

11th Annual Veterans and Small Business Training and Outreach Conference Small Business: The Foundation of America



AGENDA

Tuesday 10 April 2012

<u>TIME</u>	<u>EVENT</u>
0630 – 1700	Registration <i>(Foyer Area)</i>
0630 – 0800	Continental Breakfast <i>(Foyer Area)</i>
	Opening Remarks and Welcome Address <i>(Pavilion CDE)</i>
0800 - 0805	Rich Dryden, Executive Director The California DVBE Alliance
0805 – 0810	Pledge of Allegiance
0810 – 0815	The Honorable Geno R. Martini Mayor of Sparks, Nevada
	Division Overview
0815 - 0830	Brigadier General Michael C. Wehr Commander U.S. Army Corps of Engineers, South Pacific Division
0830 - 0845	Colonel William J. Leady Commander U.S. Army Corps of Engineers, Sacramento District
0845 – 0900	Lt. Colonel Steve Sigloch Deputy Commander U.S. Army Corps of Engineers, Los Angeles District
0900 - 0915	Lt. Colonel Richard Collins Deputy Commander U.S. Army Corps of Engineers, Albuquerque District
0915 - 0930	Lt. Colonel Torrey A. DiCiro Commander U.S. Army Corps of Engineers, San Francisco District
0930 - 0945	Questions
0945 - 1000	BREAK <i>(Foyer Area)</i>

Tuesday 10 April 2012 – Continued
11th Annual Veterans and Small Business Training and Outreach Conference

- 1000 - 1040 **Service Disabled Veteran Forum – “How they have become successful”**
- Mark Steiner, Owner
M. A. Steiner Construction
- Maribel Mena, President/CEO
American Veteran, Inc.
- 1045 – 1145 **How to do Business with the Utilities**
- Dennis Thurston, Diversity Manager
Southern California Edison
- Abstract:** What you need to know before you do business with a utility including, preparation for making your pitch, certification as a disabled veteran, minority owned and/or small business owner; and how to find contract and bidding opportunities. This will give the information needed to get a small business on track and help them stay on track. Dennis will also talk about finding and understanding what the needs of the community and Service Disabled Veterans Partnership with ELITE SDVOSB Network and the work they are doing with Network and the Joint Utility Commission.*
- 1200 - 1315 **LUNCH**
(Room: Rose A)
- Keynote Speaker:**
John M. Garcia, Deputy Assistant Secretary
Office of Intergovernmental Affairs, U.S. Department of Veterans Affairs
- 1330 - 1415 **How to do Business with NASA**
(Pavilion CDE)
- Glenn A. Delgado, Associate Administrator
Office of Small Business Programs, NASA
- Abstract:** NASA is changing and with all changes, there will be new opportunities. Veteran owned small businesses will be able to understand these changes; where the opportunities are and how to market your company to NASA.*
- 1420 - 1530 **Contracting Chief’s Panel: Tips for Success**
(Moderator: James D. Bartha, Region Chief of Contracting, South Pacific Division)
- Daniel Carrasco, Chief of Contracting Division, Los Angeles District
Linda Hales, Chief of Contracting Division, San Francisco District
David Kam, Chief of Contracting Division, Albuquerque District
Sue Yarbrough, Chief of Contracting Division, Sacramento District
- Abstract:** Contracting Chiefs from the South Pacific Division will provide an overview of trends in Army Corps of Engineers (USACE) Contracting, share news from across the USACE National Contracting Organization, discuss current and future contracting opportunities in SPD, highlight recent changes in procurement policy, and provide advice for successfully selling to the Federal Government.*

Tuesday 10 April 2012 – Continued
11th Annual Veterans and Small Business Training and Outreach Conference

- 1530 - 1545** **BREAK**
(Foyer Area)
- 1550 – 1620** **An Overview of SDVOSB Contracting with the Federal Government**

Scott Denniston, President and Chief Executive Officer
Scott Group of Virginia, LLC

***Abstract:** This session will cover the current rules, regulations, and issues affecting Service-Disabled Veteran-Owned Small Businesses, including VA verification and the recent DoD Inspector General Report on SDVOSB contracting by DoD.*
- 1625 - 1730** **Panel Discussion – Small Business Issues**
(Moderator: Michelle Stratton, Deputy for Small Business Programs, U.S. Army Corps of Engineers, Sacramento District)

Dawneen Williams, Director of Business Operations and Small Business Specialist
60th Contracting Squadron, Travis Air Force Base

Linda Spadaro, Deputy for Small Business Programs
U.S. Army Corps of Engineers, Mobile District

Daniel Curado, Deputy For Small Business Programs
U.S. Army Corps of Engineers, Albuquerque District
- 1800 – 2000** **Exhibit Hall Opens**
Ribbon Cutting Ceremony
Icebreaker Networking Reception
(Room: Rose B)

Wednesday, 11 April 2012
BREAKOUT SESSIONS
PLEASE SEE NEXT PAGE

11th Annual Veterans and Small Business Training and Outreach Conference

Small Business: The Foundation of America



With the support of the U.S. Army Corps
of Engineers, South Pacific Division

AGENDA

Wednesday 11 April 2012

TIME

EVENT

0630 – 1700

Registration

0630 – 0800

Continental Breakfast
(Foyer Area)

0700 – 1600

Exhibits Open
(Room: Rose B)

Exhibitors: Please attend the breakout sessions.

TRACK ONE

0815 – 0915

CONCURRENT SESSIONS

Breakout Session 1

**The Elements of the Construction Contractor Evaluation and
The Importance of Past Performance**
(Pavilion A)

Floyd E. Bolton Jr., Deputy Area Engineer
U.S. Army Corps of Engineers, Sacramento District

Dan Williams, Collateral Duty Safety Officer, Quality Assurance Representative
U.S. Army Corps of Engineers, Sacramento District

Abstract: The Construction Contractor evaluation will be discussed. We will describe the five (5) main performance elements in the evaluation and discuss successful performance for each element. Also the process of inputting comments into the CCASS system will be discussed.

Breakout Session 2

How to do Business with GSA
(Pavilion B)

Pamela Smith-Cressel, Director of Small Business Utilization, Pacific Rim
U.S. General Services Administration

Abstract: GSA is one of the world's largest buyers of products and services. If you are interested in selling to the federal government, you will benefit from this dynamic GSA workshop. You will receive step by step instructions on how to search for your product and/or service under the GSA Schedule Program, search and download the schedule solicitation, identify the critical evaluation factors in submitting your offer to GSA, and how to market to the federal government with or without a GSA Schedules Contract.

TRACK ONE - continued

0815 – 0915 CONCURRENT SESSIONS

Breakout Session 3

Legal Landmines for Small Contractors – Part I (Pavilion C)

Mark R. “Hawk” Thomas, Esq.
Managing Partner, Reid Law PC

Abstract: *Using anecdotal case studies, keen insight, and candid humor, federal contracts lawyer and retired USAF officer “Hawk” Thomas will address legal issues that demand the attention of small business federal contractors. Topics include ownership and control rules; teaming and affiliation; joint ventures; bonding assistance; labor standards; limits on subcontracting; cost accounting and audits; ethics compliance; fraud and false claims; dispute resolution, and recent SBA/VA rule changes. This no-nonsense, high-energy short course on doing things right and avoiding self-inflicted wounds will arm attendees with the information they need to recognize legal boundaries and distinguish themselves in the competitive federal marketplace.*

Breakout Session 4

Subcontracting: Get to know the BIG Firms! (Moderator: Rick Vredenburg, Deputy for Small Business Programs, U.S. Army Corps of Engineers, San Francisco District) (Pavilion E)

Jackie Hacker, Small Business Program Director
HDR, Inc.

Rochelle Lowe, Assistant Vice President, Small Business Compliance Manager
SAIC

Gwen Johnson, Small Business Liaison Officer
PARSONS

Abstract: *The purpose of the panel is to help small business understand how large business operate and team. Panel members will provide a brief overview of their company and services, how they are organized, any special SB outreach programs, and how SB can access the company. Panel members will discuss what their company looks for in SB subcontracting, types of services, bonding, safety, and performance.*

TRACK TWO

0925 – 1025 CONCURRENT SESSIONS

Breakout Session 5

Small Business Contracting Updates (Pavilion B)

Paul Tavernia, Lead Business Development Specialist/8a
U.S. Small Business Administration, Sacramento District

Lori Leshner, Business Development Specialist
U.S. Small Business Administration, Fresno District

Abstract: *This session will cover recent changes to the rules and regulations related to federal contracting. Specific topics to be covered include The Woman Owned Small Business Contracting Rule and Certification, the Small Business Jobs Act as well as changes to 8(a) Business Development Program.*

TRACK TWO - continued

0925 - 1025 CONCURRENT SESSIONS

Breakout Session 6

**VA CVE Verification Program
(Pavilion C)**

Scott Denniston, President and Chief Executive Officer
Scott Group of Virginia, LLC

***Abstract:** CVE verification is important to growing your business. This session will cover the process, rules, and regulations, as well as the major stumbling block veteran's face in getting CVE verified.*

Breakout Session 7

**Subcontracting Plan Essentials - An overview of the federal subcontracting program
(Pavilion D)**

Carol A. McIntyre, Deputy for Small Business Programs
U.S. Army Corps of Engineers, Portland District

***Abstract:** This session is targeted towards both large and small businesses participating in the Federal contracting marketplace. Participants in this interactive workshop will gain a better understanding of how to develop a good subcontracting plan. Topics of discussion include: Update on recent changes to the subcontracting program; Overview of FAR Part 19.7 & the 11 elements of a subcontracting plan; Understanding of what government looks for in a plan; and Role of the Small Business Liaisons. It is also hoped the forum will encourage a positive exchange between large primes and the small business community that results in a better understanding of the respective roles and how best to work together to increase small business inclusion in the subcontracting program.*

Breakout Session 8

**Profile and Marketing Enhancement
(Pavilion E)**

Melea Crouse, Assistant Associate Director
Office of Small Business Programs, U.S. Army Corps of Engineers, SPD/SWD
Doug Erwin, Small Business Specialist
Office of Small Business Programs, U.S. Army Corps of Engineers, SPD

***Abstract:** Learn how to utilize your free marketing tool to the Government to produce the most efficient methods when marketing to the Government. (Participants are encouraged to bring their company profile from Dynamic Small Business Search on CCR to this session.)*

1025 – 1055

**BREAK
(Room: Rose B)**

TRACK THREE

1100 – 1200 CONCURRENT SESSIONS

Breakout Session 9

Business Development Strategies (Pavilion A)

Denise Anderson, President
DMA Consulting

Abstract: *My goal as the business developer is to network “FACE to FACE,” assisting my clients in representing their credentials and capabilities, and in developing new relationships. I believe that we must not forget the value of this media. Business continues through the rough times. If you disappear from the radar, there’s no way for them to find your business or to think of you. Just as we did through the best of times, adapt your thinking about providing strategic approaches to navigating the ever changing world of Business Development. Think of the importance of marketing to your current customers, and gain knowledge from your employees and your clients to keep that competitive edge. I will also have an open forum to discuss strategies with the room, so that we can all provide, lessons learned.*

Breakout Session 10

Getting the most from your PTAC (Pavilion C)

Kathy Agee-Dow, Director, Procurement Outreach Program
Nevada Procurement Technical Assistance Center (PTAC)

Abstract: *Want to be successful in the government contracting arena? Are you working with your PTAC? This session will give you an overview of the PTAC program and the low or no-cost services to help you with any part of government contracting, from beginning to end. PTACs help you make the connections and provide the information you need to work with federal, state or local governments*

Breakout Session 11

Construction Safety on the Job Site (Pavilion D)

Marjorie J. McDonald, Chief, Safety and Occupational Health
U.S. Army Corps of Engineers, Sacramento District

Daryll Fust, Chief of Safety
U.S. Army Corps of Engineers, Los Angeles District

Abstract: *“There is no compromise for Safety” – This session will cover the fundamentals of “Having an Effective Safety and Health Program”, which will include a discussion of the new Engineer Regulation – EM 385-1-1 - Safety and Health Requirements for Contractors. The session will also cover Accident Prevention Plans, Safety and Occupational Health Plans, Activity Hazard Analysis, and Accident Reporting and Recordkeeping. Please plan to join this important session.*

TRACK THREE – continued

1100 – 1200 CONCURRENT SESSIONS

Breakout Session 12

Lessons Learned on Running a Service-Disabled Veteran-Owned Small Business

(Moderator: Rick Vredenburg, Deputy for Small Business Programs,
U.S. Army Corps of Engineers, San Francisco District)

(Pavilion E)

John M. Garcia, Deputy Assistant Secretary
Office of Intergovernmental Affairs, U.S. Department of Veterans Affairs

Daniel J. Morales, President/CEO
M&A Professional Services, Inc.

Ralph Cansimbe, Legislative Aide
California State Senate

Abstract: Valuable lessons learned from the hard knocks of running a Service-Disabled Veteran Owned Small Business. You think you know the options – but it is a mine field out there. This class will provide insight to the options you choose when starting your business. As a SDVOSB - you are continuing to serve America with opportunities to identify teaming partners, joint ventures and form mentor protégés. What help do you need to get started? Have you mastered how to understand and find government contracting opportunities that fit your company profile? Does your company have the valuable tools needed to ensure contract awards? This class will be inter-active and facilitate open discussion

1215 - 1315

LUNCH (Rose B/Foyer Area)

1215 – 1600

Exhibits Open

Afternoon Repeat Sessions - “An opportunity if you missed a morning session!”

TRACK FOUR

1330 - 1430 CONCURRENT SESSIONS

Breakout Session 13

The Elements of the Construction Contractor Evaluation and The Importance of Past Performance

(Pavilion A)

Floyd E. Bolton Jr., Deputy Area Engineer
U.S. Army Corps of Engineers, Sacramento District

Dan Williams, Senior Construction Control Representative
U.S. Army Corps of Engineers, Sacramento District

Abstract: The Construction Contractor evaluation will be discussed. We will describe the five (5) main performance elements in the evaluation and discuss successful performance for each element. Also the process of inputting comments into the CCASS system will be discussed.

TRACK FOUR - continued

1330 - 1430 CONCURRENT SESSIONS

Breakout Session 14 **Small Business Contracting Updates**
(Pavilion B)

Paul Tavernia, Lead Business Development Specialist/8a
U.S. Small Business Administration, Sacramento District

Lori Leshner, Business Development Specialist
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Breakout Session 15 **Profile and Marketing Enhancement**
(Pavilion E)

Melea Crouse, Assistant Associate Director
Office of Small Business Programs, U.S. Army Corps of Engineers, SPD/SWD

Doug Erwin, Small Business Specialist
Office of Small Business Programs, U.S. Army Corps of Engineers, SPD

Abstract: *Learn how to utilize your free marketing tool to the Government to produce the most efficient methods when marketing to the Government. (Participants are encouraged to bring their company profile from Dynamic Small Business Search on CCR to this session.)*

TRACK FIVE

1445 - 1545 CONCURRENT SESSIONS

Breakout Session 16 **How to do Business with GSA**
(Pavilion B)

Pamela Smith-Cressel, Director of Small Business Utilization, Pacific Rim
U.S. General Services Administration

Abstract: *GSA is one of the world's largest buyers of products and services. If you are interested in selling to the federal government, you will benefit from this dynamic GSA workshop. You will receive step by step instructions on how to search for your product and/or service under the GSA Schedule Program, search and download the schedule solicitation, identify the critical evaluation factors in submitting your offer to GSA, and how to market to the federal government with or without a GSA Schedules Contract.*

TRACK FIVE - continued

1445 - 1545 CONCURRENT SESSIONS

Breakout Session 17

**Legal Landmines for Small Contractors – Part II
(Pavilion C)**

Mark R. “Hawk” Thomas, Esq.
Managing Partner, Reid Law PC

Abstract: *Using anecdotal case studies, keen insight, and candid humor, federal contracts lawyer and retired USAF officer “Hawk” Thomas will address legal issues that demand the attention of small business federal contractors. Topics include ownership and control rules; teaming and affiliation; joint ventures; bonding assistance; labor standards; limits on subcontracting; cost accounting and audits; ethics compliance; fraud and false claims; dispute resolution, and recent SBA/VA rule changes. This no-nonsense, high-energy short course on doing things right and avoiding self-inflicted wounds will arm attendees with the information they need to recognize legal boundaries and distinguish themselves in the competitive federal marketplace.*

Breakout Session 18

**Construction Safety on the Job Site
(Pavilion D)**

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U.S. Army Corps of Engineers, Sacramento District

Daryll Fust, Chief of Safety
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Breakout Session 19

Subcontracting: Get to know the BIG Firms!

(Moderator: Daniel Curado, Deputy for Small Business Programs,
U.S. Army Corps of Engineers, Albuquerque District)

(Pavilion E)

Jackie Hacker, Small Business Program Director
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1545 – 1600

BREAK

(Room: Rose B)

TRACK SIX

1615 - 1715 CONCURRENT SESSIONS

Breakout Session 20

Business Development Strategies (Pavilion A)

Denise Anderson, President
DMA Consulting

Abstract: *My goal as the business developer is to network “FACE to FACE,” assisting my clients in representing their credentials and capabilities, and in developing new relationships. I believe that we must not forget the value of this media. Business continues through the rough times. If you disappear from the radar, there’s no way for them to find your business or to think of you. Just as we did through the best of times, adapt your thinking about providing strategic approaches to navigating the ever changing world of Business Development. Think of the importance of marketing to your current customers, and gain knowledge from your employees and your clients to keep that competitive edge. I will also have an open forum to discuss strategies with the room, so that we can all provide, lessons learned.*

Breakout Session 21

Getting the most from your PTAC (Pavilion C)

Kathy Agee-Dow, Director, Procurement Outreach Program
Nevada Procurement Technical Assistance Center (PTAC)

Abstract: *Want to be successful in the government contracting arena? Are you working with your PTAC? This session will give you an overview of the PTAC program and the low or no-cost services to help you with any part of government contracting, from beginning to end. PTACs help you make the connections and provide the information you need to work with federal, state or local governments.*

Breakout Session 22

Subcontracting Plan Essentials - An overview of the federal subcontracting program (Pavilion D)

Carol A. McIntyre, Deputy for Small Business Programs
U.S. Army Corps of Engineers, Portland District

Abstract: *This session is targeted towards both large and small businesses participating in the Federal contracting marketplace. Participants in this interactive workshop will gain a better understanding of how to develop a good subcontracting plan. Topics of discussion include: Update on recent changes to the subcontracting program; Overview of FAR Part 19.7 & the 11 elements of a subcontracting plan; Understanding of what government looks for in a plan; and Role of the Small Business Liaisons. It is also hoped the forum will encourage a positive exchange between large primes and the small business community that results in a better understanding of the respective roles and how best to work together to increase small business inclusion in the subcontracting program.*

TRACK SIX - continued

1615 - 1715 CONCURRENT SESSIONS

Breakout Session 23

Lessons Learned on Running a Service-Disabled Veteran-Owned Small Business

(Moderator: Daniel Curado, Deputy for Small Business Programs,
U.S. Army Corps of Engineers, Albuquerque District)

(Pavilion E)

John M. Garcia, Deputy Assistant Secretary
Office of Intergovernmental Affairs, U.S. Department of Veterans Affairs

Daniel J. Morales, President/CEO
M&A Professional Services, Inc.

Ralph Cansimbe, Legislative Aide
California State Senate

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Thursday, 12 April 2012

INDUSTRY DAY AND SOURCE CONNECTION

PLEASE SEE NEXT PAGE

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Small Business: The Foundation of America



AGENDA

Thursday 12 April 2012

Industry Day and Source Connection

<u>TIME</u>	<u>EVENT</u>
0630 – 1600	Registration
0630 – 0800	Continental Breakfast (Foyer Area)
0800 – 1600	Exhibits Open (Room: Rose B)
0830 – 1130	Source Connection: Bridging Relationships & Enhancing Compliance Nevada Procurement Technical Assistance Center (PTAC) Outreach Program: Kathy Agee-Dow, Director, kageedow@diversifynevada.com (Pavilion A/B) <i>Source Connection is a "speed-dating" opportunity for small businesses to market their products and services to federal agencies, federal prime contractors or other large businesses. Small Business Specialists, Small Business Liaison Officers and Contracting Officers will be available to meet with your small business for 10 minutes (then you get to move to another table!). Come prepared with a one-page Capabilities Statement and your business card to discuss any upcoming contracting opportunities with participating federal agencies, prime contractors and large businesses.</i>
1130 - 1330	LUNCH (<u>Not Included in Registration; Purchase your ticket TODAY!</u>) (Room: Rose B/Foyer)
1300 - 1600	Source Connection: Bridging Relationships and Enhancing Compliance (Pavilion A/B)
1630	Conference Closes - Thank You for Your Support!

SEE YOU APRIL 2-4, 2013!
SPARKS, NV