



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

**Overview of Conference Program:**

7:30AM – 8:00AM.....Registration, Breakfast, & Networking

8:00AM – 9:30AM.....Plenary Session:

8:00AM – 8:35AM.....Opening Remarks;

- 8:00AM-8:05AM **Georgette “Gigi” Godwin**, President and CEO, Montgomery County Chamber of Commerce (MCCC)
- 8:05AM-8:15AM **Senator Chris Van Hollen**, Honorary Chair, U.S. Senate
- 8:15AM-8:35AM Keynote: **Emily Murphy**, GSA Administrator

8:35AM - 9:25AM..... Keynote Panel: The Future of Small Business Procurement

**Pamela J. Mazza, Managing Partner, PilieroMazza PLLC**

**Robert Wong**, Associate Administrator of Government Contracting & Business Development, **SBA**; **John Klein**, Associate General Counsel for Procurement Law, SBA; **Vivian Ling**, Counsel to the Committee Majority Staff, U.S. House of Representatives, Committee on Small Business

9:25AM – 9:30AM.....Closing Remarks: **Georgette “Gigi” Godwin**, President and CEO, MCCC

10:00AM – 3:00PM..... Breakout Sessions

10:00-10:45AM & 11:00-11:45AM

[12:00-1:00PM – NO BREAKOUT SESSION – BREAK FOR LUNCH]

1:00-1:45PM & 2:00-2:45PM

1:00PM – 3:00PM .....Roundtables (1:00-1:45pm & 2:00-2:45pm)

11:00PM – 1:00PM.....Lunch (served in expo hall – grab and go)

1:00PM – 3:00PM.....Matchmaking (10 mins one-on-one meetings)

8:00AM – 1:00PM..... EXPO Hall Open

3:00PM.....Event Closes

**TRACK 1: FEDERAL GOVERNMENT PROCUREMENT OPPORTUNITIES Breakout Sessions**

- U.S. DOD OSDBU Landscape Panel
- Civilian OSDBU Landscape Panel
- Mentor Protégé: DoD vs SBA
- Multiple Award Contracts GSA OASIS, Alliant, NIH CIOSP3
- Cybersecurity/IT Acquisition Policies and Procedures (Modernization) Panel
- Category Management and its evolution
- Department of Homeland Security (DHS)
- Health & Human Services Landscape Panel (HHS)
- Defense Intelligence Agency (DIA)

**TRACK 2: MARYLAND PROCUREMENT OPPORTUNITIES (STATE & LOCAL): Breakout Sessions**

- State and Metro Maryland Purchasing Panel
- Montgomery County Agencies Panel

**TRACK 3: PATHWAY TO GROWTH**

**Breakout Sessions**

- Cybersecurity Compliance, DoD
- Success=Growth=Trouble for Small Business: How to Avoid a Mid-Life (Mid-Size) Crisis for Your Company
- Five Essential components to a Winning Proposal Effort
- Strength in Numbers: Seizing Opportunities and Avoiding Pitfalls in Government Contracts Teaming
- GSA Schedule Holders: Transformative MAS Changes – What You Need To Know
- Marketing to World’s Largest Customer- The Business Development and Procurement Lifecycle
- How to leverage the 8(a) program to accelerate your success

**TRACK 4: FEDERAL INNOVATION TRACK (GSA & David Nguyen to take lead)**

- Innovation Keynotes
- CIO/CTO Panel
- Innovation Panel Blockchain, Artificial Intelligence, Chatbot

**ROUNDTABLES**

- WOSB Certification- Does this come with a User’s Guide?
- Managing your SBLO Relationship
- Multiple Award Contracts: How Do I Get a Piece of the Pie?
- Certifications – Does one size fit all?
- Everything you wanted to know about GSA Schedules



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

### Plenary Session from 8:00AM-9:30AM

### Building I, Auditorium

#### OPENING REMARKS - 8:00AM – 8:35AM

Speakers:

- 8:00AM-8:05AM **Georgette “Gigi” Godwin**, President and CEO, Montgomery County Chamber of Commerce (MCCC)
- 8:05AM-8:15AM **Senator Chris Van Hollen**, Honorary Chair, U.S. Senate
- 8:15AM-8:35AM Keynote: **Emily Murphy**, GSA Administrator

#### KEYNOTE PANEL - 8:35AM – 9:25AM

Keynote Panel Moderator:

- **Pamela J. Mazza**, Managing Partner, PilieroMazza PLLC

Keynote Panelists:

- **Robert Wong**, Associate Administrator of Government Contracting & Business Development, U.S. Small Business Administration (SBA)
- **Vivian Ling**, Counsel to the Committee Majority Staff, U.S. House of Representatives, Committee on Small Business
- **John Klein**, Associate General Counsel for Procurement Law, U.S. Small Business Administration



# 2018 GovConNet Pathway to Growth Procurement Conference Friday, May 18, 2018

**Breakout Sessions from 10:00AM-3:00PM**  
(10:00AM-10:45AM, 11:00AM-11:45AM, 1:00PM-1:45PM and 2:00PM-2:45PM)

## Track 1: FEDERAL GOVERNMENT PROCUREMENT OPPORTUNITIES

### U.S. DOD OSDBU Landscape Panel

Room 2032 1:00pm – 1:45pm

#### Session Description

The breakout session will provide updates on small business programs, processes and policies, and how to better situate your company to do business with the DoD.

Moderator: **Pamela Monroe**, Assistant to the Director, Army Office of Small Business Programs

#### Panelists

- **Tommy Marks**, Director Small Business Programs, U.S Army
- **Emily Harman**, Director Small Business Programs, U.S Navy
- **Jamie Adams**, Deputy Director, Small Business Programs, U.S. Air Force

### Civilian OSDBU Landscape Panel - Ask the Experts: How to Do Business with Government Agencies

Room 2032 TIME: 11:00am – 11:45am

#### Session Description

Government agency representatives will cover best practices for working with them—from preferred procurement methods to budget considerations. This session will also reveal any active or upcoming opportunities. You'll receive tips on how to do business with a variety of government agencies.

Moderator: **Wallace Sermons**, Subcontracting Program Manager, Department of Health & Human Services, Office of Small and Disadvantaged Business Utilization (OSDBU)

#### Panelists

- **Kevin Boshears**, OSDBU, Director, U.S. Department of Homeland Security
- **Annette Owens-Scarboro**, Program Manager, NIH office of Small Business Programs
- **Syretta Dyson-Buesing**, Outreach Manager, U.S. General Services Administration, Office of Small Business Utilization (OSDBU)



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

### Mentor Protégé: DoD vs SBA

Room 2052 TIME: 11:00am – 11:45am

#### Session Description

The Federal Government recognizes the value small businesses receive from mentors in order to grow and better serve their customers. The only mentor-protégé programs that are exempt from affiliation, though, are DoD's Mentor-Protégé Program and SBA's Mentor-Protégé Programs (All Small and 8(a)). DoD's Mentor-Protégé Program is the oldest continuously operating federal mentor-protégé program. SBA's All Small Mentor Protégé Program, on the other hand, is still young, having started in October 2016. In this session, we will discuss the benefits of both programs, competitive advantages, eligibility requirements, and application processes.

Moderator: **Megan Connor**, Partner, PilieroMazza

#### Panelists

- **Holly Schick**, Director, All Small Mentor Protege Program, Small Business Administration
- **Shannon C. Jackson**, Associate Director, Department of Defense, Office of Small Business Programs

### Multiple Award Contracts GSA OASIS, NIH CIO SP3, VETS II, & STARS

Room 1032 TIME: 11:00am – 11:45am

#### Session Description

Focus on Small and Mid-Size Businesses going to the next level using CIO-SP3, OASIS, Alliant, VETS 2 and 8(a) Stars II. Participants will have the opportunity to gain insight from experts on these contracts including the foundation, operations and opportunities that can bring their companies to a new level of participation and revenue. Scope of the panel discussions will cover what's new with these contracts, some trends and operating as a prime contractor as well as operating as a subcontractor. A Question and Answer session for participants is included.

Moderator: **Ted Buford**, Vice President and Program Manager, CACI International, Inc.

#### Panelists

- **Brian K. Goodger**, Associate Director, Office of Logistics & Acquisition Operations (OLA), OALM, OD, NIH
- **Alexandra Rouse**, Professional Services Program Executive, U.S. General Services Administration
- **Paul Martin**, Director, IT Services Contract Operations Division Office of Information Technology Category (ITC), FAS, U.S. General Services Administration (GSA); VETS II and STARS



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

### Cyber Acquisition Policies and Procedures (Modernization) Panel

Room 2052 TIME: 10:00am – 10:45am

#### Session Description

Attendees will get to hear from industry and government leaders about what the federal government is doing to implement digital transformations across multiple agencies.

Moderator: **Sameer Ahirrao**, CISSP, CISA, CCSP, Founder, Ardent Security

Panelists:

- **Traci Walker**, Lead Contracting Officer, U.S. Digital Service, Executive Office of the President, White House
- **Jeremy McCrary**, Procurement Analyst, Office of Management and Budget (Invited)

### Category Management and Its Evolution

Room 1032 TIME: 1:00PM – 1:45PM

Session Description: Category Management – Learn How Your Small Business Can be a Part of the Transformation.

The breakout session objective: The Federal government is consistently seeking more efficient and effective ways of purchasing goods and services. Category management is transforming how the government purchases goods and services and has proven to be an effective tool that identifies proven vendors and their prices leading to reduced cost, time, and duplication of efforts, especially with economic stringencies requiring the government to do more with limited resources. Consequently, to be effective and progressive, it is vital for vendors to understand the government's mission and objectives and work collaboratively to develop strategies to meet those needs.

Moderator: **Melissa “Lisa” Jenkins**, Business Analyst Industry Liaison, WOSB Program Manager, U.S. Department of the Treasury

Panelists:

- **Alexandra Rouse**, Professional Services Program Executive, U.S. General Services Administration
- **Alan Monico**, Contract Specialist, U.S. Department of the Treasury
- **Ken Dodds**, Director of Policy, Planning and Liaison, Small Business Administration (SBA)

### Department of Homeland Security

Room 2032 TIME: 10:00am – 10:45am

Featured Speaker:

- **Carla Thomas**, Communications and Industry Liaison, DHS

Session Description: What are the trends, strategic sourcing, and vehicles being used?



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

### Health & Human Services Landscape Panel

Room 1032 TIME: 10:00am – 10:45am

#### Session Description

HHS has one of the largest civilian IT budget requests for fiscal year 2018. This panel is comprised of procurement specialists from CMS, NIH and FDA to discuss upcoming procurement opportunities and spending trends within the agency. These three sub agencies had the top IT spending in HHS between fiscal years 2013-2017.

Moderator: **Marsha Hasson**, Vice President, Computer Systems & Apps, Westat

#### Panelists

- **Melissa Starinsky**, Director and Head of Contracting, Office of Acquisition & Grants Management, U.S. Centers for Medicare & Medicaid Services
- **Ted Weitzman**, Sr. Acquisition Advisor, Office of Finance Budget & Acquisitions, Office of Acquisitions and Grants Services, HFA - 500, U.S. Food and Drug Administration
- **Brian K. Goodger**, Associate Director, Office of Logistics & Acquisition Operations (OLAO), OALM, OD, NIH

### Defense Intelligence Agency (DIA)

Room 2052 1:00pm – 1:45pm

#### Featured Speaker:

- **Donald Camden**, Deputy Head of Contracting Activity, Defense Intelligence Agency (DIA)

#### Session Description

This breakout session will provide a comprehensive look at the contracting process with an emphasis on Small Businesses. The session will give the government's perspective as it pertains to small businesses, covering the proposal process, evaluation, award, and protest.



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

### TRACK 2: STATE & METRO MARYLAND PROCUREMENT OPPORTUNITIES

#### State & Metro Maryland Purchasing Panel

Room 1042 TIME: 11:00am – 11:45am

##### Session Description

Learn effective strategies for increasing your competitiveness when bidding on local government contracting opportunities. Hear from procurement managers about how to position your company to effectively compete for Procurement Opportunities. Panel members will provide insight into upcoming priorities for their jurisdictions and advise on how to help ensure that your bid is among those considered.

Moderator: **Grace Denno**, Chief, Division of Business Relations and Compliance, Office of Procurement, Montgomery County, Maryland

##### Panelists

- **Pam Jones**, Division Chief, Montgomery County Procurement
- **Marion Brown-Flamer**, Division Manager, Prince George's Procurement
- **Carla D. Tucker**, Minority and Small Business Marketing Manager, Baltimore County Purchasing Division
- **Alison Tavik**, Director of Communications, Governor's Office of Small, Minority & Women Business Affairs (GOSBA)

#### Montgomery County Agencies Panel

Room 1042 TIME: 10:00am – 10:45am

##### Session Description

This session will offer conference attendees an opportunity to meet the Procurement Directors or Managers of Montgomery County Agencies. These presenters will identify upcoming opportunities and offer the best practices to win contracts with their agencies.

Moderator: **DeVance Walker, Jr., Ph.D.**, Senior Manager, Business Procurement Development, Department of Procurement, Montgomery Maryland

##### Panelists:

- **Angela McIntosh-Davis**, Team Leader – Procurement Unit, Montgomery County Public Schools
- **Tracey Edwards**, Program Manager Supplier Diversity Outreach and Development, Washington Suburban Sanitary Commission
- **Patrick Johnson**, Director of Procurement/CPPB, Montgomery College
- **Jessica Blow**, Director of Procurement, City of Rockville

### Track 3: PATHWAY TO GROWTH



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

### **Success=Growth=Trouble for Small Business: How to Avoid a Mid-Life (Mid-Size) Crisis for Your Company**

Room 2062      11:00am – 11:45am

**Session Description:** This panel will explore growth strategies for small companies who are about to become midsize companies. Joining panelists from small and midsize businesses are experts from the public, private and policy sectors to discuss strategies for companies about to become midsize businesses.

Moderator: **Ann Sullivan**, President, Madison Services Group

Panelists

- **Jackie Robinson Burnette** – Government Contracting Expert, Live Oak Bank
- **Pamela J. Mazza**, Managing Partner, PilieroMazza PLLC
- **Gail Bassin**, Co-CEO/Board Chairperson & owner, JBS International
- **Lisa Firestone**, President & CEO, Managed Care Advisors

### **Five Essential Components to a Winning Proposal Effort**

Room 2062      1:00pm – 1:45pm

Featured Speaker:

- **Martin Hicks**, Vice President, Global Services

#### **Session Description**

Government contractors know that proposal management is an essential part of capturing new business. Good proposal management follows industry standard processes and methodologies established by the Association of Proposal Management Professionals (APMP), known as the APMP Body of Knowledge. During our twenty-year history of executing successful government proposal efforts in excess of \$20 Billion for our clients, outside of following the right processes, Global Services has found five common denominators that always accompany a winning proposal effort. These important components separate winners from the “just participators” in a proposal bid. In this session we will share the five ingredients that our proposal managers include in a winning proposal effort.





## 2018 GovConNet Pathway to Growth Procurement Conference Friday, May 18, 2018

### Strength in Numbers: Seizing Opportunities and Avoiding Pitfalls in Government Contracts

#### Teaming

Room 2062 2:00pm – 2:45pm

#### Session Description

Join our panel of government contractor leaders to discuss the pros, the cons, and the best strategies for Government contracts teaming. When should a contractor team? When should it Prime/Sub or JV? How should a contractor leverage the mentor-protégé programs for teaming success? What about GSA CTAs? What are the risks to teaming? What makes a good team? What are the additional compliance risks, and how do contractors navigate them? How do you sell to the Government as a team?

Moderator: **Stephen Ramaley**, Associate Attorney at Miles & Stockbridge P.C

#### Panelists

- **Bruce Brooke**, Vice President, EPS
- **Mike Carlson**, VP Contracts, ITA International
- **Paul Wright**, Director of Operations, IMPAQ International

### Marketing to World's Largest Customer- The Business Development and Procurement Lifecycle

Room 2062 TIME: 10:00AM – 10:45AM

#### Featured Speaker:

- **Gloria Larkin**, President, CEO & Founder, TargetGov

#### Session Description

Marketing to World's Largest Customer- The Business Development and Procurement Lifecycle

The federal government is the world's fortune one customer in that it buys more services and products than any other entity in the world. Successful contractors know that one wins contracts when you know about the opportunity well before the RFP is announced, and more importantly, the decision-makers know, trust and want your business as the awardee. But most businesses hit a brick wall when trying to proactively market to the right decisionmakers before the bid hits the streets. This session is geared to both experienced contractors and those entering the federal marketplace and covers practical steps in identifying the real decision-makers, tips and rules on acceptable marketing tools and tactics, the critical issues of timing, and mistakes that lock you out including eliminating the "chasing the bid" mentality. Speaker Gloria Larkin, president of TargetGov, shares a real-world case study, one of the local awardees propelling TargetGov's metric to over \$4.3 billion in client contract awards in the last six years.



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

### Cybersecurity Compliance, DoD

Room 2052 2:00pm – 2:45pm

Moderator: **Tina C. Williams-Koroma**, Esq., CISSP, PMP, President, TCecure, LLC

Featured Speakers:

- **Vicki Michetti**, Department of Defense, Chief Information Officer (CIO), Director, DIB Cybersecurity Program
- **Mary Thomas**, Office of the Under Secretary of Defense for Acquisition, Technology and Logistics (OUSD - AT&L), Defense Procurement and Acquisition Policy

**Session Description:** Cybersecurity: Helping Defense Contractors Comply with Federal Regulations

Description: Interactive presentation will address DoD's implementation of DFARS Clause 252.204-7012, "Safeguarding Covered Defense Information and Cyber Incident Reporting and will offer practical, actionable steps you can take to comply with the requirements and keep your company secure.

### How to Leverage the 8(a) Program to Accelerate Your Success

Room 2032 2:00pm – 2:45pm

#### Session Description

The 8(a) Business Development Program is a program offered by the U.S. Small Business Administration (SBA). Its purpose is to promote the ability of firms owned and controlled by socially and economically disadvantaged individuals to effectively compete in the free enterprise system. The 8(a) business development program offers a broad scope of support including contracting, technical, management, mentoring, and joint venture assistance. The Washington Metropolitan Area is home to the largest number of firms participating in SBA's 8(a) Business Development Program.

Please join our breakout session to learn more about this program from business owners who have first-hand knowledge as participants. During the session we will have an honest and candid discussion about the program and expectations. The panel will speak to the value of being a participant in the 8(a) program along with addressing myths and misunderstandings. Importantly, the panel will talk about planning for graduation from the 8(a) business development program and the preparation needed to sustain business growth momentum gained while being a program participant.

Moderator: **Antonio Doss**, District Director, Washington Metropolitan Area District Office

Panelists

- **Jackie Lopez**, President, Premier Enterprise Solutions
- **Ahmed Ali**, President & Chairman, TISTA
- **Damien Hammond**, President, Windjammer Environmental
- **Michael D. Thornton, Sr.**, Chief Operating Officer/Co-Owner, Visionary Consulting Partners, LLC



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

### **GSA Schedule Holders: Transformative MAS Changes – What You Need to Know**

Room 1032

TIME: 2:00pm – 2:45pm

#### **Session Description:**

GSA continues its push to transform the Multiple Award Schedule / Federal Supply Schedule (MAS/FSS) program, reducing prices and streamlining processes. Hear more about updates to the electronic contracting process; thoughts on the Order Level Materials (OLM) final rule; and the impact of GSA competitive pricing initiatives / market analysis on Schedule price negotiations. How will this affect your current GSA Schedule – your existing prices, products, services; your efforts to add new offerings; and your possible plans for a follow-on contract schedule.

- Moderator: **Vanessa Payne**, Managing Consultant, Aronson LLC

#### Panelists

- **Warren Blankenship**, Division Director, Office of IT Schedule Operations at GSA
- **Tonya Pruitt**, Branch Chief / Supervisory Contracting Officer at GSA
- **Amy Bielski**, President and CEO, Ripple Effect Communications, Inc.



## Track 4: FEDERAL INNOVATION TRACK

### IT Modernization: Paving the Road Forward

Room 3032 Time: 10:00am – 10:45am

#### Featured Speaker:

- **Keith Nakasone**, Deputy Assistant Commissioner for Acquisition, Office of Information Technology Category (ITC), Federal Acquisition Service (FAS), U.S. General Services Administration (GSA)

#### **Session Description:**

In this session, Keith Nakasone will discuss GSA's efforts to innovate their way to even better acquisition solutions. The agency has been actively evaluating artificial intelligence and robotic process automation, but what's next? Learn about GSA's plans to enhance IT Schedule 70 with these new technologies.

### HHS REIMAGINED

Room 3032 Time: 11:00am – 11:45am

#### Featured Speakers:

- **Jose Arrieta** Associate Deputy Assistant Secretary for Acquisition, Assistant Secretary for Financial Resources (ASFR) U.S. Department of Health and Human Services
- **Lori Ruderman**, ReImagine Acq PMO lead, HHS
- **Oki Mek**, ReImagine Emerging Tech Lead, HHS

### Federal CIO/CTO Innovators

Room 3032 TIME: 1:00pm – 1:45pm

Moderator: **Michael Hermus**, Founder & CEO of Revolution Four Group

#### **Session Description:**

In 2018, the Modernizing Government Technology Act was signed into law, which allowed federal agencies to reprogram unused IT budget to fund future modernization projects. The Act gives agencies more resources to move into the cloud, implement shared services, strengthen security posture, and adopt emerging technologies like blockchain, artificial intelligence, machine learning, robotic process automation, etc. Panelists will be sharing their strategies, plans, and/or initiatives, if any, to modernize their agencies. Additionally, panelist will share their vision and outlook for the next 5 years.

#### Panelists

- **Avi Bender**, Director, NTIS, U.S. Department of Commerce
- **Charles Romine**, Director of the Information Technology Laboratory, NIST
- **Evan Lee**, CTO and Director of Digital Services, Office of Inspector General Agency: Department of Health and Human Services



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

### **Federal Innovation - Who are the Doers and What's Next?**

Room 3032 TIME: 2:00pm – 2:45pm

Moderator: **David Nguyen**, Founder & CEO, United Solutions

#### **Session Description:**

Today, innovation is happening across the federal government at a very rapid pace. Top federal agencies like GSA, DHS, OPM, EPA, and Treasury have created elite innovation units to foster innovation and reinvent the way the government does business. Innovation champions are exploring how emerging technologies like blockchain, artificial intelligence, robotic process automation, chatbots, etc. can make government faster and more efficient. Innovation champions will share their top initiatives, lessons learned, and predictions about the future of federal innovation.

#### Panelists

- **Adam Goldberg**, Director and Executive Architect, Department of the Treasury, Office of Financial Innovation and Transformation
- **Darryl Peek**, Director of Digital Innovation and Solutions, OCIO/OCTO at U.S. Department of Homeland Security
- **Dominic Sale**, Assistant Commissioner of Operations, FAS Technology Transformation Services, GSA



# 2018 GovConNet Pathway to Growth Procurement Conference Friday, May 18, 2018

## PATHWAY TO GROWTH ROUNDTABLES (sign up required)

### **1. WOSB Certification- Does this come with a User's Guide?**

Building 1, 2<sup>nd</sup> Floor TIME: 1:00pm – 1:45 & 2:00pm – 2:45pm

#### **Session Description:**

WOSB Certification - Does this come with a User's Guide? Amina Elgouacem, President and CEO of NEOSTEK, will share real world experiences using the EDWOSB and WOSB set-aside program in the Federal Government, and is a Prime contract winner on both certifications

- Mentor: **Amina Elgouacem** (WOSB Contract Awardee) Facilitate Conversation, President, Neostek, Inc.

### **2. Managing your SBLO Relationship**

Building 1, 2<sup>nd</sup> Floor TIME: 1:00pm – 1:45pm & 2:00pm – 2:45pm

- Mentor: **Pat DeSanto**, Corporate Supplier Diversity Manager, Lockheed Martin

#### **Session Description:**

Lockheed Martin Corporation awarded \$4.4B in subcontracts to Small Businesses in 2017, including \$549M to Veteran Owned Small Businesses. At LM, the small business subject matter experts are our Small Business Liaison Officers. Many large companies have individuals in similar roles that you should utilize to position your company for success. This roundtable will provide participants with advice on how to best interact with these key business partners, and how the SBLO can help your organization to maximize partnering opportunities.

### **3. Multiple Award Contracts: How Do I Get a Piece of the Pie?**

Building 1, 2<sup>nd</sup> Floor TIME: 1:00pm – 1:45pm & 2:00pm – 2:45pm

#### **Session Description**

Learn how to position for growth using Multiple Award Contracts. Understand the inner workings of these types of contracts and what it takes to successfully win awards, task orders and grow revenue.

- Mentor: **William Mickler**, Senior Business Development Executive of Operations  
CACI GWAC/GSA PMO



# 2018 GovConNet Pathway to Growth Procurement Conference

## Friday, May 18, 2018

### **4. Certifications – Does one size fit all?**

Building 1, 2<sup>nd</sup> Floor

TIME: 1:00pm – 1:45pm & 2:00pm – 2:45pm

#### **Session Description**

Discuss the eligibility requirements for SBA's small business, SDVOSB, 8(a), WOSB, and HUBZone set-aside programs, as well as the value of each in federal procurement.

- Mentor: **Megan Connor**, Partner, PilieroMazza

### **5. GSA 101: Everything you wanted to know about GSA Schedules**

Building 1, 2<sup>nd</sup> Floor

TIME: 1:00pm – 1:45pm & 2:00pm – 2:45pm

- Mentor: **Hope Lane**, Partner, Government Contracts Solutions Group, Aronson LLC

#### **Session Description**

In government FY17, GSA Schedule sales totaled almost \$31 billion. These contracts continue to be the go-to source for federal buyers of commercial goods and services, and are a common point of entry for companies new to federal contracting. Many myths surround the process of obtaining a GSA Schedule contract; however, the number, type, and interpretation of requirements are continually changing, so your preparation and strategies must as well. Pursuing any government contract is an investment of resources, so make sure you are armed with the knowledge you need to be successful. Join a GSA Schedule expert for a one-on-one reality-check to debunk myths and get the real scoop on topics that include:

- What are GSA Schedules?
- Advantages of using GSA Schedules
- Which GSA Schedule is right for your business?
- Getting a GSA Schedule contract – eligibility, proposal, negotiations
- Understanding contract compliance requirements
- Identifying decision-makers who use GSA schedules
- Proactively marketing to all decision-makers
- Using eBuy and GSA Advantage to build revenues
- Effective marketing tools for FY 2017