Be Prepared for New Department of Defense Acquisition Initiatives



2003

Defense Acquisition Summit

Wyndham
City Center

Washington, DC

March 5-7, 2003

Presented by:

The Performance Institute

Innovations for Making Department of Defense (DoD) Contracting "Performance-Based"

- **Understand the New DoD Acquisition Process**
  Hear detail explanations of new guidelines and rules dealing with Defense Acquisition
- **Implement Performance-Based Contracting into Your Defense Contracts**
  Learn how to create a framework for creating a successful performance-based contracting plan
- **Learn How to Manage Contract Incentives**
  Gain vital information on how to create and implement effective contract incentives
- **Use Earned Value Management to Create Successful Contracts**
  Participate in a dedicated, hands-on earned value management workshop

Stay Ahead of Changes to the Rules Governing Defense Acquisition

Reasons to Attend

- **New DoD Acquisition Process**
  Obtain Detail Explanations of New Guidelines and Master Rules Dealing with Defense Acquisition
- **Implement Performance-Based Contracting into Your Defense Contracts**
  Create a Framework for Creating a Successful Performance-Based Contracting Plan
- **Manage Contract Incentives**
  Implement Effective Contract Incentives to Make Your Contract More Effective
- **Use Earned Value Management to Create Successful Contracts**
  Apply Earned Value Management (EVM) Techniques to Improve the Management and Performance of Contracts

Plus: Hands-On Workshop Dedicated to Earned Value Management (EVM) Techniques

Who Should Attend

- Directors
- Contracts Specialists
- Procurement Chiefs
- Contract Officers
- Procurement Analysts
- Contract Development Heads
- Program Managers
- Operations Managers
- Acquisition Managers

....and anyone involved in managing contracts for the Department of Defense

Dear Defense Contracting Official:

Acquisition for defense services is a complex process which is governed by a series of intricate rules and guidelines. Recently, these rules and guidelines have drastically changed. The new rules have been created to make an entirely new policy environment meant to foster flexibility, efficiency, innovation and creativity.

To ensure your agency has a firm understanding of the new Department of Defense acquisition policies, you are invited to join DoD officials, acquisition managers, and national acquisition experts on March 5-7, 2003 at the *2003 Defense Acquisition Summit* presented by the Performance Institute in Washington, DC.

Learn From DoD Officials Who Help Create and Shape the New Rules for Defenses Acquisition

This timely summit will provide you with current, up-to-date information on the new DoD acquisition policies and how to use these new policies to improve the management of your agency. Learn directly from many of the leaders who created the new defense acquisition policies as they explain how these new policies were developed and how they plan to direct the implementation of these policies.

Use Performance-Based Contracting to Manage the Defense Acquisition Process

Learn how to incorporate the methods of performance-based contracting to improve the management and implementation of your agency's acquisition process. Leaders in the field of performance-based contracting and acquisition will share best practices and lessons-learned to help your agency achieve success when dealing with the new defense acquisition process. Also, learn how the revised A-76 will affect your future acquisition programs and how to effectively implement these changes.

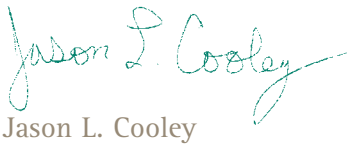
Master the Techniques of Earned Value Management (EVM) to Ensure Successful Contracts

Sessions are designed to give you comprehensive knowledge of the techniques of Earned Value Management. Learn how to use EVM techniques as a tool for integrating cost, schedule, and technical performance and risk management. Attend a dedicated half-day workshop on advanced EVM techniques and interactive case studies illustrating the effective application of these techniques.

Ensure the Effective Management of Your Contracts with the New Acquisition Process

By attending this event, you ensure that your agency will have the skills, knowledge and tools to stay ahead of new developments in DoD acquisition, including mastery of techniques to implement performance-based contracting within your acquisition plan. Register today by calling 703-894-0481 or visit us online at www.performanceweb.org. I look forward to seeing you in March!

Sincerely,



Jason L. Cooley
Director, Center for Contracting and Outsourcing
The Performance Institute

Implement New Departme

Day One: March 5, 2003

8:00 **Registration and Continental Breakfast**

8:30 **KEYNOTE: The Landscape of DoD Acquisition and Contracting**



Due to the changing atmosphere of contracting and competitive sourcing, the Department of Defense has taken several steps to improve the efficiency and flexibility of current acquisition programs. Hear the Director of Defense Procurement, Deidre Lee, as she details the current issues facing defense contractors. Ms. Lee is responsible for all matters related to procurement policy in the Department of Defense. This includes directing the Defense Acquisition Regulations Council and developing policy for contract pricing and financing, contract administration, international contracting and training of contracting personnel.

Deidre Lee, Director of Defense Procurement and Acquisition Policy, Department of Defense

9:30 **Leadership Panel: Discussion of Critical Factors and the Future Concerning Defense Acquisition**

As Department of Defense acquisition policies and guidelines shift, the way contracting is conducted with DoD will also shift. Key players and experts will discuss pertinent issues concerning DoD acquisition.

- Hear the view, reactions and suggestions of acquisition experts on the new DoD 5000 regulations
- Learn best strategies for implementing a performance-based contracting plan within your agency
- Obtain useful techniques to effectively manage major aspects of acquisition programs under new defense policies

Ronald Poussard, Defense Acquisition Regulation System

Stan Soloway, President, Professional Services Council (Former Deputy Under Secretary of Defense for Acquisition Reform, Department of Defense)

10:45 **Break**

11:00 **Moving Towards a Performance-Based Acquisition Workforce at DoD**

Government agencies are beginning to fully implement the methods of performance-based acquisition to manage their workforces, including DoD. Develop the skills to implement performance-based acquisition into your agency's workforce in order to ensure the best value for services provided.

Stan Soloway, President, Professional Services Council

12:00 **Networking Luncheon**

1:00 **Flexibilities for Performance in the New DoD Acquisition Rules**

Under the new rules and regulations for DoD acquisition, provisions have been made to allow for flexible performance requirements. These provisions allow for the implementation of performance-based acquisition methods for future DoD programs. Learn how to use these flexibilities to implement performance measures into your agency's acquisition plan.

Melissa Rider, Defense Acquisition Regulation Council

2:00 **Performance-Based Contracting for Defense Acquisition**

National expert, Carl DeMaio, will detail methods and best practices of performance-based contracting as well as government reform. Mr. DeMaio will also discuss the establishment of performance measures and development of tactical plans that are guaranteed to improve contract performance.

- Learn to identify key performance measures relevant and useful to contracts
- Use "Logic Modeling" to establish clear end-outcome and intermediate-outcome goals and measures
- Craft and utilize Statements of Work (SOW) and Statements of Objectives (SOO)

Carl DeMaio, The Performance Institute/Reason Foundation

3:15 **Performance-Based Contracting for DoD: Case Studies**

- Obtain key strategies for implementing a performance-based contracting acquisition plan for defense
- Acquire best practices and lessons-learned when dealing with complex DoD acquisition rules, including the new DoD 5000
- The state of practice in DoD acquisitions and some proposed alternatives

Dan Nielsen, Defense Acquisition University

4:30 **Adjourn**

Day Two: March 6, 2003

7:30 **Continental Breakfast**

8:30 **Update from the Business Initiatives Council (BIC)**

The BIC was launched in July 2001 to implement bureaucracy-reducing and/or money-saving opportunities in the business practices of the Department of Defense. The council is composed of the military department secretaries, the under secretary of defense for comptroller, the under secretary of defense for personnel and readiness, and the vice chairman of the Joint Chiefs of Staff. Learn more about the BIC and how this organization affects your agency's acquisition plans.

Jennifer Knight, Director of BIC Support Team, Department of Defense

9:30 **Using Activity-Based Costing (ABC) in Defense Acquisition**

This session will begin with an introduction to the basics of Activity Based Costing. See how to use this to identify the challenges a large organization faces with ABC implementation in the contracting process. After noting these challenges, discuss efforts overcome them. Conclude by focusing on the future of cost management and contracting and acquisition in the Department of Defense.

Kathryn East, Grant Thornton

11:00 **Earned Value Management Basics**

Review the fundamentals Earned Value Management (EVM) concepts. Experts in the field will examine several issues pertaining to EVM, including:

- What Earned Value Management is: basic vocabulary/terms
- Fundamental earned value metrics and analysis curves
- Most common estimates at completion formulas and TCPI

Steve Krivokopich, Defense Contract Management Agency

12:00 **Lunch**

1:00 **Managing DoD Contract Incentives**

Every good business arrangement involves the implementation of incentives. The application of effective incentives will maximize the value of the business arrangement for all parties. This can prove to be an essential factor to the success of the contractual relationship. This session will focus on incentive strategies to successfully attract, motivate and reward contractors for performance.

Chip Summers, Defense Acquisition University

2:15 **Break**

2:30 **Protecting Against Purchase Card Fraud**

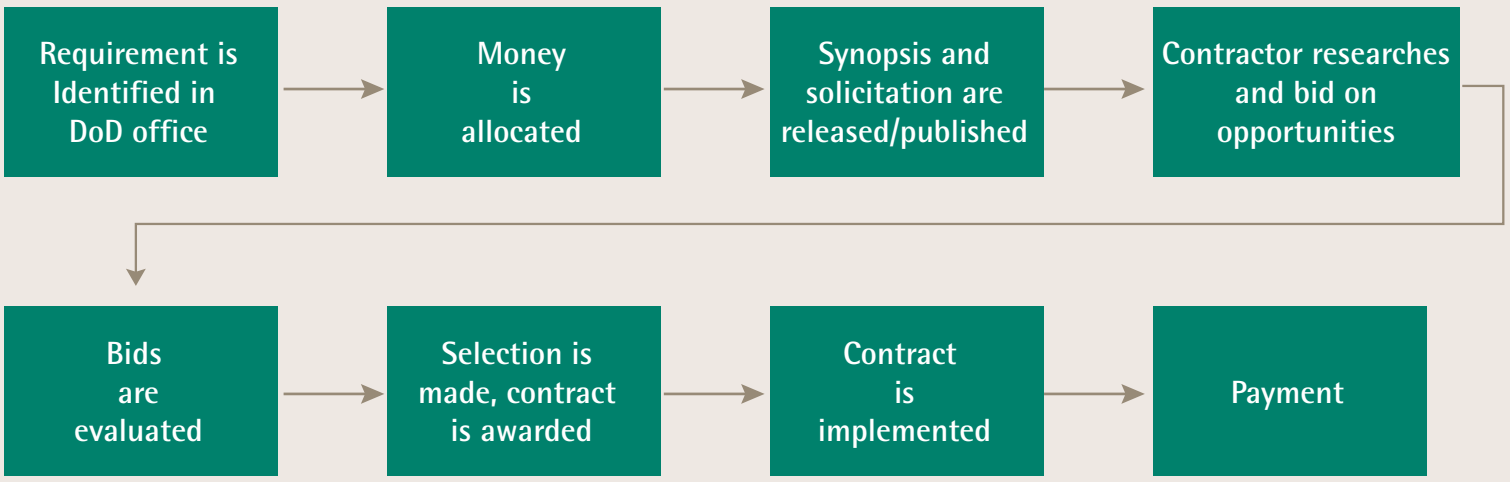
The implementation of a purchase card system has become a valuable tool for government officials. Although the flexibility of purchase cards lends them to a seemingly endless array of uses, purchase cards have also been widely abused. Learn how to take the necessary steps to protect your agency and educate your employees about purchase card fraud.

Betty Wucher, Department of Defense, Purchase Card Management Office

4:00 **Adjourn**

An Agenda Built Around the Defense Procurement Process

Implementing Innovations in Performance Based Acquisition throughout the Defense Procurement Process



n Strategies

Day Three: March 7, 2003

Application Workshops

7:30 **Continental Breakfast**

8:30 **Workshop A: Earned Value Management (EVM)**

This interactive workshop will provide a step-by-step framework for implementing the methods of EVM into your agency's acquisition plan. Participants will learn how to use earned value management as a tool for integrating cost, schedule and technical performance management, as well as risk management. Specifically attendees will understand:

- Using effective, integrated internal management systems
- Making available valid, accurate, and timely data from the same system to both contractor and government managers

12:00 **Lunch**

1:00 **Workshop B: Implementing the Seven Steps of Performance-Based Contracting for DoD Acquisitions**

Several federal agencies use a comprehensive "Seven-Step Strategic Framework for PBSC" with great success. Obtain hands-on knowledge on how the Seven Steps to Performance-Based Service Contracting can be used to improve the performance of your agency's contracting process. Master this cutting-edge system, including:

- Understanding what criteria a performance-based service contract for DoD must satisfy
- Learning critical success factors that must be met to ensure a high-quality PBSC
- Exploring different options and models

Seven Steps of Performance-Based Contracting

1. Establish the team.
2. Describe the problem.
3. Examine private-sector and public-sector solutions.
4. Develop PWS or SOO.
5. Decide how to measure and manage performance.
6. Select the right contractor.
7. Manage Performance.

In-House Training Sessions on the Defense Acquisition Process

The Performance Institute offers defense acquisition process and A-76 education programs, focused toward federal agencies for in-house training of staff. In-house training provides a customized, cost-efficient method to educate staff on the new rules for defense acquisitions and competitions, as well as to provide a forum for team building and project planning. Training is conducted by seasoned experts in competitive sourcing and acquisition processes. Wherever possible, actual "projects" from the client agency are used during the training program—providing real life examples for agency staff.

For more information on in-house training options, contact Felipe Monroig at 704-894-0481.

Administrative Information

Event Location and Hotel Accommodations:

The *2003 Defense Acquisition Summit* will be held at Wyndham City Center Hotel in downtown Washington, D.C., just blocks from the Foggy Bottom Metro Station on the Blue/Orange Line. A limited number of rooms have been reserved at the hotel at a discounted rate ($150 single and $170 double). Please contact the hotel at 202-775-0800 by February 5, 2003 to make reservations. Be sure to ask for the Performance Institute conference rate. The Wyndham City Center will ensure that your conference experience is comfortable and enjoyable.

Wyndham City Center Hotel
1143 New Hampshire Ave., NW
Washington, DC 20037
202-775-0800
www.wyndham.com

Tuition Rates and Group Discounts:

Tuition rates for the *2003 Defense Acquisition Summit* are as follows:

Conference Only: $995
Conference Plus One Workshop: $1295
Conference Plus Both Workshops: $1495

Group discounts are available to agencies wishing to send 3 or more individuals to the *2003 Defense Acquisition Summit*. For information about group tuition discounts available, please contact Marco Amaro at 703-894-0481.

Administrative Notes:

A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

The Performance Institute
1515 North Courthouse Rd., Suite 600
Arlington, VA 22201

Registration Form for the *2003 Defense Acquisition Summit*
Performance Based Contracting Summit
Call (703) 894-0481; Fax This Form To: (703) 894-0482;
or visit www.PerformanceWeb.org

☐ Yes! Register me for the Summit Only
☐ Yes! Register me for the Summit and the following post-conference workshops ☐ A ☐ B
☐ Please call me. I am interested in a special Group Discount for my team

Name_____ Title_____

Organization _____

Dept. _____

Address _____

Address _____

City_____ State___ Zip_____

Telephone: _____ Fax:_____

Email: _____

Method of Payment:

☐ Check ☐ Purchase Order/Training Form ☐ Credit Card

Card Number _____

Exp Date_____ Name on Card _____

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PLEASE SHARE THIS WITH:

- Directors
- Contracts Specialists
- Procurement Chiefs
- Contract Officers
- Procurement Analysts
- Contract Development Heads
- Program Managers
- Operations Managers
- Acquisition Managers
- ....and anyone involved in managing contracts for the Department of Defense