

National Association of State Procurement Officials How to Market to State Governments Meeting

April 6-8, 2008
New Orleans, Louisiana

CONFERENCE AGENDA

Sunday, April 6

10:00am – 5:00pm

Grand Ballroom Foyer

NASPO Registration/Information

11:00am – 11:45am

Grand Ballroom B

Orientation for First-Time State Attendees

Led by Greg Smith (Nevada)

1:00pm – 4:00pm

Grand Ballroom A

Gold Sponsor One-on-Ones

One-on-Ones are prescheduled, fifteen-minute interviews with state procurement representatives. Use this opportunity to speak directly with state procurement officials of your choice.

4:00pm – 4:30pm

Grand Ballroom B

Orientation for First-Time Corporate Attendees

Led by Carol Wilson (Connecticut)

This informal session will go over the basic structure and objectives of the conference as well as discuss the format of the one-on-one sessions and how to get the most out of your attendance.

5:30pm – 9:00pm

(Off-site)

Sponsors' Reception and Dinner

(This is an invitation-only event for conference sponsors, state members and special guests)

Monday, April 7

7:00am – 5:00pm

Grand Ballroom Foyer

NASPO Registration/Information

7:00am – 8:00am

Grand Ballroom D

Breakfast

OPENING SESSION

8:00am – 8:15am

Grand Ballroom C

Welcome

NASPO President Jeff Holden (South Dakota)

NASPO Program Chair Jim Miluski (Missouri)

NASPO Host State Chair Denise Lea (Louisiana)

National Anthem

Performed by Kate Arthurs, M.A.

8:15am – 9:15am

Grand Ballroom C

Keynote Address

Presented by John Moore —Marketing Mastermind behind Starbucks and Whole Foods

Discover creative and new ways to look at marketing and branding through one of the most sought-after brand masterminds in the country.

9:15am – 9:30am
Grand Ballroom Foyer

Morning Break

CONCURRENT SESSIONS

9:30am – 10:30am
Grand Ballroom C

[The Changing Face of IT Contracting](#)

Presented by Richard Thompson, Chief Information Officer, State of Maine

Learn how to become involved early on and focus your efforts where best value assures success for both states and contractors. In this session we will highlight how strategic decisions provide clarity and opportunity within the IT framework.

9:30am – 10:30am
Grand Chenier

[Procurement 101](#)

Presented by Doug Richins (Utah)

If you're new to the procurement process in government, you won't want to miss this informative session! Topics to be covered include the most common procurement methods utilized, bid evaluations and awards as well as tips for winning state contracts.

CONCURRENT SESSIONS

10:30am – 12:15pm
Grand Ballroom A

[Southern and Western One-on-Ones](#)

Always popular! One-on-Ones are prescheduled, ten-minute interviews with state procurement representatives. Use this opportunity to speak directly with state procurement officials of your choice. This session will begin with a brief orientation and review for both new and old corporate attendees to go over the basic structure and objectives of the conference as well as the format of the One-on-One sessions.

Roundtable Discussions

This session features procurement directors and officials discussing topics of particular interest in the Eastern and Midwest regions. Take this opportunity to listen and meet the procurement officials from the states you service the most!

Grand Ballroom D
Grand Ballroom E

Eastern
Midwest

Moderated by Ellen Phillips (Massachusetts)

Moderated by Jim Miluski (Missouri)

12:30pm – 1:45pm
Grand Ballroom C

Luncheon

Featuring Speaker Peter Harkness, Editor of Governing Magazine

CONCURRENT SESSIONS

2:00pm – 3:15pm
Grand Ballroom D

[How to do Business with Cooperative States](#)

Moderated by Paul Stembler (Minnesota)

This session aims to give suppliers answers to important questions about cooperatives and how they work including:

- What should suppliers expect when dealing with a cooperative?
- What are the differences in processes, terms and conditions, and what other differences to expect?
- What does a cooperative look like? Feel like? Where can suppliers go for information? How does a link on the Oregon state procurement website suddenly direct vendors to Minnesota's procurement website?
- The procedures for having other states sign a participating addendum?
- How does a vendor get on a cooperative's supplier list?

Grand Ballroom E

Green Purchasing and Recycling

Moderated by Diane Lancaster (Oregon)

Panelists: Lee Johnson (Oklahoma), Maureen McGuire (Ohio), Dmitriy Nikolayev (Massachusetts), Stephen Reksten (Tennessee)

We all know Green Purchasing benefits the environment—now see how changing your products to meet Green Purchasing standards can benefit you! This session focuses the current and emerging designations and specifications that vendors will need to obtain in order to do business with the states. We will review the different types of third party certifications and focus on state approaches to using RFPs to dictate environmental specifications. In addition, we will examine states' approaches to defining total cost of ownership and methods from acquisition to disposal of environmentally sensitive goods and services.

Grand Chenier

Minding your T's and C's: Understanding and Working with State Contracts

Moderated by Carol Wilson (Connecticut)

Panelists: Denise Lea (Louisiana), Devin Marques (Connecticut), Elise Lancaster (Michigan)

“Terms and Conditions” (“T’s and C’s”) are integral to the procurement process. They refer generally to the rules under which all bids must be submitted as well as the stipulations included in most purchase contracts.

- Terms – price, discount, delivery, invoicing
- Conditions – acceptance, termination, warranty, indemnification, insurance

Successful bidders must meet all criteria specified in the terms and conditions. It is crucial to understand the terms and conditions and how to comply with them when a contract is awarded.

3:15pm – 3:30pm

Grand Ballroom Foyer

Afternoon Break

CONCURRENT SESSIONS

3:30pm – 5:00pm

Grand Ballroom A

Eastern and Midwestern One-on-Ones

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Grand Ballroom D

Grand Ballroom E

Western

Moderated by Greg Smith (Nevada)

Southern

Moderated by John Bissell (Tennessee)

6:00pm – 7:00pm

Armstrong Ballroom

Reception

(All conference attendees invited)

Tuesday, April 8

8:00am – 1:00pm

Grand Ballroom Foyer

NASPO Registration/Information

7:30am – 8:30am
Grand Ballroom Foyer

Breakfast

CONCURRENT SESSIONS

8:30am – 10:00am
Grand Ballroom A

[Southern and Western One-on-Ones](#)

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Grand Ballroom D
Grand Ballroom E

Eastern
Midwest

Moderated by Ellen Phillips (Massachusetts)
Moderated by Helen McCain (Wisconsin)

Grand Chenier

[Big Pond, Little Fish](#)

Moderated by Jim Miluski (Missouri)

Panelist: Rob Wynkoop (Indiana), Karen Boeger (Missouri)

Learn to navigate through state economic impact programs.

10:00am – 10:30am
Grand Ballroom Foyer

Morning Break

CONCURRENT SESSIONS

10:30am – Noon
Grand Ballroom A

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Grand Ballroom D
Grand Ballroom E

Western
Southern

Moderated by Greg Smith (Nevada)
Moderated by John Bissell (Tennessee)

Grand Chenier

[State Preference Laws](#)

Moderated by Voight Shealy (South Carolina)

Panelist: Denise Lea (Louisiana), Karen Byrd (West Virginia), Ken Paulsen (Iowa)

In an attempt to “level the playing field”, many states establish policies that deliver an advantage in consideration for award for a contract. These advantages are granted to a vendor by reason of the vendor's residence, business location, business classifications (e.g., minority, small business) or the origin of product being procured. Some preferences are incorporated into state MWBE programs. This session will explore specific state preferences and their advantages and disadvantages.

12:15pm – 1:45pm
Grand Ballroom C

Luncheon —

[Excelling and Enduring In a Changing World](#)

Featuring Speaker Julio Melara

A man of passion, Julio is one of today's leading motivational speakers and foremost authors on true success. His dynamic enthusiasm and relentless commitment will have you on your feet in minutes.

Closing Remarks

NASPO President Jeff Holden (South Dakota)

2:00pm – 3:30pm

Grand Ballroom A

One-on-Ones – ALL regions

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3:30pm

Meeting Adjourns