






AUSA 2024

Army Small Business Seminar & Small Business Matchmaking

October 15 and 16, 2024

Walter E. Washington Convention Center
801 Allen Y. Lew Place NW, Washington, DC 20001

CONTACT INFORMATION

-  **Web** Army.mil/OSBP
-  **LinkedIn** [Army Office of Small Business Programs](#)
-  **Facebook** [U.S. Army of Small Business Programs](#)





OVERVIEW

Join us for the 2024 AUSA Small Business Seminar and Matchmaking as we kick off another opportunity-filled fiscal year for small business!

Army Small Business Seminar

Tuesday, Oct 15, 2024
8:30 AM — 5:00 PM EST

Walter E. Convention Center, Room 201

The Army Small Business Seminar is designed to provide small businesses with a series of educational sessions to increase knowledge of doing business with the Department of Defense (DoD) and other federal agencies.

Tuesday's seminar will feature key DoD and Army leaders speaking on small business program priorities as well as panels highlighting business opportunities and best practices to assist with the effort of strengthening the small business industrial base.

Small Business Matchmaking

Wednesday, Oct 16, 2024
8:30 AM — 4:30 PM EST

Walter E. Convention Center, Room 201

Wednesday's in-person matchmaking will bring together small business professionals from military OSBPs, other federal agencies, and prime contractors for 10-minute face-to-face meetings.

Army Small Business Seminar Schedule

Tue, Oct 15, 2024
Walter E. Convention Center, Room 201

8:00 AM – 8:15 AM

Opening Remarks

James Lloyd, Assistant to the Director, Army OSBP

Kicking off the event, Mr. James Lloyd will welcome attendees and set the stage for two days of insights, networking, and strategic discussions on the vital role of small businesses in supporting the Army's transformation.



8:15 AM – 8:30 AM

Army Office of Small Business Programs Welcome

Kim Buehler, Director for the Army Office of Small Business Programs

Ms. Kim Buehler will introduce the mission of the Army OSBP, emphasizing the importance of small businesses in strengthening the Army's industrial base and contributing to its modernization and readiness initiatives. Attendees will gain an understanding of how the OSBP supports the Army's long-term goals.



8:30 AM – 9:00 AM

Small Business Administration Remarks

Jackie Robinson-Burnette, Associate Administrator, Office of Government Contracting & Business Development, SBA

Learn about the new streamlined certification process that reduces administrative burdens, allowing small businesses to quickly obtain and renew certifications through a single portal.



9:00 AM – 9:30 AM

Legislative and Regulatory Update

Sam Le, Director of Policy Planning and Liaison, SBA

Receive recent and/or upcoming changes in laws and regulations that affect small businesses working with the Army or other government agencies.



9:30 AM – 9:45 AM: **Break**

9:45 AM – 10:15 AM

Defense Contract Audit Agency—What You Need to Know!

Katelyn Ragle, Operations Audit Liaison Small Business Coordinator, DCAA

DCAA will discuss the various types of contract awards and describe the compliance and regulatory requirements that applies to these awards and when you can expect audits from DCAA.



10:15 AM – 11:15 AM

Army SBIR and xTech Prize Competition

Dr. Matt Willis, Army SBIR and xTech Prize Competition

This panel will showcase Small Businesses in the Artificial Intelligence/Machine Learning and Immersive/Wearables fields

Panel:

Bharat Patel, Product Lead Project Linchpin, Sensor AI, PEO IEWS;

Dr. Terrance O'Regan, Chief, Operational AI Branch; Strategic Advisor, Project Linchpin, DEVCOM Army Research Laboratory



11:15 AM – 11:55 AM: **Break**

Continued on following page

Army Small Business Seminar Schedule

Tue, Oct 15, 2024
Walter E. Convention Center, Room 201

12:00 PM – 12:45 PM

Fireside Chat with the Under Secretary of the Army and DoD Panel

Honorable Gabe Camarillo, Under Secretary of the Army

A conversation with the Under Secretary of the Army on the role of small businesses in supporting the Army's continuous transformation and modernization efforts. Joining the Army Under Secretary are two key members of the Department of Defense who will share information on the role of small business supporting the Department's research and development, acquisition, and sustainment missions:

Dr. Aprille J. Ericsson, Assistant Secretary of Defense for Science and Technology, Office of the Under Secretary of Defense (Research and Engineering);

Mr. Farooq Mitha, Director, DoD Office of Small Business Programs;

Moderator: Kimberly Buehler, Director, OSBP



12:45 PM – 1:00 PM: Break

1:00 PM – 1:30 PM

What I Didn't Know and What You Need to Know About the SBA

Pamela Callicutt, Deputy Director, Army OSBP

Explore how to effectively navigate SBA resources and programs, drawing on recent experiences from a developmental assignment at the SBA. Gain valuable insights from the Deputy Director of the Army Office of Small Business Program to help optimize your small business potential.



1:30 PM – 2:30 PM

Office of Small Business Programs Directors Panel

Kim Buehler, Moderator

Hear from the DoD Director and Component Directors of Small Business on their program initiatives to increase small business participation in DoD contracting as well as marketing techniques for success.



2:30 PM – 3:00 PM

DoD Office of Strategic Capital

Dr. Jason Rathje, Director, DoD Office of Strategic Capital

Learn about the DoD's initiatives to support strategic investments and capital access for small businesses in the defense sector



3:00 PM – 3:15 PM: Break

3:15 PM – 3:45 PM

GSA – Commercial Platforms Program

Jennifer Jackson, GSA, General Supplies and Services, Operations Division

Selling goods through online platforms to government buyers can be daunting. Learn more about GSA Advantage, the Commercial Platforms and how you can position your business for success.



3:45 PM – 4:45 PM

View of the DoD Mentor-Protégé Program from the Participants

Mercedes Thurston, Former Navy Mentor Protégé Manager

Considering a DoD Mentor-Protégé Agreement? Join this session to hear directly from mentors and protégés about their experiences, gain valuable insights, and learn best practices for building a successful partnership.



4:45 PM – 5:00 PM: Small Business Seminar Closing Remarks

Small Business MatchMaking

Wed, Oct 16, 2024
Walter E. Convention Center, Room 201

Schedule

9:00 AM – 9:20 AM	Welcome and Rules of Engagement
9:30 AM – 12:30 PM	Matchmaking Sessions 1
12:30 PM – 1:30 PM	Lunch (on your own)
1:30 PM – 4:30 PM	Matchmaking Sessions 2

FAQs

Do I need to register for AUSA if I only want to attend the seminar?

Yes, registration for the AUSA (Association of the United States Army) event is required to attend any scheduled events. Please visit AUSA.Org to register.

Can I sign up for matchmaking onsite?

No, the matchmaking slots are pre-assigned. However, there will be a short waitlist available at the event, subject to no-shows and last-minute cancellations. While we cannot promise a meeting or estimate how long you may have to wait, you can visit the Waitlist Table outside the matchmaking room for more information.

Will I have the opportunity to meet with speakers individually?

We are setting up an area outside of Room 201 for post-speaker engagement, which will be subject to the speaker's availability. Please do not rush the stage after the speaker finishes their presentation. We will make announcements regarding the speaker's availability and direct you to the designated area for follow-up discussions. Be courteous, respectful, and focused on the needs of the buyer..

Can I meet with other sellers during matchmaking?

While matchmaking is focused on connecting with buyers, we highly encourage networking with fellow sellers during breaks or free time. It's a great opportunity to collaborate and exchange ideas.

Will the presentation be made available after the event?

Yes, we will post the presentation on our website and post links on social media after the event. Follow us on Facebook at [ArmySmallBiz](https://www.facebook.com/ArmySmallBiz) and on LinkedIn at Army Office of Small Business Programs for updates.

Can I schedule 1:1 meetings with the Army Office of Small Business Programs staff?

Unfortunately, there will not be any 1:1 meetings with AOSBP staff during this event. However, we will have a Mentor-Protégé Program table available during matchmaking for any questions or guidance related to the program.

MatchMaking Tips

1. Conduct Research Before: Identify which agencies are procuring the products or services you offer. If you can provide a specific solution to a government contracting need - document it, familiarize yourself with the details, and memorize your key talking points.

2. Emphasize Your Value Proposition: Use your time efficiently. Rather than spending the entire 10 minutes discussing your company and certifications, focus on the value you bring to the company or agency and how you can address their specific challenges. Highlighting your value proposition is more impactful than merely listing your achievements.

3. Prepare a Concise Capability Statement:

- **Certifications:** Clearly list your certifications and their numbers, such as State of CA Small Business, 8(a), Service Disabled, Veteran-Owned, Disadvantaged Business Enterprise, Women-Owned, HUB Zone, etc.
- **Essential Codes:** Include your DUNS, Cage Code, NAICS (federal), and UNSPSC codes (State of CA).
- **Qualifications and Differentiators:** Highlight what sets your company apart and your unique qualifications.
- **Track Record:** Showcase your past performance. If you lack past performance, highlight the experience of key employees.

4. Inquire About Follow-Up: Ask when it is appropriate to check in again and with whom. It typically takes several "touches" before an agency responds. Be patient, persistent, and professional.

5. Respect Time Constraints: Conclude your discussion after 10 minutes. Avoid overstaying your welcome, as buyers are often on a tight schedule and need their breaks.

Rules of Engagement

Punctuality

- Arrive at least 10 minutes before your scheduled meeting time. If you are late, your appointment may be canceled to respect the schedule of other participants.

Professional Conduct

- Conduct yourself in a professional manner during all meetings.
- Be courteous, respectful, and focused on the needs of the buyer.
- Avoid discussing irrelevant topics or engaging in aggressive sales tactics.

Adherence to Schedule

- The matchmaking platform allows up to 3 appointments per seller.
- If you need to cancel or reschedule a meeting, please do so on the EventDex platform as soon as possible.

Ethical Conduct

- Engage in fair and ethical business practices at all times.
- Avoid any form of misrepresentation or misleading information about your business.

Small Business Matchmaking Seating Chart

Wed, Oct 16 • 9:30 AM – 4:30 PM | Walter E. Washington Convention Center, Room 201

TABLE	9:30 AM-12:30 PM	1:30 PM-4:30 PM
1	Air Force	Air Force
2	Amazon	Amazon
3	Army Corps of Engineers (USACE)	Army Corps of Engineers (USACE)
4	Army Futures Command (AFC)	All Native Group
5	Army Materiel Command (AMC)	Army Materiel Command (AMC)
6	Army Medical Command (MEDCOM)	Army Medical Command (MEDCOM)
7	AOSBP (Army Mentor Protégé Program)	AOSBP (Army Mentor Protégé Program)
8	Army National Guard	Army National Guard
9	BAE Systems	BAE Systems
10	Boeing	Boeing
11	Booz Allen	Defense Health Agency (DHA)
12	Defense Contract Audit Agency (DCAA)	Defense Contract Audit Agency (DCAA)
13	Defense Information Systems Agency (DISA)	Defense Information Systems Agency (DISA)
14	Defense Threat Reduction Agency (DTRA)	Defense Threat Reduction Agency (DTRA)
15	DLA Land and Maritime (DLA)	DLA Land and Maritime (DLA)
16	Environmental Protection Agency (EPA)	Environmental Protection Agency (EPA)
17	Fluor	Fluor
18	Health & Human Services (HHS)	Defense Human Resources Activity (DHRA)
19	Lockheed Martin	General Atomics Aeronautical Systems
20	Mack Defense	General Dynamics Land System (GDLS)
21	Missile Defense Agency (MDA)	Missile Defense Agency (MDA)
22	NASA	Leidos
23	Navy	Navy
24	National Diversity Veteran Small Business (NDVSB)	National Diversity Veteran Small Business (NDVSB)
25	Northrop Grumman	Northrop Grumman
26	Oracle	Treasury
27	Parsons	Parsons
28	RTX	RTX
29	SAIC	Veterans Affairs (VA)
30	United States Special Operations Command (USSOCOM)	United States Special Operations Command (USSOCOM)

