

What's in a name?

For Boeing Military Aircraft, it means everything—including strong, simple conveyance of the Boeing brand

By KATHY COOK

The Integrated Defense Systems business unit Precision Engagement and Mobility Systems recently was renamed Boeing Military Aircraft. *Boeing Frontiers* sat down with BMA President Chris Chadwick to discuss the significance of the name change.

Q: What's the primary reason for the name Military Aircraft?

A: If I could make one important distinction, it's Boeing Military Aircraft. Boeing is an iconic brand that is recognized and respected worldwide. As the international market continues to open—a window of opportunity is emerging, the likes of which we haven't seen for quite some time—it's not the Integrated Defense Systems brand or the Commercial Airplanes brand but the Boeing brand that will open many doors for us. The new name—Boeing Military Aircraft—is clear and straightforward; it sends a strong message to the customer and the market that Boeing is one company working together for the long term to meet the requirements of our military customers worldwide.

Q: In choosing this name, what consideration was given to the fact that a significant part of BMA is weapons, including those that may not be used exclusively on aircraft?

A: It is true weapons is not reflected in the name. However, the weapons component (approximately 7 percent of our business) remains a linchpin to future success. The significance of the weapons business has been conveyed in several ways recently. First, key elements of the weapons programs within Networks & Space Systems recently merged with the Boeing Military Aircraft weapons business. Also, the cover story in your last edition (see Page 12 of the August 2008 *Boeing Frontiers*) clearly communicated our long-term commitment to providing our military customer weapons of the highest quality and capability. So, the short answer is: the weapons business remains a critical part of our defense business.

Q: Tanker programs are now separate, reporting directly to IDS president and CEO Jim Albaugh. Was this move related to the recent protest and rebid of the U.S. Air Force tanker contract?

A: In essence, the Tanker Program is what Boeing is all about. It's not about IDS, it's not about BCA, it's about how "one Boeing" can create growth opportunities and provide unique customer solutions in a challenging market segment. The move was designed to leverage all the resources IDS can bring to bear in this important competition, and to ensure a working-together approach with BCA that will be unmatched by our competition. At the same time, Boeing Military Aircraft will con-



Chris Chadwick, in cockpit, discusses the Boeing F-15K fighter with Republic of Korea Air Force crew chief Senior Master Sgt. Lee Sunkook. Chadwick heads the Integrated Defense Business unit now known as Boeing Military Aircraft. RON BOOKOUT/BOEING

tinue to own and be responsible for the day-to-day execution of International Tanker Programs (for Japan and Italy). Upon winning the Tanker Program, a logical scenario would be to bring the program back under BMA.

Q: What else is different?

A: Our vision and mission remain the same; but there are two organizational changes in addition to the relocation of the Tanker Program.

Global Mobility Systems, consisting mainly of the C-17 Program, will report directly to me through Jean Chamberlin. I hope this conveys to employees how critically important this business is. The BMA leadership team will work with Jean and her team to find a way to keep the C-17 Program going for the long term.

We've also acquired Insitu, a progressive company that specializes in airborne unmanned systems. We are excited about this acquisition and hope to grow a solid unmanned systems business within a market approaching \$100 billion. We also want to fold Insitu's entrepreneurial spirit into the BMA culture to make us more flexible, innovative and adaptive to the changing market. ■

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