

# 20

YEAR IN REVIEW

# 20



**THE COALITION**  
for Government Procurement

# THE MOST EFFECTIVE VOICE FOR COMMERCIAL COMPANIES IN THE FEDERAL MARKET

The Coalition for Government Procurement ("the Coalition") is the single most effective voice for commercial service and product companies selling in the Federal market. For more than 40 years, we have brought together public and private sector leaders to work towards the mutual goal of common-sense acquisition. The Coalition provides our members with access to the latest in Federal compliance and policy information that is critical to a successful Government business.

## OUR MISSION

*The Coalition is a non-profit association of commercial contractors that promote "common sense" in Government procurement.*

## OUR VISION

*Our vision is an efficient and effective Federal acquisition system that delivers best value to agency customers and the American taxpayer.*

## WHAT WE DO

**PROMOTE**  
common sense  
in Government  
procurement

**INFORM**  
member companies  
about the Federal  
market

**INVOLVE**  
members in a dialogue  
with Federal acquisition  
leaders





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LETTER FROM THE PRESIDENT

May 2021

Dear Members,

In a year like no other, thank you for your continuing strong support of the Coalition! Now more than ever, we remain steadfast in supporting common-sense procurement policies and programs that deliver best value mission support for the American people. The procurement partnership between Government and industry has been and will remain critical to meeting the challenges facing the nation and we remain committed to that partnership.

Friday, March 13, 2020 marked the last day the Coalition reported to work in the office. Like most of you, the Coalition team confronted a reality wholly unanticipated and made the decision to telework. Although two weeks were being discussed as the timeframe needed to “flatten the curve,” it was becoming apparent that such a timeframe amounted to wishful thinking. Fortunately, we did not opt to side with wishful thinking. With a sound technology platform and an experienced team, the Coalition was able to transition seamlessly to the “new normal” facing workforces around the world.

The results for our members were impressive by any measure. Immediately, the Coalition undertook efforts to support and educate members on the Government’s response to the pandemic in connection with telework, cybersecurity, and healthcare. As it turned out, these efforts were timely and important because the dynamics of the Federal marketplace were changing rapidly. The subjects addressed included:

- Contractor obligations in response to the Defense Production Act
- Emergency Acquisition Authorities during the COVID-19 national emergency
- Section 889 Prohibitions on Certain Telecommunications and Video Surveillance Services or Equipment
- Section 3610 flexibilities and reimbursement



All told, the Coalition held 38 webinars and 32 committee meetings to address such issues, but our work did not stop there. The Coalition drafted and filed regulatory comments and letters in connection with matters affecting agencies, like the Department of Defense (DoD), General Services Administration (GSA), Department of Veterans Affairs (VA), and the National Institutes of Health (NIH), and we testified on VA supply chain issues before both the House and Senate Committees on Veterans Affairs. In addition, the work of our ten industry policy committees and two healthcare policy subcommittees kept apace of the issues affecting member participation in the Government market. Likewise, we continued without interruption the publication of our weekly newsletters, the “Tuesday Tracker” and “Friday Flash,” providing timely updates on the latest information relating to Federal Procurement, policy, and the tracking of open FAR and DFARS cases.

Although the changes caused by the pandemic necessitated the cancellation of the Coalition’s annual Spring Training Conference, we came back strong in the fall with a virtual Fall Training Conference that exceeded all expectations, with virtual keynotes, breakout sessions, and broad engagement. Indeed, the Coalition enjoyed the largest attendance ever experienced at any of its training conferences. Finally, the Coalition ended the year strong. For instance, in anticipation of the needs of the new Congress and the new Administration, the Coalition issued a white paper outlining recommendations for Acquisition Management Reform and Digital Transformation.

None of the foregoing successes could have been achieved without your steadfast, generous support. Through a time of unprecedented challenges, you, our

members, maintained your commitment to the Coalition and that enabled us to rise to the occasion and serve you. In so doing, you enhanced the Coalition’s status as a key thought leader in this space, and together, we were able to support common-sense procurement in Government.

I acknowledge and thank our Committee and Subcommittee Chairs, Board of Advisors, and Board of Directors for their dedicated efforts in furtherance of commercial best practices for Government procurement. In addition, I would be remiss if I did not recognize the unbounded professionalism of the Coalition staff. Their agility to respond to the pandemic’s upending of the status quo sets a high bar for excellence that few organizations could emulate. Through their efforts and yours, Friday the 13th back in March 2020 brought not bad luck, but an opportunity to shine.

In closing, I hope you find this annual “Year in Review” valuable and informative. Please rest assured that, as we make our way through the pandemic, the Coalition will continue its dedicated efforts to provide you the actionable information, insights, substantive analysis, and thought leadership to support your businesses as they support Government customers.

Thank you again for your strong support and participation!

Sincerely,

Roger Waldron  
President

# ADVOCACY



## SUPPORTING COMMON SENSE IN GOVERNMENT PROCUREMENT

The Coalition works to advance “common sense” in Government procurement on behalf of our member companies. 2020 was an unprecedented year for The Coalition for Government Procurement, and the nation as a whole, due to the COVID-19 pandemic. As Federal agencies turned their attention to supporting the COVID-19 response and executing their missions in a largely telework environment, the contractor community did the same.

Beginning in Q2, the Coalition’s role translating Federal agency communications and highlighting their impact for industry became even more critical. The

Coalition responded by providing policy updates and guidance to our members from customer agencies, such as emergency acquisition authorities that were established, contractor requirements under the Defense Production Act, and relief available through the Paycheck Protection Program (PPP) for small businesses and Section 3610 of the CARES Act. The information and education provided to members during this time was done virtually. The following is a list of some of the highlights from 2020 and the policy priorities we articulated:

- An efficient Consolidation of GSA’s Schedules program
- Adoption of an “Unpriced” Services model for GSA Schedules
- Acquisition Management Reform and Digital Transformation opportunities for the Incoming Administration and Congress

- Education on Federal acquisition authorities and requirements, for example:
  - Section 889 Prohibitions on Certain Telecommunications and Video Surveillance Services or Equipment
  - Contractor obligations in response to the Defense Production Act
  - Emergency Acquisition Authorities during the COVID-19 national emergency
  - Section 3610 flexibilities and reimbursement
- Greater partnership between the VA, DHA and DLA on strengthening the supply chain that supports veterans’ healthcare
- Recommendations to increase the effectiveness of the VA Supply Chain in Testimony before the House and Senate Veterans Affairs Committees
- Regulatory comments and letters on behalf of members submitted to the Government, for example:
  - DoD
  - GSA
  - VA
  - NIH
- Active engagement with members on contracts and programs critical to their Federal business through the 10 Policy Committees (and two Healthcare-focused Subcommittees), for example:
  - The GSA Schedules relevant to each Committee
  - VA Federal Supply Schedules
  - OASIS
  - GSA Small Business GWACs (e.g., Polaris)
  - NIH CIO-SP4
  - NASA SEWP
  - FedMALL
  - GSA Global Supply/4PL
  - VA Medical/Surgical Prime Vendor (MSPV) program
  - VA Pharmaceutical Prime Vendor program
  - DLA MSPV and ECAT programs
  - DoD Uniform Formulary for Pharmaceuticals

## THE COALITION BY THE NUMBERS

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# MEMBER ACTIVITIES

Coalition events and committee meetings provide members with business intelligence and opportunities to engage directly with Federal leaders on procurement policies and programs.



## MEMBER COMMITTEES

Coalition members work together through specific committees to stay up to date on the latest developments for their particular industry and provide feedback to the Government.

### Business Regulatory Issues Committee (BRIC)

The Business and Regulatory Issues Committee (BRIC) provides an education channel for Government and industry stakeholders operating in the Federal market space. Through the BRIC, these stakeholders have an opportunity to share their expert perspectives on

cross-cutting issues in their respective ecosystems, thereby promoting understanding that will translate into improved business and agency mission performance.

### Cybersecurity & Supply Chain Committee

The Cybersecurity and Supply Chain Committee addresses acquisition solutions that maximize the nation's cybersecurity, retain competitive opportunity and a fair procurement process, and accelerate use of commercial innovation that protects Federal agencies from cyber or supply chain attacks.

### Furniture and Furnishings Committee

The Furniture and Furnishings Committee addresses the acquisition of furniture in the Federal market through the GSA Schedules program, DoD, and agency Blanket Purchase Agreements.

### General/Office Products Committee

The General/Office Products Committee addresses issues related to the acquisition of a broad scope of products and services—such as hardware, office supplies, and solutions related to buildings and security.

### GWAC, MAC, & Enterprise Contracting Committee

The GWAC, MAC, & Enterprise Contracting Committee addresses program, policy, and contractual issues impacting GWACs, MACs, and enterprise procurements representing over \$250 billion in annual purchases by the Federal Government.

### Healthcare Committee

The Healthcare Committee focuses on policy and program issues related to the VA Federal Supply Schedules, the VA Strategic Acquisition Center (SAC), Medical/Surgical Prime Vendor Program, TRICARE, and other programs.

### Medical/Surgical Subcommittee

The Medical/Surgical Subcommittee covers specific healthcare policy and issues, including the MSPV program, the Rule of Two, and the partnership between the VA, DHA and DLA.

### Pharmaceutical Subcommittee

The Pharmaceutical Subcommittee focuses on specific Federal contracts with the VA and DHA and policy matters like the resale of drugs purchased under the FSS, TRICARE rebates for 340B purchases, and enhancing transparency related to the VA Formulary.

### Imaging Equipment Committee

The Imaging Equipment Committee addresses issues unique to the Federal market for imaging manufacturers and resellers related to security, product certification, contract management, GSA Schedules, leasing, and the environment.

### IT Committee

The IT Committee focuses on compliance, regulatory, and program issues related to the GSA Schedules for members that offer IT hardware, software, and related products and services to the Federal Government.

### Services Committee

The Services Committee provides a forum for professional consulting and other services members to engage with industry and Government acquisition leaders on GSA Schedules compliance, regulatory, and program related issues.

### Small Business Committee

The Small Business Committee addresses small business-related acquisition rules, regulations, and programs, as well as Federal contracting opportunities for small businesses.





# VIRTUAL EVENTS & TRAINING

2020 began like any year in terms of events and trainings, but once the threat of COVID-19 was clear, the Coalition was able to pivot quickly from in person events and trainings to a 100% virtual environment. As a result, we were able to provide more trainings for our members on a vast array of topics than ever before.



## 2020 FALL TRAINING CONFERENCE: FOCUSING ON THE BUSINESS OF GOVERNMENT

The Coalition's Fall Training Conference, once again, provided members with the latest information about the Federal contracting programs and acquisition policy developments that they care about most—from GSA, DoD, the VA and the Hill.

All virtual? No problem. Our 2020 Fall Training Conference was the most widely attended Conference in the Coalition's history. Thank you to *Pathable*, our event hosting site, along with all of our sponsors, and speakers for your willingness to go out of your comfort zone to create a valuable event for our members.

The Fall Training Conference agenda featured the following panels as well as breakout sessions in the afternoon dedicated to specific Federal contracting programs:

### Legal Panel (The Rogers)

- **Jonathan Aronie**, Partner, Sheppard, Mullin, Richter & Hampton
- **Lorraine Campos**, Partner, Crowell & Moring
- **David Dowd**, Partner, Mayer Brown
- **Jason Workmaster**, Member, Miller & Chevalier

### Section 889, Cyber, and Supply Chain Issues and Update

- **Samantha Clark**, Special Counsel, Covington & Burling
- **Kim Herrington**, Director, Industrial Base Acquisition Portfolio Management, DoD
- **Jeff Koses**, Senior Procurement Executive, GSA
- **Mark Lee**, Assistant Commissioner, Office of Policy and Compliance, GSA
- **John Tenaglia**, Principal Director, Defense Pricing and Contracting, DoD

### Policy Panel

- **Karen Thornton**, Acquisition Counsel, House Armed Services Committee
- **Gwyneth Woolwine**, Professional Staff Member, Senate Committee on Armed Services
- **Jon Etherton**, President, Etherton and Associates, Inc.

### GSA Systems and Schedule Consolidation Update

- **Stephanie Shutt**, Director, MAS PMO, GSA
- **Judith Zawatsky**, Assistant Commissioner for Systems Management, GSA

### A Conversation with GSA FAS Commissioner Julie Dunne

- **Julie Dunne**, Commissioner, Federal Acquisition Services, GSA
- **Jason Miller**, Executive Editor, Federal News Network

### The DoD and VA Partnership

- **Matthew Beebe**, Acquisition Director, DLA
- **Phil Christy**, OALC Deputy Principal Executive Director, VA

### GSA Leadership Panel

- **Tiffany Hixson**, Assistant Commissioner, Office of Professional Services and Human Capital Categories, GSA
- **Tom Howder**, Deputy Commissioner, GSA
- **Erv Koehler**, Assistant Commissioner for Customer and Stakeholder Engagement, GSA
- **Bob Noonan**, Assistant Commissioner for General Supplies and Services, GSA
- **Laura Stanton**, Assistant Commissioner for the IT Category, GSA

### VA Logistics and Procurement Panel

- **Phil Christy**, OALC Deputy Executive Director, VA
- **Deborah Kramer**, Acting Assistant Under Secretary for Health for Support Services, VHA
- **Andrew Centineo**, Executive Director, Procurement and Logistics, VHA

### The VA Mission Act and Community Care Network

- **Jennifer Adams**, Special Advisor to the Executive Director for Clinical and Network Management, VHA

### Healthcare Legal Panel

- **Jonathan Aronie**, Partner, Sheppard, Mullin, Richter & Hampton
- **James Kim**, Partner, McDermott Will & Emery
- **Stephen Ruscus**, Partner, Morgan, Lewis & Bockius
- **Joy Sturm**, Partner, Hogan Lovells







## WEBINARS

With COVID-19 and important regulatory and compliance issues dominating 2020, our webinars had a lot to cover. In what amounted to over a 400% increase in webinars from 2019, the Coalition was able to connect our members with relevant topics on a near weekly basis via training sessions typically held during the lunch hour. Thank you to all our subject matter experts for your contributions, and of course, to all our member attendees.

**January 8:** Procurement Collusion Strike Force

**January 22:** False Claims Act Webinar

**January 30:** beta.SAM.gov Webinar

**February 5:** Section 889 of the FY19 NDAA

**February 26:** TAA Update

**March 4:** Prepare for ASTRO Launch Webinar

**March 19:** Federal Contractor’s COVID-19 Survival Guide

**March 24:** Defense Production Act: What Contractors Need to Know

**March 25:** Bid Protest Update for Commercial Contractors

**March 27:** Is Your Business “Essential” and Who Decides?

**April 2:** Part Two of the Federal Contractor’s COVID-19 Survival Guide

**April 7:** The New Normal of Government Contracting – How to Keep Performing and Mitigate Business Risks During a Pandemic

**April 8:** Key Provisions Under the Coronavirus Aid, Relief, and Economic Security Act (the “CARES Act”)

**April 9:** Small Business Lending Aspects of the Stimulus Bill, Including Size Eligibility and Affiliation Rules for SBA Loans

**April 16:** The Shifting Shape of the COVID-19 Response for Commercial Companies

**April 22:** Cybersecurity Maturity Model Certification (CMMC) Guidelines

**May 7:** Federal Contracting During the Global Pandemic – Key Issues for Pharma Companies

**June 10:** Prepping for Billions - 2020 Fiscal Year Q4 Opportunities

**June 18:** Audits, Oversight, and Enforcement in the COVID-19 Era

**June 25:** Trends in Domestic Preference Regulations and Enforcement

**July 2:** Top Challenges Facing Federal Agencies: COVID-19 Emergency Relief and Response Efforts and How Contractors Can Prepare for Inspector General Audits and Investigations

**July 9:** VA FSS Pharmaceutical Pricing Overview

**July 16:** Obtaining and Administering a Federal Supply Schedule Contract Vehicle with VA

**July 23:** Interim FAR Rule Covering Part B of Section 889

**July 30:** Cybersecurity Landscape Updates

**August 27:** The Good, the Bad and the Uncertainty: Practical Advice for CIO-SP4 Bidders

**September 2:** Executive Order on Essential Medicines

**September 3:** Pricing Training for Covered Drugs

**September 15:** Update Webinar on beta.SAM.gov with Assistant Commissioner Judith Zawatsky

**September 22:** Update on OTAs

**September 24:** Small Business Subcontracting Plans and Flow Down Clauses

**October 15:** The Strategy, Structure and Operation of the Cybersecurity Interim Rule

**October 28:** Combating Race and Sex Stereotyping Executive Order

**October 29:** How Supply Chain Security Fits Into CMMC



# PROCUREMENT POLICY

The Coalition for Government Procurement is recognized across the acquisition community as a thought leader in Federal Procurement policy. Federal agencies and Congress look to the Coalition for input and recommendations on current and future acquisition programs.



## LETTERS, TESTIMONIES & REGULATORY COMMENTS

Procurement regulations at the Federal level are evolving constantly in response to the priorities of Congress and the Administration. The Coalition provides information to members about the latest rules and regulations related to their Federal business. We also submit public comments on behalf of our members that include specific recommendations to the Government. The following is a list of some of the topics and programs the Coalition provided industry input on in 2020:

- Cybersecurity Maturity Model Certification

(CMMC)

- Modernizing the VA Supply Chain
- Implementing an Unpriced Schedule
- CIO-SP4
- GSA's Commercial E-Commerce Initiative
- Expediting Contract Closeout
- Cloud Computing on a Consumption Basis
- CARES Act Section 3610
- VA's Temporary Suspension of Visits for Drug Representatives
- Federal Supply Schedule Pricing Disclosures and Sales
- The MAS Contractor Assessment Reference Guide

## COMMON SENSE IN ACQUISITION OUTREACH

### FAR & Beyond Blog

*FAR & Beyond* is a weekly procurement blog written by Roger Waldron that is recognized by Government and the private sector as a "must read, in the know" federal acquisition publication. Topics covered in 2020 included:

- Unpriced Schedules
- Modernizing the VA Supply Chain
- e-Commerce
- The Future of the Healthcare Federal Supply Schedules
- Section 876 Implementation: Exploring the Possibilities
- Schedules Consolidation – An Integrated Commercial Services Marketplace!

The *FAR & Beyond* blog is featured weekly in the *Friday Flash* newsletter and on the Coalition website.

### "OFF THE SHELF" RADIO SHOW

"Off the Shelf" is a weekly radio show hosted by Coalition President, Roger Waldron, on the *Federal News Network*. It features interviews with federal contracting experts from both inside and outside of Government on the issues that matter most in acquisition policy. You can listen to the program on Federal News Radio 1500 AM on Tuesdays at 11 am EST or visit [FederalNewsNetwork.com](http://FederalNewsNetwork.com). Here is a sample of some of the "Off the Shelf" interviews covered in 2020:

- **The Key Issues Impacting Federal Procurement** – Jeff Koses, Senior Procurement Officer, GSA



- **Compliance Requirements that are Shaping Federal Procurement** – Jeff Clayton and Leo Alvarez, Baker Tilly
- **The Future of Sustainable Procurement** – Steve Schooner, Nash & Cibinic professor of Government Procurement Law at the George Washington University Law School
- **An Update on the VA's Supply Chain Modernization** – Karen Brazell, Chief Acquisition Officer, VA and Angela Billups, Senior Procurement Executive, VA
- **Government oversight in the age of COVID-19** – Jonathan Aronie, David Douglass and Charles Kreindler, Sheppard Mullin
- **How Immersive Technology is Changing DoD** – Booz Allen Hamilton Immersive Technologies Team (Andy Shaw, Sandy Marshall, Elyse Heob, Joel Ward, Sam Hendricks, Shane Mathes, and John Sherman)
- **Section 889, CMMC, and the NDAA** – Jon Etherton, Etherton and Associates, Inc.

## TUESDAY TRACKER

The *Tuesday Tracker* provides members with a weekly update of the latest policy information relating to Federal Procurement and is especially focused on regulatory and legislative updates. This publication includes a Regulatory Tracker that lists the current and upcoming FAR, GSAR, and DFARS cases that are relevant to Federal Procurement. In 2020, the *Tuesday Tracker* was distributed to an average weekly readership of over 1,600 subscribers.

## FRIDAY FLASH

Recognized by Government and private sector procurement leaders as a highly informative publication, the *Friday Flash* is the Coalition's weekly newsletter providing members with the latest law, policy, and business information pertaining to Federal Procurement. The newsletter includes regulatory updates and discussion, market intelligence from GSA, VA, OFPP, GAO, and DoD, as well as the weekly *FAR & Beyond* blog from Coalition President, Roger Waldron. The *Friday Flash* is the Coalition's most popular publication and the resource on procurement policy and contracting developments for our members.

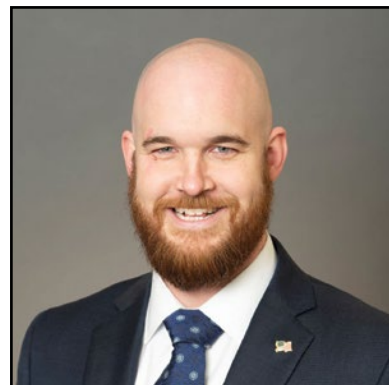


# SUPPORT FOR OUR VETERANS



The Coalition for Government Procurement Endowed Scholarship Fund at The George Washington University gives financial support to exemplary veterans whose studies focus on U.S. Government Procurement, while pursuing a law or master's degree.

The 2020 recipient was Connor Smith. Connor is a third-year law student finishing his Government Procurement Concentration at The George Washington University. Connor enlisted in the Army in 2012, after graduating from Clark University. Connor served five years as a Cryptological Linguist. In that role, Connor was responsible for identifying foreign communications. After taking Introduction to Government Procurement in the first year of law school at The George Washington University School of Law, Connor found the area of law to be both interesting and engaging. During his time at The George Washington University School of Law, Connor has participated in George Washington's Contracts Moot Court, completed the



Government Contracts Negotiations course, and spent a summer researching the Other Transaction Authority. Connor has received many accolades, such as the Army Commendation Medal, the Army Achievement Medal, the Army Good Conduct Medal, the Outstanding Volunteer Service Medal, the National Defense Service Medal, and more. The Coalition is thrilled to support Connor Smith as he pursues his law degree in Government Procurement at the George Washington University Law School.

Through the generous support of our members, over \$135,000 has been raised for the Coalition for Government Procurement Endowed Scholarship Fund. Our primary fundraising event for the scholarship fund has been our annual Joseph P. Caggiano Memorial Golf Tournament in honor of our good friend and colleague, Joe Caggiano. In 2020, we were unable to host the golf tournament due to the pandemic, however, we hope to resume the tournament in 2021.

# 2021 INITIATIVES

The Coalition continues its work for members in 2021 to continue consistent with our vision of an efficient and effective Federal acquisition system for both Government and industry. Likewise, we will continue to provide members with actionable information, substantive analysis, and thought leadership as they work to support their Federal customers.

The following are just a few of the priorities are pursuing in 2021 on behalf of our members:

- Supporting "common-sense" Acquisition Policies to promote improvement in the efficiency and effectiveness of the Federal acquisition system
- Providing timely updates to members on the leadership and priorities of the new Administration and Congress
- Educating members about GSA's Services Marketplace Initiative and providing GSA with industry input on the acquisition strategy for GSA's BIC MAC and the IT GWACs
- Promoting dialogue with GSA on price negotiation practices, systems, and pricing policies, including the implementation of "Unpriced" Services for GSA Schedules
- Supporting the enhancement of healthcare for veterans through improved partnership and shared services between the VA, DHA, DLA, and industry
- Supporting a transparent VA transition to DLA's DMLSS system in partnership with industry
- Monitoring, informing, and engaging members and stakeholders on supply chain sourcing, including any changes to Buy American or domestic sourcing policies and requirements
- Informing members of the latest cyber and supply chain security requirements (e.g., Section 889 and Cybersecurity Maturity Model Certification) and sharing industry's feedback with the Government
- Promoting the ongoing consolidation of GSA's Schedules program
- Addressing implementation of Category Management Government-wide and industry input into the identification of Best-in-Class contracts





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NEW MEMBERS

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# Support the Coalition for Government Procurement Endowed Scholarship Fund Today

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**Support us at  
(202) 994-0287 or  
[lawgwu.imodules.com/cgp](http://lawgwu.imodules.com/cgp)**

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We sincerely appreciate your ongoing support for The Coalition for Government Procurement Endowed Scholarship Fund at The George Washington University (GWU). This scholarship fund provides financial support to qualified veterans concentrating their studies to the field of U.S. Government Procurement and pursuing a law or master's degree at GWU.

If you are able to assist the Coalition and GWU in funding this scholarship for a deserving veteran, we would greatly appreciate your tax-deductible donation. Thank you in advance for your corporate and individual support of this important cause!