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- ▶ Ms. Aina Vilumsons, Wisconsin Procurement Institute

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11TH NATIONAL SMALL BUSINESS CONFERENCE

“Small Business & Leveling the Competitive Field for Government Contracts”

HOSTED BY:
NDIA SMALL BUSINESS DIVISION

SEPTEMBER 9-10, 2014
WWW.NDIA.ORG/MEETINGS/4140

WATERFORD ▶ SPRINGFIELD, VIRGINIA

TUESDAY, SEPTEMBER 9, 2014

- 8:00 am - 6:45 pm** **REGISTRATION OPEN**
- 8:00 am - 12:00 pm** **DISPLAYER SET-UP**
- 1:00 pm - 1:10 pm** **WELCOME AND ADMINISTRATIVE REMARKS**
▶ Mrs. Megan McKinney, *Senior Associate, Business Development, Banneker Industries, Inc.*
- 1:10 pm - 1:15 pm** **INTRODUCTION OF KEYNOTE SPEAKER**
▶ Mr. David Hahn, *Vice President Corporate Development, Brighton Cromwell, LLC; Chair, NDIA Small Business Division*
- 1:15 pm - 2:00 pm** **KEYNOTE SPEAKER**
▶ Mr. Andre Gudger, *Director, Office of Small Business Programs, Office of the Under Secretary of Defense Acquisition, Technology & Logistics; Acting Deputy Assistant Secretary of Defense, Manufacturing and Industrial Base Policy*
- 2:00 pm - 2:45 pm** **INDUSTRIAL BASE & ACQUISITION REFORM - NDIA SENIOR FELLOW'S UPDATE**
▶ Mr. Brett Lambert, *Senior Fellow, NDIA*
▶ Mr. Jon Etherton, *Senior Fellow, NDIA*
- 2:45 pm - 3:00 pm** **NETWORKING BREAK - DISPLAY AREA**
- 3:00 pm - 3:45 pm** **SUPPLY CHAIN AND LOGISTICS**
▶ Ms. Cheryl Snead, *President/CEO/FSO, Banneker Industries, Inc.*
▶ Mr. David Hahn, *President, GovBuy; Vice President Corporate Development, Brighton Cromwell, LLC; Chair, NDIA Small Business Division*
- 3:45 pm - 4:30 pm** **PROGRAM EXECUTIVE OFFICER SESSION**
Moderator:
▶ Lt Gen Larry Farrell, Jr., USAF (Ret), *President and CEO, NDIA*
Panelists:
▶ Mr. Victor Gavin, *Program Executive Officer, Enterprise Information Systems*
▶ RADM Randolph Mahr, *Deputy Program Executive Officer and Deputy Program Director, F-35 Lightning II*
- 4:30 pm - 5:00 pm** **WHERE ARE THE SMALL BUSINESS OPPORTUNITIES?**
▶ Mr. Kevin Brancato, *Senior Defense Analyst, Bloomberg Government*
- 5:00 pm - 5:10 pm** **WRAP-UP**
▶ Ms. Aina Vilumsons, *Executive Director, Wisconsin Procurement Institute*
- 5:10 pm - 6:45 pm** **NETWORKING RECEPTION - DISPLAY AREA**

WEDNESDAY, SEPTEMBER 10, 2014

- 7:00 am - 5:00 pm** **REGISTRATION OPEN**
- 7:00 am - 8:00 am** **NETWORKING BREAKFAST**
- 8:00 am - 8:05 am** **WELCOME AND ADMINISTRATIVE REMARKS**
 ▶ Mrs. Megan McKinney, *Senior Associate, Business Development, Banneker Industries, Inc.*
- 8:05 am - 8:50 am** **OSD SMALL BUSINESS PANEL**
 Moderator:
 ▶ Mr. Kenyata Wesley, *Deputy Director, DoD OSBP*
 Panelists:
 ▶ Mr. Kevin Boshears, *Director, Office of Small and Disadvantaged Business Utilization U.S. Department of Homeland Security*
 ▶ Mr. Mark Teskey, *Director, Office of Small Business Programs, Under Secretary of the Air Force, U.S. Department of the Air Force*
 ▶ Mr. Seán Crean, *Director, Office of Small Business Programs, U.S. Navy*
- 8:50 am - 9:40 am** **I'VE GOT THE CONTRACT – NOW WHAT?**
 Moderator:
 ▶ Mr. Larry Nannis, *Shareholder, Katz, Nannis + Solomon, PC*
 Panelists:
 ▶ Ms. Carol Sexton, *Small Business Focal Point, Defense Contract Audit Agency*
 ▶ Mr. Russ Farmer, *Executive Vice President and Chairman, ADA Technologies, Inc.*
 ▶ Ms. Yolanda Swift, *Deputy National Ombudsman, Small Business Administration*
- 9:40 am - 10:00 am** **NETWORKING BREAK - DISPLAY AREA**
- 10:00 am - 10:50 am** **CONCURRENT BREAKOUT SESSIONS - SESSION 1***
 ▶ I've Got the Contract – Now What? (Cont.) - *Korman Room*
 Moderator:
 . Mr. Larry Nannis, *Shareholder, Katz, Nannis + Solomon, PC*
 Panelists:
 . Ms. Carol Sexton, *Small Business Focal Point, Defense Contract Audit Agency*
 . Mr. Russ Farmer, *Executive Vice President and Chairman, ADA Technologies, Inc.*
 . Ms. Yolanda Swift, *Deputy National Ombudsman, Small Business Administration*
 ▶ Navigating Federal Government Assistance for International Sales - Understanding DCS and FMS - Part 1 - *Sellier Room*
 . Mr. Wayne Fujito, *President, International Division, Decisive Analytics Corporation; Chair, NDIA International Division*
 . Mr. Frederick Helfrich, *Subject Matter Expert, U.S. Department of Commerce*

*Please see pages 6-7 for breakout descriptions

WEDNESDAY, SEPTEMBER 10, 2014

- ▶ Tools for Growth - *Gibson Room*
 - Ms. Anna Urman, *Director, Virginia Procurement Technical Assistance Program (VA PTAP)*
 - Ms. Judy Bradt, *CEO, Summit Insight*

11:00 am - 11:50 am **CONCURRENT BREAKOUT SESSIONS - SESSION 2**

- ▶ New FAR/DFARS Compliance Challenges for Small Businesses in 2014 - *Korman Room*
 - Mr. Frank Murray, Jr., *Foley & Lardner, LLP*
- ▶ Navigating Federal Government Assistance for International Sales - Understanding DCS and FMS - Part 2 - *Sellier Room*
 - Mr. Wayne Fujito, *President, International Division, Decisive Analytics Corporation; Chair, NDIA International Division*
 - Mr. Mike Slack, *Subject Matter Expert FMS, Defense Security Cooperation Agency*
- ▶ Private Sector Engagement Programs - *Gibson Room*
 - Ms. Tamara Hutchinson, *Director, Private Sector Engagement, Office of Intelligence and Analysis, Department of Homeland Security*

11:50 am - 1:00 pm **NETWORKING LUNCHEON**

1:00 pm - 1:50 pm **CONCURRENT BREAKOUT SESSIONS - SESSION 3**

- ▶ New Considerations in Small Business Contracting - *Korman Room*
 - Mr. Jerry Miles, Esq., *Managing Principal, Deale Services*
 - Mr. Anthony Ruiz, *Assistant Director, 8(a) Business Development, U.S. Small Business Administration*
- ▶ SBIR Commercialization – Bridging the Valley of Death Within The DoD - *Sellier Room*
 - Moderator:
 - Dr. Alison Brown, *President and CEO, NAVSYS Corporation*
 - Panelists:
 - Ms. Tracy Frost, *Administrator, DOD SBIR/STTR Programs, OSBP*
 - Mr. Jere Glover, *Executive Director, Small Business Technology Council*
 - Mr. Chris Rinaldi, *Chief Commercialization Officer, OSBP*
- ▶ Army Public Private Partnerships (P3) Update - *Gibson Room*
 - Mr. Jesse Barber, *Special Assistant to the Commanding General & Command Ombudsman, U.S. Army Materiel Command*

WEDNESDAY, SEPTEMBER 10, 2014

GENERAL SESSION

1:50 pm - 2:20 pm

ACQUISITION POLICY AND REFORM DISCUSSION

- ▶ Mr. Jon Etherton, *Senior Fellow, NDIA*
- ▶ Ms. Lynn Williams, *Professional Staff Member, House Armed Services Committee*

2:20 pm - 2:45 pm

NETWORKING BREAK - DISPLAY AREA

2:45 pm - 3:30 pm

LEGISLATIVE UPDATE: SMALL BUSINESS CONTRACTING REFORM LEGISLATION

Moderator:

- ▶ Ms. ML Mackey, *CEO, Beacon Interactive Systems; Chair, Legislative Affairs & Policy, NDIA Small Business Division*

Panelists:

- ▶ Ms. Emily Murphy, *Senior Counsel, House Small Business Committee*
- ▶ Ms. Alison Mueller, *U.S. Senate Committee on Small Business and Entrepreneurship (Invited)*

3:30 pm - 4:45 pm

LARGE BUSINESS PANEL - OPPORTUNITIES

Moderator:

- ▶ Ms. Gwen Johnson, *Manager, Socioeconomic Business Programs, PARSONS*

Panelists:

- ▶ Mr. Richard Lord, *Director, Identity and Cyber, BAE Systems*
- ▶ Mr. Tom Rose, *Vice President, Business Development, PARSONS*
- ▶ Mr. Donnie Scott, *Area Sales Leader, Consulting & Intelligence, HP*
- ▶ Ms. Diane Marsden, *Senior Associate, Small Business Strategy Group, Booz Allen Hamilton*

4:45 pm - 5:00 pm

CLOSING REMARKS/ADJOURN

- ▶ Mr. David Hahn, *Vice President Corporate Development, Brighton Cromwell, LLC; Chair, NDIA Small Business Division*

BREAKOUT DESCRIPTIONS

SESSION 1

► **I've Got the Contracts - Now What? (Cont.) - Korman Room**

Follow up and Q&A from the General Session Panel. Contracting with DoD requires a knowledge of the regulatory aspects of accounting for Federal Awards. This session will provide an overview from representatives of the Defense Contract Audit Agency, the Defense Contract Management Agency and a small business contractor. In addition we will introduce you to the SBA's National Ombudsman office and what they are doing to help.

► **Navigating Federal Government Assistance for International Sales-Understanding DCS and FMS - Part 1 - Sellier Room**

Attend this session to gain understanding and insight to DCS and FMS export, and learn the scope possible for international sales of Defense service and products. Small businesses face special challenges when competing for international business. The U.S. Government must take care that programs meant to protect small business competitiveness are accomplishing their intended goals. It is critical both from an industrial base sustainment perspective as well as for economic growth, that the United States remove unnecessary fetter from international defense and defense related sales. Meet senior government officials who will help you understand how the federal government can assist your small business grow in the International marketplace.

► **Tools for Growth - Gibson Room**

Join us for useful tips and insight for resources that small businesses can use right away to grow their firms to the next level of success. We'll debunk the top misconceptions about government contracting. You'll come away with the facts about the necessary steps to success, desirable qualifications of prospective federal vendors, and how to start building a strategy that marries your strengths to actual needs of federal agencies and departments. Discover opportunities hidden in plain sight: your competitors have left you an electronic trail...if you know how to read it. You'll learn techniques to use the top free tools that can save you time and effort on the path to winning more federal business faster.

SESSION 2

► **New FAR/DFARS Compliance Challenges for Small Businesses in 2014 - Korman Room**

Small businesses will be experiencing increased challenges as new rules and regulations are implemented and the burden of compliance shifts to the contractor. Topics that will be discussed include:

- Recent compliance trends
- New and proposed rules regarding counterfeit parts and nonconforming items
- DFARS cybersecurity rule: Safeguarding unclassified controlled technical information
- Supply chain risk: Interim rule

► **Navigating Federal Government Assistance for International Sales. Understanding DCS and FMS - Part 2 - Sellier Room**

Please see Part 1 description.

► **Private Sector Engagement Programs - Gibson Room**

Attend this session to learn more about the IC Analyst – Private Sector Program. The program enables intelligence community analysts and private sector partners to gain a greater understanding of how their disparate, yet complementary, roles can work in tandem to ensure mission success. Participants in the program work on topic-focused teams over six months to create joint analytic products of interest to both the private sector and the U.S. Government.

SESSION 3**► New Considerations in Small Business Contracting - Korman Room**

The U.S. SBA has been in the spotlight lately with significant regulatory changes and initiatives that will impact small businesses. This session will focus on the most critical of these including:

- Impending performance of the work requirements under the limitations on subcontracting clause
- What small business concerns should know about Joint Venture Contracting
- Best practices in partnering with ANC and Tribally-Owned companies
- Size and status regulatory updates across SBA programs

► SBIR Commercialization – Bridging the Valley of Death Within The DoD - Sellier Room

While the SBIR program has been enormously successful in enabling small businesses to develop innovative technologies for transition into commercial applications, it has been recognized that there are significant challenges faced by small businesses in crossing the “valley of death” to transition SBIR developed technologies into DoD programs of record. To address this challenge, the National Defense Authorization Act (NDAA) of 2012 contained SBIR/STTR reauthorization provisions which included new language to improve the process of rapidly transitioning SBIR innovative technologies into DoD fielded systems and platforms. This panel will discuss challenges faced by small businesses when transitioning SBIR technology into DOD Programs and Phase III SBIR contracting success stories, followed by an overview of changes to the SBIR Policy Directive resulting from the 2012 NDAA language for new commercialization initiatives within the DoD, and concluding with a discussion on the planned roll-out of the new DoD SBIR Commercialization Readiness Program.

► Army Public Private Partnerships (P3) Update - Gibson Room

The Public Private Partnerships (P3) program is a part of the Department of Defense’s overall P3 effort to leverage the capabilities of the nation’s organic industrial base to deliver capability to the joint warfighter through collaboration. The P3 program within Army Materiel Command (AMC) allows the government and industry to jointly benefit from investments in the organic industrial base, incorporate best business practices in to business development processes, reduce the total life cycle costs of weapon system, and enhance mission capabilities which is a win-win for the Army and industry. AMC is also revamping its business development approach at all AMC facilities making access easier and interfacing simpler and seamless across the enterprise.

DISPLAYERS

- AEG-Group, Inc.
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BAE SYSTEMS

BAE Systems is one of the largest global defense, security and aerospace companies in the world. With approximately 82,200 employees worldwide, the company delivers a full range of products and services for air, land and naval forces, as well as advanced electronics, security, information technology solutions and customer support and services.

BAE Systems continues to build successfully on its position as one of the largest, and most geographically diverse, defense and security companies. In the United States, BAE Systems, Inc. is headquartered in Arlington, Va., and led by Jerry DeMuro, President and CEO. With nearly 50,000 employees worldwide, BAE Systems, Inc delivers a full range of products and services for air, land and naval forces, as well as advanced electronics, security, information technology solutions and support services. BAE Systems, Inc. ranks among the top 10 defense contractors and continues to pursue growth opportunities in three market segments: electronic systems, platforms and services. Across these segments, the company enjoys long-term demand, strong customer relationships, as well as key intellectual property – all of which position the business to deliver solid performance. BAE Systems has a proud history of leveraging its global capabilities to deliver the very best products and services for men and women in uniform and those who protect and defend the security of our nations.

As a corporate citizen, BAE Systems places a high priority on corporate and community leadership and is a leading supporter of the USO, Operation Homefront, and the Wounded Warrior program. The company also is focused on developing the next generation of researchers, engineers and technologists.

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Deltek is the leading global provider of enterprise software and information solutions for government contractors. Deltek delivers actionable insight that empowers our customers to unlock their business potential. Users worldwide rely on Deltek to research and identify opportunities, win new business, optimize resources, streamline operations, and deliver more profitable projects. Deltek – Know more. Do more.® www.deltek.com.

Raytheon

Raytheon: Aspiring to be the most admired defense and aerospace systems company through our world-class people, innovation and technology

Raytheon Company is a technology and innovation leader specializing in defense, security and civil markets throughout the world. With a history of innovation spanning 92 years, Raytheon provides state-of-the-art electronics, mission systems integration and other capabilities in the areas of sensing; effects; and command, control, communications and intelligence systems; as well as a broad range of mission support services.

Raytheon is headquartered in Waltham, Massachusetts. Our four businesses work together to craft solutions for a wide variety of government and commercial customers.

Businesses

- Integrated Defense Systems - Headquarters in Tewksbury, MA
- Intelligence, Information and Services - Headquarters in Dulles, VA
- Missile Systems - Headquarters in Tucson, AZ
- Space and Airborne Systems - Headquarters in McKinney, TX

Raytheon at a Glance

- Chairman: William H. Swanson
- Chief Executive Officer: Thomas A. Kennedy
- 63,000 employees worldwide
- \$24 billion in 2013 sales



Unanet provides software for government contractors of all sizes, helping to automate compliance with Federal Regulations, maximize staff utilization, reduce administrative costs by 90%, improve invoicing by 10X, and support forward decision-making for increased profitability. Unanet's suite includes resource management, opportunity/project management, timesheets, expense reports, project costing, billing and revenue recognition, and collaboration with real time information and analytics. Unanet is available either as an Enterprise license (self-hosted software), or an On Demand License (Cloud).

With Unanet you can improve your project delivery, and optimize resource utilization and capacity planning by project, customer, department, and people; automate business rules and improve accuracy; increase the speed and reduce the cost of time and expense reporting; improve management decision and productivity through integrating project management, resource planning, time and expense tracking, billing, invoicing and revenue recognition; rapidly deploy an easy-to-use but powerful web-based system which can support the different roles across your distributed organization for the entire bid-to-bill lifecycle. Unanet software allows you to access status and performance data anywhere, anytime and integrate accurate real-time data capture with existing accounting and ERP systems.

Unanet has more than ten years of DCAA-compliant system implementation and product development experience, spanning 300,000 users and 1,000 customers. Unanet had many features to help enforce DCAA-compliant timekeeping. Other major capabilities in Unanet which help optimize the performance of government contractors include:

- Real-time project reporting including calculation of direct and indirect project costs by cost element with calculation of revenue, fee, average labor rate etc. Unanet supports an unlimited number of cost elements and cost structures, and calculation of burdens based on target, provisional and actual rates.
- Master and Project Labor Category rates can have effective dates, with escalation to reflect pricing or schedule changes.
- Fully automated per diem support based upon location, and meals and incidentals. This ensures expense reporting is quick, accurate and easy for the end users and approvers.
- Support for OMB A-11 Section 300 Earned Value. Compared with larger Earned Value Management Systems-compliant (EVMS) software products, Unanet is better suited for smaller projects. Alternative EVMS products are typically separate, complex products and designed for very large programs. Unanet offers better ease of use, a consistent interface for project managers, no need for additional costly software, and a single database for their project schedule and cost data, enabling accurate, real-time reporting.

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