



The Coalition Training Conference
The Revolutionary Federal Market

Governmentwide Focus

January 14, 2026

7:00—8:30 AM	Registration and Networking Breakfast
8:30—8:45 AM	<i>Welcome Remarks</i> Main Ballroom <ul style="list-style-type: none">• Roger Waldron, President, The Coalition for Common Sense in Government Procurement
8:45—9:15 AM	<i>Keynote Address: Fireside Chat with GSA Administrator Edward C. Forst</i> Main Ballroom <ul style="list-style-type: none">• The Honorable Edward C. Forst, Administrator, General Services Administration (GSA)• Roger Waldron, President, The Coalition for Common Sense in Government Procurement
9:15—10:00 AM	<i>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, GSA• Laura Stanton, Deputy Commissioner, Federal Acquisition Service, GSA
10:00—11:00 AM	<i>The Revolutionary Federal Market: GSA's Consolidation Action Plan</i> Main Ballroom <ul style="list-style-type: none">• Moderator: Roger Sion, Managing Director, Deloitte• Mark Lee, Assistant Commissioner Office of Policy and Compliance, 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
11:00—11:15 AM	Break
11:15—12:15 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

12:15—1:30 PM

Networking Lunch

1:30—2:10 PM

Luncheon Keynote Address with OFPP Administrator

Main Ballroom

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

2:10—2:25 PM

Break

2:25—3:25 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)
- **Julia Wise**, Director, Procurement and Grants Policy Division (PGPD), NASA

3:25—3:40 PM

Break

3:40—4:55 PM

Nuts & Bolts Sessions

- **The New Schedules Market: Transactional Data Reporting and More**
 - **Moderator: Jim Dunn**, Sr. National Government Sales Manager, Grainger
 - **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
 - **Adam Soderholm**, Director, Center for Professional Services, GSA
- **Integrated Award Environment (IAE)/SAM.gov**
 - **Moderator: Sean Doherty**, CEO, GovDash
 - **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**
 - **Moderator: Mike Pullen**, Vice President, CGI Federal
 - **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**
 - **Moderator: Theresa Urban**, Vice President, Assisted Acquisition, GDIT
 - **Jeff Calhoun**, MAS Solicitation CO, Solicitation Management Office, GSA
 - **Jack Tekus**, Director, Multiple Award Schedule (MAS) Program Management Office, GSA

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

VA MSPV Team

"Ask the PMO" NITAAC Table

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