

# SBTW18 AGENDA | NEW ORLEANS

Connect. Collaborate. Innovate.

## MONDAY, APRIL 23

**7 am - 5 pm**                    **Registration/Help Desk**

### **DoD Southeast Regional Council (SERC) Workshop**

- 8 am - 8:10 am            **Welcome and Introduction of SERC Board**
- Ms. Marlan Snodgrass, Assistant Director, USACE Mississippi Valley Division OSBP (Chairperson, DoD Southeast Regional Council)
- 8:10 am - 8:30 am        **DoD Regional Council Leadership Update**
- Ms. Janice Buffler, Associate Director, DoD OSBP
- 8:30 am - 9 am            **Small Business Utilization: The Big Picture**
- Dr. Donna Peebles, Associate Director, USACE HQ OSBP
- 9 am - 9:30 am            **SBA Regulatory Update**
- Mr. Ken Dodds, Director, Office of Policy, Planning & Liaison, SBA
- 9:30 am - 10 am           **New Subcontracting Tools**
- Ms. Angela Terry, Subcontracting Program Manager, SBA
- 10 am - 10:30 am**        **Networking Break**
- 10:30 am - 11 am         **Leveraging the Dynamic Small Business Search (DSBS) Tool**
- Ms. Valerie Coleman, Prime Contracts, Program Manager, Office of Government Contracting, SBA
- 11 am - 11:30 am         **How to Organize and Implement Virtual Industry Days**
- Ms. Karen Baker, Chief, Army Geospatial Center OSBP
- 11:30 am - 12:45 pm**    **Lunch (on your own)**
- 12:45 pm - 1:15 pm       **DoD Mentor-Protégé Program Update**
- Mr. Shannon Jackson, Associate Director, DoD OSBP
- 1:15 pm - 2 pm            **Evaluating Subcontracting Performance in CPARS**
- Dr. Jeanette Robinson, Small Business Professor, DAU
- 2 pm - 2:30 pm**            **Networking Break**
- 2:30 pm - 3:15 pm        **SBLO Best Practices (panel)**
- Ms. Melissa Smith, SBLO, EA Engineering, Science and Technology, Inc. (Moderator)
  - Ms. Debbie Sampson, SBLO, Fluor
  - Ms. Holly Hutson, SBLO, Amec Foster Wheeler
  - Mr. Thomas Ward, Lead Estimator, Kiewit

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### **DoD Southeast Regional Council (SERC) Workshop (cont.)**

3:15 pm - 4 pm

#### **How to Develop Data-driven Outreach Strategies (panel)**

- Ms. Christina Barnhill, Outreach Manager, MDA OSBP
- Mr. Chad Rogers, Senior Analyst, MDA OSBP

4 pm - 4:30pm

#### **Subcontracting Hot Topics**

- Ms. Janice Buffler, Associate Director, DoD OSBP

### **MONDAY, APRIL 23 (cont.)**

#### **BREAKOUTS: 5**

1 pm - 5 pm

#### **Air Force Breakout**

1 pm - 5 pm

#### **Army Breakout**

1 pm - 5 pm

#### **DCMA Breakout**

1 pm - 5 pm

#### **Navy Breakout**

1 pm - 5 pm

#### **SBA Breakout**

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## TUESDAY, APRIL 24

7 am - 5 pm Registration/Help Desk

8 am - 8:10 am **Welcome**

- Dr. James Galvin, Acting Director, DoD OSBP

8:10 am - 9:30 am **DoD Leadership Update and Small Business Directors' Town Hall**

- Dr. James Galvin, Acting Director, DoD OSBP (Moderator)
- Mr. Tommy Marks, Director, Army OSBP
- Ms. Emily Harman, Director, Navy OSBP
- Ms. Valerie Muck, Director, Air Force OSBP

9:30 am - 10:15 am **SBA Leadership Update**

- The Honorable Robb Wong, Associate Administrator, Government Contracting and Business Development, SBA

**10:15 am - 10:45 am Break**

10:45 am - 11:30 am **Mythbusters: Addressing Misconceptions and Improving Communication with Industry**

- Ms. Lesley Field, Deputy Administrator for Federal Procurement Policy, OMB

**11:30 am - 12:45 pm Networking Lunch**

12:45 pm - 2 pm **Category Management**

- Ms. Mary Urey, Director, Air Force Installation and Mission Support Center OSBP (Moderator)
- The Honorable Charles Manger, Associate Administrator, GSA OSBU
- Ms. Lesley Field, Deputy Administrator for Federal Procurement Policy, OMB
- Ms. Mary Davie, Deputy Commissioner, Federal Acquisition Service, GSA
- Mr. Matthew Beebe, Director, DLA Acquisition
- Mr. Mark Fahrenkamp, Director, Air Force Category Management Program Support Office

2 pm - 3 pm **DoD Contracting Update**

- Ms. Jill Stiglich, Deputy Director, DPAP, Contract Policy & International Contracting

**3 pm - 3:30 p.m. Networking Break**

3:30 pm - 4:30 pm **SBA Legislative and Regulatory Update**

- Mr. Ken Dodds, Director, Office of Policy, Planning & Liaison, SBA

**4:30 pm - 6:30 pm Networking Reception**

# SBTW18 AGENDA | NEW ORLEANS

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## WEDNESDAY, APRIL 25

7 am - 5 pm Registration/Help Desk

8 am - 9 am

### **Surveillance Reviews: Strategies for Success**

- Ms. Valerie Coleman, Prime Contracts, Program Manager, Office of Government Contracting, SBA
- Mr. Chris Harrington, Director, SOCOM OSBP

9 am - 10 am

### **HUBZone Program: Best Practices**

- Ms. Mariana Pardo, Director, Office of HUBZone Programs, SBA
- Ms. Farris Welsh, Director, Air Force Materiel Command OSBP
- Ms. Linda Spadaro, Chief, USACE Mobile District OSBP

**10 am - 10:30 am Break**

## **BREAKOUTS: 6**

10:30 am - 11:30 am ***GAO Protest Case Studies***

- Mr. Sam Le, Attorney Advisor, Office of General Counsel, SBA

10:30 am - 11:30 am ***WOSB Program: Best Practices***

- Ms. Amy Kim, WOSB Program Manager, Office of Government Contracting, SBA
- Ms. Angela Dingle, Chair-Elect, Board of Directors, Women Impacting Public Policy (WIPP)

10:30 am - 11:30 am ***Leveraging Soft Skills to Influence Procurement Strategies***

- Mr. David Christ, Director, Army Research Laboratory OSBP

10:30 am - 11:30 am ***How to Organize and Implement Virtual Industry Days***

- Ms. Karen Baker, Chief, Army Geospatial Center OSBP

10:30 am - 11:30 am ***How to Tell and Sell Small Business Success Stories***

- Mr. Shannon Jackson, Associate Director, DoD OSBP
- Mr. Ollie Cooperwood, Public Affairs Officer, Navy OSBP

10:30 am - 11:30 am ***8(a) Program: Innovative Strategies***

- Ms. Sharon Gurley, Director, Office of Program Review, Government Contracting and Business Development, SBA
- Dr. Donna Peebles, Associate Director, USACE HQ OSBP

**11:30 am - 1 pm Vanguard Awards Ceremony (lunch)**

- Dr. James Galvin, Acting Director, DoD OSBP

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### WEDNESDAY, APRIL 25 (cont.)

#### BREAKOUTS: 7

1 pm - 2 pm

#### *Evaluating Subcontracting Performance in CPARS*

- Dr. Jeanette Robinson, Small Business Professor, DAU

1 pm - 2 pm

#### *Understanding Joint Ventures*

- Mr. Sam Le, Attorney Advisor, Office of General Counsel, SBA

1 pm - 2 pm

#### *Insights from Industry*

- Mr. Gerald Robbins, Senior Director of Business Development, SAIC

1 pm - 2 pm

#### *Leveraging the Market Research Center of Excellence (MRCoE) Tool*

- Mr. Ted Bujewski, Associate Director, DoD OSBP
- Mr. Jonathan Metts, Program Manager, ByteCubed

1 pm - 2 pm

#### *How to Develop Your Small Business Professional Brand*

- Mr. Paul Ward, Deputy Director, SOCOM OSBP
- Ms. Coleen McCormick, Associate Director, DLA Land and Maritime OSBP

1 pm - 2 pm

#### *DoD and SBA Mentor-Protégé Programs: Best Practices*

- Mr. Shannon Jackson, Associate Director, DoD OSBP
- Ms. Sandra Clifford, Deputy Director, All Small Mentor Protégé Program, SBA

1 pm - 2 pm

#### *How To Do Small Business Set-asides on GSA Schedules*

- Mr. Joey Phelps, Customer Service Director, GSA

2:05 pm - 3 pm

#### **Building Effective Partnerships Between Contracting Officers and Small Business Professionals**

- Ms. Sherry Freeman, Small Business Professor, DAU (Moderator)
- Mr. Reginald Solomon, Contracting Officer, Washington Headquarters Services
- Mr. Ian Ahearn, Small Business Professional, NGA OSBP
- Mr. Christopher Nietubyc, Small Business Specialist, DIA OSBP
- Ms. Elizabeth Harrington, Small Business Professional, Washington Headquarters Services OSBP

**3 pm - 3:30 pm**

#### **Networking Break**

#### BREAKOUTS: 7

3:30 pm - 4:30 pm

#### *Acquisition Planning: Getting Involved Early*

- Mr. Chris Harrington, Director, SOCOM OSBP (Moderator)
- Dr. Donna Peebles, Associate Director, USACE HQ OSBP
- Mr. Reginald Solomon, Contracting Officer, Washington Headquarters Services
- Mr. Douglas Gerard, Procurement Center Representative, Area III Marshall Space Flight Center, SBA

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### WEDNESDAY, APRIL 25 (cont.)

- 3:30 pm - 4:30 pm ***How to Develop Data-Driven Outreach Strategies***
- Ms. Christina Barnhill, Outreach Manager, MDA OSBP
  - Mr. Chad Rogers, Senior Analyst, MDA OSBP
- 3:30 pm - 4:30 pm ***PTACs: What Contracting Officers Need to Know***
- Ms. Sherry Savage, Program Manager, Procurement Technical Assistance Program, DLA OSBP
  - Ms. Lisa Wood, Statewide Director, Connecticut PTAC
  - Mr. George Williams, Program Manager, Native American PTAC
  - Ms. Denise Warner, Program Director, Maryland PTAC
  - Mr. Darryl Thomas, Interim PTAC Program Manager, Illinois PTAC
  - Ms. Sheriley Smith, Project Manager, Texas PTAC
  - Ms. Jann Deane, Program Manager, Michigan PTAC
  - Ms. Haneen Wraikat, PTAC Team Coordinator, Michigan PTAC
- 3:30 pm - 4:30 pm ***Subcontracting Hot Topics***
- Ms. Janice Buffler, Associate Director, DoD OSBP
- 3:30 pm - 4:30 pm ***Using Data to Tell Stories***
- Mr. Pete Hunter, Associate Director, Army Medical Command OSBP
- 3:30 pm - 4:30 pm ***Elements of a Successful Small Business Brief***
- Ms. Arielle Douglas, Associate Director, DISA OSBP
  - Ms. Pamela Monroe, Subcontracting Program Manager, Army
- 3:30 pm - 4:30 pm ***Leveraging the Dynamic Small Business Search (DSBS) Tool***
- Ms. Valerie Coleman, Prime Contracts, Program Manager, Office of Government Contracting, SBA
  - Mr. Norman Willis, Small Business Procurement Analyst, Air Force Materiel Command OSBP
- 4:30 pm - 6 pm **DoD Regional Council Board meeting**

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## THURSDAY, APRIL 26

7 am - 1 pm Registration/Help Desk

8 am - 9 am

### **Cybersecurity Update**

- Mr. Ted Bujewski, Associate Director, DoD OSBP (Moderator)
- Ms. Vicki Michetti, Director, Defense Industrial Base (DIB) Cyber Security (CIB CS) Program, DoD CIO
- Ms. Mary Thomas, Program Analyst, DPAP

## **BREAKOUTS: 7**

9:05 am - 10 am

### ***Market Research: A Strategy for Success***

- Ms. Sherry Freeman, Small Business Professor, DAU
- Mr. Chris Eischen, Procurement Center Representative (Kansas City, MO), SBA

9:05 am - 10 am

### ***Insights from Program Managers***

- Mr. Carlton Hagans, Mentor-Protégé Program Manager, Navy OSBP (Moderator)
- Mr. Evan Littig, Deputy Program Manager, Surface Ship Modernization Program Office
- Mr. Joseph Van Allman, Program Manager, PEO SUB, Submarine Warfare Federated Tactical Systems
- Ms. Lindsay Webster, Procurement Manager, PEO SUB, PMS450
- Mr. William Farmer, Deputy Program Manager, PEOC4I, Tactical Networks Program

9:05 am - 10 am

### ***How To Be A Valuable Small Business Professional***

- Ms. Tatia E. Bellamy-Vaughn, Director, DCMA OSBP (Moderator)
- Dr. Ruby Crenshaw-Lawrence, Associate Director, DoD OSBP
- Ms. Andrea Armstrong, Director, Aberdeen Proving Ground OSBP
- Mr. Chris Hall, Deputy Director, DLA OSBP

9:05 am - 10 am

### ***Soft Skills that Build a Brand of Excellence for the Small Business Workforce***

- Ms. Jackie Robinson-Burnette, Government Contracting Domain Expert, Live Oak Bank

9:05 am - 10 am

### ***SBIR Success Stories***

- Mr. David Sikora, Acting Administrator, SBIR/STTR, DoD OSBP (Moderator)
- Mr. John Williams, Director, Innovation and Technology, SBA
- Ms. Donna Attick, Program Manager, NAVAIR SBIR

9:05 am - 10 am

### ***A Primer on Law and Policy for Small Business: Roadmap of the Congressional Process and Executive Agency Rulemaking***

- Mr. Mark Tiner, Congressional Liaison, ByteCubed
- Mr. Christoph Mlinarchik, Policy Advisor, ByteCubed

9:05 am - 10 am

### ***New Subcontracting Tools***

- Ms. Angela Terry, Subcontracting Program Manager, SBA

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### THURSDAY, APRIL 26 (cont.)

**10 am - 10:30 am**    **Break**

10:30 am - 11:45 am    **Workforce Initiatives Update**

- Dr. James Galvin, Acting Director, DoD OSBP
- Mr. Kevin Linden, Performance Learning Director-Small Business, Defense Acquisition University

**11:45 pm - 1 pm**    **Keynote Lunch**

- Mr. Lee Rosenberg, Director, MDA OSBP

1 pm - 1:10 pm    **SBTW18 Wrap-up**

- Dr. James Galvin, Acting Director, DoD OSBP

### **BREAKOUTS: 5**

1:15 pm - 5 pm    **Air Force Breakout**

1:15 pm - 5 pm    **Navy Breakout**

1:15 pm - 4 pm    **ODA Breakout**

1:15 pm - 5 pm    **SBA Breakout**

1:30 pm - 5:30 pm    **Army Breakout**



## SBTW18 AGENDA | NEW ORLEANS

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### FRIDAY, APRIL 27

8 am - 12 pm

**Small Business Directors meeting** (invitation only)