

Senator Ernst's Entrepreneur Expo
A Small-Business Government Contracting and Innovation Conference
Iowa State University, Scheman Building
1805 Center Dr, Ames, IA 50011
Sept. 22, 2023

8:00 AM **Registration for Conference Opens**

8:30 AM – 9:00 AM **Welcome and Small Business Agenda on the Senate Small Business Committee**

Wendy Wintersteen, President, Iowa State University
Senator Joni Ernst, Ranking Member, Senate Committee on Small Business & Entrepreneurship

9:00AM – 9:15AM **Keynote: *Experience as a Small Business Contractor for GSA***

Diana Kautzky, President & Owner, Deaf Services Unlimited

9:20AM – 9:50AM **Panel: *Why Not Iowa? Bringing Defense Opportunities to All American Small Businesses***

Senator Joni Ernst, Ranking Member, Senate Committee on Small Business & Entrepreneurship
The Honorable Doug Bush, Assistant Secretary of the U.S. Army for Acquisition, Logistics and Technology
Moderator: *Michael MacKay*, National Security Advisor, Senator Joni Ernst

9:50AM – 10:30AM **Break**

10:30AM – 11:30AM **Breakout Session #1**

Beginner GovCon Track: GovCon 101 – How to Start Selling in the Government Market

Samantha Ferm-LeClare, Government Contracting Specialist, CIRAS APEX Accelerator

Intermediate GovCon Track: Meet the General Services Administration, Heartland Team! Learn about current and future small business opportunities and learn how to write a successful technical proposal

Maria Doedtmann, Capital Construction and IDV Branch Chief, AMD Construction, Public Buildings Service, General Services Administration

Advanced GovCon Track: SBA's Mentor-Protégé Program – A Game Changer

Shane McCall, Equity Partner, Koprince McCall Pottroff LLC

Beginner Innovation Track: SBIR 101 and Application Best Practices

Anne McMahon, SBIR/STTR Statewide Program Coordinator,
BioConnect Iowa

Intermediate Innovation Track: Q&A on SBIR Solicitations

Jason Kessler, NASA SBIR/STTR Program Executive
Dr. Genevieve Lind, NOAA SBIR Program Manager
Dr. Ben Schrag, NSF SBIR/STTR Program Director and Policy Liaison
Moderator: *Ray Hansen*, Counselor, Iowa Small Business Development
Center

11:30AM – 12:30PM **Breakout Session #2**

Beginner GovCon Track: Finding Opportunities in Your Government Market - Who is Buying What You're Selling?

Justin Niceswanger, Government Contracting Specialist, CIRAS APEX
Accelerator
Arveice Washington, Deputy Director, U.S. Navy Office of Small
Business Programs

Beginner GovCon Track: Small Business Certifications

Kelly Freel, CPPB, Government Contracting Specialist, CIRAS APEX
Accelerator

Advanced GovCon Track: Joint Ventures – A Powerful Small Business Tool

Shane McCall, Equity Partner, Koprince McCall Pottroff LLC

Innovation Track: Blueprint for Defense - Identifying Nontraditional Small Business Opportunities within the DoD

Col. Elliott Leigh, AFWERX Director and Chief Commercialization
Officer of the U.S. Air Force
Lisa Sanders, USSOCOM Director, Science and Technology
Dr. Matthew Willis, Director of Army Prize Competitions and the U.S.
Army Applied SBIR Program
Katherine Koleski, Director of Congressional Affairs and Policy, Defense
Innovation Unit
Moderator: *Michael MacKay*, National Security Advisor, Senator Joni
Ernst

Innovation Track: A Conversation with NIH

Jon Darsee, Chief Innovation Officer, University of Iowa
Stephanie Fertig, Director, NIH Small Business Program

12:30PM – 1:15PM **Lunch**

1:15PM – 3:30PM **Networking Session**

See list of participating agencies below

3:30 PM **Closing Remarks & Conference Recap**

Meredith West, Staff Director, U.S. Senate Committee on Small Business & Entrepreneurship

Participating Agencies

Government Contracting (Meet the buyers!)

DoD- U.S. Army Corps of Engineers
DoD- U.S. Navy
DoD- U.S. Air Force
Dept. of Veterans Affairs
Dept. of Transportation
Dept. of Energy
General Services Administration
Dept. of Interior
Iowa Department of Administrative Services Purchasing Dept.
Iowa Dept. of Transportation
Iowa State University Purchasing
University of Iowa Purchasing
University of Northern Iowa Purchasing
Iowa National Guard
Iowa Economic Development Authority

Innovation (Learn about federal grants for basic/applied research & development!)

National Institutes of Health
National Science Foundation
National Aeronautics and Space Administration
National Oceanic and Atmospheric Administration
DoD- Special Operations Command (SOCOM)
DoD- AFWERX
DoD- Defense Advanced Research Projects Agency (DARPA)
DoD- Army Applied SBIR
DoD- Defense Innovation Unit (DIU)
Ames National Laboratory

Resource Partners/State Partners:

Iowa State University Center for Industrial Research and Service (CIRAS)
APEX Accelerator
America's Small Business Development Center Iowa
US Small Business Administration, Iowa District Office
Ames Chamber of Commerce
BioConnect Iowa