



2025 Fall Training Conference
The Revolutionary Federal Market

Governmentwide Focus

November 12, 2025

7:00—8:45 AM	Registration and Networking Breakfast
8:45—9:00 AM	<i>Welcome Remarks</i> Main Ballroom • Roger Waldron, President, The Coalition for Common Sense in Government Procurement
9:00—9:45 AM	<i>Keynote Address: Policy and Program Priorities of the Revolutionary Federal Market</i> Main Ballroom • Larry Allen, Associate Administrator, Office of Government-wide Policy, General Services Administration (GSA) • Laura Stanton, Deputy Commissioner, Federal Acquisition Service, GSA
9:45—10:45 AM	<i>The Revolutionary Federal Market: GSA's Consolidation Action Plan</i> Main Ballroom • Mark Lee, Assistant Commissioner Office of Policy and Compliance, GSA • Tom Meiron, Assistant Commissioner, Office of Centralized Acquisition Services, GSA • Christina Kingsland, Assistant Commissioner, Office of Transportation, Travel and Logistics • Larry Hale, Acting Assistant Commissioner, Office of Information Technology Category, GSA • Brian Isbrandt, Acting Assistant Commissioner, Office of Strategy and Innovation
10:45—11:00 AM	Break
11:00—12:00 PM	<i>The Revolutionary Federal Market: Acquisition Highlights</i> Main Ballroom • Sheri Meadema, Assistant Commissioner, Office of Professional Services and Human Capital, GSA • Pete Burr, Acting Assistant Commissioner, Office of Assisted Acquisition, GSA • Jeff Lau, Assistant Commissioner, Office of General Supplies and Services, GSA • Larry Hale, Acting Assistant Commissioner, Office of Information Technology Category, GSA
12:00—1:15 PM	Networking Lunch

1:15—1:55 PM

Luncheon Keynote Address: Legislative & Acquisition Policy Update

Main Ballroom

- **Moshe Schwartz**, President, Etherton and Associates

1:55—2:10 PM

Break

2:10—3:10 PM

The Revolutionary FAR Overhaul – What’s Next?

Main Ballroom

- **Moderator: Jim Fennel**, Partner, Assurance Services, and Aerospace, Defense and Government Industry Lead, Aprio
- **Jeff Koses**, Senior Procurement Executive, GSA
- **John Tenaglia**, Principal Director, Defense Pricing, Contracting, and Acquisition Policy (DPCAP)
- **Marvin Horne**, Acting Senior Procurement Executive, Deputy Chief Acquisition Officer, and Assistant Administrator for Procurement, National Aeronautics and Space Administration (NASA)

3:10—3:25 PM

Break

3:25—4:40 PM

Nuts & Bolts Sessions

- **The New Schedules Market: Transactional Data Reporting and More**
 - **Greg Rollins**, Deputy Assistant Commissioner, Office of Policy and Compliance, GSA
 - **Steve Hutchinson**, Chief of MAS Policy, Office of Policy and Compliance, GSA
 - **Paula Hance**, Procurement Analyst, General Supplies and Services, GSA
 - **Mark Sachse**, Services Acquisition Program Manager, Professional Services and Human Capital, GSA
- **Digital Transformation and the Role of AI**
 - **Thomas Shedd**, Director, Technology Transformation Services (TTS), GSA
 - **Alex Tullman**, Senior Advisor, GSA
- **The New IT GWAC Market**
 - **Joanne Woytek**, SEWP Program Director, NASA
 - **Ricky Clark**, Director, National Institutes of Health Information Technology Acquisition and Assessment Center (NITAAC)
 - **Cheryl Thornton**, Deputy Assistant Commissioner for Acquisition Office of Information Technology Category, GSA
- **Updates on the GSA/VA Schedules Partnership**
 - **William Robert (Bob) Satterfield**, FSS Chief, Services Division, VA
 - **Diana Lawal**, FSS Chief, Pharmaceutical/Dental B Division, VA
 - GSA TBD

4:40—4:55 PM

Closing Remarks

Main Ballroom

- **Roger Waldron**, President, The Coalition for Common Sense in Government Procurement

4:55—6:30 PM Networking Reception

All participants and guest speakers are encouraged to attend and continue the day's conversations at the networking reception.

All Day: "Ask the PMO" Tabletops

VA MSPV One-on-One Meetings

Jeremy Parker, Division Chief, Medical/Surgical Prime Vendor (MSPV) Supplies, VHA
VA Reps. TBD

"Ask the PMO" NITAAC Table

Vernon Hadley, Senior Contract Administrator, NITAAC
Ed Wilgus, Executive Outreach Team, NITAAC