

# USCG 2022 VIRTUAL REVERSE INDUSTRY DAY

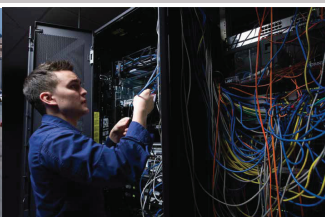
“Enhancing Communications  
to Drive Mission Excellence”

**April 28, 2022**  
**12:00-4:00 p.m. ET**

In partnership with



Small and Emerging Contractors Advisory Forum



# USCG 2022 Virtual Reverse Industry Day

“Enhancing Communications to Drive Mission Excellence”

**April 28, 2022**

**Objective:** The objective of Reverse Industry Day is to show the value of industry engagement with Coast Guard program management offices and customers, along with acquisition staff during the Market Research Phase of an acquisition. Panelists will discuss the value in leveraging industry earlier to help ask the right questions to obtain value early before requirements are formalized.

**Program Moderator:** Michael Cardaci

## **Agenda:**

### **12:00-12:05 p.m. Program Opening & Welcoming Remarks**

by Rear Adm. Douglas M. Schofield, Coast Guard Assistant Commandant for Acquisition and Chief Acquisition Officer

### **12:05-12:20 p.m. Participant Introductions**

## **Panel Discussions**

### **12:20-1:00 p.m. Session I: Acquisition Planning – Early Industry Engagement/ Program Management Office Access**

Panelists will present valuable market research methods that government acquisition professionals can request during the procurement planning process. They will discuss the value of providing industry access to program management offices prior to the release of the request for proposal (RFP). These methods will help industry better understand the government's requirements, critical issues and strategic objectives, resulting in more comprehensive, targeted and competitive proposals.

**Session Objective:** Attendees will hear industry perspectives on acquisition planning to ensure the government receives meaningful and useful data during the planning process.

### **1:00-1:20 p.m. Session I – Question & Answer Period**

### **1:20-1:30 p.m. Break**

### **1:30-2:10 p.m. Session II – Developing Clear and Achievable Requirements**

Industry representatives will discuss the importance of developing RFPs with clearly defined and achievable requirements. Panelists will discuss common problems with staff requirements, labor categories, past performance, clearance requirements, price realism, etc.

**Session Objective:** Attendees will learn how vague requirements may reduce the number of qualified contractors who respond to solicitations.

**2:10-2:30 p.m. Session II – Question & Answer Period**

**2:30-2:40 p.m. Break**

**2:40-3:20 p.m. Session III – Source Selection Debriefings**

Panelists will discuss the role of source selection debriefings and how they can improve contractor confidence in the acquisition process.

**Session Objective:** Attendees will hear how industry values honesty and transparency during the debriefing process; how debriefings can enhance the government-contractor relationship; and how the process can promote improved future responses and increased competition.

**3:20-3:40 p.m. Session III – Question & Answer Period**

**3:40-4:00 p.m. Program Summary & Closing**

### **Small Business and Industry Engagement Team**

[openforbusiness@uscg.mil](mailto:openforbusiness@uscg.mil)

**Maria Kersey**, Director

**Stephanie France**, Industry Engagement Specialist

**Micheline Rangel**, Industry Engagement Specialist

**Nettie Straub**, Small Business Specialist

### **Moderator Bio**

**Michael Cardaci – Chief Executive Officer, HRTec (Small Business)**

[mccardaci@hrtec.net](mailto:mccardaci@hrtec.net)

Michael Cardaci is a serial entrepreneur, having owned several companies both inside and outside of the technology industry. He is currently the CEO of HRTec, a cybersecurity and government contracting firm that provides a range of IT products and services to both private organizations and government clients. Michael attended George Mason University and is an expert in the fields of IT, security and data analysis and, having worked in those areas for over 25 year, managing the increasing requirement for access, analysis and security around controlled unclassified information and personal identifiable information data, at the same time complying with the required Department of Defense (DOD) Information Technology Security Certification and Accreditation Process, DOD Information Assurance Certification and Accreditation Process, Risk Management Framework and Federal Risk and Authorization Management Program (FedRAMP) frameworks. This experience plus the breadth of knowledge from multiple industry gives him a unique perspective on small and mid-sized businesses and the issues that affect them.

In recent years, Michael has led HRTec to develop FedHIVE, one of the first cloud

service offerings created by a small business specifically at the FedRAMP High Impact Level (IL4/5). Since then, Michael has moved HRTec to broaden its scope of business to ensure private organizations, nonprofits and fellow government contractors have accessibility to scalable, customer-driven cybersecurity and cloud services. In today's era of large tech firms and rampant cybercrime, prior preparation with a high-touch personalized security approach prevents poor performance when a cyberattack happens. Michael's volunteer work includes his support to the Small and Emerging Contractors Advisory Forum (SECAF) as an active co-chair of the partnership committee assisting government and industry partners in connecting.

## **Panelist Bios**

**Donald Mills – President, Mills Marine and Ship Repair (Small Business)**  
[donnie@millsmarineshiprepair.com](mailto:donnie@millsmarineshiprepair.com)

Donald Mills is a U.S. Army veteran and has over 30 years of experience in shipbuilding and ship repair. The crown jewel of his entrepreneurial enterprises is Mills Marine & Ship Repair LLC, which is believed to be the only African American-owned ship repair and engineering services company in the country in an industry that is dominated by large high-capital corporations. A graduate of the Newport News Shipbuilding Apprentice School and a lifelong believer in continuing education, Donald rose through the industrial ranks and achieved the positions of pipefitter's apprentice, nuclear/non-nuclear pipe supervisor, construction supervisor, field planner and construction engineer. His career reflects a reputation for excellence and on-time and under-budget project completion, including the management of multimillion dollar projects in support of ship arrivals/departures, annual dry dock recertifications and operating system upgrades and replacements. He brings a vast array of knowledge, experience and skills to his company including expertise in program/project management; hull, propulsion and auxiliary systems testing; and turnover.

**Kevin Hodges – President, Watermark Risk Management International LLC (Small Business)**  
[kevin.hodges@wrmi-llc.com](mailto:kevin.hodges@wrmi-llc.com)

Kevin Hodges is the president and owner of Watermark Risk Management International LLC. Kevin is a U.S. Air Force veteran and has 40 years of security program management, business process and leadership experience supporting government and commercial clients. Watermark is a Service-Disabled Veteran-Owned Small Business focused on supporting government agencies in furthering national security objectives. Watermark's offerings include information assurance, security program management, security risk assessment, countering weapons of mass destruction, education and training, sensitive records processing and program management. Watermark's current clients include the Defense Threat Reduction Agency, U.S. Coast Guard, U.S. Air Force, U.S. Space Force, Defense Counterintelligence and Security Agency and DHS Countering Weapons of Mass Destruction Office.

**Mark Magee – Homeland Security Programs, Akima (Small Business)**  
[Mark.Magee@akima.com](mailto:Mark.Magee@akima.com)

Mark Magee is a 17-year industry veteran currently leading Department of Homeland Security initiatives at Akima, an Alaska Native Corporation (ANC). He previously held leadership roles at Peraton, General Dynamics and Pyramid Systems. Before joining industry, Mark served in government as a Presidential Management Intern with the Office of the Secretary of Defense; branch chief at the Office of Management and Budget; staff member for the Senate Intelligence Committee; and deputy staff director with the House Homeland Security Committee. A graduate of the U.S. Naval Academy and Johns Hopkins University, Mark completed 24 years – both on active duty and as a reservist – in the U.S. Navy. He lives in Fairfax, Virginia.

**Jacqueline Solomon – REI Systems (Large Business)**

[jacqueline.solomon@reisystems.com](mailto:jacqueline.solomon@reisystems.com)

A successful business development professional and senior proposal manager, Jacqueline Solomon's rich set of experiences with federal contracting, operations, management, Federal Acquisition Regulation and Information Technology Acquisition Reviews enable her to enhance and guide complete, compliant and compelling proposals in response to federal and state solicitations. She fully understands the business development life cycle from opportunity identification to pursuit and solution development through proposal submission, award and successful program implementation. Her success results from her thorough understanding of the Shipley Method of Proposal Management and how to apply it flexibly to meet small and mid-tier business organizational needs. In her diverse background, she has implemented E-Verify programs in two companies, coordinated technical exchange and program kick-off meetings with subcontractors and governmental agencies, coordinated travel and shipments for international and domestic programs, and developed, maintained and/or translated correspondence and documents to U.S. military and corporate standards. In addition, she brings an understanding of the complex requirements for outside the contiguous United States labor issues in Europe and South Korea and the experience of having been a proposal reviewer and selection committee member for the U.S. Army Non-Appropriated Funds programs in U.S. Army Europe and Africa.

**Michael Kleeblatt – Vice President Business Development, Mind Petal**

(Small Business)

[Michael.Kleeblatt@mindpetal.com](mailto:Michael.Kleeblatt@mindpetal.com)

Mike Kleeblatt is the vice president of business development at MindPetal. Mike brings over 20 years of experience and sustained success with both large business (Booz Allen Hamilton and Accenture) and small business (Amyx) in helping to achieve growth while remaining active and present in organizations like SECAF. For MindPetal, Mike leads all aspects of sales and capture, working closely with the leadership team to achieve the company's goals and objectives while ensuring a diversity in the client base and broadening MindPetal's brand and reputation.

**Michael Staab – Managing Director, Government Practice, FI Consulting**

(Small Business)

[mstaab@ficonsulting.com](mailto:mstaab@ficonsulting.com)

Mike Staab is responsible for growth by building partnerships and identifying and capturing work with new and existing federal government clients. To capture new



work, he builds upon his 10+ years of business development experience and his 22+ years of project/program management experience. He is a Project Management Professional, Certified Agile Scrum Master and a graduate of Penn State University with a bachelor's degree in Industrial and Management Systems Engineering. FI Consulting helps government and commercial financial institutions solve complex problems that span data, analytics, modeling and technology. FI specializes in supporting federal credit agencies and private lenders across the loan and loan guarantee program life cycle. FI Consulting's industry-leading experience helps federal agencies such as the Small Business Administration (SBA) and the U.S. Departments of Treasury, Agriculture and Education develop financial models that meet credit reform requirements and then operate those models for budgeting and financial reporting, as well as for program analytics, decision support and risk management.

**Kit Myer – Senior Manager, Blake Willson Group (Small Business)**

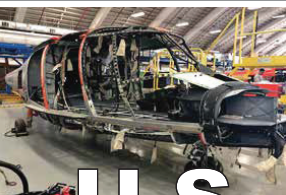
[kmyer@blakewillsongroup.com](mailto:kmyer@blakewillsongroup.com)

Kit Meyer is the director of sales and marketing at Blake Willson Group LLC (BWG). Kit brings 10 years of experience in financial management, accounting, business process improvement and federal business development. BWG is an SBA-certified 8(a) program participant and a Center for Verification and Evaluation-verified Service-Disabled Veteran-Owned Small Business delivering strategically focused professional services, technology solutions and infrastructure operations support services. Current clients include the Defense Intelligence Agency, National Reconnaissance Office, National Geospatial-Intelligence Office, Army, Navy, Defense Finance Accounting Service, U.S. Department of Agriculture, National Science Foundation and Department of Veterans Affairs.

**Matt Stuckey – Executive Vice President, Innovative Consulting & Management Services (Small Business)**

[mstuckey@icms.com](mailto:mstuckey@icms.com)

Matthew Stuckey is an executive vice president and partner of Innovative Consulting and Management Services LLC (ICMS). Matthew has more than 18 years of experience serving the U.S. Department of Homeland Security as both a federal employee and government contractor specializing in risk management, program operations, compliance and other various security-related issues. ICMS is an SBA-certified 8(a) participant and Historically Underutilized Business Zone small business focused on building out and supporting specific government agency programs in the areas of facilities, professional services and IT support services. ICMS offerings include full life cycle facilities management support in the areas of mission-critical operations such as laboratories, data centers and other critical infrastructure. Additionally, ICMS provides professional services in the areas of logistics, financial management, procurement operations, communications and other various business support functions. ICMS' current clients include the National Institutes of Health, U.S. Army, U.S. Coast Guard, Federal Aviation Administration, National Oceanic and Atmospheric Administration and the Architect of the Capitol among many other federal agencies.



# U.S. COAST GUARD



## Contracting & Procurement Enterprise

