

NCMA WORLD CONGRESS 2013

Breakout Sessions by Time Slot



JULY 22 · 11:30 AM–12:45 PM

PROPOSAL SCORING PLANS AND RATING SYSTEMS

Session A01 ★ Acquisition Strategy, Planning & Sourcing ★ Intermediate ★ Washington B
Marge Rumbaugh, CPCM, Fellow, Consultant and Adjunct Professor, University of Virginia

Contracting officers have to determine a way to score and rate competitive proposals without any guidance from the FAR. What do they do? They use a scoring plan or rating system. A scoring plan or rating system is the internal road map an agency uses to apply the evaluation criteria. Each agency can use different scoring plans and sometimes there are variations between an agency's divisions or departments. The plan uses a scale of words, colors, numbers, or other indicators to denote the degree to which proposals meet the standards for the non-cost evaluation factors. This session will review proposal evaluation principles, describe evaluation criteria and weighting, explain proposal scoring plan methods, illustrate how agencies weight and score proposals, and provide lessons learned from case studies.

NEGOTIATION AND ADMINISTRATION OF INTELLECTUAL PROPERTY RIGHTS AND SOFTWARE LICENSES

Session A02 ★ Contract Negotiations ★ Intermediate ★ Ryman Studio M/N/O

Steve M. Masiello, Partner, McKenna Long & Aldridge LLP, and Laura A. Ryan, Senior Counsel, Alliant Techsystems Inc.

Learn the basic requirements and best practices for the negotiation and administration of intellectual property (IP) rights and software licenses under commercial and government contracts. The session will address the appropriate pre-award considerations of the parties, including the buyer's minimum needs for IP and software rights and the contractor's interests in preserving its rights in certain proprietary and/or commercial IP and software. Practical guidelines to resolve commercial and government contract negotiation issues will be highlighted. The session will also examine post-award administration of relevant IP rights and software license terms incorporated in various types of commercial agreements as well as in government civilian agency and DOD contracts, including contracts for development, supplies, services, software, and related services and commercial items.

AIMING FOR BEST VALUE IN GOVERNMENT CONTRACTS

Session A03 ★ Cost & Pricing ★ Intermediate ★ Ryman Studio P/Q/R

Dr. Rene G. Rendon, CPCM, CFCM, Fellow, CPSM, C.P.M., PMP, Associate Professor, U.S. Naval Postgraduate School, and John Dobriansky, MS, MBA, CPCM, Fellow, Executive Advisor, U.S. Department of Transportation

Source selection is a critical phase of the contract management process, integrally related to the procurement planning phase during which the contract award strategy is determined. Inadequate procurement planning and source selection leads to less than optimum contract awards and problematic post-award contract administration. This session will explore the importance of procurement planning in determining the appropriate contract award strategy available in the best value continuum. Learn how to avoid pitfalls in applying the right source selection methodologies. A review of contract award strategy and source selection best practices will be a valuable take-away for the attendees.

EFFECTIVE CONTRACT MANAGEMENT

Session A04 ★ July 22 ★ 11:15 am–12:30 pm ★ Intermediate ★ Lincoln C/D

Kendrick Gordon, ContractIQ, and Erik Seibold, ContractIQ

This session discusses the need for effective contract management solutions in the 21st century. Hear an overview of why yesterday's contract management methods aren't up to the task of today's contracting needs. Learn how

technology can connect currently disjointed and often outdated contract information by utilizing enterprise level solutions.

THE OXYMORON OF THE 1099 EMPLOYEE

Session A05 ★ Business & Proposal Development ★ Intermediate ★ Jackson A/B

Tom G. Reid, JD, CPCM, Fellow, Chief Problem Solver, Certified Contracting Solutions, LLC, and Cathy Etheredge, CPCM, CFCM, Fellow, Director of Contracts, KEMRON Environmental Services, Inc.

Many companies, especially new ones, prefer to bring in labor under an independent contractor basis and there are many valid business reasons for doing so. Although they are often colloquially called “1099 employees,” the fact is that those are legally mutually exclusive terms—a person is either an employee or an independent contractor. Does a 1099 employee qualify under the subcontracting restrictions in the "limitation on subcontracting" clause? Are there other risks a company runs when using such labor? Should the Affordable Care Act change the approach taken by small companies? Are there any good solutions to the problems presented? This session will explore these issues and provide guidance to contractors and contracting officers.

WORKFORCE TRANSFORMATION: MANAGING AND MAXIMIZING MULTIGENERATIONAL TEAMS

Session A06 ★ Human Capital & Career Management ★ Intermediate ★ Jackson E/F

Glenn Richardson, Executive Consultant and Industry Advisor, FedBid; Robert A. Crosssett, Director, Account Operations, FedBid; Carol E. Lowman, President, L2NL; and Melissa A. Starinsky, Chancellor, Department of Veterans Affairs Acquisition Academy (VAAA)

A panel of procurement leaders representing each of the three key generations within best-in-class procurement and workforce programs will join senior executives in the training, development, and education of the contracting workforce to offer their insights and knowledge on transforming the workforce you have into the workforce you need. Topics will include managing a multigenerational workforce by understanding; building a cross mentorship and apprenticeship culture; developing approaches to knowledge capture and retention per generation; and creating processes to build performance-based cultures that attract, retain, motivate, and reward. Attendees will leave this impactful session empowered with the information needed to get the workforce of tomorrow, today.

MAINTAIN YOUR COMPETITIVE EDGE: TACTICS AND STRATEGIES FOR CAREER READINESS

Session A07 ★ Human Capital & Career Management ★ Basic ★ Presidential Chamber A

Christine Muncy, M.Ed., GCDF, Director of Career Services, American Public University

Maintain your competitive edge by gaining insight on resources and tools to help you stand heads above the competition. Whether you are an active or passive job seeker, this session will provide information on preferred résumé formats, the importance of keyword inclusion, identifying job opportunities, and leveraging your professional network. Learn useful tactics and strategies to help navigate the next steps in your career path.

SMALL AND LARGE BUSINESS COLLABORATION IN THE FEDERAL MARKET

Session A08 ★ Small Business ★ Intermediate ★ Presidential Chamber B

David S. Black, Attorney/Partner, Holland & Knight LLP, and Joseph P. Hornyak, Attorney/Partner, Holland & Knight LLP

In an era of shrinking budgets, competition for set-aside contracts will be more important to the success of both small and large businesses. This session explores strategies for both small and large businesses to compete for work under set-aside procurements. Learn about the advantages and disadvantages of a range of teaming relationships and the key legal requirements that shape and limit these relationships. Additionally, this session examines the interplay of these requirements under a variety of set-aside programs, and addresses strategies that allow for large business participation under set-aside contracts, as well as small business participation under full and open contracts. Gain an understanding of how to spot opportunities and structure teaming relationships for maximum benefit without running afoul of applicable limits on large business participation.

HOW TO CUT COSTS WITHOUT SACRIFICING INNOVATION: GWACS TAKE THE LEAD

Session A09 ★ Schedule Contracting ★ Intermediate ★ Jackson C/D

Robert F. Coen, Acting Director, CIO-SP3, CIO-SP3 Small Business, and ECS III GWAC Program; National Institutes of Health Information Technology Acquisition and Assessment Center (NITAAC)

Strategic sourcing is the touchstone of today's acquisition leaders and GWACs are leading the way to success. Find out how these agile and flexible pre-competed, rigorously vetted governmentwide contracting vehicles open the door to the entire spectrum of new and emerging technologies from industry leaders with faster, easier, cost-competitive acquisitions. Learn how NITAAC GWACs offer a proven path forward to contracting officers and program officials looking to deliver quality and best value on everything IT—products, services, and solutions. And find out how CIO-SP3 Small Business is changing the landscape for meeting small business goals.

MANAGING RISK IN B2B CONTRACTING

Session A10 ★ Commercial Contracting ★ Basic ★ Ryman Studio A/B/C

Holly K. Walker, CPCM, CCCM, Instructor and Consultant, Corporate Learning Solutions

In this session, learn how to identify risks and understand the different types of risks. This acquired skill can be utilized both personally and professionally. Hear how to assess risks that occur daily and obtain valuable skills on how to analyze and prioritize various types of risks. Learn how to measure and control risk, identify uncertainties, plan for emergencies, and most importantly, mitigate risks.

DCAA'S ACCESS TO CONTRACTOR INTERNAL AUDIT REPORTS AND RELATED MATERIALS

Session A11 ★ Accounting & Financial Management ★ Intermediate ★ Presidential Boardroom A

Vincent Napoleon, Counsel, Nixon Peabody LLP

The DCAA, pursuant to the GAO Report, "Actions Needed To Improve DCAA's Access To Use Of Defense Company Internal Audit Report" (See GAO 12-88), issued guidance directing its auditors to take steps to facilitate and expand its access to contractor internal audit reports and related work papers and materials. Such guidance and resultant action by auditors raises questions as to the DCAA's access authority and whether such action runs contrary to judicial precedent. As a result, this session will explore DCAA's access authority examining the DCAA oversight role and its statutory access authority to contractors' records and documents. In addition, this session will provide a more detailed understanding of the access standard established in U.S. Court of Appeals Fourth Circuit Newport News Shipbuilding and Dry Dock Company Case ("Newport News"), while leaving attendees to ponder the question of whether DCAA's guidance runs afoul of the Newport News standard. Lastly, this session examines the impact of the DCAA guidance on contractors who are being requested to provide internal audit reports to DCAA auditors.

SO YOU THINK YOU KNOW THE FAR?

Session A12 ★ Updates in Contract Guidance & Practice ★ Intermediate ★ Ryman Studio D/E

Michelle M. Currier, CPCM, CFCM, Fellow, Professor of Contract Management, DAU, and Mark J. Lumer, Fellow, CEO, Mark Lumer and Associates

So you think you know the Federal Acquisition Regulations? Come and be challenged with this year's FAR challenge quiz that includes newly issued FAR rules. This is a great opportunity to prepare for the CFCM exam or to test your FAR knowledge!

HOW TO MEASURE AND MANAGE LEGAL RISK FROM CONTRACTS

Session A13 ★ Risk Assessment & Mitigation ★ Intermediate ★ Ryman Studio G

Mark Little, President and CEO, Contract Analyst

Contract managers often have an unwritten expectation to help manage legal risk for their organizations. Attendees will learn how to develop a legal risk management strategy and acquire practical tools to identify, measure, and manage legal risks related to contracts. This session will outline methods to identify, measure, and manage legal risks proactively. Types of legal risk are examined, particularly as they relate to contracts and the contracting process. Scorecards for contract risk serve as the primary risk identification and measurement technique for this presentation. Attendees will examine and develop components of a scorecard from the bottom up. The session will discuss legal risk policy decisions. After developing legal risk scorecards and policies, the session will outline a practical, collaborative, and interdepartmental approach to risk management.

PROCUREMENT FRAUD: A LOOK AT TRENDS IN GOVERNMENT ENFORCEMENT AND HOW TO TAILOR YOUR COMPLIANCE EFFORTS

Session A14 ★ Contract Ethics & Compliance ★ Intermediate ★ Ryman Studio J/K

Andy Liu, Partner, Crowell & Moring LLP, and Jonathan Cone, Counsel, Crowell & Moring LLP

Last year, the Department of Justice recovered nearly \$5 billion from contractors and other recipients of government funding using the False Claims Act (FCA), the government's primary weapon for fighting fraud and abuse. After briefly discussing the government's tools for investigating contractors and procurement fraud and outlining the FCA's basic elements, the session will identify the key trends emerging as the government increases its oversight and enforcement authority, with particular focus on the trends affecting government contractors. Hear practical tips contractors can use to prevent government investigation of their procurement practices and to strengthen their compliance efforts.

The goal of the session is not to scare contractors, but to educate them on the areas that are currently receiving the most attention from government enforcement authorities and are therefore of increased risk to contractors.

FEDERAL STRATEGIC SOURCING—THE GOOD, THE BAD, AND THE UGLY

Session A15 ★ Strategic Sourcing ★ Intermediate ★ Lincoln E

Jim Phillips, Executive Vice President, Centre Consulting, Inc.

Learn the goals and objectives underlying the Federal Strategic Sourcing Initiative (FSSI), how it has been implemented to date, product or service areas that are being targeted for governmentwide strategic sourcing right now, and where strategic sourcing may be heading in the future. This session will also discuss the implications that FSSI has on the direction and practice of federal procurement, how vendors position themselves and present value propositions in an FSSI environment, and product and service fields where governmentwide strategic sourcing may be counterproductive. Whether you are a committed fan of FSSI, an opponent of FSSI, or new to this subject, attend this session to gain multiple perspectives on one of the most challenging issues in the federal contracts market today.

HOT TOPICS IN GOVERNMENT SUBCONTRACTING TODAY

Session A16 ★ Subcontracting & Subcontract Management ★ Basic ★ Ryman Studio L

Dr. Rita Wells, CPCM, Fellow, Acquisition Executive, Fluor Government Group; Paul Avery, Director, Acquisition Compliance, Fluor Government Group; Bill Dolan, Senior Manager, Contract Cost and Price Analysis, Fluor Government Group; and Ellen McCarty-Brown, Senior Contracts Manager, Fluor Government Group;

This is an interactive session to identify and discuss major issues in government subcontracting today. The session will begin with a brief overview of several current hot topics. This dynamic session should be of interest to prime contractors, subcontractors, large businesses, small businesses, and government contracting officers. It will provide an opportunity for experienced professionals to share their knowledge and insights on subcontracting issues, and will also provide new professionals with insight into subcontracting issues.

CPCM BODY OF KNOWLEDGE REVIEW

Session A17 ★ CPCM Contract Management Body of Knowledge (CMBOK) Review ★ Intermediate ★ Ryman Studio H

Dr. Mike Criss, CPCM, C.P.M., Senior Fellow, Fluor Corp.

A review of the Contract Management Body of Knowledge, Contract Management Framework, and pre-award competencies. The competencies covered represent NCMA's knowledge standards for contracting professionals. CPCM examination candidates will find the information useful for preparing for the examination.

CFCM FAR REVIEW 1

Session A18 ★ CFCM Federal Acquisition Regulation (FAR) Review ★ Basic ★ Ryman Studio I

Jack Hott, CPCM, CFCM, Fellow, Manager, Contract Compliance, Fluor—B&W Portsmouth LLC

The objective of these sessions is for attendees to develop their knowledge and basic understanding of the *Federal Acquisition Regulations (FAR)*. Learn the basic construction and organization of the *FAR*. Acquire a basic understanding

of the concepts underlying the major FAR Parts. Use the knowledge and understanding gained in these sessions to address questions on the CFCM exam. Each session will focus on different major FAR parts. This session will cover the following FAR Parts: 1, FAR System; 2, Definitions of Words and Terms; 6, Competition; 9, Contractor Qualifications; 10, Market Research; 12, Acquisition of Commercial Items; and 13, Simplified Acquisition Procedures.

JULY 22 · 2:30 PM–3:45 PM

BID PROTESTS: THE ART AND SCIENCE OF CHALLENGING AND DEFENDING CONTRACT AWARDS

Session B01 ★ Acquisition Strategy, Planning & Sourcing ★ Intermediate ★ Washington B

William Weisberg, Partner, Law Offices of William Weisberg PLLC

Bid protests have become a staple feature of government procurements. While every situation is different, there are some key factors that go into analyzing whether or not to protest, or, if you are the awardee, whether or not to intervene in a protest against your contract. After reviewing how the protest process works at GAO, Court of Federal Claims, and at the agency, this session will examine some of the key elements in deciding whether or not to protest or intervene. The session will draw on real cases to help examine these protest-related issues.

MEANINGFUL DISCUSSIONS: WHAT DOES THAT MEAN?

Session B02 ★ Contract Negotiations ★ Intermediate ★ Ryman Studio M/N/O

Janie L. Maddox, Fellow, Lecturer, Naval Postgraduate School, and Marge Rumbaugh, CPCM, Consultant & Adjunct Professor, University of Virginia

Often source selection teams fail to engage in adequate discussions. Significant weaknesses and deficiencies are not brought up or properly covered to an offeror during discussions. As a result, protests are sustained because an agency unreasonably evaluated its proposals and failed to engage in adequate discussions.

PRICE TO PERFORM: PRICING YOUR CONTRACTS TO WIN IS ONLY HALF THE BATTLE; PRICING THEM FOR LONG-TERM SUCCESS BENEFITS THE GOVERNMENT CLIENT AND YOUR COMPANY

Session B03 ★ Cost & Pricing ★ Basic ★ Ryman Studio P/Q/R

Jacob George, Director of Finance, Red Team Consulting

Historically, pricing activities within the contracting life cycle have consisted of simply responding to cost exhibits without analyzing how those pricing requirements impact their company's long-term budgeting. Creative pricing strategies and price to win (PTW) may win you the contract, but can you sustain the contract with what you have won? This session explores the answer to this question by using pricing as a long-term sustaining activity that will provide the greatest value for both government and contractor, as opposed to just a compliance activity or a competitive pricing activity.

DOD'S BUSINESS SYSTEMS RULE: THE CHALLENGE MEASURING GOVERNMENT CONTRACTOR COMPLIANCE AGAINST SUBJECTIVE CRITERIA AND PERCEIVED RISKS

Session B04 ★ Contract Performance & Administration ★ Intermediate ★ Lincoln C/D

Michael Steen, Director, Redstone Government Consulting, Inc.

DOD's Business Systems Rules (DFARS 252.242-7005) was essentially mandated by Congress to prevent any recurrence of contingency contractor business systems deficiencies as a contributing factor leading to \$30–\$60B in fraud, waste, and abuse. Published in May 2011, the rule was noteworthy for the sheer volume of public comments coupled with the DAR Council responses assuring the public that the regulations contained reasonably objective criteria that could be consistently interpreted by reasonable persons. This session will outline the regulation, the six business systems it defines, and the policies published by either DCAA or DCMA. Beyond the published documents, we will discuss the unwritten, but observed, government strategies apparently focused on the most expedient methods to identify business systems issues and to invoke payment withholdings.

HOW TO GAIN AND RETAIN CLIENTS: ESTABLISHING TRUST, RESPECT, AND LIKABILITY FAST

Session B05 ★ Business & Proposal Development ★ Intermediate ★ Jackson A/B

Hilary Fordwich, Senior Vice President and Executive Director, AOC Key Solutions, Inc.

During this business development and contract-oriented session, learn how to build and manage relationships resulting in business growth and better contracts via case studies, data, and statistics. The speaker's depth of experience includes heading global business development for global firms, building a consultancy firm, and hosting a local affiliate show on business development for government contractors (www.governmentcontractingweekly.com). She will share the components critical to achieving success in all technical fields as only approximately 15% of career success is due to technical knowledge while 85% is due to human engineering skills.

MANAGING YOUR CAREER WITHOUT BOUNDARIES: THE SEVEN CRITICAL CAREER SKILLS

Session B06 ★ Human Capital & Career Management ★ Intermediate ★ Jackson E/F

Neal J. Couture, CPCM, CAE, Director of Government Procurement Law and Business Programs, The George Washington University Law School

Based on extensive research into new career theories, such as boundary-less and protean careers, this session will help you understand how to shape your career within today's workplace environment. Most people enter the contract management field "by accident" and have no plan for their future. Opportunity may just fall in your lap, but do you want to test fate, especially now in times of downsizing and hiring freezes? Armed with these seven critical skills, develop a plan for managing your career across boundaries that bind most people in traditional careers.

THE CHANGING LANDSCAPE OF GOVERNMENT ACQUISITIONS: HOW TO STAY IN THE GAME

Session B07 ★ Human Capital & Career Management ★ Intermediate ★ Presidential Chamber A

Richard Meene, Director, PwC; and Anthony Grimaldi, Manager, PwC

As the U.S. government balances increasing fiscal pressure with evolving acquisition needs, contractors must adapt their approach and pricing strategy to remain competitive. This session will include practical discussion of how contractors can assess their portfolio of price- versus cost-based government contracts. Learn how to navigate risks and opportunities in federal procurement, such as increased challenges to commercial item determinations and considerations for contractors looking to maintain competitive cost structures and pricing strategies.

SUSPENSION AND DEBARMENT: WHAT YOU NEED TO KNOW ABOUT FEDERAL SUSPENSION AND DEBARMENT

Session B08 ★ Small Business ★ Intermediate ★ Presidential Chamber B

Robert Meunier, CEO, Debarment Solutions Institute, and Timothy Farris, Senior Federal Procurement Official, Retired

Learn the framework of the federal suspension and debarment systems, both FAR-based and Common Rule-based regulations. Emphasis will be on recent trends and developments in the suspension and debarment field as it most impacts small businesses and the small business set-aside programs. Learn about concerns from Congress and impacts of such regulatory and legal changes such as the Mandatory Disclosure Rule.

INTERAGENCY ACQUISITIONS, PART 1—THE BASICS: AN INTRODUCTION TO KEY CONTRACTING VEHICLES FOR STREAMLINING YOUR PROCUREMENT WITH MULTIPLE AWARD SCHEDULES AND GOVERNMENTWIDE ACQUISITION CONTRACTS

Session B09 ★ Schedule Contracting ★ Basic ★ Jackson C/D

Mimi Bruce, Director of GWAC Client Services, General Services Administration, and Steve Sizemore, Senior Program Analyst, General Services Administration

This session begins with an overview of federal strategic sourcing and interagency acquisitions, including history and relevance to the acquisition process. Contract vehicles that fall under the interagency umbrella will be discussed, the applicable rules and regulations surrounding these vehicles, and why this is important to the acquisition professional. Hear about the trend of using interagency vehicles and comparisons of two of the most popular interagency acquisition vehicles, GSA's multiple award schedules and governmentwide acquisition contracts. We will answer the question, "Which vehicle should I use?" We will further compare streamlined ordering procedures to open market by contrasting the applicable FAR Parts 15.3, 16.5, and 8.4.

SECRETS FOR REGRET-FREE CONTRACTOR COMMUNICATIONS AND CONTRACTS

Session B10 ★ Commercial Contracting ★ Basic ★ Ryman Studio A/B/C

Charles Dominick, SPSM, SPSM2, President and Chief Procurement Officer, Next Level Purchasing, Inc.

If you've been in procurement long enough, you've encountered situations where orders don't come in when you need them to, or where products don't work out the way you had hoped, or you reach an impasse in a dispute with your contractor. In many cases, right or wrong, the contractor gets blamed. But could some of these problems be caused by poor communication on your part? You bet they can. However, there are some tips that can help avoid communication disasters that lead to those consequences. In this session, you will learn some common, yet often unanticipated, pitfalls in dealing with contractors and how to avoid them.

ALLOWABILITY OF SUBCONTRACTOR/CONSULTANT COSTS AND THE CHALLENGES PRESENTED FOR PROCUREMENT SYSTEM MANAGEMENT

Session B11 ★ Accounting & Financial Management ★ Intermediate ★ Presidential Boardroom A

Melanie Burgess, CPCM, CFCM, Fellow, CPA, President, Burgess Consulting, LLC, and Phillip Seckman, CPCM, Partner, McKenna Long & Aldridge

This session explores the mounting challenges faced in incurred cost audits and procurement system management in the context of professional services agreements, particularly when those agreements have been viewed as subcontracts. Learn about the criteria for allowability of professional and consultant service costs, management of purchased services, and the definition of subcontract. The session will also address some common challenges contractors are facing, the pertinent FAR provisions, and relevant case law.

CLEANING UP CHINA'S CORRUPT CONSTRUCTION INDUSTRY: USING E-PROCUREMENT TECHNOLOGIES TO REMEDY CHINA'S PROBLEMATIC CONSTRUCTION PROCUREMENT LAWS

Session B12 ★ Updates in Contract Guidance & Practice ★ Intermediate ★ Ryman Studio D/E

Daniel Cook, JD, Associate (beginning October 2013), DLA Piper USA

Against the backdrop of unprecedented economic reform, the size, complexity, and number of Chinese public construction projects has grown at an alarming rate. Regrettably, however, the Chinese construction industry remains plagued by corruption and bribery. This problem is complex, involving a variety of cultural, political, and economic factors—yet much of the corruption can be traced directly back to flaws in China's construction procurement laws. While legal reform may be one way to address corruption in the Chinese construction industry, such an endeavor is time-consuming and costly. Therefore, China should look to more practical solutions to remedying corruption industry corruption. E-procurement technologies may provide just such a solution as they facilitate a more transparent and uniform acquisition process.

USING RISK MANAGEMENT IN MID-LEVEL MANAGEMENT

Session B13 ★ Risk Assessment & Mitigation ★ Intermediate ★ Ryman Studio G

Michelle Warren, CFCM, Fellow, Chief of Contracts, Western Acquisition Division, Department of Commerce, National Oceanic and Atmospheric Administration

Using risk management principles to assign workload, motivate personnel, and become a value-added part of your customers' acquisition. This session will provide methods and examples of how a first-line supervisor can limit reactive response and implement proactive management measures.

THE INSIDE STORY: DETECTING FRAUD IN THE CONTRACT MANAGEMENT PROCESS

Session B14 ★ Contract Ethics & Compliance ★ Intermediate ★ Ryman Studio J/K

Dr. Rene G. Rendon, CPCM, CFCM, Fellow, CPSM, C.P.M., PMP, Associate Professor, U.S. Naval Postgraduate School, and Dr. Juanita M. Rendon, CPA, Lecturer of Accounting, U.S. Naval Postgraduate School

Corporate fraud is becoming a growing concern for today's leading organizations, and preventing procurement fraud is taking on an even higher importance. As organizations become dependent on their supply chains for achieving a competitive advantage, they are also becoming even more vulnerable to procurement fraud. According to the Association of Certified Fraud Examiners, a typical organization loses approximately 5% of its revenue to fraud every year. Fraud

deterrence initiatives should be given high priority to help organizations reduce costs associated with fraud. Contract management professionals are lead stakeholders in the organization's contracting process. They are key to successful deterrence of contracting fraud. This session will examine the role of the contract management professional in identifying fraud vulnerabilities and deterring fraud in the contracting process.

STRATEGIC SOURCING: RENEWED EMPHASIS IN THE NEW ENVIRONMENT

Session B15 ★ Strategic Sourcing ★ Intermediate ★ Lincoln E

Robert Moses, Specialist Leader, Deloitte

The newly chartered Strategic Sourcing Leadership Council, led by the administrator for Federal Procurement Policy of the Office of Management and Budget, has identified strategic sourcing as a way to achieve increased efficiency and effectiveness. This session will define strategic sourcing and identify potential strategic sourcing opportunities. Attendees will review how many companies in the Fortune 500 approach strategic sourcing. Often government acquisition officials claim federal regulations prohibit us from implementing many commercial practices. This session will address the strategies that apply to both sectors.

SUBCONTRACT MANAGEMENT REGULATORY COMPLIANCE: THE MOST CURRENT TRENDS AND ISSUES

Session B16 ★ Subcontracting & Subcontract Management ★ Intermediate ★ Ryman Studio L

Jeffery A. White, C.P.M., President and CEO, JA White & Associates, Inc.

This session will explore the challenges associated with the interpretations and implementation of current and proposed federal laws, rules, policies, and audit trends that provide guidance to and significantly impact contractors relative to their subcontracting compliance responsibilities. The focus of this session will be on the issues associated with proactive compliance management in federal government subcontracting. It will examine the most recent major issues, proposed rules, and audit trends often associated with developing and utilizing the various types of subcontractor risk management tools.

CPCM BODY OF KNOWLEDGE REVIEW

Session B17 ★ CPCM Contract Management Body of Knowledge (CMBOK) Review ★ Intermediate ★ Ryman Studio H

Dr. Mike Criss, CPCM, C.P.M., Senior Fellow, Fluor Corp.

A review of the Contract Management Body of Knowledge, acquisition planning and strategy, and post-award competencies. The competencies covered represent NCMA's knowledge standards for contracting professionals. CPCM examination candidates will find the information useful for preparing for the examination.

NCMA'S NEWEST PROFESSIONAL CREDENTIALS—INDUSTRY CERTIFICATIONS IN CONTRACT MANAGEMENT (ICCM-D AND ICCM-F)

Session B18 ★ Industry Certification in Contract Management (ICCM) ★ Basic ★ Ryman Studio I

Alan J. Boykin, CPCM, CFCM, ICCM-D, Chief Learning Officer, National Contract Management Association, and Chuck Woodside, CPCM, CFCM, Fellow, Director of Certification, National Contract Management Association

For many years, federal employees have been able to earn professional certifications under the Defense Acquisition Workforce Improvement Act (DAWIA) or the Federal Acquisition Certification in Contracting (FAC-C). Now NCMA offers contracting professionals outside the federal government the opportunity to earn corresponding credentials through the Industry Certification in Contract Management–Defense (ICCM-D) and the Industry Certification in Contract Management–Federal (ICCM-F).

JULY 22 · 4:00 PM–5:15 PM

CONTRACTING STRATEGIES FOR OPEN SYSTEMS ARCHITECTURE AND DATA RIGHTS IMPLEMENTATION: PUTTING

BETTER BUYING POWER INITIATIVES TO WORK

Session C01 ★ Acquisition Strategy, Planning & Sourcing ★ Intermediate ★ Washington B

Gene Pickarz, CPCM, Senior Policy Analyst, National Reconnaissance Office

While the mandate for open systems architecture (OSA) approaches in the acquisition of weapon systems has been around for some time now, the DOD Better Buying Power initiative to promote effective competition takes this mandate one step further and strongly aligns it to enforce the use of open architectures and effectively manage data rights. The end goal is to maximize the opportunities for competition in the acquisition and logistics support of weapon systems throughout the system's life cycle. This alignment not only can reduce costs, but also gain more flexible access to innovation. To achieve this goal, contracts must be structured appropriately with a renewed focus on obtaining technical data and computer software and the government's data rights licenses that provide for "openness" in design and strategically manage the use of "proprietary" solutions. This session will provide solid ideas and strategies for the contractual implementation of OSA and data rights and lessons learned.

MASTERING FIVE ELEMENTS OF PERSUASION IN GOVERNMENT PROPOSALS

Session C02 ★ Contract Negotiations ★ Intermediate ★ Ryman Studio M/N/O

Olessia A. Smotrova-Taylor, President and CEO, OST Global Solutions, Inc., and Alex Brown, Director of Services, OST Global Solutions, Inc.

This session delves into the top five elements of proposal persuasion to raise the probability of winning a proposal and convincing an evaluator that yours is the best company for the job. It shows how to master the techniques of "selling" the solution the right way, so that it is clear, concise, and highly compelling. It includes hands-on exercises to practice the skills and shares additional resources to explore each method in greater depth. This session will help attendees distinguish themselves from competition by persuading the evaluators in subtle and effective ways that will magnify the proposal's message and showcase their true advantages. This session will also help the evaluators better recognize proposals that lack preparation, despite the glitzy presentation and sophisticated language.

CURRENT ISSUES IN CONTRACTOR INCURRED COST SUBMISSIONS AND GOVERNMENT AUDITS

Session C03 ★ July 23 ★ 4:00 pm–5:15 pm ★ Intermediate ★ Ryman Studio P/Q/R

Steve M. Masiello, Partner, McKenna Long & Aldridge LLP, and Tyson Bareis, McKenna Long & Aldridge LLP

Incurred cost submissions are facing greater scrutiny than ever before. This session will provide a brief overview of the incurred submission process, discuss best practices for submissions, identify current trends in the government's audit of submissions, and discuss strategies for resolving disputes concerning the finalization of indirect rates. After attending this session, participants will be in a better position to navigate the complicated process of submitting incurred costs and finalizing indirect rates.

CHALLENGE-BASED CONTRACTING AS AN APPROACH TO IMPROVE CONTRACT PERFORMANCE

Session C04 ★ Contract Performance & Administration ★ Intermediate ★ Lincoln C/D

Virginia Wydler, CPCM, Fellow, Principal Analyst, MITRE Corporation; Mike Arendt, Lead Program Management and Acquisition Specialist, MITRE Corporation; and Ryan Novak, Lead Economic Business Analyst, MITRE Corporation

This session addresses the use of challenge-based contracting to enhance the procurement process and incentivize industry to innovate. Although challenges are best known today as the basis for cutting-edge projects like DARPA's Grand and Urban Challenges or the SpaceX space shuttle delivery system, the concept is much older. Hear about the contractual considerations necessary for challenge-based contracting while incorporating the FAR and tenets of fairness and fiscal stewardship. The session includes a case study on how challenge-based contracting was applied in acquiring a new class of robots for a U.S. military command, in conjunction with users in Afghanistan and standards organizations such as the National Institute of Standards and Technology. Learn about the reasons why a contracting professional would want to use this approach.

THE DEFINED ROLE OF THE CONTRACTS TEAM IN THE CAPTURE PROCESS

Session C05 ★ Business & Proposal Development ★ Intermediate ★ Jackson A/B

Raymond "Randy" R. Centanni, Jr., Fellow, Vice President, Finance and Business Operations, ASRC Federal Holding Co.

The defined role of the contracts team in the capture process is important regardless of whether your company is large or small. A solid capture process is the foundation for winning new business and retaining your incumbent contracts. Understanding customer needs and translating them into winning proposals are keys to this success. This session is designed to explain how each step of the capture process is influenced by the contracts team—not just in the beginning, but through every step of the process.

TRIPLE PLAY—WAYS TO ENHANCE YOUR WORK LIFE (SPONSORED BY THE NCMA WOMEN'S FORUM)

Session C06 ★ Human Capital & Career Management ★ Basic ★ Jackson E/F

Crystal Glenn, CPCM, Fellow, Program Control Consultant, CenturyLink; Melanie Burgess, CPCM, CFCM, Fellow, CPA, President, Burgess Consulting, LLC; Po Collins, CPCM, C.P.M., Fellow, President, CnC Consulting Incorporated; Karen Reuter, CPCM, Fellow, Former Contracting Officer, Retired; and Michelle M. Currier, CPCM, CFCM, Fellow, Professor of Contract Management, Defense Acquisition University

This session will focus on three topics: direct communication, finding the right balance, and the art of bragging. Learn to be more effective with direct communication by effectively summarizing topics to ensure messages are clear to receivers. Hear about finding the balance between work and personal life, which can be difficult as the feeling of giving up one to excel at the other often takes place. Learn the art of bragging. It's often difficult to sell one's abilities, but being confident and acknowledging your own skills is required in the workplace. Confidence and the ability to portray your strengths ensures that the right people know of your interest in advancement.

TAKING YOUR CAREER BY THE HORNS: EFFECTIVE MARKETING AND BRANDING FOR CAREER ADVANCEMENT

Session C07 ★ Human Capital & Career Management ★ Basic ★ Presidential Chamber A

Matt LeBlanc, Recruiter, ADP

Career management and marketing/branding for career advancement are two areas that most professionals take for granted. This session will focus on ways to ensure that attendees stay on top of mind for current and future advancement opportunities. Areas of focus will be thoughts on career management, building and managing a résumé for internal opportunities, building and managing an online presence, and how to keep tabs on industry best practices through social media.

THE CHANGING WORLD OF SMALL BUSINESS CONTRACTING IN 2013

Session C08 ★ Small Business ★ Intermediate ★ Presidential Chamber B

Richard B. Oliver, Attorney, McKenna Long & Aldridge, LLP, and John G. Horan, Partner, McKenna Long & Aldridge LLP

Small business contracting continues to experience substantial changes. This session will review the significant new regulatory protections for small businesses, including prompt payment and work share for small business subcontractors, resulting from the Small Business Jobs Act of 2010. Hear about the significant changes to small business contracting that are required by the National Defense Authorization Act of 2013, including the extension of the mentor/protégé program to all small business concerns. Learn about recent case law developments from the SBA's Office of Hearings and Appeals and the Government Accountability Office that will affect small business size status determinations and government contracting provisions.

INTERAGENCY ACQUISITIONS, PART 2—EXECUTIVE STRATEGIES: TECHNIQUES FOR STREAMLINING YOUR PROCUREMENT WITH MULTIPLE AWARD SCHEDULES AND GOVERNMENTWIDE ACQUISITION CONTRACTS

Session C09 ★ Schedule Contracting ★ Intermediate ★ Jackson C/D

John Cavadias, Senior Contracting Officer, General Services Administration, and G. Thomas Benton, Senior Procurement Analyst, General Services Administration

This session will compare and contrast the legal and procedural elements of approaching procurements between formal acquisition strategy methods and streamlined methods using GWACs. We will demonstrate techniques that support a streamlined approach to acquiring complex services; and provide various approaches to multiphased procurements using examples of evaluation criteria, scoring schemes, and other approaches that have been advocated by federal agencies to achieve best-value solutions. We will emphasize methods that have been successful in employing a multiphased approach for complex requirements.

[THE SAVINGS AND BENEFITS OF USING A GOVERNMENT-MANAGED REVERSE AUCTION PLATFORM](#)

Session C10 ★ Commercial Contracting ★ Basic ★ Ryman Studio A/B/C

Charles E. Wingate, Branch Manager NITCP, GSA Federal Acquisition Services, and Benjamin Murphy, Project Manager, Asset & Transportation Management Division, GSA

The U.S. General Services Administration (GSA) is the federal government's primary procurement agency and is a leader in electronic commerce initiatives. Through its Integrated Technology Services portfolio, GSA provides its constituents with a multitude of products to meet its procurement needs. The latest tool GSA has to offer is the Government Managed Reverse Auction System under the newly formed National Information Technology Program (NITCP). The Reverse Auction system will showcase GSA's Multiple Award Schedules, the Federal Strategic Sourcing initiative Vehicles, and NITCP's small business Blanket Purchase Agreements.

[UNDERSTANDING THE DCAA AUDIT PROCESS AND HOW TO PREPARE FOR SUCCESS](#)

Session C11 ★ Accounting & Financial Management ★ Intermediate ★ Presidential Boardroom A

Beverly Arviso, CPCM, CFCM, CCCM, Fellow, CPA, President, Arviso, Inc.

Undergoing a Defense Contract Audit Agency (DCAA) audit can be stressful on any business. Failure to understand the process can result in lost time and money. The key to success is adequate preparation and an understanding of the audit process. This session will discuss the role of DCAA, the various types of audits, the audit process, and best practices on how to prepare for a successful outcome.

[WASHINGTON REPORT ON MAJOR ACQUISITION LEGISLATIONS, REGULATIONS, AND POLICIES](#)

Session C12 ★ Updates in Contract Guidance & Practice ★ Intermediate ★ Ryman Studio D/E

Vic Avetissian, Fellow, President, Avetissian & Associates, LLC

Learn about the acquisition-related amendment proposed in the 2014 National Defense Authorization Bill, as well as proposed and final FAR and DFARS acquisition rules implementing the 2013 National Defense Authorization Act. This session will also cover the status of pending FAR and DFARS rules, DOD class deviations, and policy memorandums.

[PROPERTY MANAGEMENT AND CONTRACT COMPLIANCE: BEST PRACTICES FOR MANAGING RISK AND IMPROVING EFFICIENCY IN THE CHANGING LANDSCAPE OF PROPERTY MANAGEMENT COMPLIANCE](#)

Session C13 ★ Risk Assessment & Mitigation ★ Intermediate ★ Ryman Studio G

Brian E. Thompson, CPPM, CF, Vice President, Solutions, Sunflower Systems, and Robert Kaehler, President, Ascot Associates Inc.

Managing government-owned equipment and material is a discipline that continues to receive a lot of attention from both policy makers and auditors. Several recent changes to the FAR and DFARS place additional responsibility and risk on both contractors and government agencies alike. This session explores several recent policy changes and the significant risk posed by these changes, and how organizations can mitigate those risks through best practices and improvements to systems and processes. Following this session, you will have a clear understanding of what the government will be looking for, what policies and procedures you should have in place to insure your organization is not at risk for these payment withholdings, and how industry leading solutions can be leveraged to avoid potentially devastating penalties.

[EFFICIENT CONTRACT REVIEW FOR EFFECTIVE COMPLIANCE](#)

Session C14 ★ Contract Ethics & Compliance ★ Intermediate ★ Ryman Studio J/K

Robert Jones, CFCM, CCCM, Contracts Manager, Pole/Zero Corp.

Organization is essential to compliance, and compliance is required for successful contract execution. Are you prepared for the auditors? Can you defend your position and justify your actions? This session will provide you with tools for compiling a better contract file and developing a compliance program in your organization. Go home today and put this information to work at your desk. Learn three keys to implementing an efficient contract review process, five steps for effective compliance, and seven documents you need with EVERY contract file. This session will provide guidance to new

and seasoned contracts professionals on how to ensure government contract compliance. Are you aware of your contractual obligations, procedural and legal changes, and complex and ambiguous rules?

THE VALUE OF COMPETITION IN RELATION TO A STRATEGIC SOURCING ANALYSIS OF NON-COMPETITIVE CONTRACTS



Session C15 ★ Strategic Sourcing ★ Intermediate ★ Lincoln E

Peter D. Dale, CPCM, Director, Contract and Grant Management, Public Health Foundation Enterprises, Inc.

This session focuses on the benefits of competition, which include saving public and private monies; improving contractor performance; promoting quality, objectivity, and integrity; curbing fraud; and promoting accountability for results. One of the key strategies is to work together with contract sponsors to maximize the meaningful use of competition and achieve the best return on investment. A significant amount of time must be spent on acquisition data collection, analysis, defining of requirements, and annual planning with the each contract sponsor in order to change culture regarding competition and thereby increase competition levels. This will in turn translate to increased cost savings.

SUBCONTRACT FLOWDOWN BEST PRACTICES FROM BOTH THE PRIME AND SUBCONTRACTOR PERSPECTIVE

Session C16 ★ Subcontracting & Subcontract Management ★ Intermediate ★ Ryman Studio L

Phillip R. Seckman, CPCM, Partner, McKenna Long & Aldridge LLP, and Christopher Myers, Associate, McKenna Long & Aldridge LLP

This session begins with an overview of the *FAR* clauses most relevant to subcontracts. Hear about certain mandatory subcontract flowdown clauses that apply in commercial, non-commercial, construction, and other service contracts to provide a framework for flowdown best practices. Learn about non-mandatory clauses that should be considered as flowdowns and how to identify them. The session will discuss the similarities and differences between the *FAR*'s non-commercial item clauses, *FAR* Part 12 commercial item clauses, and the Uniform Commercial Code. Hear recommendations on how to tailor certain subcontract clauses, along with some useful sources for such tailoring.

CPCM BODY OF KNOWLEDGE REVIEW

Session C17 ★ CPCM Contract Management Body of Knowledge (CMBOK) Review ★ Intermediate ★ Ryman Studio H

Dr. Mike Criss, CPCM, C.P.M., Senior Fellow, Fluor Corp.

A review of the Contract Management Body of Knowledge, Specialized Knowledge Areas, and Business Competencies. The competencies covered represent NCMA's knowledge standards for contracting professionals. CPCM examination candidates will find the information useful for preparing for the examination.

CFCM FAR REVIEW 2

Session C18 ★ CFCM Federal Acquisition Regulation (FAR) Review ★ Basic ★ Ryman Studio I

Jack Hott, CPCM, CFCM, Fellow, Manager, Contract Compliance, Fluor-B&W Portsmouth LLC, and Neal J. Couture, CPCM, CAE, Director of Government Procurement Law and Business Programs, The George Washington University Law School

The objective of these sessions is for attendees to develop their knowledge and basic understanding of the Federal Acquisition Regulations (*FAR*). Learn the basic construction and organization of the *FAR*. Acquire a basic understanding of the concepts underlying the major *FAR* Parts. Use the knowledge and understanding gained in these sessions to address questions on the CFCM exam. Each session will focus on different major *FAR* parts. This session will cover the following *FAR* Parts: 14, Sealed Bidding; 15, Contracting by Negotiation; 19, Small Business; 29, Taxes; 36, Construction and Architect-Engineer Contracts; and 39, Acquisition of Information Technology.

JULY 23 · 11:15 AM–12:30 PM

PLANNING AND PROCURING INFORMATION RESOURCES IN THE FEDERAL GOVERNMENT: A FACILITATED DISCUSSION

Session D01 ★ Acquisition Strategy, Planning & Sourcing ★ Basic ★ Washington B

Blane K. Dessy, Executive Director, Federal Library and Information Network, Library of Congress

Information resources (databases, books, journals, etc.) constitute an annual federal expenditure of almost \$1 billion annually. Yet there is almost no knowledge of this commodity and how it can be procured better for federal agencies. FEDLINK has been designated as the strategic sourcing lead office for this commodity in the federal government and has been involved in this type of sourcing since 1976. This facilitated discussion will present the major steps in planning for a strategic sourcing effort in this area and will actively engage audience members in a discussion of the issues and opportunities involved.

ETHICS OF NEGOTIATION

Session D02 ★ Contract Negotiations ★ Basic ★ Ryman Studio M/N/O

Tom G. Reid, JD, CPCM, Fellow, Chief Problem Solver, Certified Contracting Solutions, LLC

Negotiation is a critical skill for all contract managers, but there are many different theories on style and technique. Under any negotiation theory, the one constant should be the maintenance of your ethical standards regardless of the stakes. For example, when does “puffing” become misrepresentation? Is it ever appropriate to give intentionally false information to the other party? Is it appropriate to remain silent when you are aware that the other side has made an error of fact, or even a math error? How much latitude does an attorney have in the area of puffing? Are there different rules for non-attorneys? And is it true that “you don’t get what you deserve, you get what you negotiate?” Does that reflect on the ethics of the situation?

REVISIONS TO COST-TYPE CONTRACTS: CONTROLLING SCOPE, SCHEDULE, AND COST

Session D03 ★ Cost & Pricing ★ Intermediate ★ Ryman Studio P/Q/R

Jo E. Cunningham, Fellow, C.P.M., Distinguished Member of Laboratory Staff, Sandia National Laboratories

This session will cover the following areas in depth. Learn about cost-type contracts and they should be used. Understand key differences between managing revisions to time & material contracts and managing revisions to cost-type contracts. Use quarterly cost status reports to more effectively manage cost-plus-fixed-fee contracts. Ask the right questions of line customers and contractors when receiving a request to add funding—get the cost and technical status and the rationale. Learn how to manage the implications of adding or reducing scope, extending period of performance, and issuing a stop work order. Understand how to manage fee-bearing and non-fee-bearing costs appropriately when there are changes in scope. Hear examples of managing and negotiating revisions to three CPFF contracts.

THE CYBER AND DATA SECURITY RULES OF THE ROAD

Session D04 ★ July 23 ★ 11:15 am–12:30 pm ★ Basic ★ Lincoln C/D

Eric Crusius, Partner, Centre Law Group

There has been a marked increase in cyber attacks on the U.S. government and government contractors. Former Secretary Panetta sounded the alarm, stating, “The reality is that there is the cyber capability to basically bring down our power grid, to paralyze our financial system in the country, to virtually paralyze our country.” In this session, you will better understand the current tactical situation (latest news, why cybersecurity matters, and source of attacks); the rules of the road (the current regulatory situation); the potential tsunami (what’s next?); and key take-aways to better prepare you for the inevitable.

AVOIDING PROPOSAL AND DEBRIEFING ERRORS: HOW CONTRACTORS CAN WIN MORE CONTRACTS AND AGENCIES CAN INCREASE COMPETITION

Session D05 ★ Business & Proposal Development ★ Intermediate ★ Jackson A/B

Terrence O'Connor, Director of Government Contracts, Berenzweig Leonard LLP, and Seth C. Berenzweig, Managing Partner, Berenzweig Leonard LLP

This session will identify easily correctable mistakes that consistently appear in the proposal writing process as well as mistakes that cost vendors the chance to win new contracts. It will also describe the fine points of the FAR debriefing rules so that a contractor can guarantee its company a debriefing and all the information FAR promises contractors.

More importantly, the session will help contractors refine their approach to improve proposals and help them understand why a debriefing may have a limited value as a litigation tool and therefore why the best approach is to use a debriefing as a marketing opportunity for building a relationship with a government buyer. The session will also show agency personnel how they can use the FAR debriefing rules to the agency's advantage, develop a better relationship with vendors, and increase competition for future buys.

DEVELOPING BETTER MANAGERS AND LEADERS

Session D06 ★ Human Capital & Career Management ★ Intermediate ★ Jackson E/F

James M. Black, CFCM, Contingency Contracting Functional Area Manager for Air Combat Command, USAF

Witness the transformation of an overseas military contracting organization that went from organizational clutter and indecision to a highly effective team. Through transformational leadership, follow the evolution of employees from followers to self-directed leaders in a growing and learning organization.

MAKE THE MOST OUT OF THE MIDDLE

Session D07 ★ Advancing Professionals ★ Intermediate ★ Presidential Chamber A

Carly J. Cox, CFCM, Fellow, Director of Contracts, Peerless Technologies Corp.

Over the past 10 years, the acquisition community experienced a large influx of new professionals intentionally hired to prevent a feared skills-gap created by senior professionals retiring without adequately trained replacements. Now we are faced with a new problem. Senior professionals didn't retire as planned, and our new professionals are not so new anymore. Adequately trained, highly skilled, and experienced, these professionals are now stuck in the middle frustrated, discouraged, and underutilized. This session seeks to help professionals stuck in the middle maximize their opportunities for growth and posture themselves for future success. Additionally, this session will help managers understand how to better utilize these unique professionals.

THE FISH DON'T JUMP IN THE BOAT

Session D08 ★ Small Business ★ Intermediate ★ Presidential Chamber B

William "Bill" Jaffe, Executive Vice President and General Manager, TAPE

This session brings you best-of-breed business development tips and strategies to use in pursuit of work within the federal marketplace. Topics of interest are tips on navigating through the Small Business Administration, stages of growth, risks and rewards of IDIQ contracting, marketing tips, proposal writing tips, capture management strategies, and internal infrastructure improvements.

GSA SCHEDULE SERVICES CONTRACTING AND THE COST-BUILD APPROACH TO PRICING

Session D09 ★ Schedule Contracting ★ Advanced ★ Jackson C/D

Bill Bressette, CPCM, CFCM, CCCM, Fellow, Principal, Baker Tilly, and Rob Austin, Director, Baker Tilly

This session will address the disconnect between services contracting and the GSA contracting model. Learn about the pricing and compliance challenges services contractors face as well as best practices for mitigating potential compliance risk. Key points of discussion will include labor category mapping, pricing strategies, CSP disclosures, and obligations under the Price Reductions Clause. Hear an examination of the pricing options available to services contractors who price their services commercially using a cost-build pricing approach. Attendees will gain an understanding of the fundamental issues and challenges associated with the use of cost-build rates under the schedules.

BEST PRACTICES OF DEVELOPING PERFORMANCE-BASED ACQUISITIONS TO SAVE THE GOVERNMENT MONEY

Session D10 ★ Performance-Based Contracting & Services Acquisition ★ Basic ★ Ryman Studio A/B/C

Cynthia O. Morgan, Procurement Analyst, HHS

This session identifies key elements of successful performance-based acquisitions (PBAs). To determine the success of a PBA, the researcher reviewed three key documents of the contract file: the award decision memorandum/market research, the contractor's past performance, and the quality assurance surveillance plan. The results of three successful PBAs awarded in 2012 were provided by the Federal Aviation Administration as examples. The researcher demonstrated

that PBAs are a viable tool to save the federal government money and recommends that additional published examples of successful PBAs will help bring awareness and increase the use of this tool.

THE CASE FOR CONTRACTOR BUSINESS SYSTEMS SELF-GOVERNANCE

Session D11 ★ Accounting & Financial Management ★ Advanced ★ Presidential Boardroom A

Jeffery A. White, C.P.M., President and CEO, JA White & Associates, Inc.

This session will explore the advantages and disadvantages of establishing a self-governance program focused on evaluating all of the major contractor business systems. It will explore the challenges often associated with developing meaningful contractor business system metrics that can be used to not only evaluate your organization's performance against federal government requirements and audit standards, but to enhance its overall performance.

OBLIGATIONS FOR U.S. CONTRACTORS WORKING WITH OR SELLING TO FOREIGN NATIONALS

Session D13 ★ International Contracting ★ Intermediate ★ Ryman Studio G

D. Grayson Yeargin, Partner, Nixon Peabody LLP, and Lindsey M. Nelson, Associate, Nixon Peabody LLP

Did you know that you or your product do not even have to leave the country to trigger U.S. export control regulations (and the potential millions of dollars in penalties)? Many pieces of software and technology used every day by contractors around the country are controlled under the *Export Administration Regulations (EAR)* and the *International Traffic in Arms Regulations (ITAR)*. If you employ any foreign nationals, have site visits from any foreign customers, or participate in trade shows (domestic or international), you could be subjecting yourself to liability under the “deemed export” regulations in the *EAR* and the *ITAR*. This session will show you why export control compliance is no longer just for high-tech defense contractors anymore. Learn the basics of export controls, including an overview of the *EAR* and *ITAR*, and hear answers to questions concerning exports that occur right here at home.

HELP, I'M DROWNING! HOW TO KEEP TRACK OF AND COMPLY WITH THE ENDLESS FLOW OF COMPLIANCE

OBLIGATIONS

Session D14 ★ Contract Ethics & Compliance ★ Intermediate ★ Ryman Studio J/K

Andy Habina, Fellow, Director, Internal Audit and Compliance, Draper Laboratory, and Jennifer Izzo, Esq., Corporate Counsel, Draper Laboratory

In an era of cost reduction (or at least constraint), government contractors are being hit with a seemingly never ending list of new compliance requirements that they must understand, comply with, and, often, flow down to their subcontractors. This session will present best practices on how to use internal staff and leverage outside experts to reduce the risks associated with the new initiatives, both rule-making and enforcement. Learn to “do more with less” to create and maintain approved, efficient systems and reduce the risks of noncompliance at small or mid-sized organizations. Hear about how to identify risks, prioritize a plan and implement that plan using mainly in-house capability, and how to decide when outside assistance is needed. Finally, hear the latest “hot button” compliance issues on which the government is focusing.

AIN'T NOTHING LIKE THE REAL THING – LEGISLATIVE SUPPLY CHAIN ASSURANCE AND ISSUES INVOLVING

COUNTERFEIT PARTS

Session D15 ★ Legislative & Regulatory Updates ★ Intermediate ★ Lincoln E

J. William Eshelman, Attorney-at-Law, Butzel Long Tighe Patton, LLC, and James Gehrke, Shareholder, Butzel Long Tighe Patton, LLC

A recent GAO study highlighted the increasing presence of counterfeit electronic parts in general. It has been estimated that a substantial number of weapons systems contain counterfeit parts, many accounting for field failures. In the FY 2012 National Defense Authorization Act, Congress directed DoD to develop regulations addressing these issues at the contractor level, before the end of that FY. Currently, a handful of proposals for regulations are “under study.” This session will review the status of these proposals as of the date of presentation as well as reactions.

LIFTING THE FOG: HOW TO CREATE EFFECTIVE CONTRACTS IN A CLOUD COMPUTING ENVIRONMENT

Session D16 ★ Technology & Innovation ★ Intermediate ★ Ryman Studio L

Stephen J. Yuter, CPCM, CFCM, Branch Chief, Department of Health and Human Services

As federal agencies are now tasked to move to the cloud, it is essential that contracts managers fully understand why they need to change the way they do business with vendors, especially when it comes to writing contracts for cloud services. The growth in cloud services is exploding, but contracting has not kept pace. The cloud's unique requirements demand a fresh look at IT services procurement. As a result, most people required to write cloud contracts for their agency or organization have a steep learning curve to navigate. This session will help them learn the issues they need to be aware of and steer participants through all the cloud service and deployment models available, highlighting the benefits and downsides of each. Critical issues will be discussed, including security, vendor lock-in, and legal and regulatory obligations. Hear about all the potential procurement vehicles and processes and how to evaluate them to best meet your organization's needs.

UNDERSTANDING CPCM SCENARIO QUESTIONS

Session D17 ★ CPCM Contract Management Body of Knowledge (CMBOK) Review ★ Basic ★ Ryman Studio H
Marge Rumbaugh, CPCM, Fellow, Consultant and Adjunct Professor, University of Virginia, and Dr. Mike Criss, CPCM, C.P.M., Senior Fellow, Fluor Corp.

This session explains the CPCM scenario questions and gives attendees tools, tips, and techniques for successfully completing these questions on the CPCM exam.

OVERVIEW OF ARTICLE 1, 2, AND 2A OF THE UNIFORM COMMERCIAL CODE—PART 1

Session D18 ★ CCCM Uniform Commercial Code (UCC) Review ★ Intermediate ★ Ryman Studio I
Jeffrey L. Roth, JD, CPCM, Lawyer, Fees & Burgess, P.C.; Allen L. Anderson, JD, CPCM, Lawyer, Fees & Burgess, P.C.; and Ryan G. Blount, JD, CCCM, Lawyer, Fees & Burgess, P.C.

This three-part session provides an overview of Articles 1, 2, and 2A, the definition, sale of goods, and leasing provisions, of the Uniform Commercial Code (UCC). The material covered in these three sessions will be very helpful as a fast-track, preparatory course for the NCMA's Certified Commercial Contracts Manager (CCCM) exam. This first of the three sessions will cover the general provisions under Article 1 of the UCC; Parts 1 and 2 of Article 2, relating to general definitions and provisions, general subject matter, and formation of contracts; and similar concepts in Article 2A relating to the lease of goods.

JULY 23 · 2:30 PM–3:45 PM

SELECTING, CONSTRUCTING, ANALYZING, AND IMPLEMENTING CONTRACT INCENTIVES

Session E01 ★ Acquisition Strategy, Planning & Sourcing ★ Basic ★ Washington B
Friedrich Schlich, CPCM, PMP, Professor of Contract Management, Defense Acquisition University

There are many ways, both financial and otherwise, for buyers to motivate seller performance through contract incentives. Following a disciplined process will reduce the risk that incentives prove either ineffective or unrewarding for both parties. This session provides a step-by-step process to select, construct, analyze, and implement contract incentive. Step one: how to choose the appropriate product or service characteristics to be incentivized. Step two: how to determine the best motivator for the seller available to the buyer. Step three: the best way to implement incentives, particularly multiple incentives. At the conclusion of the session, attendees should have great confidence with considering and utilizing contract incentives.

HIGHER REALMS: APPLYING INSIGHTS FROM THE GREAT PHILOSOPHERS TO YOUR NEGOTIATIONS

Session E02 ★ Contract Negotiations ★ Intermediate ★ Ryman Studio M/N/O
Christine Larrinaga, Senior Manager, Contracts, Military Business Segment Lead, ATK Space Systems, Inc., Aerospace Structures Division

Have you ever wondered if there were ways to bring your negotiations to a higher level of understanding? Are you often frustrated when attempting to engage in more principled negotiations? Then join this discussion that explores the great

philosophers and how their principles and techniques can be utilized to strengthen and enhance your negotiation skills. Philosophical principles that will be reviewed include those of Confucius, Socrates, and other historical figures. We will also explore a more contemporary usage of these by studying “Satyagraha.” Share your own experiences and outcomes with fellow attendees. You are sure to come away with new insights and time-tested negotiation techniques.

[ADVANCED ISSUES IN COST AND PRICE ANALYSIS AND COST REALISM](#) 📄

Session E03 ★ Cost & Pricing ★ Advanced ★ Ryman Studio P/Q/R

Beverly Arviso, CPCM, CFCM, CCCM, Fellow, CPA, President, Arviso, Inc., and Robert Jones, Contracts Manager, Pole/Zero Corporation

Cost and pricing can be a complex process to both the buyer and seller. Understanding the cost and price analysis process and what it means to your organization can be the difference between success and failure for all involved. How can you as the buyer ensure the solicitation elicits the necessary information to conduct a thorough cost and/or price analysis? How can the seller ensure its cost and price meets the solicitation requirements for a successful outcome? This session will answer these questions and will provide best practices on how to conduct cost and price analysis, as well as cost realism and what it really means to the buyer and seller.

[HOW TO AVOID POORLY WRITTEN PROPOSALS, PRICE GAMING, AND POOR PERFORMANCE FROM FEDERAL CONTRACTORS: A CONTRACTING OFFICER’S GUIDE TO GETTING STRONGER PROPOSALS, LOWER \(AND MORE REALISTIC\) PRICING, AND BETTER PERFORMANCE FROM CONTRACTORS](#) 📄 📄

Session E05 ★ Business & Proposal Development ★ Intermediate ★ Jackson A/B

Jeffrey Shen, Executive Vice President, Red Team Federal

The objective of this session is to educate contracting officers and program managers on the various tactics that contractors use to win federal contracts. These tactics may involve unsubstantiated management or technical approaches, dishonest past performance, and price manipulations to make their proposals appear lower in cost. Attendees will learn how they can strengthen their solicitations to proactively prevent companies from using these manipulative approaches to win contracts. While there are many honest contractors out in industry, there are also several companies who knowingly manipulate their proposal response and pricing.

[THE SKY IS NOT FALLING...POSITIVE MESSAGES FROM THE FRONT LINE](#) 📄

Session E06 ★ Human Capital & Career Management ★ Basic ★ Jackson E/F

Iris B. Cooper, CPCM, Fellow, Executive Director, Department of Veterans Affairs, Office of Acquisition Operations, and Valerie Veatch, Senior Technical Advisor, Department of Veterans Affairs, Office of Acquisition Operations

This session provides good news directly from the procurement front, designed to improve and empower the acquisition workforce. The contracting profession is a broad career field with many growth opportunities. Learn the many facets of being a contracting professional, from pre-award/negotiation, contract management, post-award, policy and oversight, and leadership positions.

[PUSHING THE PASSION OF YOUTH INTO PROCUREMENT](#) 📄

Session E07 ★ Advancing Professionals ★ Intermediate ★ Presidential Chamber A

Vin Kamatchi, Assistant to the Program Director, Graduate Certificate in Public Procurement and Contract Management, Old Dominion University

The procurement field is experiencing issues from a major age gap—experienced professionals are leaving the industry in droves due to age and retirement and are taking a great deal of knowledge with them! Young professionals need to recognize the benefits of procurement and how they can advance their own career goals. We all know that budgets are getting tighter and that procurement is becoming rapidly more complex, and young energetic professionals are desperately needed to apply innovative solutions. However, without appropriate attention given to procurement, how are these potential new contract managers going to find these opportunities? Finally, it is necessary to hire the right people, who feel the call to public service, not just those that want to apply for the sake of a paycheck.

A SMALL BUSINESS SURVIVAL KIT

Session E08 ★ Small Business ★ Intermediate ★ Presidential Chamber B

Janice Smets, Fellow, Ph.D (2014), Contract Specialist, DOD (retired)

Various initiatives have been introduced by Congressional leaders and President Obama to promote defense and commercial small business growth. While waiting on the destiny of these initiatives, small businesses are focusing on the surge in small business regulations, securing capital, reduced export opportunities, and any unforeseen threats to their companies. This session offers interactive discussions on the signed Export-Import Bank Reauthorization Act, the president's small business proposals "Reopening American Capital Markets to Emerging Growth Companies Act of 2011" and "Democratizing Access to Capital Act of 2011), effects from U.S.-made satellite technology and information requirements being reduced subject to the International Traffic in Arms Regulations, how to approach the 854 small business regulations, and the intent of the defunct Small Business Export Growth Act of 2012.

AUTOMATING IDIQ CONTRACTS: A CASE STUDY IN USING TECHNOLOGY TO IMPROVE PROCUREMENT EFFICIENCY AND COLLABORATION AT THE NATIONAL INSTITUTES OF HEALTH

Session E09 ★ Schedule Contracting ★ Intermediate ★ Jackson C/D

Pourya Dehnadi, Co-Founder, Apex Logic, Inc.

To increase the ordering throughput, improve customer satisfaction, and centralize records, the NIH set out to implement a system that combines collaboration, workflow, and document management to simplify the Task Order processes under several of their ID/IQ contracts including the CIO-SP3 GWAC. This session illustrates the value gained through automation. Attendees will follow the lifecycle of a task order from definition to award and closeout, simulating a real-world order. In each step, the role of the user is discussed and the automated process is compared with its manual alternative. The presentation will conclude with high-level lessons learned as well as a roadmap for the future.

CONTRACT MANAGEMENT AND THE SERVICE PROFIT CHAIN®: UNDERSTANDING WHERE AND HOW CONTRACT MANAGEMENT PROFESSIONALS ADD VALUE IN THE SERVICE ECONOMY

Session E10 ★ Performance-Based Contracting & Services Acquisition ★ Basic ★ Ryman Studio A/B/C

Andrew S. Cooke, MBA, CPCM, Contracts Manager, DynCorp International LLC

Many contract management professionals are responsible for ensuring internal quality through contract compliance measures, policy/procedure reviews, leading or participating in cross-functional reviews/communications, and acting as a primary interface with customers. We also live in an economy where more products are being sold with accompanying services than ever before. This session will briefly review contract management roles and shared corporate responsibilities, as well as go over the elements of the Service Profit Chain®, contract management's role in the chain, and practical applicability. The presentation and discussion will be most beneficial to those in service industries, managers reevaluating their department resources, and new professionals learning more about the profession.

USING EARNED VALUE TO INFLUENCE SOUND PROJECT MANAGEMENT PRACTICES ON CONTRACTS

Session E11 ★ Accounting & Financial Management ★ Basic ★ Presidential Boardroom A

Wayne Brantley, MS Ed, PMP, ITIL, CPLP, CRP, Senior Director of Professional Education, Villanova University/University Alliance

Tools like earned value management (EVM) can be required by contracts. EVM is able to ensure that basic project management practices are implemented, such as gathering good requirements, developing a detailed work breakdown structure, accurate estimates for both durations and costs, work schedules, and performance measurement baselines. EVM identifies the actual work that was done as compared to typical variance analysis that only reports the planned costs minus the actual costs. EVM provides the contract manager with a three dimensional view to manage the direction of the contracted work. The session seeks to answer these questions: What are the critical project management skills a contract managers should know? How do you plan a contract? And how can a work breakdown schedule benefit the contract manager? Learn how to understand earned value simply, avoid the most common problems on a project, and learning from mistakes.

NASA SEWP—APPLYING STRATEGIC SOURCING TO GOVERNMENT-WIDE ACQUISITIONS FOR BETTER IT SOLUTIONS



Session E12 ★ Updates in Contract Guidance & Practice ★ Intermediate ★ Ryman Studio D/E

Darlene Coen, Deputy Program Manager, NASA SEWP

Learn how the new features contained in the next iteration of the SEWP contracts will help all federal agencies meet their IT strategic sourcing requirements, will increase streamlining of the acquisition process, and will enhance the overall customer-user experience from quote request through order delivery.

CONTRACTS VS. ASSISTANCE: A COMPREHENSIVE COMPARISON OF ITS DIFFERENCES AS USED IN THE INTERNATIONAL ARENA

Session E13 ★ International Contracting ★ Basic ★ Ryman Studio G

Rodney F. Matsushima, Fellow, Executive Vice President, Suntiva, LLC, and Mohib Ahmed, Contracting/Agreement Officer, U.S. Agency for International Development

Prior to the passage of the Federal Grant and cooperative Agreement Act of 1977, federal agencies were often using grants and procurement contracts interchangeable and without consistency in considering the type of relationship being established. Through the act, Congress defines the appropriate situations for the use of each instrument. The contracting/agreement officer is responsible for determination and selection of the appropriate instrument in each circumstance. Because their purposes differ, acquisition and assistance instruments have different requirements and consequences. Knowing and applying those differences is pivotal to an contracting/agreement officer's success. The presenters will conduct an interactive session that will expose attendees to the differences between assistance and acquisition as it relates to USAID requirements. All phases of the acquisition/assistance lifecycle will be compared and the differences highlighted/discussed. Furthermore, these principles can be applied to other agencies that have dual authorities as well.

YOUR PROCUREMENT INTEGRITY CONTROLS VERSUS THE FRAUDSTER—ARE YOU READY?

Session E14 ★ Contract Ethics & Compliance ★ Intermediate ★ Ryman Studio J/K

Thomas A. Caulfield, Training Institute Executive Director, Council of Inspectors General on Integrity and Efficiency (CIGIE)

Organizations cannot begin to develop responsive procurement integrity controls unless they appropriately pinpoint their unique vulnerabilities and the risk that they need to mitigate, be it from internal employees or external fraudsters. This session will discuss the five interrelated components of building organizationally specific procurement integrity controls, pitfalls with some approaches, and the six personality risk profiles your procurement integrity controls need to protect against.

THE GAO'S HIGH RISK LIST: STATE AND LOCAL CONTRACT MANAGERS BETTER PAY ATTENTION, TOO

Session E15 ★ Legislative & Regulatory Updates ★ Intermediate ★ Lincoln E

Harold Moeller, CPCM, Contract Administrator, University of Medicine & Dentistry of New Jersey

In 2011, four topical areas directly related to contract management (CM) continued to appear on the High Risk List (HRL) areas produced by the GAO—the audit, evaluation, and investigative arm of Congress. This session examines the level of Congressional oversight of activities directed to CM in the topical areas, how those activities have contributed to the original and continued placement of CM on the HRL, and the way such oversight signals the scrutiny that CM undergoes at the state and local government levels as well. Learn about the kinds of Congressional action that has taken place since the 2011 HRL and whether Congressional oversight activities have led the way in the GAO's considering whether to remove CM areas from the list, especially as revealed by comparison with the HRL issued in February 2013.

HOW GOVERNMENT PURCHASING KEEPS FAILING FOR SOFTWARE

Session E16 ★ Technology & Innovation ★ Intermediate ★ Ryman Studio L

Evan McDonnell, Vice President, Solutions, Appian

The past year has seen dramatic announcements of federal government software purchases that have produced little results and had to be scrapped. That wouldn't be such a big deal except that the price tags on these programs run into the hundreds of millions or even billions! The scale of the problem is particularly troubling. It's one thing for a project to

run into trouble and have cost overruns, but it's an entirely different thing for a program to result in no usable capability. Did the acquisition professionals behind these programs believe they would be a failure after selecting a winning vendor? Absolutely not! Then how did things go wrong? This session will examine a typical federal acquisition purchasing cycle and RFP process and point out the six major strategic mistakes that come about from purchasing software like you would purchase physical goods. Attendees will gain insight into how to structure RFPs for software applications to avoid these problems.

OVERVIEW OF ARTICLE 1, 2, AND 2A OF THE UNIFORM COMMERCIAL CODE—PART 2

Session E17 ★ CCCM Uniform Commercial Code (UCC) Review ★ Intermediate ★ Ryman Studio I

Jeffrey L. Roth, JD, CPCM, Lawyer, Fees & Burgess, P.C.; Allen L. Anderson, JD, CPCM, Lawyer, Fees & Burgess, P.C.; and Ryan G. Blount, JD, CCCM, Lawyer, Fees & Burgess, P.C.

This three-part session provides an overview of Articles 1, 2, and 2A—the definition, sale of goods, and leasing provisions of the Uniform Commercial Code (UCC). The material covered in these three sessions will be very helpful as a fast-track, preparatory course for the NCMA's Certified Commercial Contracts Manager (CCCM) exam. This second of the three sessions will cover Parts 3, 4, and 5 of Article 2 of the UCC, relating to construction of contracts, delivery terms, warranties, and performance of contracts involving the sale of goods. This session will also touch on similar concepts in Article 2A of the UCC relating to the lease of goods.

CFCM FAR REVIEW 3

Session E18 ★ CFCM Federal Acquisition Regulation (FAR) Review ★ Basic ★ Ryman Studio H

Jack Hott, CPCM, CFCM, Fellow, Manager, Contract Compliance, Fluor—B&W Portsmouth LLC

The objective of these sessions is for attendees to develop their knowledge and basic understanding of the Federal Acquisition Regulations (FAR). Learn the basic construction and organization of the FAR. Acquire a basic understanding of the concepts underlying the major FAR Parts. Use the knowledge and understanding gained in these sessions to address questions on the CFCM exam. Each session will focus on different major FAR parts. This session will cover the following FAR Parts: 22, Application of Labor Laws to Government Acquisitions; 37, Service Contracting; 38, Federal Supply Schedule Contracting; 42, Contract Administration and Audit Services; 44, Subcontracting Policies and Procedures; 45, Government Property; and 51, Use of Government Sources by Contractors.

JULY 23 · 4:00 PM–5:15 PM

HOW DO THEY DO IT? THE INCREDIBLY TALENTED WORKFORCE OF NATIONAL INDUSTRIES FOR THE BLIND AND ASSOCIATED AGENCIES

Session FO1 ★ Acquisition Strategy, Planning & Sourcing ★ Basic ★ Washington B

John Qua, CPCM, Vice President, Services, National Industries for the Blind, and Douglas R. Goist, CMS AT Specialist, National Industries for the Blind

Have you wondered how someone who is blind can be so successful in the modern services industry workforce? The answer is technology! Learn how National Industries for the Blind develops and delivers cost effective solutions through the application of assistive technology and techniques that make people who are blind as efficient and effective in the work force as sighted individuals. This session will look at the incredible value and performance people who are blind provide and demonstrate examples of assistive technology performance in the marketplace. We will demonstrate the application of assistive technologies such as Job Access With Speech (JAWS) and show how that application does not increase costs of performance for commercial and government customers, but rather ensures value creation and quality performance.

DECODING TS AND CS: WHAT THEY ALL MEAN

Session FO2 ★ Contract Negotiations ★ Intermediate ★ Ryman Studio M/N/O

Alicia Rigdon, JD, Director, Contracts Administration, American Ordnance LLC; Tim Fleener, JD, Senior Contracts Administrator, American Ordnance LLC; and Jennifer Weaver, CPCM, CFCM, Senior Contracts Administrator, American Ordnance LLC

In order to generate and negotiate robust contracts, contracts employees must first understand the LANGUAGE of the contract. Failure of contracting professionals to properly understand, mitigate, and negotiate terms creates risks that businesses cannot afford in today's economic climate. This session will teach meanings and alternatives for key risk areas.

TRUTH IN NEGOTIATIONS ACT (TINA) ESSENTIALS

Session F03 ★ Cost & Pricing ★ Basic ★ Ryman Studio P/Q/R

Brent Calhoun, CPA, Partner, Baker Tilly, and Shingai Mavengere, Senior Manager, Baker Tilly

Despite its 50-year history as law, TINA and its coined term “cost or pricing data” retain an air of mystery in practical application. This session will clarify the essential elements of TINA and provide a foundational understanding for improved compliance. Participants will learn the purpose of TINA; applicability and exemptions; what “cost or pricing data” is and isn't and when it must be certified; what “data other than certified cost or pricing data” means, when and why it may be requested, and whether or not contractors must comply with these requests; TINA compliance best practices; and potential noncompliance's and possible defenses.

WHY DOES MY PROCUREMENT CARE ABOUT YOUR PAYMENT? (AND ALL OF THE OTHER QUESTIONS YOU'VE ALWAYS WANTED TO ASK ABOUT CREATING A TRANSPARENT AND EFFICIENT AUTOMATED PROCURE TO PAY PROCESS.)

Session F04 ★ Contract Performance & Administration ★ Basic ★ Lincoln C/D

Kimberley Langston, Director, CACI Business Systems Solutions, and Kimberly Jones, Senior Project Manager, CACI Business Systems Solutions

With more and more of our daily “work” moving to automated systems, the reasons WHY we do something in the business process is being overshadowed by HOW we do it. Less experienced professionals are learning how to complete tasks within these applications, but not always why they are doing certain steps. At the same time, agencies implementing automated solutions often get wrapped up in what the solution can do versus what result they want from the solution that improves accuracy, visibility, efficiency, or any number of other desired objectives. This session will focus on a simple procure-to-pay process, identifying and soliciting from the audience along the way pain points where the contracting and other processes meet, overlap, or just plain don't communicate at all. Learn the major touch points between the competed contracting process and the other major domains it touches, such as planning and budgeting, financial management, and external administration/monitoring.

BID AND PROPOSAL COSTS: HOW CAN GOVERNMENT AND INDUSTRY WORK TOGETHER TO GET THE BEST BANG FOR THE BUCK?

Session F05 ★ Business & Proposal Development ★ Intermediate ★ Jackson A/B

Gail Guseman, Specialist Leader, Deloitte

The way that the government structures its procurements impacts industry behavior and choices. When the cost of bidding becomes exorbitant, industry must make deliberate choices about which opportunities to pursue. This session will explore ways to optimize bid and proposal spend for the best results for both government and industry.

HOW TO MENTOR LIKE A JEDI

Session F06 ★ Human Capital & Career Management ★ Basic ★ Jackson E/F

Whitney G. Million, CFCM, Contract Administrator, BAE Systems Technology Solutions & Services Inc., and Raymond P. Piselli, Vice President of Contracts, Offsets & Property Management, Lockheed Martin Mission Systems and Training

It's a period of great imbalance in the empire of contracting. The demand for contract management talent has grown since the early 2000s, yet the "bathtub effect" combined with a lack of a ready stream of prepared talent to tap has made this demand nearly impossible to meet. In order to thrive, the contract management profession must develop a strong pipeline of knowledgeable, capable, and influential young leaders. Rising to meet this challenge by facilitating this development are the fearless mentors.

COMMUNICATE YOUR VALUE

Session F07 ★ Advancing Professionals ★ Intermediate ★ Presidential Chamber A

Pegine Echevarria, MSW, CSP, President and Chief Executive Officer, Team Pegine, Inc.

Getting people to know your value begins with you. You must be clear about the value you and your division offers. Once you know what you offer, you need to be strategic about sharing it with the world. You may think that your superiors, coworkers, and career influencers notice your talents or your division's accomplishments, but they may not. Learn the five key value areas you need to communicate. There is no fairy godmother who will whisper your accomplishments to the people who are important to your career. You need to take charge and courageously share your successes by having a plan. This interactive, hands-on session teaches you how!

RESPONSIVENESS IN SEVEN EASY STEPS

Session F08 ★ Small Business ★ Basic ★ Presidential Chamber B

Susan Gerbing, PMP, Chief Operations Officer, gMg Management

This session will illustrate the government's contracting officer and contracting officer representative expectations for the three main phases in federal contracts, solicitation (pre-award), award, and performance (post-award). Attendees will develop an understanding of key roles during each contract phase.

NOW THAT YOU'VE WON THAT LARGE IDIQ CONTRACT WITH MULTIPLE ORDERS AND SUBCONTRACTORS, HERE'S HOW TO MANAGE IT WITHOUT DRIVING YOURSELF OR THE CUSTOMER CRAZY

Session F09 ★ Schedule Contracting ★ Intermediate ★ Jackson C/D

Diane K. Whitmoyer, CPCM, PMP, Fellow, Senior Business Manager, ECSS Program, Noblis

Two years ago, you heard from the FAA contracting officer and COR about the FAA's ECSS Acquisition—

An Innovative Approach to Procuring Enterprise-Wide Support Services. Now hear about it from the other side. What's it like to win the ninth largest contract awarded in 2011, transitioning 300 people in three months, and managing a large, geographically dispersed team.

EVERYTHING YOU MUST KNOW ABOUT THE SERVICE CONTRACT ACT

Session F10 ★ Performance-Based Contracting & Services Acquisition ★ Intermediate ★ Ryman Studio A/B/C

Eric Crusius, Partner, Centre Law Group, and Barbara S. Kinosky, President, Centre Consulting, Inc.

The Department of Labor has continued to increase enforcement of the Service Contract Act (SCA)—one of the most challenging laws federal contractors have to comply with when performing a federal contract. Also, recent developments, including the new regulations regarding the nondisplacement of qualified workers, have made compliance a more complicated proposition. This session will look at all of the SCA essentials and examine common pitfalls made by even the most experienced contracting professionals using case studies, recent debarment proceedings, and information about Centre's recent meetings with the Department of Labor. More specifically, we will look at steps toward building an effective compliance plan, how to categorize employees, when work time and vacation time accrues, and issues with GSA Schedules.

IMPLEMENTING A FAR PART 31 COMPLIANT COST ACCOUNTING SYSTEM

Session F11 ★ Accounting & Financial Management ★ Advanced ★ Presidential Boardroom A

Robert Jones, CFCM, CCCM, Contracts Manager, Pole/Zero Corp.

The Business Systems Rule requirements reflect a combination of certain requirements that have existed for some time with various criteria that the Defense Contract Audit Agency has attempted to apply for years (but without any authority to do so) and still other criteria that DCAA has sought to impose since the passage of the Sarbanes Oxley Act in 2002 and the effective date of the FAR Mandatory Disclosure Rule in 2008. These requirements may become best practices for all government contracts. Having effective and efficient systems in place not only satisfies the auditors, but provides business owners and managers with better information upon which to base their decisions. In this session, learn four reasons to use the incurred cost proposal as a STARTING point in system design, five steps to a bullet-proof chart of

accounts, and three keys to EASY budgeting. This session will also provide advanced guidance to accounting system design and implementation.

LESSONS LEARNED FROM AGENCY RFQS AND CONTRACTOR QUOTES USING GSA SCHEDULES FOR PROFESSIONAL SERVICES

Session F12 ★ Updates in Contract Guidance & Practice ★ Intermediate ★ Ryman Studio D/E
Dan Briest, Senior Contracting Officer, GSA Management Services Center

The speaker will share what he has learned from training federal agencies all across the United States. Hear about common mistakes made by agency contracting officers in creating their requests for quotations (RFQs) and the most common frustrations those agencies have with the way contractors respond to those RFQs. The session will cover common misconceptions and bust some of the pesky myths about ordering professional services using the schedules.

FROM WARTIME TO PEACETIME: INTERAGENCY COLLABORATION FOR UTILIZING DOD CONTINGENCY CAPABILITIES FOR HUMANITARIAN ASSISTANCE, DISASTER RESPONSE, AND EXPEDITIONARY SUPPORT

Session F13 ★ International Contracting ★ Intermediate ★ Ryman Studio G

Martina M. Johnson, PM, Joint Contingency Contracting Program Manager, Defense Logistics Agency, and Kelley Jibrell, Strategy and Outreach SME, Defense Logistics Agency

This dynamic and exciting session focuses on the DOD transition and collaboration from war-time business systems and processes to leveraging lessons learned, technology, and capabilities applied to rapidly changing post-war global scenario. The DOD Joint Contingency Contracting System (JCCS) at the Defense Logistics Agency is poised to further support emergency response, humanitarian assistance, and expeditionary efforts within DOD and partner with other agencies with an overseas presence. Take part in a discussion of how to leverage DOD contingency capabilities and expand them meaningfully to other agencies who work in similarly dynamic and time-sensitive environments. The session will also highlight the challenges of international contracting with host nation vendors, operating with poor infrastructure and rotating team assignments.

GSA FEDERAL SUPPLY SCHEDULE CONTRACTING: COMPLIANCE PROGRAM BEST PRACTICES

Session F14 ★ Contract Ethics & Compliance ★ Intermediate ★ Ryman Studio J/K

David S. Black, Attorney/Partner, Holland & Knight LLP, and Bill Bressette, CPCM, CFCM, CCCM, Fellow, Principal, Baker Tilly Virchow Krause, LLP

This session will address compliance program issues unique to Federal Supply Schedule contracts. Learn about commercial sales practices disclosure requirements, common shortcomings identified by GSA auditors, and best practices to minimize these risks through procedures and training. Key points of discussion include requirements under the Price Reduction Clause, procedural and interpretive gaps that often trip up contractors, and compliance best practices to mitigate risk. The session examines other sources of legal and business risk arising from FSS contract, including issues relating to service contracting and compliance with country-of-origin requirements. Hear compliance strategies for when the company becomes the subject of a pre-award or post-award audit by the GSA Office of Inspector General. Gain an understanding of the fundamental issues and challenges associated with addressing FSS contracting risks in a company's corporate compliance program.

FROM ACQUISITION REFORM TO GREATER OVERSIGHT AND BEYOND

Session F15 ★ Legislative & Regulatory Updates ★ Intermediate ★ Lincoln E

Ina R. Merson, CPCM, Fellow, Acquisition Consultant, and Connie L. Cobo, CPCM, MBA, Manager, Program Contracts, Raytheon Missile Systems

Finding better ways of improving acquisition—buying cheaper, faster, and better—has been a topic of concern for many years through acquisition reform. Additionally, one aspect of acquisition reform was for the federal government to avoid placing unnecessary and intrusive requirements on government contractors and to rid them of unnecessary oversight rules so they could operate closer to a commercial environment. This session will explore what has happened to acquisition reform and whether the intent of these reforms remains in practice.

CYBER WHAT? THE HOTTEST TECHNOLOGY TRENDS AND WHAT THEY MEAN FOR FEDERAL CONTRACTORS FROM A CONTRACTUAL COMPLIANCE AND LEGAL PERSPECTIVE

Session F16 ★ Technology & Innovation ★ Intermediate ★ Ryman Studio L

Jennifer Izzo, Corporate Counsel, Draper Laboratory, and Joseph Hornyak, Partner, Holland & Knight

Cyber security, mobility (i.e., bring your own device), open source software, counterfeit parts, big data, cloud computing. We've all heard these terms, but do we understand what they really mean? This session will demystify the latest technology trends with a focus on the compliance and legal ramifications. What are these technologies and issues? Why is the government so interested in them? What legal or compliance obligations are triggered when big data, information security, cyber, or any of these other technologies or issues touch upon your contract?

OVERVIEW OF ARTICLE 1, 2, AND 2A OF THE UNIFORM COMMERCIAL CODE—PART 3

Session F17 ★ CCCM Uniform Commercial Code (UCC) Review ★ Intermediate ★ Ryman Studio I

Jeffrey L. Roth, JD, CPCM, Lawyer, Fees & Burgess, P.C.; Allen L. Anderson, JD, CPCM, Lawyer, Fees & Burgess, P.C.; and Ryan G. Blount, JD, CCCM, Lawyer, Fees & Burgess, P.C.

This three-part session provides an overview of Articles 1, 2, and 2A—the definition, sale of goods, and leasing provisions of the Uniform Commercial Code (UCC). The material covered in these three sessions will be very helpful as a fast-track, preparatory course for the NCMA's Certified Commercial Contracts Manager (CCCM) exam. This third of the three sessions will cover Parts 6 and 7 of Article 2 of the UCC, relating to breach of contract, repudiation, excuse, and remedies with respect to contracts involving the sale of goods. This session will also cover similar concepts in Parts 4 and 5 of Article 2A relating to the lease of goods.

CFCM FAR REVIEW 4

Session F18 ★ CFCM Federal Acquisition Regulation (FAR) Review ★ Basic ★ Ryman Studio H

Jack Hott, CPCM, CFCM, Fellow, Manager, Contract Compliance, Fluor—B&W Portsmouth LLC

The objective of these sessions is for attendees to develop their knowledge and basic understanding of the Federal Acquisition Regulations (FAR). Learn the basic construction and organization of the FAR. Acquire a basic understanding of the concepts underlying the major FAR Parts. Use the knowledge and understanding gained in these sessions to address questions on the CFCM exam. Each session will focus on different major FAR parts. This session will cover the following FAR Parts: 16, Types of Contracts; 17, Special Contracting Methods; 24, Protection of Privacy and Freedom of Information; 32, Contract Financing; 34, Major Systems Acquisition; 43, Contract Modifications; and 49, Termination of Contracts.

JULY 24 · 9:45 AM–11:00 AM

10 TANGIBLE TECHNIQUES TO TRIM TIME: INNOVATIVE PRACTICES THAT PROMOTE ACQUISITION EFFICIENCIES

Session G01 ★ Case Studies: Lessons Learned in the Real World ★ Intermediate ★ Washington B

Melissa Starinsky, Chancellor, Veterans Affairs Acquisition Academy, and Joanne Choy, Vice Chancellor, Acquisition Internship School, Veterans Affairs Acquisition Academy

Rules, rules, and more rules and the “need for speed!” Sound familiar? Continuing resolutions, fiscal realities, more complex requirements, and contracting oversight add layers of complexity to an already stressed federal acquisition system. Learn how to eliminate or reduce practices that aren't mandated by law, regulation, or local policy, that don't add value to the acquisition lifecycle, or that haven't resulted from identified risk or vulnerability to the agency. Hear 10 tangible techniques for streamlining acquisition practices and improving efficiency in the federal acquisition system. These innovative tips are rooted in the FAR Guiding Principles to minimize administrative operating costs. Attendees will leave the session with creative ideas ready for immediate application within teams and organizations to more efficiently execute the acquisition function in support of agency missions.

[A TOP 10 YOU CAN USE—10 KEY FIXES THAT AVOID BIG PROBLEMS IN PROCUREMENTS AND PROPOSALS](#)

Session G02 ★ Case Studies: Lessons Learned in the Real World ★ Intermediate ★ Lincoln C/D

Jacqueline O. Lancaster, Chief Business Development Officer/Vice President, ASI Government, Inc.

This session focuses on 10 straightforward actions that government acquisition professionals can take to make procurements clearer, less complex, and more accurate. It begins with identifying each of 10 commonly encountered procurement issues and explains the very real ramifications and consequences (time, cost, and legal impacts) the issue can cause. Hear examples of these issues and the problems they have caused in actual procurements. Attendees will learn direct, workable solutions for each issue that can solve the problem in the pre-solicitation timeframe—before the issue presents significant problems for both government and industry acquisition professionals.

[BETTER BUYING POWER INITIATIVES REQUIRE INNOVATIVE THINKERS](#)

Session G03 ★ Case Studies: Lessons Learned in the Real World ★ Intermediate ★ Jackson A/B

Lawrence A. Asch, Principal Solution Architect, ECS/iLuMinA Solutions, and Nick Tsiopanas, President, ZYGOS Consulting LLC

Better Buying Power initiatives can achieve extraordinary results. Hear about tools and techniques that deliver operational mission objectives, realized cost savings, and financial accountability during a resource-constrained wartime draw down. Hear lessons learned and initiatives to help others implement market research, analysis of alternatives, acquisition strategies, and source selection plans.

[HOW NASA-JSC TURNED A CHALLENGE INTO AN OPPORTUNITY: DEVELOPING THE NEXT GENERATION OF LEADERS IN PROCUREMENT UTILIZING A KNOWLEDGE SHARING PROGRAM](#)

Session G04 ★ Case Studies: Lessons Learned in the Real World ★ Basic ★ Jackson E/F

Andrea R. Falls, Team Lead, NASA - Johnson Space Center

The federal government and its contractors are facing multiple challenges on the human capital front—we are in a time of budgetary “belt-tightening” complicated by the aging of the workforce (wave of retirements) and the need to develop the next generation of leaders. To address these and other challenges, NASA Johnson Space Center’s Office of Procurement (BA) launched a knowledge sharing program called The BALaNCE Program. BALaNCE is the acronym for BA Leadership and INnovation Career Enrichment. This session will focus on providing participants a framework to design a “knowledge sharing” program including concept development; identification and development of classes, curriculum, and activities; and creation of an evaluation process. This framework will build upon and utilize your most talented assets in your organization—your subject matter experts—in enhancing a culture of learning agility and knowledge sharing.

[HOW ASSET-BASED THINKING CAN HELP CREATE COLLABORATIVE AND PRODUCTIVE RELATIONSHIPS](#)

Session G05 ★ Case Studies: Lessons Learned in the Real World ★ Intermediate ★ Presidential Chamber A

Louisa Jaffe, CEO/President, TAPE

This session will help attendees identify the assets within and between key stakeholder groups (i.e., government customers/contracting officers/industry) in executing the procurement process. By applying asset-based thinking (ABT), attendees will learn how to generate concrete strategies for building stronger, more collaborative relationships. This interactive session will teach participants the fundamentals of ABT and how to apply them so they can maximize the potential of their relationships while minimizing miscommunications.

[WILDERNESS GUIDE FOR CLIFF HANGERS: MANAGING ECONOMIC REALITY](#)

Session G06 ★ Case Studies: Lessons Learned in the Real World ★ Intermediate ★ Presidential Chamber B

Ron Smith, CPCM, Fellow, Procurement Director, EADS North America, and Cynthia Jennings, CFCM, CPCM, Subcontracts Lead, Ball Aerospace and Technologies Corp.

Hear about the current status of the federal budget and an analysis of impacts on program and budgeting officials in government and industry contracting activities; including small business through large business, business development, and sales forecasting professionals. This session has very broad implications for every aspect of our economy.

A TALE OF TWO SOURCE SELECTIONS: LESSONS LEARNED FROM A CONTRACTING OFFICER PERSPECTIVE

Session G07 ★ Case Studies: Lessons Learned in the Real World ★ Intermediate ★ Jackson C/D

Kevin Jans, CFCM, President, Skyway Acquisition Solutions, LLC

Each source selection is unique. While the process of competing requirements is fairly standardized (from acquisition strategy, through drafting the RFP, to documenting the award decision), the actual execution of the source selection is affected by the unique interaction of these variables. This session provides a first-hand perspective on what happens on the government side during two source selections: one when everything went right...and one when seemingly everything went wrong. The goal of the session is to allow both sides to see the effect of their interaction from a contracting officer's perspective. If, as an industry contractor, you've wondered why the process from competitive RFP to award takes so long, this session will provide insight into the real-world execution of these two source selections. Industry professionals will see how, in this case, their interaction impacted the source selection in both good and bad ways.

HOW TO SIMPLIFY AND STREAMLINE CONTRACTING PROCESSES USING THE NISH/ABILITYONE PROGRAM: LEARN FROM A WOUNDED WARRIOR HOW THE PROGRAM BENEFITS OUR DISABLED VETS

Session G08 ★ Case Studies: Lessons Learned in the Real World ★ Basic ★ Presidential Boardroom A

Dave Theimer, Assistant Vice President, Marketing, NISH

Hear a "wounded warrior" tell his story about his combat experience, his injury, and how the AbilityOne Program helped him. Then learn how the AbilityOne Program brings the federal customer performance-based service acquisitions and how NISH is involved in the effective execution of performance-based contracting thereby streamlining the acquisition process and reducing lead time.

CASE STUDY ON THE NATIONAL PROTECTION AND PROGRAMS DIRECTORATE: BETTER TOOLS TO EMPOWER CORs AND PROGRAM MANAGERS

Session G09 ★ Case Studies: Lessons Learned in the Real World ★ Intermediate ★ Lincoln E

Michael Bajit, PMP, Senior Acquisition Analyst, Integrity Management Consulting

This session is a case study on lessons learned in implementing efficient and effective professional development initiatives for a major acquisition organization. The Department of Homeland Security (DHS) Office of Procurement Operations (OPO) reported errors and deficiencies with the documents in procurement request packages submitted by contracting officer representatives (CORs) in the program offices. In support of one of these component offices, a team developed a curriculum of workshops to provide CORs with information into their various tasks and responsibilities and were met with great success. This session covers basic topics such as the nature of the relationship between program management and contracting people and typical organizational issues they face, as well as more complex topics that are geared towards senior managers, such as getting the most out of your team.

INTERNATIONAL CONTRACTING FOR THE INTERNATIONAL SPACE STATION—CHALLENGES AND SUCCESSES

Session G10 ★ Case Studies: Lessons Learned in the Real World ★ Intermediate ★ Ryman Studio H

Robert Kolb, Team Lead, International Space Station Procurement Office

Learn about the contracting environment of the International Space Station (ISS) Program and look at where it's headed given today's environment of budget challenges, international contractors, commercial crew contractors coming on board potentially as early as 2017, management of programmatic risk, and continuing developments in all of these areas. Hear about acquisition strategies, business strategies, acquisition regulations, and planning, and how all these areas play a role in successful contracting both in the international arena and in the United States. The future of space flight to the ISS offers a lot of opportunities and options to be considered which require sound business, procurement, and management approaches.

INTELLECTUAL PROPERTY: OWNERSHIP, LICENSING, AND MARKINGS, OH MY!

Session G11 ★ Case Studies: Lessons Learned in the Real World ★ Basic ★ Ryman Studio I

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Intellectual Property (IP) is often viewed as an abstract and even frightening topic. This session will examine the fundamental principles of ownership, licensing, and markings. Those relatively new to the topic will become more comfortable and adept with working, negotiating, and delivering/accepting IP. Discuss and debate a battery of what-if scenarios by thinking through core issues. Leave with a greater ability to operate confidently and win based on sound principles; as opposed to reacting with fear, frustration, stress, procrastination, bullying, or archaic policy.

Virtual Conference Attendees: Look for the  as a guide to help you choose your two sessions for post-conference viewing.

Breakout session information valid as of August 5, 2013. Any sessions without a presentation either did not have a presentation, did not release their presentation for posting, or did not provide an approved presentation.