

## The 3rd Annual National Veteran Small Business Conference and Expo June 25-28, 2007

Last update: June 05, 2007

### Monday, June 25, 2007

8:00 am – 4:00 pm	<b>Conference Registration and Information Desk Hours</b>	<b>Palace Ballroom Office</b>
8:00 am – 4:00 pm	<b>Exhibitor Check-in and Set-up</b>	<b>Augustus Ballroom I – IV</b>
2:00 pm – 4:00 pm	<b>Federal Contracting 101</b>	<b>Florentine I – II</b>
	<p>This session is geared toward small businesses that are new to the Federal Government contracting arena. It will provide a basic overview on contracting with the Federal Government.</p> <p><b>Moderator:</b> Dr. Alain Hunter, Program Manager, Office of Small Business Programs, U.S. Department of the Air Force</p> <p><b>Panelists:</b> Mr. Rick Horn, Director, Nevada Procurement Technical Assistance Center Ms. Kathy Dow, Deputy Director, Nevada Procurement Technical Assistance Center</p>	
5:00 pm – 7:00 pm	<b>Welcome Reception and EXPO Ribbon Cutting Ceremony</b>	<b>Palace Ballroom Foyer</b>
	<p>Ms. Tracey L. Pinson, Director, Office of Small Business Programs, U.S. Department of the Army Mr. Scott Denniston, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Veterans Affairs</p>	
7:00 pm - 8:00 pm	<b>Expo Reception Entertainment</b>	<b>Palace Ballroom III</b>
	<p><b>Concert:</b> Mark Wills, Country Music Star</p>	

### Tuesday, June 26, 2007

7:00 am – 5:00 pm	<b>Conference Registration and Information Desk Hours</b>	<b>Palace Ballroom Office</b>
7:00 am – 8:00 am	<b>Continental Breakfast</b>	<b>Palace Ballroom Foyer</b>
8:00 am – 8:30 am	<b>Opening Ceremonies Presentation of the Colors Welcome and Opening Remarks</b>	<b>Palace Ballroom III</b>
	<p>Mr. Scott Denniston, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Veterans Affairs Ms. Tracey L. Pinson, Director, Office of Small Business Programs, U.S. Department of the Army</p>	

Dr. James I. Finley, Deputy Under Secretary of Defense for Acquisition and Technology, U.S. Department of Defense

8:30 am – 10:00 pm

**Executive Order Panel**

**Palace Ballroom III**

Federal agencies tasked under Executive Order 13360 will provide an update on action taken and final product delivered. Each agency will also discuss future initiatives that will support the Executive Order.

**Moderator:**

Ms. Tracey L. Pinson, Director, Office of Small Business Programs, U.S. Department of the Army

**Panelists:**

Mr. John Phelps, Chief of Staff, U.S. General Services Administration  
Mr. Anthony Martoccia, Director, Office of Small Business Programs, U.S. Department of Defense  
Mr. William D. Elmore, Associate Administrator, Office of Veterans Business Development (VA), U.S. Small Business Administration  
Mr. Gordon J. Burke, Jr., Director, Operations and Programs, U.S. Department of Labor  
Mr. Scott Denniston, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Veterans Affairs

10:00 am – 10:30 am

**AM Break**

10:30 am – 12:00 pm

**Overview of the Program and Legislative Update**

**Palace Ballroom III**

This session will discuss the current legislative outlook and objectives, and how legislation can benefit service-disabled veteran-owned small businesses.

**Moderator:**

Mr. Scott Denniston, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Veterans Affairs

**Panelists:**

Mr. Mike Brinck, Staff Director, Economic Opportunity Subcommittee, House Committee on Veterans' Affairs, Minority Staff  
Mr. Greg Willis, Staff Counsel, U.S. Senate Committee on Small Business & Entrepreneurship, Majority Staff  
Mr. Rick Weidman, Chairman, Task Force for Veterans Entrepreneurship  
Mr. Walter Blackwell, President and Chief Executive Officer, The Veterans Corporation

12:00 pm – 1:30 pm

**Luncheon**

**Palace Ballroom I – II**

Mr. Rocky Bleier, National Spokesman, National Veteran-Owned Business Association (NaVOBA)

1:30 pm – 3:00 pm

**Industry Breakout Sessions**

**Palace Ballroom III**

These sessions will provide industry specific information on contracting and subcontracting opportunities within the Federal

Government and how best to position your company for success. The industry breakout sessions are split in to two sections, which will feature a seamless transition.

**Breakout: IT Part I**

**Emperors Ballroom I**

Providing Service-Disabled Veteran Opportunities for Industry and Government through the Veterans Technology Services (VETS) GWAC

This session features GSA's newest Governmentwide Acquisition Contract, or GWAC, designed to help Federal agencies achieve small business goals through purchase of integrated technology solutions from small business owned by service-disabled veterans. Discover how VETS provides cutting-edge solutions without the expense and time involved in traditional set-aside procurements through flexible Industry Solutions. This course will highlight the contract's key elements to assist in acquisition strategy decisions.

**Moderator:**

Mr. Tom F. Brown, Director SDVOSB Initiatives, U.S. General Services Administration

**Panelists:**

Ms. Mary Parks, Director, Small Business GWAC Center, U.S. General Services Administration

Ms. Jean Oyler, Director Business Operations, Small Business GWAC Center, U.S. General Services Administration

Ms. Janna Babcock, Contract Specialist/Contracting Officer, Small Business GWAC Center, U.S. General Services Administration

Mr. Jim Ghiloni, Director, Office of GWAC Programs, U.S. General Services Administration

**Breakout: Construction Part I**

**Emperors Ballroom II**

This session will focus on issues that face small businesses within the construction industry. Specific topics covered are bonding, subcontracting, and basic fundamental Federal regulations related to construction contracts. The session will also provide you with information that will help you to succeed in the construction contracting arena.

**Moderator:**

Mr. Anthony Bell, Associate Director of Small Business, U.S. Army Corps of Engineers

**Panelists:**

Ms. Jeanette Brown, Director, Office of Small and Disadvantaged Business Utilization, U.S. Environmental Protection Agency

Mr. Robert M. Griffin, Assistant Commander for Acquisition, Naval Facilities Engineering Command

Mr. William M. Gross, Director, Office of Wage Determinations, Wage and Hour Division, U.S. Department of Labor

Mr. Louis H. Pruitt, Program Manager, Overseas Buildings Operations, U.S. Department of State

**Breakout: Manufacturing Part I**

**Florentine I - II**

Meet with Federal agencies that spend contract dollars in the manufacturing industry. They will discuss their agencies'

strategic plans for the future. This will be an opportunity to meet those agencies and highlight your veteran business competencies and ways that you can meet their future demands.

**Moderator:**

Ms. Rebecca Parks, HUBZone Specialist & Business Counseling Center Manager, Office of Small Business Programs, Defense Supply Center Columbus

**Panelists:**

Mr. Phillip Roth, Program Manager, MTAPP, Air Force Outreach Program Office, U.S. Department of the Air Force  
Ms. Teri Lesicko, Program Manager, SAGE Systems Technologies, LLC

**Breakout: Services Part I**

**Florentine III - IV**

This session will focus on challenges specific to service contracts, including physical security, staffing, performance-based contracting, incentive awards, response to performance work statements, and board reviews.

**Moderator:**

Ms. Cathy J. Read, Director, Office of Acquisitions Management, U.S. Department of State

**Panelists:**

Mr. Bobby Watts, Director of Small Business Programs, Air Education and Training Command, U.S. Department of the Air Force  
Mr. Robert Medina, Small Business Specialist, Dryden Flight Research Center, NASA  
Mr. Dijon Ferdinand, Contract Specialist, U.S. Census Bureau, U.S. Department of Commerce

3:00 pm – 3:30 pm

**PM Break**

3:30 pm – 5:00 pm

**Industry Breakout Sessions (continued)**

**Breakout: IT Part II**

**Emperors Ballroom I**

This session will focus on increasing awareness of the Federal Government's quest for Knowledge Superiority through integrated command and control, communications, computers, intelligence, surveillance and reconnaissance systems. It will also identify IT opportunities within the Federal Government.

**Moderator:**

Ms. Susan Burrows, Associate Director, Small Business Programs, Space and Naval Warfare Center

**Panelists:**

Mr. Lee Harvey, Deputy Program Executive Officer, Army Program Executive Office Enterprise Information Systems, ITEC4  
Mr. Nicholas Freije, Afloat Networks & Future Enterprise Networking Chief Engineer, Space and Naval Warfare Center Program Executive Office  
Mr. Gilberto Del Valle, Small Business Specialist, Goddard Space Flight Center, NASA  
Mr. Joseph Shaffer, Executive Director for Organization

Management, Office of Information and Technology, U.S.  
Department of Veterans Affairs

**Breakout: Construction Part II**

**Emperors Ballroom I**

This session will provide you with specific procurement information and opportunities available from the lead buying Federal agencies within the construction industry.

**Moderator:**

Mr. Jack Beecher, Small Business Deputy, North Atlantic Division, U.S. Army Corps of Engineers

**Panelists:**

Mr. Jerry Franco, Chief, Procurement Assistance Division, Office of Small and Disadvantaged Business Utilization, U.S. Department of Transportation  
Mr. Louis H. Pruitt, Program Manager, Overseas Building Operations, Office of Small and Disadvantaged Business Utilization (OSDBU), U.S. Department of State  
Mr. Gregory A. McSweeney, Program Manager, San Francisco Project Executive Branch, U.S. General Services Administration

**Breakout: Manufacturing Part II**

**Florentine I - II**

This breakout session will focus on specific opportunities at the Navy Inventory Control Point Philadelphia (NAVICP), Defense Supply Center Columbus (DSCC), and various Defense Industry Partners. Come and learn where to find actual solicitation packages, technical drawings and all other information you need to prepare your government proposals.

**Moderator:**

Ms. Rebecca Parks, HUBZone Specialist & Business Counseling Center Manager, Office of Small Business Programs, Defense Supply Center Columbus

**Panelists:**

Mr. Steve S. Marion, Senior Program Director, Future Combat Systems, The Boeing Company  
Mr. Kenneth Warden, Senior Quality Assurance Specialist, Defense Contract Management Agency  
Mr. Dale Karraker, Executive Director, Defense Sustainment Consortium  
Mr. Robert Hughes, Team Leader, Power and Propulsion, Source Development Division, NAVICP Philadelphia  
Mr. Verne Johnson, Technical Engineer and Socio-Economic Sourcing Specialist, Office of Small Business Programs, Defense Supply Center Columbus, U.S. Defense Logistics Agency

**Breakout: Services Part II**

**Florentine III - IV**

The U.S. General Services Administration (GSA) is the Federal Government's business manager, buyer, real estate developer, telecommunications manager, and IT solutions provider for billions of dollars worth of products and services for federal agencies. The Federal Supply Service (FSS) has procurement responsibility to supply millions of commercial items, and other GSA services handle procurements for telecommunications, buildings, and real property. This workshop will include: how to download the appropriate solicitation; what information should be included in the offer; past performance evaluation criteria; the commercial sales practices requirement; what to expect

after the proposal is submitted to GSA; and how federal agencies use schedule contractors to fulfill requirements for goods and services.

Ms. Pamela Smith-Cressel, Director, Office of Small Business Utilization, Office of the Deputy Regional Administrator Staff, U.S. General Services Administration

1:30 pm – 6:00 pm

**EXPO Open**

**Augustus Ballroom I – IV**

### **Wednesday, June 27, 2007**

7:00 am – 5:00 pm

**Conference Registration and Information Desk Hours**

**Palace Ballroom Office**

7:00 am – 8:00 am

**Continental Breakfast**

**Palace Ballroom Foyer**

8:00 am – 9:00 am

**The Real Deal**

**Palace Ballroom III**

This session will focus on a candid review of the SDVOSB program. The objective of this session is to provide you with accurate information on the program that will allow your company to be successful within the Federal contracting arena.

**Moderator:**

Mr. Scott Denniston, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Veterans Affairs

**Panelists:**

Mr. Ron Poussard, Director, Office of Small Business Programs, U.S. Department of the Air Force

Mr. Glenn A. Delgado, Assistant Administrator, Office of Small Business Programs, NASA

Ms. Debbie Ridgely, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Health and Human Services

Mr. Billy C. Jenkins, Procurement Analyst, Office Of Veterans Business Development, Office Of The Assistant Administrator, U.S. Small Business Administration

9:00 am - 10:00 am

**Small Business Case Study**

**Palace Ballroom III**

Our Nation is faced with a growing number of returning wounded warriors who are seeking out opportunities for success after their service. They are the future of the SDVOSB program and Federal agencies need initiatives to assist them to be successful. This session will discuss the good, the bad, and the ugly related to returning wounded warriors starting their own small business.

**Moderator:**

LTC James A. Blanco, Assistant to the Director, Office of Small Business Programs, U.S. Department of the Army

**Panelists:**

Mr. Richard J. Otero, Sr., President, EZcertify.com

Ms. Dawn Halfaker, Chief Executive Officer, Halfaker and Associates, LLC

Mr. Tracy M. Reep, President, Disabled Veterans Office

Suppliers

10:00 am – 10:30 am

**AM Break**

10:30 am – 12:00 pm

**SDVOSB Success Stories**

**Palace Ballroom III**

This session will showcase successful SDVO small businesses. They will present their business profile, provide a brief overview of their business plan, and how they successfully conduct business with the Federal Government.

**Moderator:**

Mr. Scott Denniston, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Veterans Affairs

**Panelists:**

Mr. John P. Moliere, President, Standard Communications, Inc.  
Mr. Neil Snyder, President, Veterans Engineering, Inc.  
Mr. Enrique A. Tessada, President, Tessada Associates, Inc.

12:00 pm – 1:30 pm

**Awards Luncheon (CVE Awards)**

**Palace Ballroom I – II**

The CVE Awards Program has been recognizing significant contributions by organizations and individuals who are dedicated to expanding business opportunities for veterans and service-connected disabled veterans since 2001. Our Enterprising Veteran Award is our most prestigious honor. This award recognizes veterans whose quality performance provides advocates with specific success stories, a critical tool in promoting the program nationwide.

The Honorable Gordon H. Mansfield, Deputy Secretary of Veterans Affairs, U.S. Department of Veterans Affairs

1:30 pm – 3:00 pm

**Breakout Sessions**

**Breakout: Teaming and Joint Ventures**

**Emperors Ballroom I**

Many VO and SDVO small businesses are learning that success in the Federal market place requires teamwork. This session will provide an overview on how to team and establish joint ventures to increase contracting opportunities within the Federal Government.

Mr. Ralph C. Thomas, III, Special Counsel, Buchanan Ingersoll & Rooney PC, Washington, DC

**Breakout: Subcontracting**

**Emperors Ballroom II**

This session will discuss the opportunities available for small businesses through subcontracting. Further, it will provide information on how to develop successful subcontracting relationships.

**Moderator:**

Ms. Wendy Despres, Subcontracting Program Manager, Office of Small Business Programs, U.S. Department of the Army

**Panelists:**

Ms. Diane G. Dempsey, Director, Small Business Relations for Customer Solutions, BAE Systems  
Ms. Jaye Lampert, Small Business Liaison Officer, Rolls-Royce Corporation  
Ms. Lee Ann Standish, Vice President/Program Manager, PMP, Government Contract Support Center, SAIC

**Breakout: Sources Sought and Proposal Development      Florentine I - II**

This session will discuss the proper preparation for sources sought and proposal development, which is critical to achieving business with the Federal Government.

**Moderator:**

Ms. Debbie Ridgely, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Health and Human Services

**Panelists:**

Ms. Michele McCoy, Branch Chief, Simplified Acquisition and Support Services Branch, U.S. Department of Commerce, NOAA Eastern Region Acquisition Division  
Mr. Andre Stefanovich, Manager, Acquisition Division, Jet Propulsion Laboratory, NASA  
Mr. Dennis DeMolet, President/CEO, DeMolet Consulting

**Breakout: Marketing and Presentation Skills      Florentine III - IV**

Knowing how to put your best face forward in marketing your capabilities is key to a successful business. This session will explain successful marketing techniques and discuss the presentation skills necessary to win over customers.

**Moderator:**

Ms. Pamela Monroe, Associate Director, Contracting Center of Excellence, U.S. Army Contracting Agency

**Panelist:**

Mr. James L. Standfield, Founder and Chief Operating Officer, The Standfield Group

**Breakout: International Business Opportunities      Roman III – IV**

This session will feature representatives of the Australian Embassy who will talk about teaming and partnering with foreign businesses, advantages and disadvantages of doing business in another country, legal issues, applicable trade agreements, geographic issues, and various business customs. Our countries have fought side by side in virtually every war and conflict since World War I. This is an opportunity for all veterans of all countries to work together again, this time in peace.

**Moderator:**

Mr. Gary Cook, Business Development Specialist, IT Marketing Division Customer/Vendor Relations GSA/FSS IT Acquisition Center

**Panelists:**

Mr. Aurelio Azpiazu, Defence Industry Advisor, Embassy of Australia

Mr. Lincoln Parker, Business Manager for Defence & Aerospace,  
Embassy of Australia  
Lieutenant Colonel Per Lyse Rasmussen, Defense Industrial  
Cooperation, Royal Danish Embassy

3:00 pm – 3:30 pm

**PM Break**

3:30 pm – 5:00 pm

**Breakout Sessions**

**Breakout: Classified Contracts and Clearances**

**Emperors Ballroom I**

This session will discuss the specific procedures and methods that are used to secure opportunities in classified contracts, clearances, and cleared facilities within the Federal Government.

**Moderator:**

Ms. Pamela Porter, Director, Office of Small Business Programs,  
National Security Agency

**Panelists:**

Ms. Sandra L. Broadnax, Director, Small Business Programs  
Office, National Geospatial-Intelligence Agency  
Ms. Yvonne F. Howerton, CPCM, Director of Contracting, U.S.  
Army INSCOM  
Mr. Mark Gross, President & CEO, Oak Grove Technologies

**Breakout: Franchising Opportunities**

**Emperors Ballroom II**

This session will discuss franchising and the opportunities for small-business ownership that it provides in more than 75 different industries. Included will be information about how to investigate a franchise before investing and an overview of the International Franchise Association's "VetFran" program through which honorably-discharged veterans are offered financial incentives to acquire a franchised small business.

Mr. Terry Hill, Vice President, Communications & Media  
Relations, International Franchise Association  
Mr. Phil Trigg, COO & Partner, FranFit

**Breakout: Commercial Business Opportunities**

**Florentine I - II**

This session will provide information on maintaining a strong U.S. industrial base by fostering entrepreneurship and business opportunities for VO/SDVO small businesses within the commercial business sector.

**Moderator:**

Mr. Murray Schooner, Government Supporters Director,  
National Veteran-Owned Business Association (NaVOBA)

**Panelists:**

LTC James A. Blanco, Assistant to the Director, Office of Small  
Business Programs, U.S. Department of the Army  
Mr. Dan Robinson, Director, Supplier Diversity, Xerox  
Corporation  
Mr. Al Saxon, Vice President, Vision Technologies, Inc.

**Florentine III - IV**

### **Breakout: State Business Opportunities**

This session will provide an overview of initiatives available at the state level that provide business opportunities to VO/SDVO small businesses. It will discuss specific programs that are available and how a small business can leverage current capabilities to participate in state opportunities.

#### **Moderator:**

Secretary John Garcia, Cabinet Secretary, State of New Mexico  
Department of Veterans Services

#### **Panelists:**

Secretary Tom Johnson, Secretary, California Department of Veterans Affairs  
Mr. Jim Willis, Director, Oregon Department of Veterans Affairs  
Mr. John Lee, Director, Washington Department of Veterans Affairs

### **Breakout: When You Need a Lawyer**

**Roman III – IV**

This session will provide information on what legal resources are available to VO/SDVO small businesses. It will also discuss what types of situations justify a lawyer and how to leverage the services a lawyer would provide to best benefit your company.

Mr. Tony R. Franco, Partner, PilieroMazza PLLC  
Mr. Tim S. McClain, Of Counsel, Womble Carlyle Sandridge & Rice PLLC, Washington, DC  
Ms. Holly Svetz, Partner, Womble Carlyle Sandridge & Rice PLLC, Washington, DC

1:30 pm - 6:00 pm

**EXPO Open**

**Augustus I – IV**

## **Thursday, June 28, 2007**

7:00 am – 5:00 pm

**Conference Registration and Information Desk Hours**

**Palace Ballroom Office**

6:30 am – 8:00 am

**Continental Breakfast**

**Palace Ballroom Foyer**

7:30 am – 9:00 am

**Town Hall**

**Palace Ballroom III**

The Town Hall is an opportunity for conference attendees to provide feedback and ask questions to several top Federal officials on the VO/SDVO small business program. This is your chance to voice your opinion and engage in a candid discussion on how to improve opportunities for veterans.

#### **Moderator:**

Ms. Tracey L. Pinson, Director, Office of Small Business Programs, U.S. Department of the Army

#### **Panelists:**

Mr. Scott Denniston, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Veterans Affairs  
Mr. Felipe Mendoza, Associate Administrator, Office of Small

and Disadvantaged Business Utilization, U.S. General Services Administration

Mr. Glenn A. Delgado, Assistant Administrator, Office of Small Business Programs, NASA

Mr. Ron Poussard, Director, Office of Small Business Programs, U.S. Department of the Air Force

Ms. Jeanette Brown, Director, Office of Small and Disadvantaged Business Utilization, U.S. Environmental Protection Agency

Ms. Debbie Ridgely, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Health and Human Services

Ms. Oreta Stinson, Acting Director, Office of Small Business Programs, U.S. Department of the Navy

Mr. Leonardo San Roman, Deputy Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Transportation

8:00 am – 12:00 pm	<b>EXPO Open</b>	<b>Augustus I – IV</b>
9:00 am – 12:00 pm	<b>Matchmaking Sessions</b>	<b>Emperors Ballroom</b>
10:00 am - 10:30 am	<b>AM Break</b>	
10:30 am - 12:00 pm	<b>Breakout Sessions</b>	

**Breakout: Teaming and Joint Ventures**

**Florentine I**

This session will provide an overview on how to team and establish joint ventures to increase contracting opportunities within the Federal Government.

Mr. Ralph C. Thomas, III, Special Counsel, Buchanan Ingersoll & Rooney PC, Washington, DC

**Breakout: Subcontracting**

**Florentine II**

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Ms. Lee Ann Standish, Vice President/Program Manager, PMP, Government Contract Support Center, SAIC

**Breakout: Sources Sought and Proposal Development**

**Florentine III**

This session will discuss the proper preparation for sources sought and proposal development, which is critical to achieving business with the Federal Government.

**Moderator:**

Ms. Debbie Ridgely, Director, Office of Small and Disadvantaged Business Utilization, U.S. Department of Health and Human Services

**Panelists:**

Ms. Michele McCoy, Branch Chief, Simplified Acquisition and Support Services Branch, U.S. Department of Commerce, NOAA Eastern Region Acquisition Division  
Mr. Andre Stefanovich, Manager, Acquisition Division, Jet Propulsion Laboratory, NASA  
Mr. Dennis DeMolet, President/CEO, DeMolet Consulting

**Breakout: Marketing and Presentation Skills**

**Florentine IV**

Knowing how to put your best face forward in marketing your capabilities is key to a successful business. This session will explain successful marketing techniques and discuss the presentation skills necessary to win over customers.

**Moderator:**

Ms. Pamela Monroe, Associate Director, Contracting Center of Excellence, U.S. Army Contracting Agency

**Panelist:**

Mr. James L. Standfield, Founder and Chief Operating Officer, The Standfield Group

12:00 pm - 1:30 pm

**Closing Luncheon**

**Palace Ballroom I – II**

Mr. Anthony J. Principi, Senior Vice President, Government Relations, Pfizer, Inc.