



## Forum Session Descriptions

### Monday

**M01 – Virginia State Procurement – Implementing the Vision: The Action Plan**  
**Bob Gleason, CPPO, VCO – Director, Division of Purchases and Supply, DGS/DPS**  
**Linwood Spindle, CPPO, CPPB – Deputy Director, Division of Purchases and Supply, DGS/DPS**

Last year we briefed a vision of “the way ahead” for Virginia’s new procurement direction, with the essential “how to” principles to guide you in developing a high-performance procurement organization. These principles should have guided you over this past year to develop procurement relevance, value, and credibility. So, how did it go? What did you do, how did you do it, and what were your results? Join us as we review, assess and update our efforts, progress to date, and the tasks ahead to ensure we help our public bodies to achieve greater success through procurement value that you will deliver.

**M02 – Data is Power**

**Shane Caudill, PMP, VCA –Director, eProcurement Bureau, DGS/DPS**  
**Sandra Gill, CPPO, CPPB, VCM, VCO – Director, Policy, Consulting and Review, DGS/DPS**  
**Subhash Jaini – Data Scientist, eProcurement Bureau, DGS/DPS**

Do you realize how much data and value a single procurement contains? We still do not the full extent of what it contains, but come to this session as we show you where we are at in the understanding of our data. And we will have story time so be prepared to be entertained with procurement data.

**M03 – Is Your eVA Workflow Working for You?**

**Janne Erbe, MBA, VCA – eVA Global Security Officer, DGS/DPS**  
**Kim Hatala, CPPO, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Angel Rodriguez, VCO, CEPP – Procurement Management Account Executive, DGS/DPS**  
BSO Approvers, Commodity Approvers, Expenditure Limit Approvers, Non-SWaM Approvers, Signer Rules, OH MY! –eVA offers many customizable Approvers and Signer Rules. In this session we will discuss the types of approval flows available and how they can make your work flow for you and your agency. There will be an opportunity to discuss any sections where you may have questions or need clarifications.

#### **M04 – Joint and Cooperative Contracts**

**Gregory Brown, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**  
**Pete Stamps, CPPO, VCM, VCO – Statewide Strategic Sourcing Manager, DGS/DPS**

Are you aware that no state agency can conduct or use a joint cooperative contract without advance approval of DPS? Join us for an interactive session to learn everything you always wanted to know about the amazing world of Joint Cooperative Contracts.

#### **M05 – Measuring the Market Place**

**Dana Parent, CPPO, VCO – Procurement Management Account Executive, DGS/DPS**  
**Michele Skaggs, CPPO, VCO, VCCO – Statewide Strategic Sourcing Officer, DGS/DPS**

From the development of your solicitation through negotiation and contract administration, you can use marketplace research to better partner with decision makers and influence project outcomes. This session will provide you with research strategies to locate and to leverage the relevant information and relationships that you need to build the foundation of your next procurement.

#### **M06 – Sole Source**

**Ronald King, CPPO, CPPB, VCO – Statewide Strategic Sourcing Manager, DGS/DPS**  
**Suzanne Swinson, CPPO, VCO – Deputy eVA Business Manager, DGS/DPS**

If you ever submit a sole source request to DPS for approval, you should attend this class. It will cover how the approval form should be completed and give real life examples of good and bad requests, so your future requests will be successfully approved.

#### **M07 – Collaborative Leadership – Building Partnerships in Procurement**

**Alan H. Culpeper, CPPO, VCM, VCO – Procurement Director, Culpeper County, VA**

Building partnerships in procurement is challenging and requires a special set of skills to be successful. It is not simply about getting along better with people, or finding common interest, it is about building trust, and working together to create something innovative.

This workshop will provide today's Purchasing Agent with the tools required to develop and deploy those critical skills required for success, and look at the challenges in building collaborative partnerships in procurement. Learning to open yourself up to different organizations and agencies cultures and working out how to collaborate with them effectively can increase your access to a diverse range of ideas, tools and opportunities. Out of this diversity the collaboration can create the innovative solution necessary to both deliver results in today's difficult procurement environment and to enhance your own career.

#### **M08 – Come Take a Tour—eVA from the Vendors' Perspective**

**Vicki Beasley, VCA – eVA Vendor Support Manager, DGS/DPS**  
**Lisa Kirby, VCA – eProcurement Support Manager, DGS/DPS**  
**Kim Madison, VCA – Marketing & Outreach, eVA Bureau, DGS/DPS**

Come take a tour of the vendor side of eVA! Join us for your chance to see what the vendor sees. We'll start with a look at a vendor registration account and work our way through account maintenance, on-line bidding and the public reports that really make a difference for our vendors. This promises to help you better answer questions you receive after seeing eVA from the vendor perspective!

## **M09 – Procurement at the Crossroads**

**Kelly Barner, Owner and Editor – Buyers Meeting Point (via Skype)**

**Jon Hansen – Editor and On-Air Talk Radio Host, Procurement Insights, PISocial Media Network**

Unlike any other time in the past, our profession is in the midst of a seismic shake-up that will not only divide but sever the procurement professionals of today and tomorrow from their predecessors. Caught in the crossroads of this monumental shift, will the seasoned professional, have the added burden of unlearning the knowledge they have worked hard to acquire? Will they have to relinquish their perspective on the role they play in the organization to simply survive? In this session, we will consider ten major questions regarding procurement's role in the enterprise and how it is at a crossroads. We will also consider what the next phase of procurement's evolution will be like, by sharing the insights from the industry's top thought leaders.

## **M10 – Transforming Purchasing to Strategic Procurement**

**Soheila R. Lunney, Ph.D. – President, Lunney Advisory Group, LLC.**

In today's business world, procurement plays an ever-increasing role by providing a vital link between company's supply sources and its customers. Responsibility of procurement function has grown over the years from mere clerical execution of purchase orders to the acquisition of needed goods and services at optimum Total Cost of Ownership (TCO) from reliable sources. Proactively building partnerships with internal customers and suppliers, contributing to the bottom line, and participating in the strategic management of the organization have become the primary focus of procurement function. This seminar is designed to explore the practices generally viewed as leading to World-Class performance in supply management. Participants can determine where they are and begin implementation of the steps needed to transform procurement from a tactical back-office function to a strategic and sustainable competitive differentiator.

## **M11 – Taming the Protest Beast**

**John Westrick – Senior Assistant Attorney General, Office of the Attorney General**

Does the prospect of receiving a protest make you a bit anxious? You're not alone. The good news is that protests are not a bolt of lightning that randomly arrives to ruin a procurement officer's day (or month). There are proven methods to minimize the likelihood of protests, and there are solid ways to handle those that do occur. Come for this interactive presentation on how to manage and control this aspect of public procurement.

## **M12 – Ethics Gone WILD...What Do You Do?**

**Cecelia H. Stowe, CPPO, C.P.M. – Purchasing Director, County of Henrico**

What do you do when confronted with moral and ethical situations and how do you maintain the integrity and character to do what's right when it matters most? Frequently purchasing professionals face ethical dilemmas when protecting the integrity of the public procurement process. Unfortunately intrinsic and extrinsic factors may influence the often tough situation we find ourselves in. This session will focus on these factors and examples of ethical situations faced by our peers or in our own organizations.

### **M13 – The Complex World of International Supply Chain Management and Sourcing: How It Affects You**

**Dr. Elliott ‘Chip’ Minor – Chair, Department of Supply Chain Management and Analytics, Virginia Commonwealth University**

State and local government procurement professionals are well aware that sourcing decisions involve more than price. The “best” suppliers offer an acceptable combination of price, quality, reliability, and risk. Sourcing decisions are even more risky in the international environment where legal and ethical issues abound, and language and cultural issues have great impact. And while most state and local procurement professionals are not directly *involved* in international procurement, their choices are clearly *impacted*.

The Department of Supply Chain Management and Analytics at Virginia Commonwealth University is internationally focused and actively involved in researching the most current of supply chain and sourcing issues. The research conducted by the Department and the insight gained from these studies will be discussed. Specifically the session will focus on our research on emerging economies on the African continent, which many are calling “the next China”, and the ever increasing impact of the three pillars of “sustainability” in sourcing decisions: Economic sustainability, environmental sustainability, and social sustainability (human rights issues, fair treatment, etc.).

### **M14 – Planning for Negotiation Success**

**Omid Ghamami, MBA, CPSCM – President, Purchasing Advantage**

Negotiations don’t start in the negotiation room. In fact, negotiations are won and lost before they ever start! It’s all about how you prepare, not what you do in the room, and over 80% of your time should be spent preparing for negotiations. One of the most critical aspects of preparation is developing a negotiation concession strategy – allowing you to know in advance exactly what you plan to give away and what you want to receive in return during negotiations. Done right, you will meet and exceed your high value TCO objectives while leaving the supplier feel good about the deal.

### **M15 – Close the Loop on eVA Purchase Orders!**

**Gail Kemper, VCA – eVA eMail and Quick Quote Manager, DGS/DPS**

**Angel Rodriguez, VCO, CEPP – Procurement Management Account Executive, DGS/DPS**

Beginning FY16, eVA Receiving will be required. Learn how eVA can help you successfully close the gap on goods and services procured through the system. This process ensures a better partnership between those who procure and those in Accounts Payable who must process invoicing. Let’s talk how this new requirement impacts agencies and let us demonstrate how one can easily process receipts and use eVA reporting to view latest receiving transactions.

### **M16 – 2015 Key Changes in Policy**

**Maureen Daniels, CPPO, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Clarence Wilson, CPPO, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

There were some key policy changes that went into effect on July 1<sup>st</sup>. Find out what changes will impact your agency.

## **M17 – Getting to We – Session 1: Negotiating Agreements for Highly Collaborative Relationships**

**Kate Vitasek – Faculty, Graduate & Executive Education, University of Tennessee**

Far too many buyers and suppliers work under the assumption that the goal of negotiation is simply to get the deal done and under contract. Hundreds of books have been written on “getting to yes”, “getting past no,” and “getting more” ...the prevalent assumption being “get a signature, and you are done”. Strategies and tactics focus on getting the deal – not making sure the parties provide sustained value long after the contract is signed.

More and more, an organization’s success depends on strategic relationships built for an ever-dynamic and interconnected world that will endure long after “the deal is done.” Attendees will leave this evocative presentation with insights which include:

- Understanding why “getting to yes” is no longer enough
- Challenging how they have traditionally played the “game” of negotiations
- An overview of a proven five step approach to negotiating a relationship – not just the specific deal points

Want to learn more? Stay for Session 2 and 3 for an interactive workshop style setting where you will learn how to apply the most essentials steps.

## **M18 – Cost Modeling for TCO in Negotiations**

**Omid Ghamami, MBA, CPSCM – President, Purchasing Advantage**

Just knowing behavioral influence techniques in negotiations is not enough. Your negotiation strategy is not complete until you’ve performed the right type of cost analysis.

Total Cost Models, Must Cost Models, and Should Cost Models are all things that you should know. Learn what these cost models are and how to partner with your negotiation team to avoid critical mistakes purchasing professionals make every day with these cost models.

## **M19 – eVA Update**

**Shane Caudill, PMP, VCA –Director, eProcurement Bureau, DGS/DPS**

Get the 2015 Forum started off right! Come join us for a review of the evolution of eVA over the past year and get a preview of the exciting new things that are coming to eVA in the coming year.

## **M20 – Influencing Change – The Solution to Procurement’s Change Challenges**

**Barbara Ardell – Vice President, Paladin Associates, Inc.**

Today’s Procurement leaders face complex change challenges: sourcing strategy implementations, non-traditional spend penetration, technology adoption, etc. To meet strategic objectives Procurement must be skilled at influencing change. Unfortunately, over two-thirds of change efforts fail! This dismal track record creates a “flavor of the month” culture where individuals merely entrench until the pressure subsides.

This session introduces a ground-breaking change methodology that improves success rates tenfold! Individuals will learn how to identify vital behaviors through the assessment of crucial moments. They will tour the Six Sources of Influence™ which address motivation and

ability from personal, social and structural perspectives. Finally, they will explore several concrete examples demonstrating how the power of the Six Sources of Influence™ can be applied to effectively conquer Procurement’s complex change challenges.

### **M21 – Getting to We – Session 2: How a Statement of Intent Will Help You Build a Better Supplier Relationship**

**Kate Vitasek – Faculty, Graduate & Executive Education, University of Tennessee**

Have you ever been in a negotiation and felt that you just were not in “synch” with your supplier? Or worse - that their behaviors did not seem aligned to what they were saying? Certainly you have witnessed a situation where “business happened” and you needed to go back and modify the contract. This session will help you learn why, what and how of a critical negotiation tool known as a “Statement of Intentions” that will help you lay the foundation for a stronger supplier relationship.

- What is a statement of intent?
- Why use a statement of intent?
- When should use a statement of intent?

Get hands on skills in learning how to write a statement of intent using the University of Tennessee’s open source Statement of Intent toolkit.

Learn where to download the toolkit as a free resource so you can apply it with future suppliers.

### **M22 – A Financial Management Perspective on Procurement Transformation**

**Bob Matthews – Executive Partner, Paladin Associates, Inc.**

This session will cover a Finance Manager’s view of Procurement as it transforms from tactical to strategic. The discussion will include how to describe “tactical” and “strategic”, and how to communicate and present data to Finance. Necessary skills sets for the contract officer will also be discussed.

### **M23 – Best Practices for Your Surplus**

**Floyd R. Coburn II – Director, Office of Surplus Property Management, DGS**

This session will cover the best practices to use when it comes to Surplus Property.

### **M24 – What Now?**

**Eugene Anderson, CPPO, CPPB, VCO – Director of Procurement Services, Norfolk State University**

**Cindy Sager, C.P.M., VCM, VCO – Procurement Director, Department for Aging & Rehabilitative Services**

You have been selected as Chief Purchasing Officer for a public body that has numerous outstanding critical issues. Everyone at the public body believes that their issues are the most critical and, of course, want it yesterday. This interactive session will help you strategize on where to begin and how to determine which competing priorities should be addressed first. The session will conclude with the instructor(s) sharing their real-life procurement experience aimed at answering what now.

### **M25 – Negotiation Bargaining Power Assessment**

**Omid Ghamami, MBA, CPSCM – President, Purchasing Advantage**

Recognizing bargaining power levels of both parties before entering negotiations is a critical component of negotiation strategy development. Six imperative pieces of information will tell you exactly where you sit on the negotiation strength continuum with the supplier, allowing you to partner with your negotiation team to formulate a negotiation strategy based on your bargaining power with that supplier. You will also have insight to a supplier's financial needs and requirements, their capacity structure and the implications to your negotiation strategy and finally, you will be able to use the above information to call a supplier's bluff when they say they will walk from the deal.

### **M26 – eVA Meet – Connect – Collaborate with B2B Connect**

**Shane Caudill, PMP, VCA –Director, eProcurement Bureau, DGS/DPS**

**Lisa Kirby, VCA – eProcurement Support Manager, DGS/DPS**

eVA unveils the latest upgrade to the Virginia Business Opportunities (VBO) public posting page - B2B Connect! B2B Connect is an easy, electronic way for eVA registered and non-registered businesses to find partners or identify themselves as an interested partner for specific solicitations, while also identifying their SWaM certification. Join us for a demo of how buyers can manage the tool and learn more about the tool's capabilities to aid prime and subcontractors.

### **M27 – New Book, New Look**

**Dennis Blackwell, MBA, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Kim Hatala, CPPO, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Dana Parent, CPPO, VCO – Procurement Management Account Executive, DGS/DPS**

A new procurement manual will be released next year. Come take a glance and gain insight on what is inside.

### **M28 – Getting to We – Session 3 - Negotiations Rules You Can't Resist Loving and Using** **Kate Vitasek – Faculty, Graduate & Executive Education, University of Tennessee**

As negotiators we go through the age old process of getting concessions and tradeoffs, often using tactics that designed to help you “win” a the negotiations table. But when you step back and look at the tactics that are being used, you find yourself realizing that the majority of the tactics are short term “trust busting” tactics designed to help you get a concession versus “trust building” that will help you lay a strong foundation for a strategic supplier relationship. This interactive session is designed to show you how you can work with a supplier to develop common “negotiations rules” that will not only help you get to a more productive negotiations, but will lay the foundation better relationship because the tactics promote - versus hinder - trust.

Learn why having negotiations rules can be a game changer when negotiating.

Learn common negotiations tactics that will build trust - not bust trust - in your negotiations.

Get hands of skills in learning how to write your own negotiations rules with a supplier for an upcoming negotiation.

**M29 – So What? Focusing on Performance Your Customer Cares About**

**David Dise, CPPO – Director, Department of General Services, Montgomery County, MD**

You work hard, you do a lot, and you do this with shrinking resources...nobody cares. While your customers may sympathize, their focus is on their task and their interest is in how you make it easier or harder for them to accomplish their task. How hard you work, and how much you do is anecdotal at best and is not a measure of your performance as it relates to fulfilling your mission or your customer's mission, or that of your organization. Customer expectations can pose a major challenge. Expectations can change based on customer priorities; they shift constantly and they shift easily, and; customer satisfaction (or dissatisfaction) is determined by these expectations and your performance in meeting them. When you're a customer, what matters to you?

**M30 – The Magic of Mandatory Sources**

**Frank Denny, CPPO, VCM, VCO – Procurement Management Account Executive, DGS/DPS**

**Jessica Milburn, CPPB, VCO, VCCO – Statewide Strategic Sourcing Officer, DGS/DPS**

If you dare ... come into our session – to magically see the light of complying with the use of Mandatory Sources. Feel your concerns disappear as we untangle the ropes holding you back. Experience the spirit of understanding of the when, the why, of exemptions and waivers, and more as we lift the cloak covering Mandatory Sources.

**M31 – Global Best Practices: Theory, Process and Application**

**Carol Hodes, CAE – Executive Director, Knowledge Management, NIGP: The Institute for Public Procurement**

**Lisa Premo – Global Practices Developer, NIGP: The Institute for Public Procurement**

What are the practices? Why are they important? How can they be applied to the day-to-day demands of a public procurement professional? One of the determinants of a profession is the existence of agreed upon standards or best practices. Best practices distill research and experience to offer useful and applicable guidance to practitioners. At the same time, they can elevate the procurement profession. This session will briefly describe the process of developing the practices and opportunities for involvement. We will then focus on a specific practice and its application.

**M32 – Reducing Supplier Cost In Negotiations – Not Just Price**

**Omid Ghamami, MBA, CPSCM – President, Purchasing Advantage**

When you ask a supplier to reduce their price, you are asking them to reduce profit - but what about reducing supplier costs? Most of the TCO opportunity is actually found in supplier cost reductions! Learn how to partner with both end users and suppliers to analyze SOW and Specs to take critical costs out of the equation, helping to improve negotiation results. A multitude of real examples will be viewed to help attendees understand and utilize concepts taught.



## **Tuesday**

### **T01 – Virginia State Procurement – Implementing the Vision: The Action Plan Bob Gleason, CPPO, VCO – Director, Division of Purchases and Supply, DGS/DPS Linwood Spindle, CPPO, CPPB – Deputy Director of Division of Purchases and Supply, DGS/DPS**

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### **T02 – Influencing Change – The Solution to Procurement’s Change Challenges Barbara Ardell – Vice President, Paladin Associates, Inc.**

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### **T03 – Transforming Purchasing to Strategic Procurement Soheila R. Lunney, Ph.D. – President, Lunney Advisory Group, LLC.**

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#### **T04 – A Financial Management Perspective on Procurement Transformation**

**Bob Matthews – Executive Partner, Paladin Associates, Inc.**

This session will cover a Finance Manager's view of Procurement as it transforms from tactical to strategic. The discussion will include how to describe "tactical" and "strategic", and how to communicate and present data to Finance. Necessary skills sets for the contract officer will also be discussed.

#### **T05 – Don't Jeopardize Your Savings**

**Andrew W. Repak, CPA, CMA, CFM, VCM, VCO – Director, Virginia Distribution Center, DGS /VDC**

Join the Virginia Distribution Center (VDC) team in this entertaining and educational session to test your knowledge and win prizes.

#### **T06 – Fleet Forecast 2016**

**Michael Bisogno, CAFM – Director, Office of Fleet Management Services, DGS/Fleet**

The automotive industry is always evolving and with the 2015 model year being a transformative year, come learn how to adapt your business practices to the new industry trends. This session will include when is the best time to buy, common pitfalls, new vs. used, understanding build-out dates, new vehicle technology and what to expect from the auto industry in the 2016 model year.

#### **T07 – Planning for Negotiation Success**

**Omid Ghamami, MBA, CPSCM – President, Purchasing Advantage**

Negotiations don't start in the negotiation room. In fact, negotiations are won and lost before they ever start! It's all about how you prepare, not what you do in the room, and over 80% of your time should be spent preparing for negotiations. One of the most critical aspects of preparation is developing a negotiation concession strategy – allowing you to know in advance exactly what you plan to give away and what you want to receive in return during negotiations. Done right, you will meet and exceed your high value TCO objectives while leaving the supplier feel good about the deal.

#### **T08 – Vehicle Ordering- Use the eVA Vehicle Punchout**

**Jessica Milburn, CPPB, VCCO, VCO – Statewide Strategic Sourcing Officer, DGS/DPS**

**Sandra Stanley, VCA – eVA Catalog Manager, DGS/DPS**

Do you find it to be a challenge when ordering a Vehicle on State Contract? It does not have to be! Ordering a vehicle through the eVA Vehicle Punchout Configurator makes the purchase so much easier. Stop by this session to learn how.

#### **T09 – Partnering with P-Cards**

**Kristen Bolden – Lead Financial Management Analyst, Department of Accounts**

**Alex Link – Financial Management Analyst, Department of Accounts**

**Maureen Sudbay – Senior Card Account Manager, Bank of America Merrill Lynch**

This session will discuss the value of the Small Purchase Card (Pcard) and its significance to the enhancement of your business with Vendors. It will also discuss benefits to your Accounts Payable Process, Auditing Functions, interaction with the Department of Accounts, and the overall benefits to the Commonwealth of Virginia.

**T10 – DSBSD’s Outreach Programs - Connecting the Buyer and Vendor Communities**  
**Tammy Farmer, Department of Small Business and Supplier Diversity**

The Virginia Department of Small Business and Supplier Diversity (DSBSD) is a resource to buyers in locating vendors for their commodity needs.

Learn about DSBSD outreach efforts. These efforts will increase the vendor pool for those hard to find commodities, provide opportunities for buyer to vendor networking, and provide vendor on site counseling to expand knowledge of government procurement policies and practices.

**T11 – Getting the Procurement/Finance Stars Aligned**  
**Pierre Mitchell – Chief Research Officer, Spend Matters**

Sometimes it seems that Procurement is from Jupiter and Finance is from Mars. This session is about how to get the planets aligned. There are over 15 key misalignments and some of them are very expensive. Drawing from recent research and proven industry examples, we’ll focus on naming, quantifying, and nullifying the biggest misalignments to get everyone focused on maximizing value from limited budgets.

**T12 – Executive Order 20: Advancing Equity for Small, Women and Minority Owned Businesses**

**Ed Gully, P.E. – Director, Division of Engineering and Buildings, DGS**

This session will discuss the impact of Executive Order 20 (EO20) on the procurement of construction and professional services. Specific changes required by EO20, signed by Governor McAuliffe on July 22, 2014, include: an increase in the agency small business participation goal to 42%, the creation of a “micro” small business designation and of set aside programs for construction procurement (less than \$100,000) and professional services (less than \$50,000), an emphasis on documenting compliance and on reviewing prior small business compliance before issuing or renewing contracts, and the added requirement that a procurement plan must accompany all bids/proposals.

**T13 – Procurement Preferences...What Do I Need to Know?**

**Pete Stamps, CPPO, VCM, VCO – Statewide Strategic Sourcing Manager, DGS/DPS**

**Suzanne Swinson, CPPO, VCO – Deputy eVA Business Manager, DGS/DPS**

Understand the importance of procurement preferences, how to research available information, and how to apply preferences to solicitation responses. This session will include solicitation evaluation scenarios that will provide hands-on interactive procurement preference application training.

**T14 – Cost Modeling for TCO in Negotiations**

**Omid Ghamami, MBA, CPSCM – President, Purchasing Advantage**

Just knowing behavioral influence techniques in negotiations is not enough. Your negotiation strategy is not complete until you’ve performed the right type of cost analysis.

Total Cost Models, Must Cost Models, and Should Cost Models are all things that you should know. Learn what these cost models are and how to partner with your negotiation team to avoid critical mistakes purchasing professionals make every day with these cost models.

### **T15 – eVA’s Taking You Back to the Future**

**Dave Foster, eCommerce Analyst – eVA Webmaster, DGS/DPS**

**Lisa Kirby, VCA – eProcurement Support Manager, DGS/DPS**

The eVA Future Procurement site is the official state website for posting future anticipated contract opportunities available to all vendors, as well as previously awarded service agreements between public bodies. Attend this session to review how to add, edit, and remove Future Procurements and also use the tool to post Government-to-Government Service agreements.

### **T16 – Look Who’s Talking: A Conversation between Finance and Procurement**

**The Honorable Richard D. Brown, Secretary of Finance, Office of the Governor**

**The Honorable Nancy Rodrigues, Secretary of Administration, Office of the Governor**

Join us for a town hall style session with senior government leaders discussing the critical intersection of finance and procurement. This is a terrific opportunity to learn how collaboration works to help Virginia government leaders bridge language and other differences between finance and procurement that could otherwise get in the way of achieving shared objectives. Bring your questions and leave with valuable concepts that could help start or enhance conversations between finance and procurement in your organization.

### **T17 – DEB Updates on Statewide Construction Procurement Initiatives/Efforts**

**Ed Gully, P.E. - Director, Division of Engineering and Buildings, DGS**

General overview and update on processes and efforts related to the procurement of construction and professional services. Sample topics include: update on the Virginia Public Procurement Act (VPPA) legislative reform, review of the Secretary of Administration procedures for Construction Management at Risk and of DEB’s Enjoinment and Debarment procedures, presentation on changes to agency forms and on successful procurement and management of professional services (A/E) contracts, and an overview of agency-offered Statewide Contracts available for public use.

### **T18 – Global Best Practices: Theory, Process and Application**

**Carol Hodes, CAE – Executive Director, Knowledge Management, NIGP: The Institute for Public Procurement**

**Lisa Premo – Global Practices Developer, NIGP: The Institute for Public Procurement**

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**Gail Kemper, VCA – eVA eMail and Quick Quote Manager, DGS/DPS**

**Angel Rodriguez, VCO, CEPP – Procurement Management Account Executive, DGS/DPS**

Beginning FY16, eVA Receiving will be required. Learn how eVA can help you successfully close the gap on goods and services procured through the system. This process ensures a better partnership between those who procure and those in Accounts Payable who must process invoicing. Let's talk how this new requirement impacts agencies and let us demonstrate how one can easily process receipts and use eVA reporting to view latest receiving transactions.

### **T21 – New Book, New Look**

**Dennis Blackwell, MBA, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Kim Hatala, CPPO, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Dana parent, CPPO, VCO – Procurement Management Account Executive, DGS/DPS**

A new procurement manual will be released next year. Come take a glance and gain insight on what is inside.

### **T22 – Procurement at the Crossroads**

**Kelly Barner – Owner and Editor, Buyers Meeting Point (via Skype)**

**Jon Hansen – Editor and On-Air Talk Radio Host, Procurement Insights, PISocial Media Network**

Unlike any other time in the past, our profession is in the midst of a seismic shake-up that will not only divide but sever the procurement professionals of today and tomorrow from their predecessors.

Caught in the crossroads of this monumental shift, will the seasoned professional, have the added burden of unlearning the knowledge they have worked hard to acquire? Will they have to relinquish their perspective on the role they play in the organization to simply survive?

In this session, we will consider ten major questions regarding procurement's role in the enterprise and how it is at a crossroads. We will also consider what the next phase of procurement's evolution will be like, by sharing the insights from the industry's top thought leaders.

**T23 – VITA Contracts, What’s New and How to Get More Bang for Your Buck**  
**Jimmy MacKenzie, CPPB, VCO – Strategic Sourcing Consultant, Virginia Information Technologies Agency**

**Gregory Searce, CPPB, VCO – Strategic Sourcing Consultant, Virginia Information Technologies Agency**

This interactive game session engages and provides procurement professionals a wealth of knowledge on existing VITA statewide contracts and how to get the most bang for your buck. Come prepared to have your knowledge of VITA statewide contracts tested and win fabulous prizes.

**T24 – The Magic of Mandatory Sources**

**Frank Denny, CPPO, VCM, VCO – Procurement Management Account Executive, DGS/DPS**

**Jessica Milburn, CPPB, VCO, VCCO – Statewide Strategic Sourcing Officer, DGS/DPS**

If you dare ... come into our session – to magically see the light of complying with the use of Mandatory Sources. Feel your concerns disappear as we untangle the ropes holding you back. Experience the spirit of understanding of the when, the why, of exemptions and waivers, and more as we lift the cloak covering Mandatory Sources.

**T25 – Procurement Feud (Facts, Tips, & Tricks)**

**Gregory Brown, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Jerry Stokes, CPPB, C.P.M., VCO – Procurement Management Account Executive, DGS/DPS**

This interactive game session engages and provides buyers from local governments and other public bodies a wealth of knowledge on VPPA topics and eVA facts, tips, and tricks!

**T26 – Reducing Supplier Cost in Negotiations – Not Just Price**

**Omid Ghamami, MBA, CPSCM – President, Purchasing Advantage**

When you ask a supplier to reduce their price, you are asking them to reduce profit - but what about reducing supplier costs? Most of the TCO opportunity is actually found in supplier cost reductions! Learn how to partner with both end users and suppliers to analyze SOW and Specs to take critical costs out of the equation, helping to improve negotiation results. A multitude of real examples will be viewed to help attendees understand and utilize concepts taught.

## Wednesday

### **W01 – eVA Meet – Connect – Collaborate with B2B Connect**

**Shane Caudill, PMP, VCA –Director, eProcurement Bureau, DGS/DPS**

**Lisa Kirby, VCA – eProcurement Support Manager, DGS/DPS**

eVA unveils the latest upgrade to the Virginia Business Opportunities (VBO) public posting page - B2B Connect! B2B Connect is an easy, electronic way for eVA registered and non-registered businesses to find partners or identify themselves as an interested partner for specific solicitations, while also identifying their SWaM certification. Join us for a demo of how buyers can manage the tool and learn more about the tool's capabilities to aid prime and subcontractors.

### **W02 – 2015 Key Changes in Policy**

**Maureen Daniels, CPPO, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Clarence Wilson, CPPO, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

There were some key policy changes that went into effect on July 1<sup>st</sup>. Find out what changes will impact your agency.

### **W03 – So What? Focusing on Performance Your Customer Cares About**

**David Dise, CPPO – Director, Department of General Services, Montgomery County, MD**

You work hard, you do a lot, and you do this with shrinking resources...nobody cares. While your customers may sympathize, their focus is on their task and their interest is in how you make it easier or harder for them to accomplish their task. How hard you work, and how much you do is anecdotal at best and is not a measure of your performance as it relates to fulfilling your mission or your customer's mission, or that of your organization. Customer expectations can pose a major challenge. Expectations can change based on customer priorities; they shift constantly and they shift easily, and; customer satisfaction (or dissatisfaction) is determined by these expectations and your performance in meeting them. When you're a customer, what matters to you?

### **W04 – VITA Contracts, What's New and How to Get More Bang for Your Buck**

**Jimmy MacKenzie, CPPB, VCO – Strategic Sourcing Consultant, Virginia Information Technologies Agency**

**Gregory Searce, CPPB, VCO – Strategic Sourcing Consultant, Virginia Information Technologies Agency**

This interactive game session engages and provides procurement professionals a wealth of knowledge on existing VITA statewide contracts and how to get the most bang for your buck. Come prepared to have your knowledge of VITA statewide contracts tested and win fabulous prizes.

**W05 – Caution! Derailment Ahead: How Emotional Intelligence Can Save Your Career**  
**Bob Huebner – Chief Learning Officer – Bluestone Process Dynamics, Adjunct Instructor – Community College Workforce Alliance**

Do you spot the potential for career derailment in your future? Many people are blind to that possibility. After all, they are intelligent, professional people who show up each day and know and do their jobs well. They might be experts in their fields of work, with years of research and experience to back them up.

In today's constantly changing work environment, a new set of skills is replacing "old guard" skills to improve performance, environment and bottom line results. Daniel Goleman popularized the studies of Emotional Intelligence (EI) and taught us how we can build stronger, healthier, more effective personal and professional relationships that can result in higher degrees of influence, greater performance and career success.

In this session, I'll share six things that can make you more successful, personally and professionally.

**W06 – Town Hall Conversations and eVA**

**Bryan Chamberlain, VCA – eVA Billing Manager, DGS/DPS**

**Jan Giffin, CPPO, CPPB, VCO –eVA Business Manager, DGS/DPS**

**Suzanne Swinson, CPPO, VCO – Deputy eVA Business Manager, DGS/DPS**

Attend this session to interact with colleagues and learn more about eVA, the statewide eProcurement system. Gain a better understanding of the eVA Business Plan, Fees, and the Billing and Collections process. Bring your questions to find the answers to the administrative process that goes on behind the scenes.

**W07 – Organizing for Success**

**Kathy Jenkins, CPO®, CFMC, Certified Professional Organizer, Certified Family Manager Coach, Organizer Coach**

Organization doesn't come natural to everyone. In this session learn about the "project and process" of organization. You will be introduced to a proven methodology to get organized and how to create effective systems to keep you organized. Discover how to apply these principles of origination to things, paper and time so you can become efficient, effective and productive both at work and home!

**W08 – eVA Update**

**Shane Caudill, PMP, VCA –Director, eProcurement Bureau, DGS/DPS**

Get the 2015 Forum started off right! Come join us for a review of the evolution of eVA over the past year and get a preview of the exciting new things that are coming to eVA in the coming year

**W09 – Building Relationships: Strategies for Strong Partnerships**

**Theresa Moore – President, Theresa Moore Consulting, LLC, Adjunct Instructor – Community College Workforce Alliance**

You can be the smartest, most tenured, or highest ranking person in the room, but if you don't have strong relationships with customers or co-workers, your success is ultimately limited. Building effective relationships is the key to getting things done in today's



marketplace. In this session you'll learn practical strategies for creating strong partnerships through better listening, clearer communications, and smarter ways to handle conflict.

**W10 – Leadership and Change: 100 Years of Purchasing and Supply Management**  
**Norbert J. Ore, CPSM, C.P.M., - Director and Head of Industry Surveys, Strategas Research Partners**

The Institute for Supply Management (known previously as the National Association of Purchasing Agents and later the National Association of Purchasing Management) is celebrating its 100<sup>th</sup> year. There will be a focus in this session on the leadership skills that are common to the many talented people who have driven excellence in both the public and private sectors. Using the chronology of the development of supply chain organizations globally, our speaker will share his thoughts on the impact and leadership provided by supply chain organizations and the collaborative processes and systems they have developed with their internal and external partners. The session will conclude with a look toward the future and the start of the next 100 years.

**W11 – Procurement Preferences...What Do I Need to Know?**

**Pete Stamps, CPPO, VCM, VCO – Statewide Strategic Sourcing Manager, DGS/DPS**  
**Suzanne Swinson, CPPO, VCO – Deputy eVA Business Manager, DGS/DPS**

Understand the importance of procurement preferences, how to research available information, and how to apply preferences to solicitation responses. This session will include solicitation evaluation scenarios that will provide hands-on interactive procurement preference application training.

**W12 – How to Work with Grants**

**Andrea Hendricks, VCO – Purchasing Manager, Virginia Department of Social Services**  
**Clarence Wilson, CPPO, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

Do you know how to use the competitive negotiation process in the award of federal grant monies to sub-recipients? This session will provide guidance on best practices, suggestions for including requirements of 2 CFR Part 200 Regulations (Super Circular) in the procurement process, forms, and more.

**W13 – Vehicle Ordering- Use the eVA Vehicle Punchout**

**Jessica Milburn, CPPB, VCO, VCCO – Statewide Strategic Sourcing Officer, DGS/DPS**  
**Sandra Stanley, VCA – eVA Catalog Manager, DGS/DPS**

Do you find it to be a challenge when ordering a Vehicle on State Contract? It does not have to be! Ordering a vehicle through the eVA Vehicle Punchout Configurator makes the purchase so much easier. Stop by this session to learn how.

**W14 – Joint and Cooperative Contracts**

**Gregory Brown, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**  
**Pete Stamps, CPPO, VCM, VCO – Statewide Strategic Sourcing Manager, DGS/DPS**

Are you aware that no state agency can conduct or use a joint cooperative contract without advance approval of DPS? Join us for an interactive session to learn everything you always

wanted to know about the amazing world of Joint Cooperative Contracts.

#### **W15 – Is Your eVA Workflow Working for You?**

**Janne Erbe, MBA, VCA – eVA Global Security Officer, DGS/DPS**

**Kim Hatala, CPPO, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Angel Rodriguez, VCO, CEPP – Procurement Management Account Executive, DGS/DPS**

BSO Approvers, Commodity Approvers, Expenditure Limit Approvers, Non-SWaM Approvers, Signer Rules, OH MY! –eVA offers many customizable Approvers and Signer Rules. In this session we will discuss the types of approval flows available and how they can make your work flow work for you and your agency. There will be an opportunity to discuss any sections where you may have questions or need clarifications.

#### **W16 – Measuring the Market Place**

**Dana Parent, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Michele Skaggs, CPPO, VCCO, VCO – Statewide Strategic Sourcing Officer, DGS/DPS**

From the development of your solicitation through negotiation and contract administration, you can use marketplace research to better partner with decision makers and influence project outcomes. This session will provide you with research strategies to locate and to leverage the relevant information and relationships that you need to build the foundation of your next procurement.

#### **W17 – Collaborative Leadership – Building Partnerships in Procurement**

**Alan H. Culpeper, CPPO, VCM, VCO – Procurement Director, Culpeper County, VA**

Building partnerships in procurement is challenging and requires a special set of skills to be successful. It is not simply about getting along better with people, or finding common interest, it is about building trust, and working together to create something innovative. This workshop will provide today's Purchasing Agent with the tools required to develop and deploy those critical skills required for success, and look at the challenges in building collaborative partnerships in procurement. Learning to open yourself up to different organizations and agencies cultures and working out how to collaborate with them effectively can increase your access to a diverse range of ideas, tools and opportunities. Out of this diversity the collaboration can create the innovative solution necessary to both deliver results in today's difficult procurement environment and to enhance your own career.

#### **W18 – eVA User Group – You're in Control**

**Shane Caudill, PMP, VCA– eVA Director, DGS/DPS**

**Kim Madison, VCA – Marketing & Outreach, eVA Bureau, DGS/DPS**

eVA Users! It's your opportunity to make your voice heard. Ask questions of the eVA Team, provide feedback, review enhancements, request new enhancements, and take part in the evolution of eVA and eProcurement in Virginia.

### **W19- New Book, New Look**

**Dennis Blackwell, MBA, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Kim Hatala, CPPO, CPPB, VCO – Procurement Management Account Executive, DGS/DPS**

**Dana Parent, CPPO, VCO – Procurement Management Account Executive, DGS/DPS**

A new procurement manual will be released soon. Come take a glance and gain insight on what is inside.

### **W20 – D.I.E.-ing to Get It Right! Right Strategies/Right Time**

**Cidna Unger, C.P.M., VCA – ISM President, Richmond Metro Chapter; ISM-Carolinas/Virginia Board of Directors; Manager, Supplier Relationship Management, DGS/DPS**

- **Due Diligence:** Responsibly meeting needs while lowering operational, financial, and/or strategic risk

- **Innovation:** Challenging the Supplier to provide new ideas and innovations, promoting efficiency

- **Engagement:** Involving your supply base at the tactical and strategic levels to generate solutions to current challenges

Building on Supplier Relationship Management's 3Cs (Communication, Collaboration, Commitment), **D. I. E** strategies ensure a competent, qualified supply base while making our procurement/supply chain lives a little easier. The Right Strategies for the Right Time.

### **W21 – Extreme Makeover – State Contracts**

**Lynn Enders, CPPO, VCO - CAPA 1<sup>st</sup> Past President, Statewide Strategic Sourcing Officer, DGS/DPS**

**Adam Phillips – Statewide Strategic Sourcing Officer, DGS/DPS**

Partnering with the right contractor to get the best result is paramount. DPS State Contracts offer buyers the opportunity to partner with top vendors being awarded contracts for the best bids or proposals. Aggregated state-wide spend allows for best discounts. Explore what's new, what's renovated with the customer-centric State Contracts. More user-friendly documents and easier navigation and now greater efficiency in ordering – vehicle punchouts!

### **W22 – Sole Source**

**Ronald King, CPPO, CPPB, VCO – Statewide Strategic Sourcing Manager, DGS/DPS**

**Suzanne Swinson, CPPO, VCO – Procurement Management Account Executive, DGS/DPS**

If you ever submit a sole source request to DPS for approval, you should attend this class. It will cover how the approval form should be completed and give real life examples of good and bad requests, so your future requests will be successfully approved.

**W23 – What Now?**

**Eugene Anderson, CPPPO, CPPB, VCO - Director of Procurement Services, Norfolk State University**

**Cindy Sager, C.P.M., VCM, VCO – Procurement Director, Department for Aging & Rehabilitative Services**

You have been selected as Chief Purchasing Officer for a public body that has numerous outstanding critical issues. Everyone at the public body believes that their issues are the most critical and, of course, want it yesterday. This interactive session will help you strategize on where to begin and how to determine which competing priorities should be addressed first. The session will conclude with the instructor(s) sharing their real-life procurement experience aimed at answering what now.

**W24 – HALT: Don't Stuff Your Face; Face Your Stuff: Influence of Stress on Eating and How to Eat Yourself Happy!**

**Marcia Dadds, MS, RDN**

When under stress our bodies undergo a change that drives us either toward or away from food. What happens to our body and our brain under stress? How are food and mood connected? How do we recognize physical hunger versus emotional hunger? What causes cravings for sweets? A Registered Dietitian Nutritionist will answer these questions for you and reveal what foods have the potential to keep you riding the stress roller coaster. You will then discover healthy tips to get off the roller coaster, including stress busting, healing, and anti-inflammatory foods and how to incorporate nurturing activities. You will walk away from this session with specific strategies regarding what to eat for immune support, mood stability, and to satisfy that sweet craving. You will have the most up-to-date knowledge and personal ability to make a conscious choice about how to get off the stress roller coaster on your own terms!