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Message from the HPA Chairman



In the months ahead, our mission to help promote the use of commercial hosted payload space by governments around the world through education and outreach will continue to broaden in the form of a number of important seminars, workshops, speaking engagements and other industry gatherings. Given that, I wanted to take this opportunity to briefly highlight some of these, especially those that will include HPA involvement.

Reinventing Space 2012 (May 7-11; Los Angeles):

- Jim Mitchell from Boeing presented the paper, "Governments Turn to Hosted Payloads for Cost Reduction and Risk Sharing?"

SATCON 2012 (Nov. 14-15; New York):

- Panel session on Thursday, Nov. 15
- Annual business meeting on Thursday, Nov. 15
- Working group session on Thursday, Nov. 15

This summer and fall will be exciting times for those of us in HPA. I'm as enthusiastic about these opportunities as I am about the growing list of HPA members – including Northrup Grumman – who are contributing to the effort to tell the story of the value of commercial hosted payloads to important prospective government customers.

Look for updates on these events in the coming weeks and months.

Don

Hosted Payloads at the Forefront of NSS

On April 18, HPA co-presented the plenary presentation "Hitching a Ride - All About Hosted Payloads" at the 28th National Space Symposium in Colorado Springs, CO.

The lively discussion was moderated by L2 Aerospace CEO, General Lance Lord, USAF (Ret). The panelists discussed at length how hosted payloads are increasingly becoming a strategy for governments to leverage the commercial space industry to meet their public sector needs.

Panelists included Lieutenant General Brian Arnold, USAF (Ret), vice president - space strategy, Raytheon Space and Airborne Systems; Arnold Friedman, senior vice president, Space Systems/Loral; Akos Hegyi, head of EDRS Services, Astrium Services; Lt. Gen. Ellen M. Pawlikowski, USAF, commander, Space and Missile Systems Center; Dr. James Reuther, director for game changing technologies and crosscutting capability demonstrations, NASA; and Philippe Sivic, deputy programme manager, European Space Agency's Large Platform Program.

Key points from each expert panelist can be found [here](#).

HPA is encouraged by the continued interest in the benefits of hosted government payloads as an alternative for access to space and will offer educational content to promote the dialogue.

HPA/Euroconsult Benchmarking Project

The joint HPA/Euroconsult benchmarking project that will evaluate government payloads on commercial spacecraft has been completed.

In this report, all current and historic hosted payloads will be identified and listed. It will provide a concise overview of hosted payloads featuring the payload type, launch year, sponsor, manufacturer, host and arrangement. Subsequently, a case study analysis has been conducted of several hosted payload programs. Case studies were selected in consultation with HPA and will cover different payload types, clients and arrangements. Each case study was conducted following a similar structure including program overview, stakeholders map, performance assessment, risk allocation matrix, major drivers and inhibitors and key lessons learned.

Euroconsult will be presenting the findings in an exclusive webinar to HPA members this summer. Please check back for updates.

All Things Hosted Payload

Northern Sky Research Webinar: The Case for Hosted Payloads

This NSR webinar will offer a platform for in-depth discussion of the emerging market for hosted payloads across all market segments and all regions.

Find more information and to pre-register, click [here](#).

HPA Members in the News

HPA Treasurer Robert Cleave has been named president of Lockheed Martin Commercial Launch Services (LMCLS). Previously, Robert served as director of new business solutions at Lockheed Martin, focused on developing adjacent and horizontal business opportunities, and as director of

business development for Global Communications Systems, responsible for \$1.5 billion in annual sales related to satellite communication networks. In his new role, Cleave will lead and expand the company's launch services business encompassing sales, marketing, contracting and mission management for the commercial Atlas and Athena family of launch vehicles.

HPA Government Membership

In addition to the Executive and Associate level memberships, HPA also offers a Government Membership—available at no cost to individuals currently working for government departments/agencies along with university-affiliated faculty members. Current HPA government members include individuals from the U.S. Air Force Space Command, Defense Acquisition University of the Department of Defense, Ames Research Center at NASA and the Economic Development Commission of Florida's Space Coast.

Government memberships are complimentary and available exclusively to individuals. HPA members are encouraged to contact [Andrew Smith](#) with potential organizations for HPA government membership.

Important Dates

HPO/HPA Hosted Payload Forum at Space and Missile System Center

To be determined

Hosted Payload Summit

September, 27, 2012

Washington, DC

HPA Annual Business Meeting at SATCON

November 15, 2012

New York, NY

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