

**Spring Training Conference - The Business of Government - April 28, 2015**  
Fairview Park Marriott, Falls Church, VA

8:15  
**Welcome**

Roger Waldron - President, Coalition for Government Procurement

8:30 - 9:15   
**Keynote: Managing The Business of Government – GSA’s Role**

Denise Turner Roth - Acting Administrator, General Services Administration

9:15 – 10:00

**Ten Tips for Capturing The Federal Market in 2015 And Beyond**

Ray Bjorklund – President, BirchGrove Consulting

Cameron Leuthy - Senior Budget Analyst, Bloomberg Government

Wendy Frieman - Principal Consultant, Lohfeld Consulting Group

*Moderator: Bill Gormley - President, The Gormley Group*

10:00 to 10:15

**Break**

10:15 to 11:00

**The Impact Of Small Business Policy On The Federal Market**

Sean Crean – Director, Office of Government Contracting, Small Business Administration

*Moderator: Angela Styles –Partner, Crowell & Moring*

11:00 to 11:45

**Legal Panel: From Risks To Rewards - Strategies For Managing Liabilities Of Your Federal Contract**

Jonathan Aronie - Partner, Sheppard Mullin

David Dowd - Partner, Mayer Brown

Jason Workmaster - Partner, McKenna Long & Aldridge

12:00 to 2:00

**Lunch:**

**The Status of MAS Reform – Update On GSA Initiatives And What They Mean For Your Business**

Kevin Youel Page - Deputy Commissioner, Federal Acquisition Service, General Services Administration

4:30 - 5:30

**Networking Reception**

Please join us in the main foyer and outside patio for a networking reception and breakout session information sharing!

**Breakout Session 1 of 2, Options 1-4**

2:15 to 3:15

**1. The Ultimate Helpdesk - SAM, GSA Advantage And Ebuy**

Can’t get your documents loaded? Using timely work-arounds? Attend this session for help interfacing with federal systems.

Liz Delnegro - Associate CIO for Acquisition IT, General Services Administration

Tim Dempsey - Systems Chief, Federal Acquisition Service, General Services Administration

Judith Zawatsky - Director of Outreach & Stakeholder Management, Integrated Award Environment, General Services Administration

*Moderator: Kitty Klaus – Sr. Program Manager, GSA Programs, HP Enterprise Services*

**2. How Contractors Can Improve The Audit Process – The Government’s Perspective**

Audits are an enduring, and sometimes costly part of the federal acquisition process. Representatives of the GSA, VA, and DCAA audit functions will share information on trends, findings and their perspective on how to successfully negotiate the audit process.

Theodore Stehney - Assistant IG for Auditing, General Services Administration Office of Audits

Maureen Regan - Counselor to the Inspector General, Department of Veterans Affairs

Jennifer Kang - Fairfax Branch Manager, DOD Contract Audit Agency (DCAA)

*Moderator: Bill Bressette – Principal, Baker Tilly Virchow Krause, LLP*

**3. Cybersecurity: What Change Should Federal Contractors Anticipate?**

Cybersecurity is a key objective of government. What is the role of federal contractors in achieving that goal? Find out and understand the requirements that are coming to your contract.

Donald Davidson - Chief, Outreach, Governance, Science & Standards In Lifecycle Cybersecurity Risk Management, Department of Defense

Joe Jarzombek - Director of Software & Supply Chain Assurance, Department of Homeland Security

*Moderator: Eric Rickard – Vice President, Booz Allen Hamilton*

**4. The Future Of Sustainable Government—From Ecolabels To Green Buildings**

With a new Executive Order from the White House just released in March, sustainable acquisition requirements are changing in the Federal market. Learn how new requirement will impact contractors who do business with GDA’s FAS and PBS and other agencies.

Dana Arnold – Director, Program Analysis Division, Federal Acquisition Service, General Services Administration Office of Acquisition Management

Alison Kinn-Bennett - ‎Senior Advisor for Sustainability, Environmental Protection Agency

Mark Ewing – Energy Management Officer, Public Buildings Service, General Services Administration

*Moderator: Larry Melton – President & CEO, The Building People*

**Breakout Session 2 of 2, Options 1-3**

3:30 to 4:30

**1. GSA Technology Contracts**

GSA offers federal agencies a full range of IT and telecommunications products and services using its IT Schedules program and a series of GWACs. This session will offer valuable updates and an opportunity to have questions answered on the wide range of GSA technology contracts.

Mark Day - Deputy Assistant Commissioner, Integrated Technology Service, GSA

Christopher Fornecker - Director of the GWAC Program, Federal Acquisition Service, GSA

Kay Ely - Director, IT Schedules Acquisition Center, Federal Acquisition Service, GSA

Amando Gavino - Director of the Network Services Program, Federal Acquisition Service, GSA

*Moderator: Mike McHugh – Staff Vice President, GWAC Center, General Dynamics Information Technology*

*Moderator: Mike Pullen – Director, Strategic Operations, CGI Federal*

**2. Transforming GSA’s Professional Services Offerings**

GSA is in the process of consolidating the professional services schedules and developing its service acquisition platforms to address category management, customer requirement and the commercial market. This session will provide important information about changes to GSA’s government-wide professional services offerings.

Tiffany Hixson - Regional Commissioner & Professional Services Category Executive, FAS, GSA

Gerri Watson – Deputy Regional Commissioner, FAS, GSA

Kathy Jocoy – Professional Services Schedules Program Manager and Industry Liaison, GSA

Jim Ghiloni – OASIS Program Director, GSA

*Moderator: Tony Pagliaro – Partner, Deloitte*

**3. GSA, Federal Acquisition Service, General Supplies and Services (GSS) Business line Update**

This important GSA business line is home to all of GSA Schedules, other than Information Technology and Travel/Transportation. Attend this session to get an update on initiatives and priorities impacting your Schedule contract. This breakout session is an opportunity to ask your questions about negotiation practices, pricing tools, the modification process, awarded strategic sourcing initiatives, and more.

Shaloy Castle-Higgins - Director, Greater Southwest Acquisition Center

Peter Han - Director, National Administrative Services and Office Supplies Acquisition Center

Kim Kittrell - Supervisory Contracting Officer, Center for Facilities Maintenance and Hardware (CFMH)

John Breen – Supervisory Contract Specialist, Integrated Workplace Acquisition Center (IWAC)

Gregory Rollins - Director, Center for Innovation Acquisition Development

*Moderator: Carolyn Alston – Executive Vice President and General Counsel, Coalition for Government Procurement*

*Moderator: Ryan Sturgill – Senior Manager, Federal Segment Strategy, Grainger*