

9:30 am – 10:30 am

**WORKSHOPS**

Workshop 1  
(ends at 11:30 am)

**Doing Business with the Department of Defense**

**Panelists:** Air Force, Army Corps of Engineers, Navy Facilities Engineering Command, Tripler Army Medical Command

You've explored the Department of Defense SADBUs site. You know about the new interim rule implementing Section 308 of the Veterans Benefits Act of 2003 establishing procurement preferences for service-disabled veteran-owned small business concerns. Now come hear firsthand from local DoD panelists about some of the major military construction and engineering projects, among others, and find out how to communicate with and understand the needs of the Air Force, Army and Navy.

Workshop 2

**Subcontracting Opportunities**

**Panelists:** Earth Tech, Hunt Builders, Parson-USB

In compliance with FAR Part 18, prime contractors are required to submit subcontracting plans once awarded a contract in excess of \$500,000 (\$1 million in construction). Those subcontracting plans include goals for doing business with small, minority, woman, Hubzone businesses, and most recently, the veteran and service-disabled small business owner. This session will help bridge the gap between small business owners seeking subcontracting opportunities and the primes who are responsible for achieving the plan goals.

Workshop 3

**Department of Homeland Security: New to the Scene**

**Presenter:** U.S. Department of Homeland Security

Gaining procurement opportunities is about creating relationships and working through processes. This best practices workshop will help small business owners develop relationships and become experts in the procurement processes. As the federal government's first new agency in over thirty years, the Department of Homeland Security is making a concerted effort to reach out to small business owners, including a unique Mentor-Protege program between large and small businesses. The presenter will discuss his experience and give tips to what works and how best to move forward in the quest of procurement opportunities.

12:00 pm – 1:45 pm

**LUNCHEON**

*Keynote Address*

The Honorable Daniel Inouye (*Invited*)  
United States Senator, Hawaii

2:00 pm

**EXHIBIT HALL CLOSES**

2:00 pm – 4:00 pm

**WORKSHOPS**

Workshop 1

**Subcontracting Opportunities**

**Panelists:** Earth Tech, Hunt Builders, Parson-USB

(Please see description for Workshop 2 held today at 9:30 am – 10:30 am.)

Workshop 2

**Gearing Up for Government Contracting**

**Panelists:** U.S. Small Business Administration

Small business concerns ready and able to seek government contracts should not miss this workshop. The primary focus of this session will be how you can increase your opportunities in contracting with many readily available marketing tools. Topics to be discussed include certifications and eligibility for special programs such as 8(a) business development, service-disabled Veterans and others, subcontracting, bonding, and financing programs to support the growth of your business.

Workshop 3

**Marketing Strategies for Schedule Contract Holders**

**Presenter:** Sponsor Panel

This workshop will provide marketing strategies and techniques for doing business with the federal government. Participants will be introduced to the elements of successful government contracting including federal information resources and databases. The workshop will provide an overview of the role of GSA and the Office of Small Business Utilization, the use of technology in marketing to the federal government, networking techniques, and conclude with survival tips for the 21st century-minded business owner. Specifically designed for the small business firm.

4:00 pm – 5:00 pm

**WRAP-UP AND CLOSE**



U.S. General Services Administration



# proposed Agenda

## Opening Doors for America's Heroes

*government contracting opportunities for all small businesses  
including service-disabled veteran and veteran owned*

### December 6-8, 2004

*presented by*

U.S. General Services Administration  
U.S. Small Business Administration  
U.S. Department of Veterans Affairs  
U.S. Department of Commerce  
U.S. Department of Defense

**Hilton Hawaiian Village Conference Center**  
2005 Kalia Road, Honolulu, Hawaii

For the latest program updates and to register, visit [www.gsa.gov/vetevent](http://www.gsa.gov/vetevent)





## Monday, December 6

- 8:30 am – 12:00 pm **REGISTRATION AND EXHIBITOR SET-UP**
- 1:30 pm – 3:30 pm **MATCHMAKING SESSION (One-on-One Pre-Set Appointments)**  
**Presented by:** U.S. Small Business Administration  
Find the best "match" between your product or service offering and available subcontracting opportunities. Alternately, meet the government purchasers who need to buy what you have to sell. Register online for these face-to-face, 15-minute, pre-set appointments between small business owners/managers and large company representatives or federal and state agency buyers. If you have questions about this session or if you would like to register, contact Mary Spencer at (808) 474-7317 or email mary.spencer@sba.gov.
- 6:00 pm – 9:00 pm **NETWORKING RECEPTION AND CONFERENCE OPENING**  
**Location:** Hilton Hawaiian Village Roof Top Garden  
Bring your business cards to meet and greet fellow conference attendees. Hors d'oeuvres and entertainment provided.

## Tuesday, December 7

- 6:15 am – 9:45 am **PEARL HARBOR COMMEMORATION SERVICES** (optional)  
**Location:** USS Arizona Memorial Visitor Center  
Honor the memory of the 1177 officers, sailors and marines who died on the USS Arizona and the remaining 1213 men and women across the island who lost their lives on December 7, 1941. (Transportation provided.)
- 8:00 am – 4:30 pm **REGISTRATION AND EXHIBIT HALL OPEN** (coffee provided)
- 8:00 am – 4:30 pm **CYBER OPPORTUNITIES**  
FedBizOpps, CCR and VIP Registration  
**Location:** Exhibit Hall  
Stop by to enter your business profile online on the Central Contractor Registration (CCR) and VetBiz Vendor Information Pages (VIP). Peruse the single government point of entry for federal procurement opportunities over \$25,000 and find subcontracting leads on FedBizOpps. Procurement experts will be standing by to help your small business connect to the online resources linking you to more than \$275 billion in federal contracting opportunities!
- 10:30 am – 12:00 pm **OPENING PLENARY SESSION**  
  
Scott Denniston  
Director, Office of Small Business Utilization  
U.S. Department of Veterans Affairs  
  
Ronald Langston  
Director, Minority Business Development Agency  
U.S. Department of Commerce  
  
Hector V. Barreto  
Administrator  
U.S. Small Business Administration
- 12:00 pm – 1:15 pm **LUNCHEON**  
*Keynote Address*  
Stephen A. Perry  
Administrator  
U.S. General Services Administration

### 2:15 pm – 3:15 pm **WORKSHOPS**

#### Workshop 1

#### **How to Become a GSA Schedule Contractor**

**Presenter:** Office of Small Business Utilization, U.S. General Services Administration  
This dynamic seminar provides an overview of the GSA Schedules program as well as a step-by-step, interactive forum to teach businesses how to prepare a quality offer. Topics that will be discussed 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.

#### Workshop 2

#### **Brass Tacks: Business Basics for New Ventures**

**Panelists:** U.S. Small Business Administration

Developed for new and growing small businesses, this session will provide insight and information about the resources available to put veteran business owners on a fast track to success. The most critical rules and requirements for your business operation – including legal structure, registration, taxes, licensing, and more – will be discussed. Discover the most current resources for financial, contracting and technical assistance available from the U.S. Small Business Administration and how you can access these valuable programs.

#### Workshop 3

#### **Marketing to the U.S. Department of Veterans Affairs and Learning How the VA Can Help You**

**Presenters:** U.S. Department of Veterans Affairs, Veterans Affairs Task Force, U.S. Small Business Administration

Come hear these panelists describe how successful veteran small business owners forged profitable relationships with federal contracting offices and buyers. Learn how they leveraged with persistence and determination the well-known GSA Schedule contract vehicle to build revenue. Attendees will leave this interactive session with a clear understanding of how to do business with the federal government.

### 3:30 pm – 4:30 pm

### **WORKSHOPS**

#### Workshop 1

#### **How to Become a GSA Schedule Contractor**

**Presenter:** Office of Small Business Utilization, U.S. General Services Administration  
(Please see description for Workshop 1 held today at 2:15 pm - 3:15 pm.)

#### Workshop 2

#### **Did Anyone Call for Security? Federal Security Clearance Required**

**Presenter:** Defense Security Service

Doing business with the government often requires that companies provide personnel with clearances to access classified information. In order to provide cleared personnel, the company itself must be cleared by the government. Once it is cleared, it must abide by the rules and regulations of the National Industrial Security Program (NISP). This session will provide an overview of the NISP in general, and it will focus on the facility clearance process in particular. We will address questions such as: Which comes first, the contract or the clearance? My employees have clearances, can they access classified information even though my company is not cleared? Who must request that my company be cleared, and how do they do that?

#### Workshop 3

#### **Marketing to the U.S. Department of Veterans Affairs and Learning How the VA Can Help You**

**Presenters:** U.S. Department of Veterans Affairs, Veterans Affairs Task Force, U.S. Small Business Administration

(Please see description for Workshop 3 held today at 2:15 pm - 3:15 pm.)

### 6:00 pm – 9:00 pm

### **HAWAIIAN NETWORKING LUAU RECEPTION** (optional - tickets available)

**Location:** Lagoon Green

Experience a taste of Hawaiian culture while further developing connections with fellow conference attendees. Enjoy the Hawaiian trio during the cocktail hour and dinner, and stay after for the one-hour Luau show. The show will include traditional Hawaiian dancing and singing as well as a special fire-knife performance.

## Wednesday, December 8

### 7:30 am – 8:30 am

### **CONTINENTAL BREAKFAST**

**Location:** Exhibit Hall

### 7:30 am - 2:00 pm

### **EXHIBIT HALL OPEN**

### 8:30 am – 9:30 am

### **PLENARY SESSION**

The Honorable Linda Lingle *(Invited)*  
Governor of Hawaii

Admiral Thomas Fargo *(Invited)*  
U.S. Pacific Command  
U.S. Department of Defense