful Conversation is Not



- A Sales Pitch
- A PowerPoint marathon
- A Demo
- Time to demonstrate reading skills
- Time to check your cell phone
- Mostly transmitting



# What is a Powerful Conversation?



- Builds trust and relationships
- Shared learning
- Three Stages
  - Set the agenda
  - Discuss/probe/listen
  - Next steps
- Active listening
- Body Language Matters

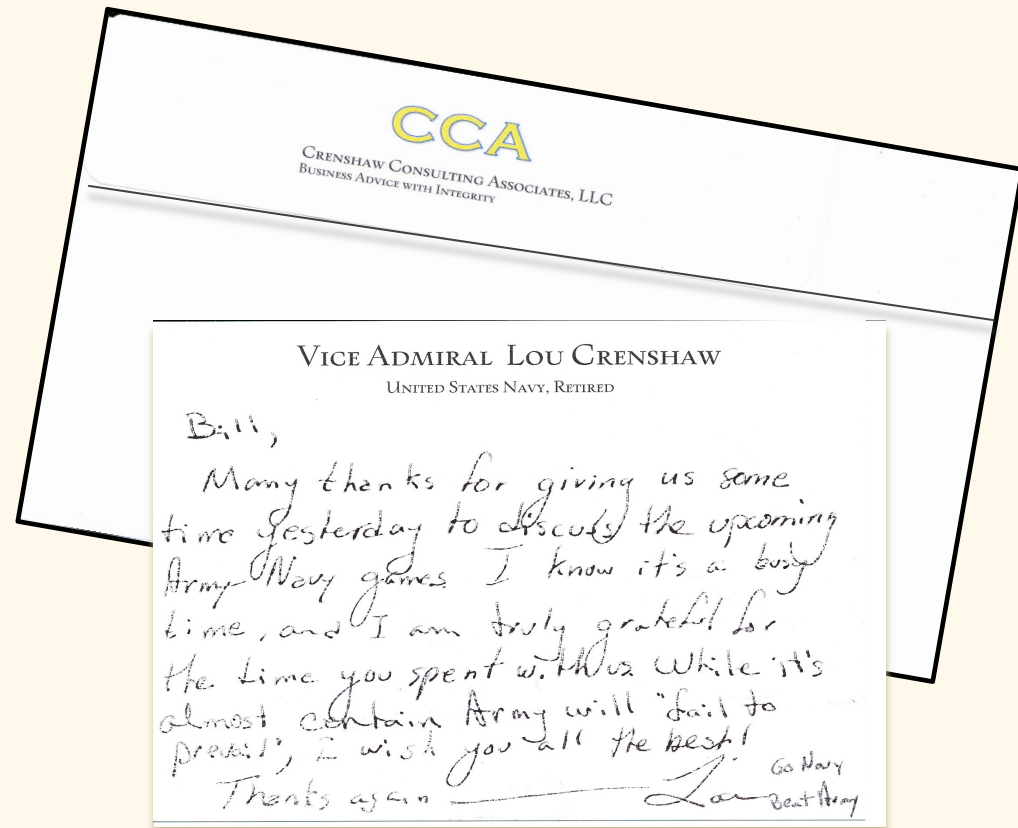
# What Do Executives Value?

- Good listeners
- Team players and partners
- Honesty
- Interest in their problems
- People who can commit
- Contract vehicle knowledge
- Options



# What Do Executives Value?

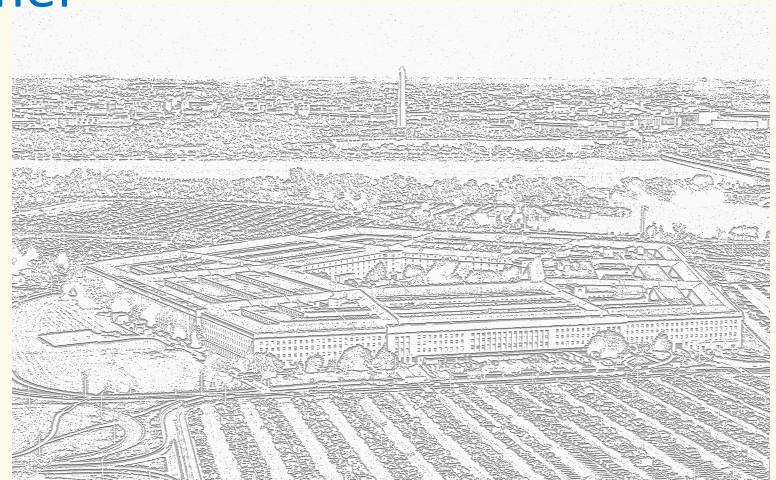
- Unique perspectives
- Preparation
- Small groups
- **Written Thank You notes**



# Why Powerful Conversations Matter

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- DoD Execs are busy
- You will probably have one chance
- Establish credibility/competence/empathy
- Hear straight from the customer
- Opens the door for follow-up





# Just so you Know

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- EAs always sit in/Listen in/Screen E-mails
- Don't be surprised if lawyer/JAG sits in
- Meetings are always late....but YOU be on-time
- Pentagon security takes 10-30 mins
- Your collateral will most likely go into circular file
- No electronics. Nothing works inside anyway
- Make sure you give EA a business card
- Thank the Front Office when you leave

# The End

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BUSINESS ADVICE WITH INTEGRITY