



**The Coalition Training Conference**  
***The Revolutionary Federal Market***

**Governmentwide Focus**

***January 14, 2026***

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| <b>7:00—8:45 AM</b>   | <b>Registration and Networking Breakfast</b>   |
| <b>8:45—9:00 AM</b>   | <b><i>Welcome Remarks</i></b><br>Main Ballroom <ul style="list-style-type: none"><li>• <b>Roger Waldron</b>, President, The Coalition for Common Sense in Government Procurement</li></ul>   |
| <b>9:00—9:45 AM</b>   | <b><i>Keynote Address: Policy and Program Priorities of the Revolutionary Federal Market</i></b><br>Main Ballroom <ul style="list-style-type: none"><li>• <b>Larry Allen</b>, Associate Administrator, Office of Government-wide Policy, General Services Administration (GSA)</li><li>• <b>Laura Stanton</b>, Deputy Commissioner, Federal Acquisition Service, GSA</li></ul>   |
| <b>9:45—10:45 AM</b>  | <b><i>The Revolutionary Federal Market: GSA's Consolidation Action Plan</i></b><br>Main Ballroom <ul style="list-style-type: none"><li>• <b>Mark Lee</b>, Assistant Commissioner, Office of Policy and Compliance, GSA</li><li>• <b>Christina Kingsland</b>, Assistant Commissioner, Office of Transportation, Travel and Logistics, GSA</li><li>• <b>Joel Lundy</b>, Acting Deputy Assistant Commissioner, Office of IT Category Management, GSA</li><li>• <b>Brian Isbrandt</b>, Acting Assistant Commissioner, Office of Strategy and Innovation, GSA</li></ul> |
| <b>10:45—11:00 AM</b> | <b>Break</b>   |
| <b>11:00—12:00 PM</b> | <b><i>The Revolutionary Federal Market: Acquisition Highlights</i></b><br>Main Ballroom <ul style="list-style-type: none"><li>• <b>Sheri Meadema</b>, Assistant Commissioner, Office of Professional Services and Human Capital, GSA</li><li>• <b>Pete Burr</b>, Acting Assistant Commissioner, Office of Assisted Acquisition, GSA</li><li>• <b>Jeff Lau</b>, Assistant Commissioner, Office of General Supplies and Services, GSA</li><li>• <b>Larry Hale</b>, Acting Assistant Commissioner, Office of Information Technology Category, GSA</li></ul>           |
| <b>12:00—1:15 PM</b>  | <b>Networking Lunch</b>  |

1:15—1:55 PM

*Luncheon Keynote Address with OFPP Administrator*

Main Ballroom

- **The Honorable Dr. Kevin Rhodes**, Administrator, Office of Federal Procurement Policy (invited)

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
- **Integrated Award Environment (IAE)/SAM.gov**
  - **Katherine Rollins**, Acting Assistant Commissioner, Office of Awards, Regulatory & Oversight Systems, GSA
  - **Zack Sionakides**, Director, Awards Division (IAE), Office of Awards, Regulatory & Oversight Systems, GSA
  - **Brian Gilman**, Office of Awards, Regulatory & Oversight Systems, 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
- **Updating MAS Ordering Guidance to Support FAR Revolutionary Overhaul Enhancements**
  - **Jeff Calhoun**, MAS Solicitation CO, Solicitation Management Office, GSA
  - **Jack Tekus**, Director, Multiple Award Schedule (MAS) Program Management Office, GSA

**4:40—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