



DRAFT

2022 Spring Training Conference: *The Federal Customer Experience*
Governmentwide Focus
June 16, 2022

7:30 am to 8:30 am - Registration

8:40 am to 8:55 am – Welcome/Intro Remarks

Roger Waldron, President, The Coalition for Government Procurement

9:00 am to 9:30 am – Keynote Address

Sonny Hashmi, FAS Commissioner

9:35 am to 10:35 am – The Customer Experience: FAS's Role in Meeting Agency Mission Requirements

Laura Stanton, Assistant Commissioner, Information Technology Category, GSA

Erv Koehler, Assistant Commissioner, Office of General Supplies & Services, GSA

Sheri Meadema, Acting Assistant Commissioner, Office of Professional Services and Human Capital Categories, GSA

Charlotte Phelan, Assistant Commissioner, Office of Enterprise Strategy Management, GSA

Chris Bennethum, Assistant Commissioner, Office of Assisted Acquisition Services, GSA

10:40 am to 10:55 am – Coffee/Bathroom Break

10:55 am to 11:55 am – The Customer Experience: Cyber Security Requirements

Moderator: Robert Metzger, Rogers – Joseph – O'Donnel

DHS – CISA

Stacy Bostjanick - Director of Supply Chain Risk Management - OUSD A&S/OCISO(A&S)

John Ellis - Director of Software Division - DMCA

Private Sector Rep

12:00 pm to 1:05 pm – Buffet Lunch in Ballroom

12:35 pm to 1:05 pm – Lunch Speaker

John Tenaglia, Director, Defense Pricing and Contracting

1:10 pm to 2:10 pm – Customer Experience Panels:

Buy American and Supply Chain Resilience

Celeste Drake, Made In American Director, OMB

Jeff Koses, Senior Procurement Executive, GSA

All guest speakers on the agenda have been invited, unless otherwise noted as confirmed.

Moshe Schwartz, President, Etherton and Associates
TBD

OTA Panel

Moderator: Jon Etherton, Founder and Senior Consultant, Etherton and Associates
Hallie Balkin, DAU Learning Director for Other Transactions
Jim Frankovic, President and Chief Operating Officer, CMG
Stephanie Halcrow, President, The Halcrow Group

2:20 pm to 3:20 pm – Customer Experience Breakout Sessions

E-Commerce Platforms and FEDMALL

Keil Todd, Program Manager, Commercial Platforms Initiative, GSA
Jim Mette, FEDMALL Program Manager, DLA
Haven Wynne, Digital Products Marketplace Advisor, GSA

Cloud Marketplace

Skip Jentsch, Cloud Products Manager, GSA
Matt McFarland, Legislative and Regulatory Advisor, GSA
Joel Lundy, Director of IT Software Category, ITC, GSA

Furniture

Shaun Kelly, Branch Chief, MAS Program, GSA
John Breen, IWAC Projects Branch Chief, GSA

Professional Services and Human Capital Categories

Adam Soderholm, Program Executive, Category Management PMO, GSA
Ana Eckles, Director of Human Capital Solutions, GSA
Keith Jeffries, Director Office of Contracting Operations, GSA
Bill Niess, OASIS Program Manager, GSA
Lee Tittle, Services MAC Program Manager, GSA

3:30 pm – 4:30 pm – Customer Experience Breakout Sessions

GWAC/MAC/IT Schedules

Cheryl Thornton-Cameron, Executive Director, Office of Acquisition Operations, GSA
Joanne Woytek, SEWP Program Director, NASA
Glynis Fisher, Acquisition Support (Contractor), NITAAC
Larry Hale, Acting Director, Office of IT Services, as the GSA MAS Representative

Assisted Acquisition Services

Jim Ghiloni, Group Manager, FEDSIM
Corey Nickens, Deputy Assistant Commissioner, AAS PMO (DAC)
Rodney Couick, Director, AAS R5

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GSA Systems

Andrew Roach, Acting Assistant Commissioner, OSM, GSA

Tim Dempsey, Lead Program Manager, Operations Division, OSM, GSA

Global Supply and Services Breakout Session

Bob Woodside, Director for the Region 2 Supply Acquisition Center, GSA

Tyler Sikes, Deputy Director, Heartland Region, GSA

George Prochaska, FAS Regional Commissioner, Greater Southwest Region, GSA

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