



The Coalition Training Conference
The Revolutionary Federal Market

Governmentwide Focus

January 14, 2026

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| 7:00—8:45 AM | Registration and Networking Breakfast |
| 8:45—9:00 AM | <i>Welcome Remarks</i> Main Ballroom <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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, GSA• Joel Lundy, Acting Deputy Assistant Commissioner, Office of IT Category Management, GSA• Brian Isbrandt, Acting Assistant Commissioner, Office of Strategy and Innovation, GSA |
| 10:45—11:00 AM | Break |
| 11:00—12:00 PM | <i>The Revolutionary Federal Market: Acquisition Highlights</i> Main Ballroom <ul style="list-style-type: none">• 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 GSA Schedule and OASIS Changes**
 - **Jeff Calhoun**, MAS Solicitation CO, Solicitation Management Office, GSA

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