



## CALLING ALL GOVERNMENT CONTRACTORS!

L.E.A.P. is a six-week training program that spans three months, designed to help prepare Central Maryland businesses for success in government contracting.

The program will enhance overall GovCon knowledge, assist in writing capabilities statements, develop project management skills, highlight business development strategies, and more.

## 6-WEEK PROGRAM

- Quarterly cohorts (Jan.-Apr. | Jul.-Sept. | Oct.-Dec.)
- Launch date: January 20, 2023
- 1st & 3rd Friday of each month (8:00am-11:00am)
- \$399 for program series

## REQUIREMENTS

- Minimum of two years in business
- No more than \$1 million in annual revenue
- Priority will be given to minority, veteran, and women-owned businesses

# LEADERSHIP & ECONOMIC ADVANCEMENT PROGRAM (L.E.A.P.)

### REGISTRATION:

410-730-4111 

[info@howardchamber.com](mailto:info@howardchamber.com) 

<https://bit.ly/3gr1IRm> 

SESSION NUMBER	CLASS TOPIC	DESCRIPTION
1	<p><b>INTRO TO GOVERNMENT CONTRACTING</b></p> <p>FACILITATOR  <b>RUBY HARVEY - U.S. DEPT. OF VETERANS AFFAIRS  EXECUTIVE DIRECTOR (RETIRED), OFFICE OF SMALL AND DISADVANTAGED  BUSINESS UTILIZATION PROGRAM</b></p>	<p>An introductory seminar that encompasses everything one might need or want to know and that sets up the remaining sessions.</p> <p><b>LEARNING OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>• A preliminary overview of the FAR will be done here with a more detailed and in depth look at session 4.</li> <li>• Understanding the mandatory Government system registrations for contracting opportunities</li> <li>• Various insurance requirements</li> </ul>
2	<p><b>MARKETING AND BUSINESS DEVELOPMENT STRATEGIES AND TACTICS</b></p> <p>FACILITATOR  <b>BRIAN HEBBEL - BARC BUSINESS ADVISORS  PRESIDENT  FORMER GROUP DIRECTOR, OFFICE OF ACQUISITION AND GRANTS MANAGEMENT  CENTERS FOR MEDICARE &amp; MEDICAID SERVICES</b></p>	<p>Even the most experienced government contractor can become overwhelmed by the federal solicitation process. Preparing to bid on a government solicitation is a methodical process that begins long before the RFP drops – but where do you start?</p> <p><b>LEARNING OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>• Marketing and selling to the government.</li> <li>• Building relationships with key decision makers.</li> <li>• Giving an effective marketing presentation and sales pitch to potential government clients.</li> <li>• A review of the fundamentals of capture management as well as share keen insights into the solicitation response process.</li> <li>• Review the government evaluation process, researching the opportunities in your pipeline, identifying quality teaming partners, and conducting a competitive analysis.</li> </ul>
3	<p><b>PROPOSAL PRICING/PROFIT AND FEE</b></p> <p>FACILITATOR  <b>LISA ANDERSON - ANAVO TRANSFORMATION SOLUTIONS, LLC  STRATEGIC BUSINESS ADVISOR AND VIRTUAL CFO</b></p>	<p>Quite often proposal teams spend inordinate time developing cost proposals due to the limitations of their proprietary spreadsheets and software. This, coupled with the detailed requirements set forth by the FAR inhibits many start-up and emerging contractors as their acquisition teams are often slow to develop cost and competitive pricing.</p>

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3	<p align="center"><b>PROPOSAL PRICING/PROFIT AND FEE</b></p> <p align="center">FACILITATOR LISA ANDERSON - ANAVO TRANSFORMATION SOLUTIONS, LLC STRATEGIC BUSINESS ADVISOR AND VIRTUAL CFO</p>	<p><b>LEADERSHIP OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>• Obtain best practices to maximize company profits through informed pricing and fee structure creation.</li> <li>• Greater understanding of appropriate accounting and proposal software</li> <li>• Cost/Price Analysis, Estimating, Policy/Compliance, and Negotiations</li> <li>• Audit preparation</li> </ul>
4	<p align="center"><b>FEDERAL ACQUISITION REGULATION (FAR) OVERVIEW</b></p> <p align="center">FACILITATOR ISAIAS "CY" ALBA - PILIERO MAZZA PARTNER</p>	<p>Purchases made by the federal government must comply with the <a href="#">Federal Acquisition Regulation (FAR)</a>, which governs all federal acquisitions. There are a variety of different ways that agencies can comply with these regulations and a variety of contract types to match. Agencies are bound by certain regulations based on several factors, including:</p> <ol style="list-style-type: none"> <li>1. Type of item being purchased ("item" refers to both supplies and services)</li> <li>2. Dollar value of the purchase</li> <li>3. Expected duration of the purchase</li> <li>4. Types and sizes of contractors expected to compete</li> <li>5. Agencies must choose a certain type of contract based on their requirements.</li> </ol> <p>Successful contractors must have a basic understanding of the FAR and its critical elements as well as the types of contracts most often used by agencies.</p> <p><b>LEARNING OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>• Overview of the governing laws of Federal Acquisition Regulations.</li> <li>• Overview of the Contracting Officer's guidebook for solicitations, awards, contract administration and closeout.</li> <li>• Understanding the nuances of the contracting language.</li> </ul>

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5	<p align="center"><b>CONTRACTOR PERFORMANCE ASSESSMENT REPORTING SYSTEM (CPARS) RATING</b></p> <p align="center">FACILITATOR FIRST LAST - COMPANY TITLE</p>	<p>Performance evaluations contain both government and contractor comments to provide a balanced view of performance, allowing source selection officials to look beyond contractor references. Integrity records contain federal contractor criminal, civil, and administrative proceedings in connection with federal awards; suspensions and debarments; administrative agreements issued in lieu of suspension or debarment; non-responsibility determinations; terminations for cause or default; defective pricing determinations; termination for material failure to comply; subcontractor payment issues; information on trafficking in persons; and recipient not qualified determinations.</p> <p><b>LEARNING OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>• How to receive Exceptional CPARS yearly evaluations?</li> <li>• Best practices to maximize your CPARS ratings</li> <li>• Understanding the evaluation and reevaluation of your CPARS</li> <li>• Processes needed to manage your CPARS and create opportunities to increase your yearly CPARS rating.</li> </ul>
5	<p align="center"><b>VALUING THE CONTRACTING OFFICER REPRESENTATIVE RELATIONSHIP</b></p> <p align="center">FACILITATOR RUBY HARVEY - U.S. DEPT. OF VETERANS AFFAIRS EXECUTIVE DIRECTOR (RETIRED), OFFICE OF SMALL AND DISADVANTAGED BUSINESS UTILIZATION PROGRAM</p>	<p>The Contracting Officer Representative (COR) is an integral member of the acquisition team and works with the program manager, contracting officer and contractor to ensure successful contract performance that supports the DHS mission. CORs have different certification levels and responsibilities depending on the value and complexity of a contract. One of the most important roles is the administration and technical oversight of contracts. Typically, the COR has a central and key responsibility for monitoring and managing contract operation and performance.</p>

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6	<p align="center"><b>PROJECT MANAGEMENT</b></p> <p align="center">FACILITATOR  <b>DINA BELL NANCE - TRAINING BY DESIGN, INC.  FOUNDER</b>  <b>STEPHANIE CARTER BAGLEY - SCB MANAGEMENT CONSULTING  PRESIDENT</b></p>	<p>Successful government contractors are adept at service delivery and managing contracts to the scope outlined in the contracting agency's RFP.</p> <p><b>LEARNING OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>• Essentials of effective project management.</li> <li>• How to develop project management plans; work breakdown schedules; communication plans; action item tracking; project schedules and development of other required project management artifacts.</li> <li>• importance of credentialed PM</li> <li>• scheduling, coordinating, and managing projects and resources, including monitoring, and inspecting costs, work, and contractor performance.</li> <li>• assurance, quality control, and reliability used to ensure that a project, system, or product fulfills requirements and standards.</li> <li>• Preferred federal agency project management software and tools</li> </ul>

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6	<p align="center"><b>HOW THE GOVERNMENT EVALUATES PROPOSALS</b></p> <p align="center">FACILITATOR SHIRLEY COLLIER - SCALE2MARKET, LLC &amp; TECHGROWTH, INC. PRESIDENT</p>	<p>The ability to perform a job or service spelled out by the federal government is just half the battle. Successful contractors demonstrate past performance and reflect past or current contracts of efforts like the present proposal.</p> <p><b>LEARNING OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>• This session will cover components of a successful contract and highlight the two primary types of best value contracts- trade off and lowest price, technically acceptable (LPTA).</li> <li>• Provide an understanding of how the proposal should be written based on who the evaluator is and what the evaluation criteria is.</li> <li>• Overview of the factors used by Government evaluators when reviewing proposals.</li> <li>• Technical evaluation scoring.</li> <li>• Provides an understanding of the awardee selection process.</li> </ul>

## L.E.A.P. PROGRAM SPONSORED BY:

