



Inaugural Industry Forum

Pacific Rim (PACRIM) Assisted Acquisition Support Services

18 December 2020





AGENDA

- ❖ **Purpose**
- ❖ **Our Program**
- ❖ **Collaboration with Industry**
- ❖ **Initiatives**
- ❖ **Open Forum Discussion - Other Challenges**



PURPOSE

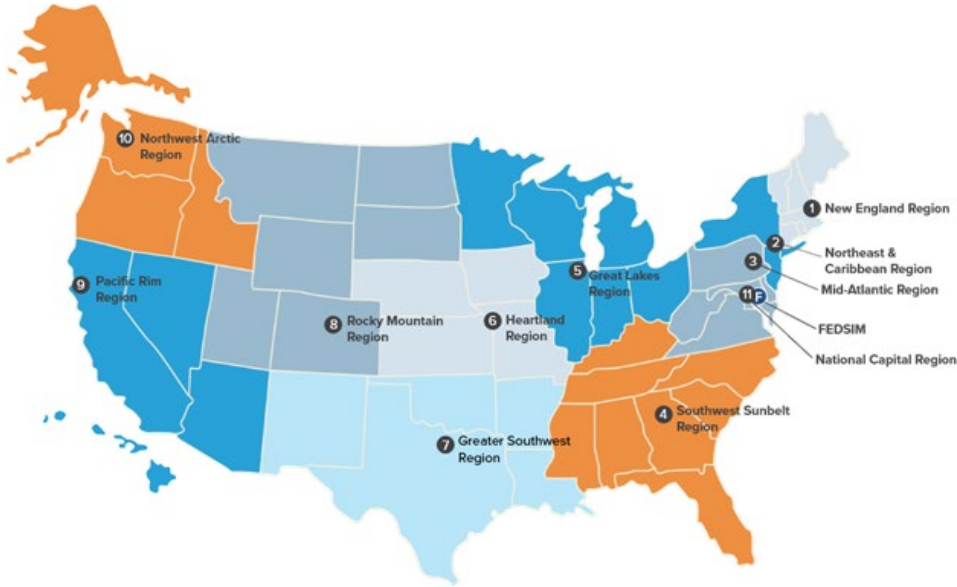
Share our mission, our goals for the future, and collaborate on ways to enhance the effectiveness of our partnership with Industry



GSA FAS AAS PROGRAM

U.S. General Services Administration
Pacific Rim Region

AAS Organization – Client Support Centers (CSC's)

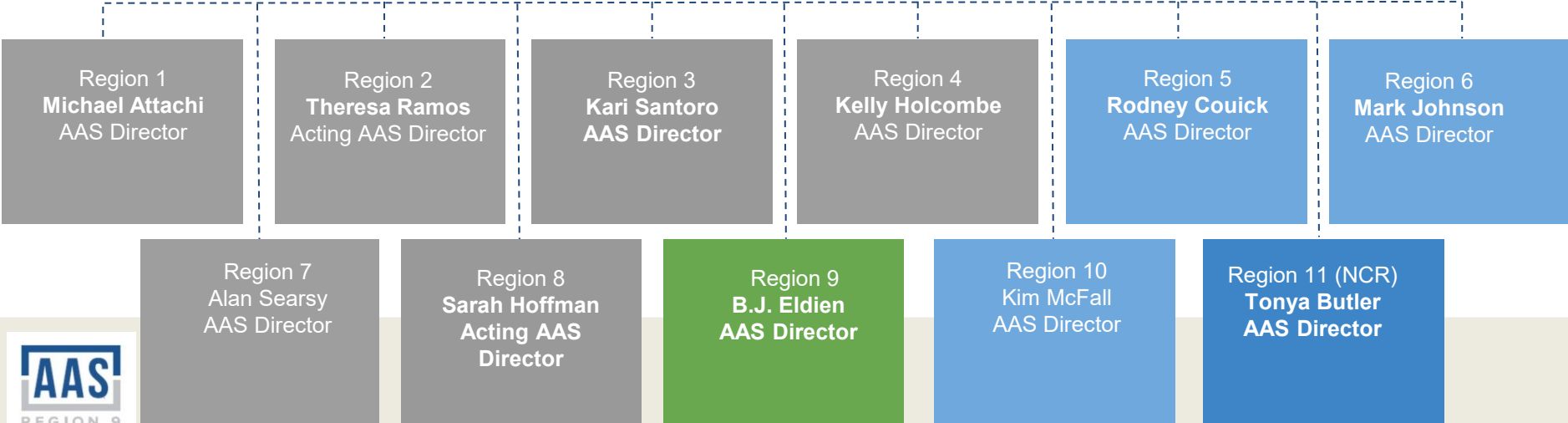


Christopher Bennethum
Assistant Commissioner, AAS

Corey Nickens
Deputy Assistant Commissioner, AAS

AAS Program Management Office

FEDSIM (National)
Chris Hamm
Director





GSA FAS AAS ENTERPRISE INITIATIVES



AAS
operates
as an
enterprise



PACIFIC RIM

U.S. General Services Administration
Pacific Rim Region

Assisted Acquisition Support Services



Extensive
Multi-Agency
Acquisition
Experience

Chris Bennethum
Assistant Commissioner,
AAS

Corey Nickens
Deputy Assistant Commissioner,
AAS

Casey Kelley
Pacific Rim FAS Regional
Commissioner

William Villaroel
Pacific Rim FAS Deputy
Regional Commissioner

B. J. Eldien
Director, AAS

Renee Hicks
Director, Contracting

Leslie Yamagata
Director, CASE

Jackie Sullo
Acquisition
Oversight
Executive

Joel Fada
Deputy Director /
Group Manager

Karina Levitas
CD Branch Chief

Jennifer Krook
Deputy Director
CASE

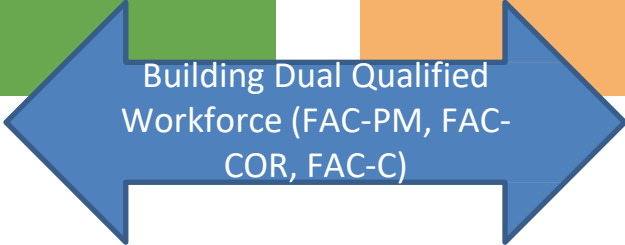
Kit Lee
Branch Chief

Alberto Gomez
CD Branch Chief

Stacey Franklin
Asia Pacific

Charles Lee
SOCAL & NV

Elizabeth Belinas
NORCAL & AZ



Building Dual Qualified
Workforce (FAC-PM, FAC-
COR, FAC-C)



WORKING WITH OUR PACRIM TEAM

❖ Acquisition Planning

- Leverage Client & Industry Feedback to Make Every Acquisition Better
- Rapid Package Development Teams (Larger Procurements)
- Tailoring Acquisition Strategy to address project specific constraints/ requirements

❖ Maximize Communication with Industry

- Posting Drafts
- Track to Ensure 100% Follow-Up with Industry on RFI's
- One-On-One Due Diligence Sessions
- Industry Days
- Almost Always Best Value (Tailored)
- Oral Presentations
- Enhanced Debriefings
- In Person or Virtual Industry Outreach Events
- Working to Build External Facing Pipeline
- Forecast program magnitudes to assist Industry



WORKING WITH OUR PACRIM TEAM

❖ Solicitation Streamlining

- Maintaining uniformity in solicitations
- Integrated technical evaluations
- Contract flexibility / Surge

❖ When coordinating with our Pacific Rim Team

- Dedicated CO/PM/PM-COR
- Consistency in Experience
 - Across Enterprise
 - Task Orders Lesson Learned
- Streamlined Approval Chain
 - Direct Access to HCA Approval Authority
 - Legal Coordination

❖ Utilizing INFORM 2.0 Enhanced Debriefings



COLLABORATION WITH INDUSTRY

❖ Previous PACRIM Industry Engagement Events

- 2019 San Diego, CA - Alliant GWAC
- 2020 Virtual SMC/PACRIM AAS Industry Day (OASIS Pool 5b / Small Business Participants - Subcontracting)

❖ Feedback

- Pipeline visibility to aid Industry obtaining Bid & Proposal (B&P) Dollars
- Quick reference “snapshot” for New Opportunities
- Expanded use of Industry Days & Due Diligence Sessions
- Better Visibility of Current Top Regional Clients / Strategic Partnerships
- Transparency (Leads, Opportunities...)
- Fair and Equitable Treatment
- Better understanding Regional Experience/Capabilities





PACRIM AAS INITIATIVES

❖ Enhance Regional Website

➤ Version 1.0 [Q1FY21](#)

- “Go To” Location for Clients and Industry
- Standardize content with AAS PMO/FEDSIM
- Align with GSA Regional structure
- Multi Dimensional
- Promote Transparency / Fairness / Competition
- Standardize Communication Methodology
- Standardized Naming Convention

PACRIM AAS INITIATIVES

❖ Enhanced Regional Website

➤ Version 2.0 [Feb/Mar 2021](#)

- Add Bio's
- Add New Team Lead Key Staff (AAS/CD)
- Add Strategic CSC Partnerships to “What We Do”
- Add Strategic Client Partnerships to “For Industry”
 - Office of People Analytics
 - Space Force - Space and Missile Systems Center (SMC)

➤ Version 3.0 TBD (Enterprise Initiative)

- Add Client Toolkit Media to “Getting Started”
- Add Industry Toolkit Media to “For Industry”



PACRIM AAS INITIATIVES

PACRIM AAS WEBSITE

We are EASY to find - Google Us!

<https://www.gsa.gov/r9aas>

Updated Site is LIVE TODAY!





OPEN FORUM DISCUSSION

Other Challenges

❖ Increased Leads/Opportunity Transparency

- Client Constraints
- Balance What's Real
- Protect limited Industry B&P dollars
- Maximize opportunity awareness

❖ Other Industry Concerns/Feedback (Open Forum)

