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### Message from the HPA Chairman



Less than a year ago, seven satellite industry organizations, which made up the Hosted Payload Alliance (HPA) steering committee, got together during Satellite 2011 to draft the HPA charter and define the goals and membership criteria for the alliance. One month later, we held our first organizational meeting of the HPA during the National Space Symposium (NSS) in Colorado.

The HPA was off to an exciting start at NSS, hosting a panel discussion with senior officials in the U.S. Government directly involved in hosted payloads. The panelists presented their perspectives on the opportunities and challenges in implementing the 2010 National Space Policy, which called for public-private partnerships with the commercial satellite industry to fill space mission requirements. The discussion focused on the fundamental issues facing government customers in deploying hosted payloads on commercial satellites, and opened the door to a much-needed forum for continued dialogue on hosted payloads.

I'd like to thank the HPA original steering committee members for their valuable expertise and ardent support during the launch of the HPA. This pioneering group includes Boeing Space and Intelligence Systems, Intelsat General Corporation, Iridium Communications Inc., Orbital Sciences Corporation, Lockheed Martin Space Systems, SES WORLD SKIES U.S. Government Solutions and Space Systems/Loral.

Since then, the HPA has significantly raised its visibility among members of the satellite and space community within the government and commercial sectors. Membership in the alliance has

increased and I want to welcome new executive members to date: Arianespace, ATK, EADS North America, Harris and Raytheon. Membership in the HPA is open to satellite operators, satellite manufacturers and system integrators. We also welcome other interested organizations who have a stake in potential hosted payload opportunities.

This year, the HPA will maintain a relevant presence at key industry conferences and other events including, Satellite 2012, the National Space Symposium and the Reinventing Space Conference, among others. The HPA will continue to work with government organizations such as the USAF Space and Missile Center and NASA to cooperatively explore a variety of hosted payload issues through additional workshops.

Additionally, the HPA will continue to advance its mission of providing an educational forum to help government and the commercial industry address the issues, as well as raise awareness of the benefits surrounding government hosted payloads on commercial satellites.

We anticipate an exciting year. The momentum around hosted payloads continues to increase, the economic and political environment for hosted payloads is good, and we have a critical mass of industry leaders on the Alliance team to make an impact. We look forward to continuing our work of serving as a bridge between government and private industry to foster open communication between potential users and providers of hosted payload capabilities.

Happy New Year,  
Don Thoma

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## **HPA/Euroconsult Benchmarking Project**

In a joint effort, HPA is teaming with Euroconsult to develop a new report: Hosted Payloads – “The View from Within” that will provide a comprehensive assessment of lessons learned, trends and drivers of hosted payload programs worldwide. The objective for the report is to provide baseline data for the hosted payload market and to also establish a measurement resource to determine how HPA’s strategic efforts will impact the industry.

The report will take the format of a strategic brief, consulting-like, easy to use for government and industry executives of the sector. In addition, the report will be supported by an extensive consultation with all the stakeholders directly and indirectly involved in hosted payloads in order to collect their experience and views regarding future developments, opportunities and risks.

The report will be structured in two parts: the first part will benchmark Hosted Payload Projects worldwide and provide detailed case studies on a selected number of programs. The second part will focus on a stakeholder survey with collection and analysis of the view of key government and industry players regarding risks, opportunities, challenges and requirement related to hosted payloads.

HPA members will be contacted to provide critical data for the report and will receive exclusive pricing on the final product. The report will be available in 2Q 2012.

[Euroconsult](#) is a leading international consulting and analyst firm specializing in satellite

applications, communications, and digital broadcasting. Euroconsult provides this expertise to clients through three specific activities: customized consulting projects, designed to respond to clients' specific needs; research reports and other strategic decision making-tools; summits, bringing together the industry's leaders.

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## HPA Board of Directors

### HPA Board Officers



Don Thoma, HPA Chairman  
Executive Vice President Marketing, Iridium



David Anhalt, HPA Vice Chair  
Vice President, U.S. Government Solutions, Space Systems/Loral



Robert Cleave, HPA Treasurer  
Director, Lockheed Martin



Rich Pang, HPA Secretary  
Senior Director, Hosted Payloads, SES Government Solutions

### HPA Board Members



Clay Mowry, HPA Board Member  
President, Arianespace



Jim Armor, HPA Board Member  
Vice President of Business Development, ATK Space Systems



Jim Mitchell, HPA Board Member  
Vice President, Commercial Satellite Services, Boeing



Claudette Martin, HPA Board Member  
Program Manager/ Space, EADS North America



Janet Nickloy, HPA Board Member  
Director, Space Communication Systems Business Development, Harris



Don Brown, HPA Board Member  
Vice President, Hosted Payloads, Intelsat General Corporation



Peter Marquez, HPA Board Member  
Vice President of Strategy and Planning, Orbital

Ronald Stopher, HPA Board Member  
Director of Strategy and Business Development,  
Raytheon

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## Welcome to Our New Members

HPA is pleased to welcome five new members to the Executive Board:

- Arianespace
- ATK Space Systems
- EADS North America
- Harris
- Raytheon

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## Help Grow the HPA Membership – Call for New Members

HPA membership is open to satellite operators, satellite manufacturers, system integrators and launch service providers, and other interested parties. Contact [Andrew Smith](#) with suggested companies and contacts for prospective membership in the Hosted Payload Alliance.

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## Member News

### HPA Member Companies Lockheed Martin and Raytheon Team Up

Lockheed Martin and Raytheon Company are teaming to compete for a U.S. Navy contract that will upgrade the fleet's capability to electronically attack anti-ship missiles. [Read the full press release.](#)

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## Important Dates

### [Satellite 2012](#)

March 12 – 15, 2012, Washington, DC USA

On March 12, the Hosted Payload Alliance will present a series of panel sessions at Satellite 2012. Panels will feature government and industry experts, discussing topics such as the current state of hosted payloads, the 50-year history of hosted payloads, non-traditional acquisition initiatives, the CHIRP program, and joint capability procurement. See the [full listing of HPA sessions at Satellite](#)

[2012.](#)

### [National Space Symposium](#)

April 16 – 19, 2012, Colorado Springs, CO USA

- On April 17, HPA Board Member Clayton Mowry will participate in the panel “Launch Providers, Propulsion Partners and the Way to Space”
- On April 18, Hosted Payload Session: Hosting Government Payloads on Commercial Satellites - International Experiences and Lessons Learned

View the [full listing of events at the National Space Symposium.](#)

### [Reinventing Space 2012](#)

May 7 – 11, 2012, Los Angeles, CA, USA

HPA Board Member Jim Mitchell’s paper, “Governments Turn to Hosted Payloads for Cost Savings & Risk Sharing”, has been selected as an alternate presentation. Check with [HPA Headquarters Staff](#) for updates.

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