

# National Association of State Procurement Officials How to Market to State Governments Meeting and Green Expo

**March 22-24, 2009  
Chicago, Illinois**

## CONFERENCE AGENDA

### Sunday, March 22

**10:00am – 5:00pm**

*Grand Ballroom Foyer*

**NASPO Registration/Information**

**11:00am – 11:30am**

*Columbus GH*

**Orientation for First-Time State Attendees**

*Led by Greg Smith (Nevada)*

**11:30am – 12:30pm**

**Lunch (on your own)**

**12:30pm – 3:30pm**

*Columbus*

**Emerald and Gold 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.

**3:30pm – 4:00pm**

*Grand Ballroom B*

**Orientation for First-Time Corporate Attendees**

*Led by David Gragan (District of Columbia)*

This informal session will cover the basic structure and objectives of the conference as well as the one-on-one sessions. Make the most of your attendance!

**3:30pm – 7:00pm**

*Riverside West/North*

**Exhibitor Set-up**

**6:00pm – 9:00pm**

*(Off-site)*

**Sponsors' Reception and Dinner**

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

### Monday, March 23

**6:00am – 9:00am**

*Riverside West/North*

**Exhibitor Set-up**

**7:00am – 5:00pm**

*Grand Ballroom Foyer*

**NASPO Registration/Information**

**7:00am – 8:00am**

*Grand Ballroom EF*

**Breakfast**

### **OPENING SESSION**

**8:00am – 8:15am**

*Grand Ballroom AB*

**Welcome**

*NASPO President Vern Jones (Alaska)*

*NASPO Program Chair Helen McCain (Wisconsin)*

*NASPO Host State Chair Rich Hughes (Illinois)*

## **Welcome Address**

*The Honorable Pat Quinn, Governor of the State of Illinois*

## **National Anthem**

*Performed by Roy Cunha*

**8:15am – 9:15am**

*Grand Ballroom AB*

## **Keynote Address**

### ***“From Here to Sustainability: The Profit (and Pitfalls) of Environmentally Responsible Business”***

*Presented by Joel Makower, Expert in Sustainable Business, Clean Technology, and the Green Marketplace*

Joel Makower has nearly 20 years of experience in corporate environmental practices and green technology. The Associated Press has called him "the guru of green business practices." The founder of Greenbiz.com, Makower provides information on environmental business issues and creative ideas for promoting marketplace sustainability.

**9:15am – 9:30am**

*Grand Ballroom Foyer*

## **Morning Break**

## **CONCURRENT SESSIONS**

**9:30am – 10:45am**

*Grand Ballroom CD*

### **Building a Better Procurement: A Vendor’s Perspective**

*Moderated by Elise Lancaster (Michigan) and Mike Smith (Government Sourcing Solutions)*

*Panelists: Paul Campbell (United Healthcare), Michael Flaherty (Pitney Bowes), Debra Lee (Hewlett Packard) and Andrew Guzzon (Grainger)*

You can gain valuable information in this session, as the tables are turned a bit and vendors are given the stage. A select panel of vendors will share their experience in responding to solicitations and offer some recommendations to improve the process. This session will encourage audience participation. Better communication between state procurement officials and suppliers will lead to better procurements, better solutions — and reduced costs. Valuable dialogue in this unique session will benefit procurement officials and vendors alike.

**9:30am – 10:45pm**

*Grand Ballroom AB*

### **How to Distinguish Your Business in a Sea of Green**

#### ***Tips to Effective Green Marketing***

*Presented by Scot Case (Executive Director of the EcoLogo Program)*

Green is becoming the color of choice for buyers and the new business standard for companies looking to sell to those customers. Firms large and small are striving to offer an exciting selection of green products and services as they develop a sexy, sustainable corporate profile. They want to create an image that will position them at the front of the line and allow them to stand out as a preferred green supplier. Get the very latest in marketing strategy, learn to leverage your outreach efforts and offer simple, credible — and extremely valuable — solutions to greening your communications and messaging practices.

*Special thanks to Marcia Deegler (Massachusetts) for helping in the development of this session.*

**9:30am – 10:45am**

*Grand Ballroom EF*

**Procurement 101**

*Presented by Jim Miluski (Missouri)*

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

**CONCURRENT SESSIONS**

**11:00am – 12:30pm**

*Columbus GH*

**Southern and Western One-on-Ones**

Always popular, because they're so valuable! One-on-Ones are prescheduled, 10-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 returning 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 in an in-depth discussion of 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 CD*

*Grand Ballroom EF*

**Eastern**

*Moderated by Ellen Phillips (Massachusetts)*

**Midwest**

*Moderated by Ken Paulsen (Iowa)*

**12:30pm – 3:00pm**

*Riverside West/North*

**Green Expo Open**

**12:30pm – 1:30pm**

*Riverside West/North*

**Luncheon**

**3:00pm – 3:15pm**

*Grand Ballroom Foyer*

**Afternoon Break**

**CONCURRENT SESSIONS**

**3:15pm – 4:30pm**

*Columbus GH*

**Eastern and Midwestern One-on-Ones**

What could be more valuable? One-on-Ones are prescheduled, 10-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 returning 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 Western and Southern regions. Take this opportunity to listen and meet the procurement officials from the states you service the most!

*Grand Ballroom CD*

*Grand Ballroom EF*

**Western**

*Moderated by Greg Smith (Nevada)*

**Southern**

*Moderated by Voight Shealy (South Carolina)*

**5:00pm – 7:00pm**

*Riverside West/North*

**Reception in Exhibit Hall**

*(All conference attendees invited)*

## **Tuesday, March 24**

**7:00am – 9:00am**

*Grand Ballroom Foyer*

**NASPO Registration/Information**

**7:00am – 8:00am**

*Grand Ballroom EF*

**Breakfast**

**8:15am – 9:15am**

*Grand Ballroom AB*

**Keynote Address**

***No Barriers, Only Solutions!***

*Presented by Neal Petersen, Award Winning Author and Adventurer*

Seemingly the most unlikely of men to compete in the elite sport of world-class yacht racing, Neal Petersen has lived a modern-day adventure that affirms one can overcome adversity with determination and hard work. Neal Petersen's dream was to sail in an around-the-world race in a boat built with his own hands. Such a journey is an unparalleled adventure - 27,000 miles and 9 months at sea - alone! He is proof that the harshest lessons learned at sea apply to all aspects of life and that even the wildest dreams are attainable. In sharing his high-impact, unique and extraordinary adventure, Neal delivers a powerful message that "In life there are no barriers - only solutions!"

**9:30am – 11:00am**

*Columbus*

**One-on-Ones – ALL regions**

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.

**11:00am – 1:15pm**

*Riverside West/North*

**Green Expo Open**

**Noon – 1:15pm**

**Lunch in Exhibit Hall**

### **CONCURRENT SESSIONS**

**1:30pm – 2:45pm**

*Grand Ballroom EF*

**Building Better IT Procurements**

*Moderated by Dianne Lancaster (Oregon)*

*Presented by Richard Rector (DLA Piper)*

*Panelists: Dave Gragan (District of Columbia), Justin Kaufman (Minnesota) and John Utterback (Colorado)*

What are the recurring challenges for IT procurements conducted by state and local governments? What terms and conditions are most important in these procurements? And how should contractors and public entities fairly allocate risk? Hear industry perspective on how to build successful IT contracts, as well as commentary from public officials charged with implementing these contracts."

**1:30pm – 2:45am**

*Grand Ballroom AB*

**Profile of an Ideal "Green" Company**

*Moderated by Greg Hopkins (Oregon)*

*Panelists: Jeff Mendelsohn (New Leaf Paper) and Mike Muscara (Waxie Sanitary Supply)*

Is your company positioned to be an ideal "green" supplier? In this session you will hear what state and local governments need from companies to help their agencies attain sustainable purchasing goals. Two environmentally responsible companies with government contracts will share lessons learned, challenges and payoffs from adapting a "green" business model.

*Special thanks to Chris O'Brien (Responsible Purchasing Network) for helping in the development of this session.*

**1:30pm – 2:45pm**

*Grand Ballroom CD*

**Getting into the Game – Opportunities for Small Business**

*Moderated by Elise Lancaster (Michigan) and Mike Smith (Government Sourcing Solutions)*

*Panelists: Brian Diver (SDI), Christine Rice (VisionIT) and Kathy Carrier (Briljent)*

Want to learn how to achieve more positive results in the world of state procurement? If so, this may be the session for you and your small business. A panel of selected small business owners will share their experiences with the audience. How did they become successful sub-contractors? How did they overcome barriers when bidding on state business? How did they successfully introduce a product or service to government? And how do these issues apply to your business? This session will foster an open a dialogue among small business, large business and state procurement officials with the intent of creating great new opportunities for small business growth.

**2:45pm – 3:00pm**

*Grand Ballroom Foyer*

**Afternoon Break**

**3:00pm – 4:30pm**

*Columbus GH*

**[One-on-Ones – ALL regions](#)**

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.

**4:30pm**

**NASPO Marketing Meeting Adjourns**