

SPACE FOUNDATION

Press Kit



SPACE FOUNDATION

ABOUT THE SPACE FOUNDATION

Mission

To advance space-related endeavors to
inspire, enable, and propel humanity.

About the Space Foundation

Founded in 1983, the Space Foundation is an international nonprofit organization and the foremost advocate for all sectors of the space industry – civil, commercial, national security, new space entrepreneurship, and finance. A leader in space awareness activities, major industry events, and educational enterprises, the Space Foundation is headquartered in Colorado Springs, Colo., has an office in Washington, D.C., and has field representatives in Houston, Texas, and Cape Canaveral, Fla.

The Foundation employs a variety of programs and initiatives that educate and raise awareness about the importance and impact of the space industry. Our education programs work with teachers and students to integrate space and space science into the classroom. Our research and analysis division provides credible and authoritative information about the space industry through publications such as *The Space Report* and industry white papers. The Space Foundation’s government affairs division educates and raises awareness and understanding about space issues among policy and decision-makers throughout the government. Our Certified Space Technology and Space Technology Hall of Fame programs communicate the significant impact of the space industry through spin-off technologies that benefit our lives here on Earth. Additionally, we promote critical dialogue among professionals from across the space industry through two major annual events, the National Space Symposium and the Strategic Space Symposium.

Space Foundation History

The Space Foundation was founded “to foster, develop, and promote, among the citizens of the United States of America and among other people of the world ... a greater understanding and awareness ... of the practical and theoretical utilization of space ... for the benefit of civilization and the fostering of a peaceful and prosperous world.”

The Space Foundation has evolved with the global space community, and is one of the few space-related organizations that embraces the totality of the space industry rather than focusing on a narrowly defined niche. In the more than 25 years since its founding, the Space Foundation has become one of the world’s premier nonprofit organizations supporting space activities, space professionals, and education.

Space Foundation Events

The Space Foundation hosts the following events annually:

- NATIONAL SPACE SYMPOSIUM
- STRATEGIC SPACE SYMPOSIUM

The Space Foundation’s Press Kit

serves as a resource about the Foundation, our events, programs, and areas of expertise. This document contains information on the Space Foundation’s mission, history, industry events, publications, programs, and policies relating to media.

The Space Foundation’s media team is prepared to serve as a resource for media on all space issues – civil, commercial, national security, new space entrepreneurship, financial, education, STEM, and workforce issues.

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Government Affairs

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Vice President
Marketing and Creative Services

Mr. William V. Parker
Special Adviser, International Affairs



Elliot Holokauahi Pulham BIOGRAPHY

Mr. Elliot Holokauahi Pulham was named Chief Executive Officer of the Space Foundation in 2001, and leads this globally respected nonprofit organization in pursuit of its mission: To advance space-related endeavors to inspire, enable, and propel humanity.

Prior to joining the Foundation, Mr. Pulham served for a decade as senior manager of public relations, employee communications and advertising for all space programs of Boeing. Mr. Pulham is widely quoted by national, international, and trade media in their coverage of space activities and space-related issues, and his monthly column **Space Watch: The View from Here** enjoys a global industry audience. Mr. Pulham is a member of the national board of advisors of the RNASA Foundation, a member of the national board of advisors of the Institute for Space & Security Studies, and is a lecturer for the National American Pacific Islander Leadership Institute.

SPACE FOUNDATION EVENTS

The Space Foundation provides the media with access to fair, balanced, and objective information sources - keeping them informed about major Foundation initiatives and events. We encourage accredited media to attend and cover our events and to participate in media opportunities such as roundtables, press conferences, and more.

Media registration at Space Foundation events is complimentary to accredited media, which includes reporters, editors, and photographers affiliated with recognized broadcast, print, or Internet media organizations. Please review the media registration guidelines and accreditation qualifications for specifics.

26TH NATIONAL SPACE SYMPOSIUM

26th National Space Symposium: April 12 - 15, 2010

The National Space Symposium, the premier annual gathering of the global space community, takes place each spring at The Broadmoor Hotel in Colorado Springs, Colo. The 26th National Space Symposium is scheduled for April 12-15, 2010.

Widely regarded as the most important forum for the discussion of space policy, the symposium brings together all sectors of space — civil, commercial, national security, new space entrepreneurship, finance, education, and workforce issues — to highlight the accomplishments and address the opportunities and issues facing the space industry today.

More than 8,000 participants from across the United States and many foreign countries attend the National Space Symposium. These individuals, who represent the history and future of this \$257 billion industry, include senior leadership from civil space and government agencies, including NASA and NOAA; the commercial space and satellite broadcasting industry; the Department of Defense and military space commands; entrepreneurial space ventures; universities and academia; and the global space industry.

The outstanding program agenda features individual speeches and panel discussions by both senior and emerging leaders from across the space industry. In addition, the National Space Symposium features a spectacular exhibit center representing more than 140 organizations and companies, educational events, and numerous opportunities for the media to hear from and meet with space leaders.

National Space Symposium – History

Since its beginning in 1984, the National Space Symposium has brought together space leaders from around the world to discuss, address, and dream about the future of space. The inaugural event took place at The Broadmoor Hotel in Colorado Springs, Colo., which continues to house the event to this day. In the ensuing years, attendance has grown from barely 250 space enthusiasts to the more than 8,000 expected participants at the 25th National Space Symposium in 2009. The Symposium has become widely known as the premier U.S. space policy and program forum. It is the “must attend” opportunity for information and interaction on all sectors of space – civil, commercial, national security, new space entrepreneurship, finance, education, and workforce issues.

The Symposium has been the stage from which many notable space leaders addressed the world. Prominent speakers have included Cabinet officials such as the Secretaries of Commerce, Transportation, and Defense; Secretary of the Air Force; Director of the National Reconnaissance Office; Commanders of U.S. Strategic Command, U.S. Northern Command, and Air Force Space Command; NASA administrators; leading members of Congress; and senior industry executives as well as a host of state officials, astronauts, private space travelers, futurists, media personalities, and leading educators.

Each year, the Space Foundation presents a number of prestigious awards during the Symposium to mark the phenomenal space-related achievements of both individuals and organizations. Among these awards are The General James E. Hill Lifetime Space Achievement Award, the John L. “Jack” Swigert, Jr., Award for Space Exploration, the Space Achievement Award, the Morrow Award for Public Outreach, and the annual Space Technology Hall of Fame induction.

The Symposium is known for its extensive exhibit center, which now comprises two halls and can accommodate 140 exhibitors showing the latest in space technology.

The National Space Symposium took on an exciting new dynamic when it opened its doors to teachers from across the nation. Education has been an important element of the event ever since and the educational outreach that occurs at the event continues to grow every year. The National Space Symposium now hosts teachers and students for workshops, tours, and a career fair.

While the event is titled the National Space Symposium, from the early days international representatives have been an integral part of the program agenda, exhibit center, and attendees. Each year, more countries are represented in attendance as the international space community continues to grow.

STRATEGIC SPACE SYMPOSIUM

2 - 4 NOVEMBER 2009 • QWEST CENTER OMAHA

Strategic Space Symposium: 2 - 4 November 2009

The Strategic Space Symposium, 2-4 November 2009, at the Qwest Center Omaha in Omaha, Neb., offers space and defense professionals an unparalleled opportunity for education, interactive discussion, and exposure to the latest space operations technologies. Co-sponsored by the United States Strategic Command (USSTRATCOM) and the Space Foundation, the event is expected to attract more than 1,500 government officials, military leaders, top industry executives, educators, students, and exhibitors from around the world.

Focused directly on global space strategy and warfighter issues and requirements, the Strategic Space Symposium features two full days of interactive training sessions, speeches, panel discussions, networking opportunities, exhibits, and concurrent educational programs for teachers and students. Themed *Advancing Space Capabilities and Strengthening Operations to Promote Global Security*, the Symposium showcases industry best practices, cutting-edge technologies, and emerging space capabilities, as well as providing a platform to discuss challenging space issues and shape space policy.

Presentations include perspectives from senior leaders from the Department of Defense, U.S. and Allied government, industry, and academia. Breakout sessions led by top-level military leaders from USSTRATCOM explore a variety of topics, including space situational awareness, defense of space, protection of assets, current and future space policy, warfighting needs, capability gaps in space technologies, and emerging capabilities, and give attendees ample opportunity to participate in open discussion and formulation of recommendations.

Space News is the Space Foundation's exclusive media partner at the Strategic Space Symposium.

Online registration, agenda, exhibitor, and sponsorship information, and media registration information are available at www.StrategicSpaceSymposium.org.

No federal endorsement of the Space Foundation or any of its members or affiliates is intended or implied.

MEDIA REGISTRATION GUIDELINES

Media Registration Guidelines for Space Foundation Events

Media registration at Space Foundation events is complimentary to accredited media, which includes reporters, editors, and photographers affiliated with recognized broadcast, print, or Internet media organizations. Please review our media accreditation qualifications for specifics.

Media registration allows entrance to general sessions, receptions, exhibits, and media events. Sessions may be recorded unless otherwise indicated, as long as the proceedings are not disturbed. Registered media are required to wear event badges at all times.

Members of the media may cover dining events from the press seating area, but will not be served meals.

Interviews may be conducted subsequent to sessions, at the discretion of the speakers, panelists, or their staffs. A media center is available for use by accredited media registered for the event.

We strongly encourage media to pre-register for all events.

Media badges will not be mailed in advance; all pre-registered media must pick up their materials onsite at the media center. Media who have registered and met the Space Foundation requirements for registration will receive a confirmation e-mail.

Soliciting or accepting orders for any product or service, including advertising space, in the exhibit center or any other part of the event area is prohibited. Distribution of your organization's promotional material also is prohibited.

A history of being registered at previous Space Foundation events does not guarantee approval or waive the accreditation requirement. Misconduct or misrepresentation of position and/or publication/news organization may bar you and your organization from all future events.

The Space Foundation reserves the right to deny, refuse, or revoke media badges during pre-registration as well as onsite. All requests will be reviewed on a case-by-case basis.

All persons wishing to attend as media must present the following forms of identification.

ONSITE: Personal Identification – Government issued photo I.D. (passport, driver's license, etc.) Although registration is complimentary and the Space Foundation provides media with amenities such as refreshments and wireless Internet connections in the media room, media attendees are responsible for their own additional expenses such as parking, travel, and accommodations.

PRE-REGISTRATION AND ONSITE: Proof of Assignment – as described on the following pages.

MEDIA REGISTRATION GUIDELINES *continued*

Media Accreditation Qualifications

You must fall under one of the following categories to register as media:

PRINT MEDIA AND NEWS WIRE SERVICES: Reporters and editors from magazines, newspapers, trade publications, and wire services are eligible for media registration.

Proof of Assignment: Sample bylined article clearly displaying publication title published within the past six months (URL to an online version acceptable) AND EITHER a copy of your current masthead or business card with name, title, and media outlet's logo OR an official letter of assignment from your media outlet are required.

PHOTOGRAPHERS: Eligible photographers include photographers from magazines, newspapers, trade publications, and wire services.

Proof of Assignment: A copy of your current masthead or business card with name, title, and media outlet's logo AND EITHER an example of your work (e.g., a photo attributed to you) OR an official letter of assignment from your media outlet are required.

BROADCAST MEDIA: Eligible broadcast media include television and radio broadcast reporters, camera/sound crew, and producers from news organizations. Please note: Each member of a broadcast crew must register separately. Broadcast programs not affiliated with a major network or national cable news station are also required to provide a published listing of the show's market(s) and airing schedule.

Proof of Assignment: A copy of your current masthead or business card with name, title, and media outlet's logo AND an official letter of assignment from your media outlet are required.

FREELANCE WRITERS: Freelance reporters working on assignments for an accredited news organization are eligible. If you freelance only occasionally and/or are employed by non-news organizations, you are not eligible for media registration unless you have an assignment from a media outlet.

Proof of Assignment: Sample bylined article clearly displaying publication title published within the past six months (URL to an online version acceptable) AND an official letter of assignment from a publisher, editor-in-chief, or managing editor indicating that you are covering the event for that publication are required.

ONLINE PUBLICATIONS: Reporters and editors from online publications are eligible. An online news outlet must be a previously established, independent site that contains regularly updated original news content above and beyond links, forums, troubleshooting tips, and reader contributors, has a readership of more than 1,000 per month, and has covered the space industry before. Fan sites, blogs, and personal Web sites do not qualify for media badges.

Proof of Assignment: Links to two bylined articles clearly displaying publication title published within the past six months AND EITHER a copy of your current masthead or business card with name, title, and media outlet's logo OR a copy of your online publication's home page and the masthead page with your name and title appearing in an editorial capacity OR an official letter of assignment from your media outlet are required.

UNIVERSITY PUBLICATIONS: University publications are limited to one media representative.

Proof of Assignment: Sample bylined article clearly displaying publication title published within the past six months (URL to an online version acceptable) AND EITHER a copy of your current masthead or business card with name, title, and media outlet's logo OR an official letter of assignment from the university are required.

OTHERS NOT ELIGIBLE

Marketing, advertising, public relations, account, and sales representatives or executives, presidents, publishers, consultants, authors, analysts, and researchers may not register as media.

Anyone whose principal purpose for attending the event is, in our judgment, for reasons other than covering it as working news media may not register as media.

Companions and other non-credentialed guests of media representatives are not eligible for complimentary media registration.

Contact media relations at **Media@SpaceFoundation.org** or **719.576.8000** for more information.

SPACE FOUNDATION PROGRAMS



Education Programs

The Space Foundation's education programs support teachers and PreK-12 students using standards-based curriculum that integrates science, technology, engineering, and math (STEM) into all content areas. The Space Foundation believes that investing in teachers significantly increases student achievement and increases the opportunity for success in all areas. Teachers play the most critical role in our commitment to inspire, enable, and propel humanity.

NEW HORIZONS SPACE EDUCATION PROGRAM

NEW HORIZONS is a community-centered science enrichment program that uses space to infuse STEM education into all aspects of a community. The Space Foundation, in conjunction with the local school district, assists communities in realizing the importance of STEM education through student enrichment programs, teacher workshops, field trips, town-hall meetings, and astronaut and space professional visits. By participating in NEW HORIZONS, entire communities - students, teachers, parents, and business and community leaders - are given the tools to help their students succeed in science.

SPACE ACROSS THE CURRICULUM

Open to PreK-12 educators throughout the country, the Space Across the Curriculum program comprises week-long intensive graduate-level, in-residence courses on topics ranging from astronomy to rocketry, and space technologies to Mars exploration. These interactive hands-on courses use proven teaching strategies to provide educators with experience, knowledge, and content that is instantly transferable into the classroom. Educators come away from the courses equipped with the skills and techniques they need to capture the imagination and interest of their students and encourage them to study the STEM disciplines.

Courses offered include "Astronomy Principles for the Classroom," "Biological and Physical Research," "Earth Systems Science," "Rocketry," "Space Technologies in the Classroom," and "Lunar/Mars Exploration and Base Construction."

In addition to gaining valuable experience and increasing their knowledge base, participating teachers can earn continuing education credits, graduate credits, or work toward a master's degree with a number of specific emphases. Through the Space Foundation's education partners, institute participants can earn a Master of Education, emphasis in space science education leadership through Regis University, School for Professional Studies, or a Master of Education in science education or curriculum and instruction with a space studies emphasis from the University of Colorado at Colorado Springs, College of Education.

TEACHER LIAISON PROGRAM

The Space Foundation's highly regarded Teacher Liaison program selects teachers who actively promote space and science education in the classroom and the community to serve as advocates for space science education and as conduits into their classrooms, schools, and districts.

This influential role includes numerous benefits, privileges, and activities such as special recognition during the National Space Symposium; Symposium registration; the opportunity for their classes to visit the Symposium's extensive exhibit center or participate in student programs; specialized training and instruction at Space Foundation and NASA workshops with optional graduate-level credit; exclusive STEM professional development experiences with optional continuing education credit; and special space-oriented student programs created just for Teacher Liaisons. Teacher Liaisons are selected by a panel consisting of current Teacher Liaisons and representatives from both the military and the commercial space sectors.

SPACE CAREER FAIR

The Space Foundation conducts an annual Space Career Fair in conjunction with the National Space Symposium. Open to undergraduate and graduate students as well as transitioning military personnel, Space Career Fairs attract between 200 and 500 attendees from across the country, along with many of the largest employers in the space industry. Admission to the Space Career Fair includes "Meet the Company" presentations, a networking lunch, and opportunities to submit resumes to participating companies. For more information, visit www.SpaceCareerFair.org.

STARS PROGRAM (SCIENCE, TECHNOLOGY, AND ACADEMIC READINESS FOR SPACE)

STARS is a hands-on, science enrichment program custom-designed for student success in science education based on each school's academic needs. Program topics include, but are not limited to, rocketry, astronomy principles, earth systems science, and principles of flight.

RESOURCES

Additional Space Foundation resources include a National Science Standards Lesson Bank featuring free, downloadable, PreK-12 national science standards-based lessons. Also available are online science labs that include video lessons and a virtual lab about real-life science concepts. The labs allow teachers to establish class rosters and track student progress. The Educator Resource Center provides curriculum guides, posters, lithographs, and software for use in educators' classrooms.

Additional information about the Space Foundation's education programs is available at www.SpaceFoundation.org/education.

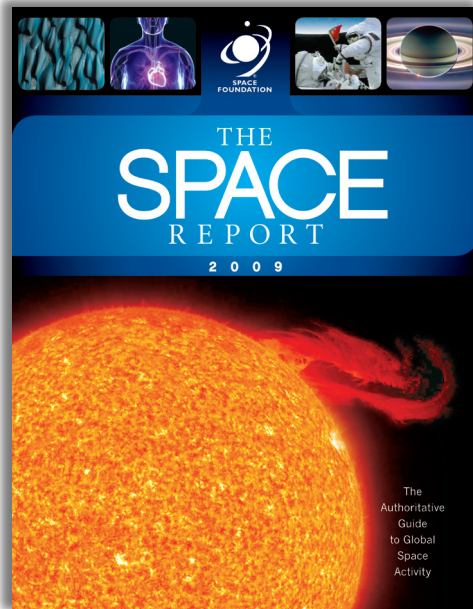
SPACE FOUNDATION PROGRAMS *continued*



Research & Analysis

The Space Foundation's Research and Analysis enterprise provides credible and authoritative information on civil, commercial, national security, and entrepreneurial space issues for policymakers, media, industry, academia, and the financial community.

As a source of information on all sectors of space, Research and Analysis produces documents about the state of the space industry and facilitates communication between the media and key space industry leaders and policymakers. Research and Analysis documents include books and white papers.



THE SPACE REPORT

The Space Foundation's annual publication, *The Space Report: The Authoritative Guide to Global Space Activity*, serves as a major, credible source of information about the history, status, progress, and challenges of the global space industry. *The Space Report* thoroughly examines and analyzes the impact of the space industry on the overall world economy, including the economic impact of space products and services, space infrastructure, labor and workforce data, and trends for the space industry. The book establishes a value for the industry in terms of budgets and revenues.

The Space Report 2009: The Authoritative Guide to Global Space

Activity includes in-depth analysis of 2008 data from across the space industry, and a yearly summary and analysis of the Space Foundation Index. For more information, visit www.TheSpaceReport.org.

Members of the media may obtain a copy of *The Space Report 2009* by contacting the director of communications and public outreach at Media@SpaceFoundation.org.

INDUSTRY ANALYSIS

From time to time, the Space Foundation publishes industry reports and industry white papers to provide clarity and perspectives on critical space policy issues.

SPACE FOUNDATION INDICES

The Space Foundation maintains three daily Web-based indices that indicate how the space economy is faring:

- The Space Foundation Index tracks the market performance of 29 public companies that derive a significant amount of their revenue from space-related assets and activities.
- The Space Foundation Infrastructure Index tracks performance of space-related hardware, software, and integration services for space-related applications such as manufacturing of satellites, launch vehicles, terminals, and chipsets.
- The Space Foundation Services Index tracks performance of companies that derive significant revenues from services that depend on space assets for collection, transmission, and/or provisioning, such as those related to satellite broadcasting, communications, and remote sensing.

SPACE FOUNDATION CORRESPONDENTS GROUP

The Space Foundation regularly conducts Space Foundation Correspondents Group (SFCG) events to provide opportunities for Washington-based space, defense, science and technology, business, and international journalists to engage in dialogue with leaders from across the space industry.

Media representatives from major newspapers, national magazines, wire services, trade publications, and radio and TV correspondents regularly participate in SFCG breakfasts.

Speakers have included NASA leadership, members of congress, space entrepreneurs, private space travelers, and space leaders from government, military, and industry.

To receive event notifications and a schedule of upcoming speakers, please contact the vice president of Washington operations, research and analysis, at **202.463.6122**.



Public Policy & Government Affairs

The Space Foundation's Government Affairs function, based in Washington, D.C., works with decision-makers at all levels including the executive branch, legislative branch, federal departments and agencies, state and local governments, and foreign embassies.

As an IRS 501(c)(3) nonprofit, the Space Foundation does not engage in lobbying, but works to educate and inform the public, the media, and policy makers on a variety of issues related to space. In this role, the Space Foundation serves as an "honest broker" – a reliable, non-partisan entity that can be trusted for insight, assistance, and information on space policy issues.

The Space Foundation routinely meets with officials from the White House Office of Management and Budget, the Office of Science & Technology Policy, NASA, the Departments of Commerce, Defense, and State, the Federal Aviation Administration, and Congress. Embassies also work with the Space Foundation's Government Affairs team to facilitate dialogue and a greater understanding of international space activities and policy matters.

In keeping with the Space Foundation's goal of educating decision makers about space-related issues, the Space Foundation conducts educational briefings for congressional staff assigned to space issues. These briefings provide information on fundamental space concepts and "big picture" issues facing the space community. Additionally, the Space Foundation conducts periodic breakfasts and other forums to promote a greater awareness and understanding in Congress about national security space endeavors.

The Space Foundation is also active internationally in a variety of activities. It participates as an industry representative on the United States delegation to the United Nations Committee on the Peaceful Uses of Outer Space (COPUOS). It has presented and led panels at events of the Royal United Services Institute in the United Kingdom, the Paris Air Show, and the International Space University in Strasbourg, France. The Foundation participated in delegations to China and has hosted high-level visits of international civil and military leaders and industry executives. The Government Affairs team and Special Advisor for International Affairs meet regularly with space attaches and embassy officials in Washington, D.C.



Corporate Membership

The Space Foundation serves its corporate members by conducting innovative programs and activities that can benefit individual companies as well as the industry as a whole. We work closely with our members to develop and promote space awareness and to conduct educational initiatives that benefit everyone. Our membership list continues to grow each year as members join and upgrade their levels of membership.

For a complete list of our Corporate Members, visit www.SpaceFoundation.org/about/corpsupp.php.

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General Dynamics
Lockheed Martin
Mannheim Steamroller
Northrop Grumman
Raytheon

SUSTAINING MEMBERS

Aerojet Corporation
United Space Alliance

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Analytical Graphics, Inc.
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EADS Astrium
Integral Systems, Inc.
ITT
Orbital Sciences Corporation
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SAIC
URS, EG&G Division

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a.i. solutions
The Aerospace Corporation
Arianespace, Inc.
ASRC Federal Holding Company
AVIATION WEEK
BAE Systems
Ball Aerospace & Technologies Corp.
Braxton Technologies
CEAVCO Audio Visual Co., Inc.
Cisco Systems, Inc.
Cobham
Computer Sciences Corporation
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GE Johnson Construction Company
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Harris Corporation
Holland & Hart, LLP
Honeywell
Intelsat General Corporation
The Johns Hopkins University Applied Physics Lab
L-3 Communications
MDA
Moog, Inc.
Scitor Corporation
Serco
Sierra Nevada Corporation
Spacehab

SpaceX
Space Dynamics Laboratory
Space Florida
Space News
Stinger Ghaffarian Technologies
TGV Rockets
Toffler Associates
United Launch Alliance

CORPORATE PATRONS

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Alcon, Inc.
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Axiom Worldwide
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The Carpet and Rug Institute
Chiropractic Leadership Alliance
Colorado Space Coalition
CSP Associates, Inc.
Deeya Energy
Eagle Eyes Optics
Eagle Shield Incorporated
Economic Development Commission of Florida's
Space Coast
EcoQuest International
EMS Technologies
GMV
Greater Omaha Economic Development Partnership
Hitachi Consulting
IBM
Infinite Links
ISDR Consulting, LLC
Jacobs
ManTech International Corporation
The MITRE Corporation
Near Earth, LLC
Orbit Logic Incorporated
Outlast Technologies, Inc.
QinetiQ North America
Rex Gauge Company, Inc.
School of Systems and Enterprises at Stevens
Institute of Technology
SEAKR Engineering, Inc.
Spincraft, Inc.
Stellar Solutions
Tempur-Pedic
Universal Space Network
Water Security Corporation
WP Aerospace
Wyle
The X-1R Corporation

SPACE FOUNDATION PROGRAMS *continued*



Space Technology Hall of Fame®

The Space Foundation, in cooperation with NASA, established the Space Technology Hall of Fame® in 1988 to increase public awareness of the benefits resulting from space exploration programs and to encourage further innovation. Each year, the Space Foundation recognizes unique and valuable products that originated with space technology. The Space Technology Hall of Fame has

honored dozens of technologies as well as the innovating organizations and individuals who transformed space technology into commercial products. The ever-growing list of inductees showcases the significant and wide-ranging contributions that space technology has made to improve the quality of life for all humanity.

Nominations for the Space Technology Hall of Fame are annually solicited from NASA, the Departments of Defense, Commerce, and Transportation, aerospace and technology companies, and the general public. The Space Foundation screens the nominees, which are then evaluated by a prestigious panel of judges. Selection is based on criteria that includes economic benefit, public/private/partnership investment, public awareness, societal benefit, and longevity. Selected technologies undergo a rigorous due diligence process and are inducted into the Hall of Fame during special ceremonies at the National Space Symposium.

Inducted technologies and innovators include items from the medical, environmental, entertainment, safety, and consumer products areas. Recognized individuals and organizations include famed heart surgeon Dr. Michael DeBakey, numerous NASA Centers, the Defense Advanced Research Projects Agency (DARPA), and the Baylor College of Medicine. Notable technologies include the DeBakey Blood Pump, Cochlear Implant, Excimer Laser Angioplasty System, NanoCeram Superfilters, DirecTV, Satellite Radio technology, the Global Positioning System (GPS), the Humanitarian Demining Device, the Improved Firefighter's Breathing system, and items such as cordless power tools and Outlast® Smart Fabric Technology™.

Additional information, including descriptions of the inducted technologies and lists of innovating organizations and individuals, is available at www.SpaceTechHallofFame.org.

2009

Aerodynamic Vehicle Design
Micro Algae Nutritional Supplements

2008

ArterioVision
ResQPOD
Petroleum Remediation Product (PRP)

2007

Microbial Check Valve (MCV)
Emulsified Zero-Valent Iron (EZVI)

2006

iROBOT PackBOT Tactical Mobile Robot
Novariant RTK AutoFarm AutoSteer

2005

InnerVue™ Diagnostic Scope System
NanoCeram Superfilters
Outlast® Smart Fabric Technology™
Portable Hyperspectral Imaging Systems

2004

LADARVision 4000
MedStar Monitoring System
Multi-Junction (MJ) Space Solar Cells
Precision Global Positioning System (GPS)
Software System

2003

Cochlear Implant
Digital Latching Valve
Humanitarian Demining Device
Monolithic Microwave Integrated Circuit Technology (MMIC)
Virtual Window™
VisiScreen™ (Ocular Screening System)

2002

Satellite Radio Technology

2001

Data Matrix Symbology
Quantum Well Infrared Photodetectors (QWIP)
Video Image Stabilization and Registration (VISAR)

2000

Advanced Lubricants
DirecTV
Light Emitting Diodes for medical applications

1999

Active Pixel Sensor
DeBakey Blood Pump
Heart Defibrillator Energy Source
Miniature Accelerometer

1998

Global Positioning System (GPS)
Tempur Foam

1997

Advanced Communications Technology
Stereotactic Breast Biopsy Technology

1996

Anti-Shock Trousers
Fire-Resistant Aircraft Seats
Radiant Barrier

1995

Anti-Corrosion Coatings
Parawings or Hang Gliders

1994

Digital Image Processing — Medical Applications
Excimer Laser Angioplasty System

1993

Liquid-Cooled Garments
Physiological Monitoring Instrumentation

1992

Direct Readout Satellite System
Earth Resources Laboratory Applications
Software-ELAS

1991

Automatic Implantable Cardioverter
Defibrillator
PMR-15 Polyimide Resin

1990

Heat Pipe Systems
Safety Grooving

1989

Cordless Tools
Fabric Roof Structures
Scratch Resistant Lenses

1988

Improved Firefighter's Breathing System
NASA Structural Analysis Computer
Software — NASTRAN
Power Factor Controller
Programmable Implantable Medication System
Sewage Treatment with Water Hyacinths

SPACE FOUNDATION PROGRAMS *continued*



Space Certification Program

The Space Certification Program was created by the Space Foundation, in cooperation with NASA, to raise awareness about and increase understanding of the significant and practical benefits from technologies originally developed for the space program, which have been adapted into products and services that improve life on Earth. Many commonly used commercial products and services that set the standard for comfort, convenience, and reliability were developed from space technologies. Space certification provides valuable recognition for companies seeking to highlight the unique nature and origin of their products or services and to establish a distinctive identity.

Certification is divided into three categories - Technology, Education, and Imagination — and plays an integral role in the Foundation's mission to increase public awareness and appreciation of the practical benefits of space. Additional information is available at www.SpaceConnection.org.

CERTIFIED PRODUCT CATEGORIES



CERTIFIED TECHNOLOGY PRODUCT

Products and services that directly result from space technology or exist because of advances in space technology. Certified technology products comprise the largest group of certified partners.



CERTIFIED EDUCATIONAL PRODUCT

Products that are used in educational environments to stimulate interest and knowledge about space. Education is critical to the mission of the Space Foundation, and supporting these products further inspires new generations.



CERTIFIED IMAGINATION PRODUCT

Creative products such as toys, games, books, musical compositions, or entertainment programs that increase interest in and excitement about space.

CERTIFIED TECHNOLOGY PRODUCTS*

AFMInc - Heatsheets(R)

Alcon - LADARVision 4000

Analytical Graphics, Inc. (AGI) - Satellite Tool Kit

Axiom Worldwide - DRX9000 True Non-Surgical Spinal Decompression System

The Carpet and Rug Institute - CRI Seal of Approval Program

Chiropractic Leadership Alliance - Insight Subluxation Station

Deeya Energy - Autonomous Modular Power System (AMPS)

Eagle Eyes® - Polarized Lens Technology

Eagle Shield - Radiant Barrier Reflective Insulation

EcoQuest - Radiant Catalytic Ionization Air & Water Purification

Outlast® - Phase Change Materials

Rex Durometers - SG-5000 Durometer

Tempur-Pedic - Sleep Surfaces

Water Security Corporation - Water Purification Systems

X-1R - Engine Treatment and Lubricants

**For a complete list of Certified Technology Products, visit www.SpaceConnection.org.*

CERTIFIED EDUCATIONAL PRODUCTS

Apogee RockSim Rocketry Software

Challenger Learning Centers

Ignite's SystemsGo Curriculum

Planet LLC JSC-1A Lunar and Martian Soil Simulants

Planet LLC Space Garden

Play Attention

SPACE.com Web site

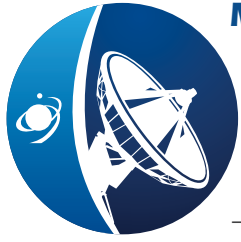
CERTIFIED IMAGINATION PRODUCTS

NORAD Tracks Santa

Perspective Books - "I Am A Space Shuttle. I LOVE TO FLY!"

Vision Videogames - Space Station SIM

SPACE FOUNDATION PROGRAMS *continued*



Media & Communications

As an independent, non-partisan, nonprofit organization, the Space Foundation provides the media with access to fair, balanced, and objective information sources on all facets of space – civil, commercial, national security, new space entrepreneurship, finance, education, and workforce issues – and provides opportunities for accredited media to participate in events such as roundtables, press conferences, and more.

Space Foundation representatives are often sought for comment on a wide range of space-related issues. The Foundation has senior leaders who are available for interviews or can respond to questions related to their areas of expertise, which include education; science, technology, engineering, and mathematics (STEM); research and analysis; NASA, military, NOAA, and international policy and public affairs; workforce; space technology spinoffs and transfer; trade show management; nonprofit, tradeshow, and consumer marketing; and space finance. In addition, the Foundation regularly communicates with the media and the public through news releases, the monthly *Space Watch* e-newsletter, the Space Foundation Correspondents Group (detailed in the Research and Analysis section), Web updates, and industry events.

Space Foundation events serve as a key source of news and information about the space industry. Speakers and panels address the most current and pressing issues at a wide variety of public events and private media opportunities. Government and industry organizations frequently use Space Foundation events for major announcements, product releases, roundtables, and one-on-one interviews. Registered media have access to all panel sessions, announcements, and roundtables, as well as the opportunity to meet with the most senior officials and leaders in the industry.

The Space Foundation's annual publication, *The Space Report: The Authoritative Guide to Global Space Activity*, published in conjunction with the National Space Symposium, also serves as a major, credible source of information about the history, status, progress and challenges of the global space industry. Media representatives may request copies by contacting Media@SpaceFoundation.org.

Additional information and resources, including the Space Foundation's most recent press releases and event information, are located at www.SpaceFoundation.org.

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AVAILABLE EXPERTS

The Foundation has senior leadership in the education; science, technology, engineering, and mathematics (STEM); research and analysis; NASA, military, NOAA, and international policy and public affairs; workforce; space technology spinoffs and transfer; trade show management; nonprofit, tradeshow, and consumer marketing; and space finance arenas who are available for interviews or can respond to questions related to their area of expertise. To set up an interview with a Space Foundation representative, contact the director of communications and public outreach.

More information and additional resources are available at www.SpaceFoundation.org.

To receive Space Foundation media event notifications or press releases please e-mail Media@SpaceFoundation.org.

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Mark Your Calendar...

Make plans to attend and cover these major Space Foundation events.

STRATEGIC SPACE SYMPOSIUM

2 - 4 NOVEMBER 2009 • QWEST CENTER OMAHA

STRATEGIC SPACE SYMPOSIUM

2 - 4 November 2009

www.StrategicSpaceSymposium.org

26TH NATIONAL SPACE SYMPOSIUM

26TH NATIONAL SPACE SYMPOSIUM

April 12 - 15, 2010

www.NationalSpaceSymposium.org



SPACE FOUNDATION

www.SpaceFoundation.org