

THE MOST EFFECTIVE VOICE FOR COMMERCIAL COMPANIES IN THE FEDERAL MARKET





The Coalition for Government Procurement ("the Coalition") is the single most effective voice for commercial service and product-companies selling in the Federal market. For 40 years, we have brought together public and private sector leaders to work towards the mutual goal of common-sense acquisition. The Coalition provides our members with access to the latest in Federal compliance and policy information that is critical to a successful Government business.



WHAT WE DO

The Coalition is proud to serve our members by:

- **PROMOTING** common-sense in Government procurement
- INFORMING member companies about the Federal market
- INVOLVING members in a dialogue with Federal acquisition leaders

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LETTER FROM THE PRESIDENT

Dear Members,

Thank you for your unwavering support in 2019! In a year that featured a dynamic range of issues across the breadth of the government market, the Coalition rose to the occasion on behalf of its members, facilitating engagement with stakeholders in the procurement community on core business-affecting issues, including commercial best practices; efficient contract administration; e-Commerce implementation; cyber and supply chain risk and security; the MSPV; regulatory burden reduction; and Schedules Modernization. Through it all, we served the community with thought leadership in furtherance of the common interests of government and industry: support of the nation and service to the citizen.

In the pages that follow, you will see the Coalition's year by the numbers. Impressive as those raw numbers may appear, their significance is rests in what they represent. The many meetings, conferences, training sessions, and webinars provided members with timely and actionable information and insights into key procurement policies, programs, initiatives, and reforms. To this end we are very appreciative of the time and input of acquisition professionals from across government, including representatives of OMB, OFPP, ODNI, DSS, DHS, DHA, DLA, DPC, GSA, DCMA, the VHA, the VA NAC and SAC, the Air Force, the Navy, the DoD and others who spoke to members about their program, policies, and priorities.

This year also featured the kick-off of initiatives that immediately were popular with Coalition members. The Business and Regulatory Issues Committee (BRIC) was launched as a platform for information exchange about the government legislative and regulatory ecosystem. The Coalition also held its first Cyber and Supply Chain Security Committee meeting where the Defense CISO and representatives from the NCSC and DCSA discussed the anticipated CMMC supply chain risk issues and mitigation. In addition, the Coalition launched a valued information weekly to complement its popular "Friday Flash." The "Tuesday Tracker" provides a timely update of the latest information relating to Federal Procurement, including a Regulatory Tracker of relevant open FAR and DFARS cases.

Also, in 2019, through your continuing generous support, the Coalition's scholarship fund at The George Washington University (GWU), grew to over \$137,000. As you know, the scholarship provides support to deserving veterans studying federal procurement at the GWU Law School. This year marked the naming of the third recipient, Purple Heart Homes.

Whether it be the "FAR and Beyond" blog; the amicus briefs filed on critical procurement issues; letters, testimony, or regulatory comments on issues impacting members, the Coalition's success is your success. The Coalition simply could not exist, let alone succeed, without you, our dedicated members. It is your engagement, leadership, and commitment that has positioned the Coalition as a key thought leader in federal procurement policy. In this regard, I would like to thank our Committee and Subcommittee Chairs, Board of Advisors, and Board of Directors for their contributions to our collective efforts to promote common sense, commercial best practices across government!

Likewise, I want to recognize the outstanding the Coalition staff! Their dedication to excellence has made a fundamental, positive difference towards common sense procurement policy and programs for members, government, and the American people.

In closing, I hope you find our annual "Year in Review!" informative and enjoyable. Please rest assured that, as we face the upcoming election year, the Coalition will continue to provide the information, insights, substantive analysis, and thought leadership to support your efforts to compete and offer best value products, services, and solutions to government customers.

Thank you again for your strong support and participation!

Sincerely,

Roger Waldron, President

CGP BY THE NUMBERS

229

Pages of Comments to the Government

20

Public Comments to the Government

11

Public Comments to GSA and FAR Council

30

"Off the Shelf" Radio Interviews

49

FAR & Beyond Blogs on Procurement Topics

27

Member Committee Meetings in 2019

12

Member Committees

2

New Member Committees, the Business Regulatory Issues Committee and the Cyber and Supply Chain Committee

1

New Newsletter for Coalition Members, the *Tuesday Tracker*

63

New Member Companies in 2019

2500

New Twitter Followers



ADVANCING THE MISSION

Promoting Common Sense in Government Procurement

The Coalition promotes "Common Sense in Government Procurement" on behalf of our member companies. In 2019, the Coalition demonstrated its domain expertise and thought leadership related to a broad scope of acquisition policy matters. Among the key policy and program specific issues the Coalition addressed were:

- Promoting an efficient Consolidation of GSA's Schedules program
- A balanced approach to the implementation of Section 846 of the 2018 NDAA and GSA's Commercial Platform Initiative Pilot
- Adoption of an "Unpriced" Services model for GSA Schedules
- Promotion of an efficient and effective VA Medical/Surgical Prime Vendor program, consistent with commercial best practices, to the maximum extent practicable
- Increased partnership between the VA, DHA, and DLA on strengthening the supply chain that supports veterans' healthcare
- Effective cyber and supply chain security requirements (e.g., Section 889 and Cybersecurity Maturity Model Certification)
- Reform of Federal Supply Schedule pricing policies, especially the Price Reductions Clause
- Strategic implementation of Category Management Government-wide, as well as industry input into the identification of Best in Class contracts
- Adoption of a new VA business process to eliminate outstanding payments for prosthetics based on Section 8123
- Industry representation on the Future of FedMALL

In 2020, the Coalition will continue to speak for our members on these issues and ensure that our policy efforts are supported by quality information in our online publications and training on such topics as the Schedules Consolidation; GSA e-tools, like beta.SAM.gov; the partnership between the VA and DoD; and the next generation of GWACs and MACs, like CIO-SP4 and the follow-on OASIS contract. We will also be highly active as GSA moves to launch its Commercial Platform Initiative pilot, which could be highly influential in shaping the future of Federal procurement.

MEMBER ACTIVITIES

Coalition events and committee meetings provide members with business intelligence and opportunities to engage directly with Federal leaders on procurement policies and programs.

MEMBER COMMITTEES

Coalition members work together through specific committees to stay up to date on the latest developments for their particular industry and provide feedback to the Government.

Business Regulatory Issues Committee

CHAIRS: Joel Hinzman, *Oracle*; and **Scott Klein**, *CGI*Federal

The Business and Regulatory Issues Committee (BRIC) provides an education channel for Government and industry stakeholders operating in the Federal market space. Through the BRIC, these stakeholders are afforded an opportunity to share their expert perspectives on cross-cutting issues in their respective ecosystems, thereby promoting understanding that will translate into improved business and agency mission performance.

Cyber & Supply Chain Security Committee

CHAIRS: Amy Childers Benson, *SAIC*; **Bob Metzger**, *Rogers, Joseph, O'Donnell*; and **Townsend Bourne**, *Sheppard Mullin*

Promotes acquisition solutions that maximize the nation's cybersecurity, retain competitive opportunity and a fair procurement process, and accelerate use of commercial innovation to deny any adversary the advantage they may seek from cyber or supply chain attack.

Furniture and Furnishings Committee

CHAIRS: Jeff Rach, Allsteel; and **Tim Barrios**, Herman Miller

Addresses the acquisition of furniture in the Federal market through GSA Schedules Program, DoD, and agency Blanket Purchase Agreements.

General/Office Products Committee

CHAIRS: Bill Murray, Office Depot; and **Dan Zogran**, Grainger

Focuses on issues related to the acquisition of a broad scope of products and services—such as hardware, office supplies, and solutions related to buildings and security.

GWAC, MAC, & Enterprise Contracting Committee

CHAIRS: Mike Pullen, *CGI Federal*; **Matt See**, *Booz Allen Hamilton*; and **Mike McHugh**, *GDIT*

Focuses on program, policy, and contractual issues impacting GWACs, MACs, and enterprise procurements representing over \$250 billion in annual purchases by the Federal Government.

Healthcare Committee

CHAIRS: Donna Yesner, Morgan Lewis & Bockius LLP; **Akhil Agrawal**, American Medical Depot

Focuses on policy and program issues related to the VA Federal Supply Schedules, the VA Strategic Acquisition Center (SAC) Medical/Surgical Prime Vendor Program, TRICARE, and other programs.

Imaging Equipment Committee

CHAIRS: Dave Goins, Xerox

Focuses on issues unique to the Federal market for imaging manufacturers and resellers related to security, product certification, contract management, GSA Schedules, leasing, and the environment.

IT Committee

CHAIRS: Julia Conti, *CGI Federal* and Erin **Murphy**, *Northrop Grumman*

Focuses on compliance, regulatory, and program issues related to the GSA Schedules for members that offer IT hardware, software, and related products and services to the Federal Government.

Medical/Surgical Subcommittee

CHAIRS: William Deeb, *Karl Storz*; **Leonard Nall**, *Terumo*; **Mark Osterman**, *Medtronic*; and **Paul Smith**, *Johnson & Johnson Health Care Systems Inc.*

Focuses on specific healthcare policy and issues, including, but not limited to, the MSPV program, the Rule of Two, and the partnership between the VA, DHA and DLA.

Pharmaceutical Subcommittee

CHAIRS: J'Aime Conrod, UCB; **James Kim**, McDermott Will & Emery; **Greg Madden**, Orlaithe Consulting,

Donna Yesner, Morgan Lewis

Focuses on specific healthcare policy and issues, including, but not limited to, the resale of drugs purchased under the FSS, TRICARE rebates for 340B purchases, and enhancing transparency related to the VA Formulary.

Services Committee

CHAIRS: Joe Pastel, Leidos and Carol Monin, Perspecta

Provides a forum for professional consulting and other services members to engage with industry and Government acquisition leaders on GSA Schedules compliance, regulatory, and program related issues.

Small Business Committee

CHAIRS: David Black, Holland & Knight; Amy Fuentes, Holland & Knight; Elizabeth Jochum, Smith Pachter McWhorter PLC; and Ken Dodds, Live Oak Bank

Focuses on small business-related acquisition rules, regulations, and programs, as well as Federal contracting opportunities for small businesses.



EVENTS & TRAINING

Member annual conferences and events offer opportunities to hear from and engage with acquisition leaders in the Government and with industry colleagues.

2019 SPRING TRAINING CONFERENCE

The Federal Marketplace Initiative

The 2019 Spring Conference delivered timely and relevant information on how changes in the procurement community, such as the implementation of Section 846 e-Commerce pilot, affected the Federal market and the future of acquisition. The agenda covered a wide variety of topics including:

- e-Commerce: Section 846 Phase II Market Report Analysis
- 2. Federal Marketplace Initiative
- 3. Acquisition: Meeting Mission Imperatives
- 4. Strategic Vision Opportunities
- 5. Government and industry speakers included:

Government and industry speakers included:

- Emily Murphy Administrator, GSA
- Laura Stanton Deputy Assistant Commissioner for Category Management for the Office of the Information Technology Category, GSA
- Mathew Blum Associate Administrator, Office of Federal Procurement Policy, OMB
- Judith Zawatsky Assistant Commissioner,
 Office of Systems Management, GSA
- Crystal Philcox Assistant Commissioner, Enterprise Strategy Management, GSA
- Jeff Koses Senior Procurement Executive, GSA
- Mark Lee Assistant Commissioner, Office of

Policy and Compliance, GSA

- Kim Herrington Acting Principal Director, Defense Pricing and Contracting, DoD
- Stephanie Shutt Director, MAS Program Management Office, GSA
- Roxanne Banks Deputy Director of Acquisition, DLA
- Nina Ferraro Deputy Chief Procurement Officer. DHS
- Phil Christy Deputy Executive Director of Office of Acquisition, Logistics, and Construction, VA
- Tom Howder Acting Deputy Commissioner of FAS, GSA



Members had the opportunity to attend our business information sessions, where they heard from Government acquisition leaders. Federal agencies represented at the conference included:









FIFTH ANNUAL HEALTHCARE FORUM

The Coalition hosts member forums that highlight opportunities and evolving requirements in specific Federal markets. One example is the Healthcare Forum that focused on specific contract programs that support veterans, the military and their families through the Department of Veterans Affairs (VA) and the Defense Health Agency (DHA).

In April 2019, the Coalition hosted the Fifth Annual Healthcare Forum which addressed the latest developments in the Federal Healthcare Marketplace. There was a robust agenda of speakers who provided updates on key issues, such as:

- The State of VA Procurement
- DHA Procurement
- Updates on the MSPV program
- DLA/VA Shared Services
- Legislative Outlook

Presenting these topics were notable speakers such as:

• The Honorable Jeff Miller, Former Congress-

man for Florida's 1st Congressional District; Senior Legislative Adviser for McDermott, Will, & Emery

- Dr. Angela Billups, Executive Director, Office of Acquisition and Logistics, VA
- Rick Lemmon, Executive Deputy Chief Procurement Officer, VHA
- Tom Leney, Associate Executive Director, Strategic Acquisition Center, VA
- Ruby Harvey, Executive Director for the Office of Small and Disadvantaged Business Utilization, VA
- John Tenaglia, Deputy Assistant Director for Acquisition, DHA
- Steve Bollendorf, Division Chief, Medical/Surgical Prime Vendor Program, DLA
- Dr. Jaime Friedel, Procurement Director of the VA's Strategic Acquisition Center (SAC)

The 2019 Healthcare Forum was very well received by the membership in the healthcare and IT industries.

2019 FALL HEALTHCARE CONFERENCE

DHA, DLA, and VA - A Team Approach

The Coalition hosted its first Healthcare conference combined with our annual Fall Training Conference, focused on how DHA, DLA, and VA are working together in healthcare procurement. The agenda included highly informative content such as:

- 1. DHA, DLA, and VA Panel
- 2. VA Healthcare Acquisition Panel
- 3. Update on Clinical Input

Government and industry speakers included:

- Dr. Angela Billups Executive Director, OAL,
 VA
- Phil Christy Deputy Executive Director of Office of Acquisition, Logistics, and Construction, VA
- Matthew Beebe Director, Acquisition, DLA
- Dr. Barclay P. Butler Chief Acquisition Executive, DHA
- Andrew Centineo Executive Director Procure-

ment and Logistics, VHA

- Tammy Czarnecki Assistant Deputy Undersecretary of Health for Administrative Operations, VA
- Tom Leney Associate Executive Director, SAC, VA
- Rick Lemmon Executive Director Procurement, VHA

Several Government speakers participated in our breakout sessions from the VA and DoD:





2019 FALL TRAINING CONFERENCE

Commercial Acquisition Disrupters: e-Commerce, Consolidation, and Cyber

The focus of the 2019 Fall Training conference was potential disruptors that contractors should attend to in the Federal market. The agenda covered a variety of topics:



- Schedules Potpourri
 (Consolidation, GSA
 Systems, Unpriced
 Schedules, Transactional Data Reporting and
 OLMs)
- 2. E-Commerce, CICA, and the Future of Competition
- 3. The Future of the Supply Chain
- 4. GSA at 70: A Conversation with Administrator Emily Murphy
- 5. Bringing Innovation to the Procurement System

Government and industry speakers included:

- **Emily Murphy** GSA Administrator
- Michael Wooten Administrator, Office of Federal Procurement Policy
- Tiffany Hixson Assistant Commissioner for the Professional Services and Human Capital Categories, GSA

- Judith Zawatsky Assistant Commissioner,
 Office of Systems Management, GSA
- Crystal Philcox Assistant Commissioner, Enterprise Strategy Management, GSA
- Andrew Hunter Director, Defense-Industrial Initiatives Group and Senior Fellow, International Security Program, CSIS
- Vice Admiral David Lewis, Director, DCMA
- Kim Herrington, Acting Principal Director, DPC
- Jon Etherton, President, Etherton and Associates
- **Ryan Roberts**, Partner, Sheppard Mullin
- Bill Stallings, Antitrust & Competition Partner, Mayer Brown

The Coalition's extremely popular breakout sessions took place in the afternoon, which gave our members the opportunity to hear from the following Federal agencies:







LEGISLATIVE AND MARKET DYNAMICS FORUM

In April 2019, the Coalition hosted a Legislative Analysis and Market Dynamics Breakfast Forum. There was a discussion, with Ray Bjorklund, President, BirchGrove Consulting, LLC, of the market dynamics for 2019 and where the market dynamics are headed in 2020. Then Jon Etherton, President, Etherton and Associates, Inc., provided an update on procurement related legislation given the newly elected Congress, including how a Democratic House may affect Federal contracting.

TRAINING

Webinars

- Contractors' Rights and Remedies in the Wake of the Shutdown
- The Trade Agreements Act
- Hot Topics in FSS Contracting
- OTA Updates Webinar
- Accounting Systems Emerging Challenges and Industry Trends
- Price Training for Covered Drugs

In-person Training

- Legislative Analysis and Market Dynamics
- Advancing Agency Missions: OLM Training
- MAS Basic Training
- In-House Counsel Training

PROCUREMENT POLICY

The Coalition for Government Procurement is recognized across the acquisition community as a thought leader in Federal procurement policy. Federal agencies and Congress look to the Coalition for input and recommendations on current and future acquisition programs.

THOUGHT LEADERSHIP

The Coalition is sought after for its expertise in acquisition policy at the Federal level. We support a more efficient and cost-effective procurement system for all stakeholders involved—Federal agencies, contractors, and the American taxpayer.

LETTERS, TESTIMONIES & REGULATORY COMMENTS

COMMENTS:

RFI MSPV 2.0 Distribution Draft SOW (2/1/19)

Comments on the Removal of PSCs from DLA Contracts (2/19/19)

Questions on the VA's MSPV 2.0 Solicitation (4/4/19)

Military Healthcare Fraud & Abuse Program Proposed Rule (7/1/19)

FSS Pricing Disclosure Information Collection (7/29/19)

Transactional Data Reporting Information Collection (7/29/19)

GSA Bilateral Modification to Implement Section 889 (9/24/19)

Questions on GSA Commercial Platform Initiative RFP (10/17/19)

FSS Pricing Disclosures and Sales Reporting (10/30/19)

Recommendations for Improving GSA Advantage (2/21/19)

Commercial Platform Initiative "Known Unknowns" (3/7/19)

Best Practices for Establishing Commercial Agreements (6/3/19)

Antitrust Letter to the DOJ (9/25/19)

Antitrust Letter to the FTC (9/25/19)

Domestic Preferences Letter to the USTR (9/26/19)

Solicitation Feedback:

VA's MSPV 2.0 Acquisition Strategy (5/2/19)

Schedules Consolidation RFI Response #1 (7/3/19)

Schedules Consolidation RFI Response #2 (7/17/19)

Questions on the MSPV 2.0 Supplier BPAs (7/18/19)

Comments on Commercial Platform Initiative Draft RFP (8/1/19)

AMICUS BRIEFS

Cochise Consultancy, Inc. and the Parsons Corporation v. United States of America ex rel. Billy Joe Hunt (January 2019)

Anderson v. Fluor Intercontinental, Inc., Civ. No. 19-CV-00289 in the Eastern District of Virginia (November 2019)

LETTERS:

The Removal of PSCs from DLA Contracts (2/19/19)

COMMON SENSE IN ACQUISITION OUTREACH

FAR & BEYOND BLOG

The FAR & Beyond blog is a weekly procurement blog written by Roger Waldron, recognized by Government and the private sector as a "must read, in the know" federal acquisition publication. Topics covered in 2019 included:



- Section 846 of the National Defense Authorization Act for FY2018 and GSA's Commercial Platform Initiative pilot
- Joint Enterprise Defense Infrastructure (JEDI) contract
- Trade Agreements Act (TAA) Compliance
- Schedules Consolidation
- Supply Chain Risk Management
- Section 889 of the NDAA FY2019 prohibiting certain telecommunications and video surveillance services

The FAR & Beyond blog is featured weekly in the *Friday Flash* newsletter and on the Coalition website.

OFF THE SHELF" RADIO SHOW

"Off the Shelf" is a weekly radio show hosted by Roger Waldron on Federal News Radio. It features interviews with federal contracting experts from both inside and outside of Government on the issues



that matter most in acquisition policy. You can listen to the program on Federal News Radio 1500AM on Tuesdays at 11am EST or visit FederalNewsRadio.com! Here is a sample of some of the "Off the Shelf" interviews in 2019:

- An Inside Look at GSA's Federal Marketplace
 Strategy—Emily Murphy, GSA Administrator
- An Update on MAS Consolidation—Stephanie Shutt, Director of Multiple Award Schedule Program Management Office
- A Procurement Vision for DHS—Soraya Correa, Chief Procurement Officer for the Department of Homeland Security
- A Comprehensive Look at the Federal market—Ray Bjorklund, President of BirchGrove Consulting
- An Update on the NDAA—Jon Etherton, President of Etherton and Associates
- The Impact of GSA's eCommerce Initiative— David Dowd, Partner at Mayer Brown LLP
- A Deep Dive into Schedules Modernization— Larry Allen, President of Allen Federal Business Partners

TUESDAY TRACKER

The Coalition introduced the Tuesday Tracker this year. This publication provides members, weekly, with a quick update of the latest information relating to Federal Procurement. In the Tuesday Tracker, there is a Regulatory Tracker that lists the open FAR and DFARS cases that are relevant to Federal Procurement. In 2019, Tuesday Tracker was distributed to an average weekly readership of nearly 1,500 subscribers.

FRIDAY FLASH

Recognized by Government and private sector procurement leaders as a highly informative publication, the Friday Flash is the Coalition's weekly newsletter providing members with the latest law, policy, and business information pertaining to Federal Procurement. The newsletter includes regulatory updates and discussion, market intelligence regarding GSA, VA, OFPP, GAO, and DoD, as well as a weekly blog from Coalition President, Roger Waldron. In 2019, the Friday Flash was distributed to an average weekly readership of more than 1,500 industry and Government subscribers.

SUPPORT FOR OUR VETERANS



On August 21, 2019, the Coalition hosted the 7th Annual Joseph P. Caggiano Memorial Golf Tournament. Dedicated in honor of our good friend and colleague, the tournament honors Joe Caggiano, who was not only a 23-year veteran of the Federal contracting marketplace, but a naval veteran as well. The tournament's proceeds support The Coalition for Government Procurement Endowed Scholarship Fund for a qualified veteran pursuing a master's or law degree in Government procurement at The George Washington University.

We are pleased to announce that a total of \$12,000 has been raised for the scholarship as of 2019. There has been a total of over \$135,000 raised over the last four years. This achievement would not have been possible without the participation of our members at the tournament and their sincere generosity in support of the scholarship fund.

We hope that everyone will be able to join us on August 26, 2020 for next year for the Seventh Annual Joe P. Caggiano Memorial Golf Tournament at Whiskey Creek in Ijamsville, Maryland.

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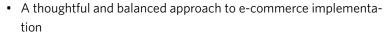


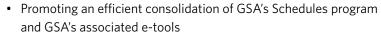
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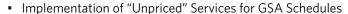


2020 INITIATIVES

The Coalition is looking forward to continuing to work to advance the mission of "common sense in Government procurement" in 2020. The following are just a few of the critical initiatives we will be pursuing this year on behalf of our members:







- Facilitating a Government and industry dialogue on the acquisition strategy for the next generation of GWACs and MACs, such as CIO-SP4 and the follow-on OASIS vehicle
- The enhancement of veteran's healthcare through greater partnership and shared services between the VA, DHA, and DLA
- Promoting an efficient and effective Medical/Surgical Prime Vendor program, consistent with commercial best practices, to the maximum extent practicable
- Keeping members apprised of relevant cyber and supply chain security requirements (e.g., Section 889 and Cybersecurity Maturity Model Certification) and sharing industry's feedback with the appropriate Federal agencies
- Strategic implementation of Category Management Government-wide and industry input into the identification of Best in Class contracts
- Modernization of the Schedules, including support for GSA's Contract Writing System, Catalog Management reform, updating pricing policies, and streamlining contract requirements



KEYSTONE MEMBERS







Booz | Allen | Hamilton

GENERAL DYNAMICS Information Technology



STRATEGIC PARTNERS



EXECUTIVE MEMBERS

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NEW MEMBERS

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Live Oak Bank Warrior Service Company LLC LSL Industries

WellPoint Military Care Mallinckrodt Pharmaceuticals

ZL Technologies, Inc. Manus Medical

Promoting Common Sense in Government Procurement



Support us at (202) 994-0287 or lawgwu.imodules.com/cgp We sincerely appreciate your ongoing support for the Coalition for Government Procurement Endowed Scholarship Fund at the George Washington University. This scholarship fund provides financial support to qualified veterans concentrating their studies to the field of U.S. Government Procurement and pursuing a law or master's degree at GWU.





If you are able to assist the Coalition and GWU in funding this scholarship for a deserving veteran, we would greatly appreciate your tax-deductible donation. Thank you in advance for your corporate and individual support of this important cause!