



FORUM2015

One Day Conference

2015 Forum Session Descriptions – *More to come*

(Descriptions are subject to edits prior to the Forum)

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.

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.

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

Negotiation Rock Star Series

Omid Ghamami, MBA, CPSCM – President of Purchasing Advantage

1. Planning for Negotiation Success

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.

2. Cost Modeling for TCO in Negotiations

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.

3. Negotiation Bargaining Power Assessment

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.

4. Reducing Supplier Cost In Negotiations – Not Just Price

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.

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.

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.

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.

"Transforming Purchasing to Strategic Procurement"

Soheila R. Lunney, Ph.D, President of 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.

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.

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.

Don't Jeopardize your Savings

Andrew W. Repak, CPA, CMA, CFM, VCO – Director, Virginia Distribution Center, DGS

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

VITA Contracts, What's New and How to get more Bang for your Bucks

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

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

In this session, users will learn the different types of IT contracts that are available for use and how to leverage them to their advantage.