

SAME University
Best Value Source Selection Workshop (3 days)
 Sponsored by the Society of American Military Engineers (SAME)

Continuing Education: 21 PDHs

WHY YOU SHOULD ATTEND	PROGRAM OVERVIEW
<ul style="list-style-type: none"> • Enhance understanding of Government best value source selection processes • Improve skills in writing and organizing RFP instructions and evaluation factors for award • Learn to avoid most common mistakes resulting in ambiguous RFP language • Learn to decipher evaluation language in DoD best value construction RFPs for bidding purposes • Get tips for planning and conducting a quality best value source selection in less time • Participate in valuable communication exchange between Government and industry personnel aimed at enhancing learning experience • Experience workshop hands-on activities designed to increase understanding of lessons presented • Earn Continuing Education Credits 	<p>Use of best value source selection procedures have largely replaced sealed bid procedures as the preferred evaluation methodology for acquisition of construction and base support services at the operational level within the Department of Defense (DoD). Yet, scrutiny of requests for proposals (RFPs) currently posted on the Federal Business Opportunities website (FedBizOpps.gov) reveals that RFP instructions to offerors are often confusing and unnecessarily lengthy, and evaluation factors and methodology are not always clear or appropriate for the requirement. Ambiguous and/or unnecessarily complex RFP language puts both the contractor and the Government at risk. Contractors risk being rejected for non-compliance with the RFP terms and conditions and the Government is at risk for protests and delayed contract awards.</p> <p>SAME University is offering this 3-day Best Value Source Selection Workshop to help contract specialists, program managers, and potential offerors better understand the best value processes commonly used by DoD Agencies to acquire construction and base support services. Using recent and current RFPs posted by the three major DoD agencies on FedBizOpps, the Workshop examines the range of best value strategies, from the lowest priced technically acceptable method to the more complex and formal evaluation strategy covered in FAR 15.3. Workshop activities emphasize the dynamics of the RFP Instructions and Notices to Offerors and Evaluation Factors for Award and the importance of getting the language right the first time to avoid protests and costly delays. Also covered are the acquisition planning, market research, and proposal evaluation processes, with a concluding segment on lessons learned and protest avoidance.</p> <p>Private industry personnel will benefit greatly from this Workshop as it walks through the FAR source selection process step by step. Because it is Interactive, it provides a rare opportunity for industry and Government personnel to exchange ideas for RFP and proposal improvement.</p> <p>Through lecture, written material, class discussion, and interactive hands-on activities, students will learn to:</p> <ul style="list-style-type: none"> • Differentiate between best value processes • Recognize and avoid common written mistakes that often result in confusing and ambiguous RFP language. • Recognize and avoid using poorly written or inadequate RFP models • Plan, organize, and write clear RFP instructions that align with evaluation factors, sub-factors, and standards • Interpret RFP instructions, evaluation factors and sub-factors for the purpose of proposal preparation • Plan and facilitate an efficient proposal evaluation process using time-saving strategies • Minimize risk of protests <p>Participants will be awarded a training certificate for 21 PDHs toward their continuing education requirements (<i>Check with your State or Credentialing Authority</i>)</p>
WHO SHOULD ATTEND	
<ul style="list-style-type: none"> • New contract specialists • Program manager trainees • First time Source Selection Evaluation Board (SSEB) members • Proposal and client service managers wanting a clearer understanding of the Government RFP process • Newly appointed contracting officers tasked with approving RFPs prior to release 	

<ul style="list-style-type: none"> • New technical managers and trainees responsible for developing company's technical proposal 	
INSTRUCTOR BIOGRAPHY	
<p>Katherine Stockton, dba FTG Consulting Katherine Stockton, contract consultant to SAME HQ, brings to the classroom extensive experience with Air Force operational level FAR Part 15.3 source selections. She has over 39 years federal contracting experience, with 20 years as a staff-level procurement analyst in two major Air Force Commands: HQ Air Mobility Command (AMC), Scott AFB, IL (1986-2003) and HQ Pacific Air Forces (PACAF), Hickam AFB, HI, (2005-2008). Katherine is a former Air Force contracting officer serving as the Chief of the Contract Administration Branch, Little Rock AFB, AR (1979-1984); Base Contracting Officer at Scott AFB, IL (1984-1986); and Chief of the Construction Flight at Scott AFB, IL from 2003-2005. She holds a Bachelor of Science degree in Occupational Education – Management Major, from Wayland Baptist University and was a Certified Level III Acquisition Professional, 1984-2008.</p>	
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