

Board of Directors Orientation

January 2019

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PSC Mission and Priorities

PSC's mission is simple and focused: to provide unparalleled value to our members by being the leading advocate and resource for the government technology and professional services industry.



Demonstrate the value of government contracting and contractors by advocating for the reliance on the private sector



Help the government become a “smart buyer” by improving acquisition outcomes and promoting competitive contracting



Promote technology and innovation to achieve agency mission results



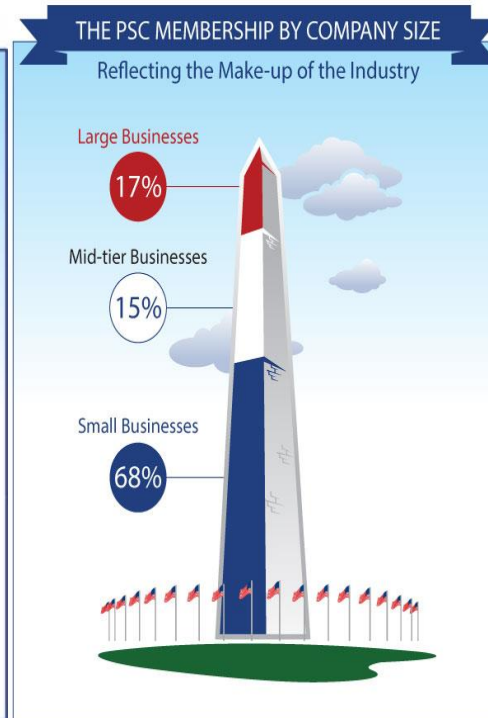
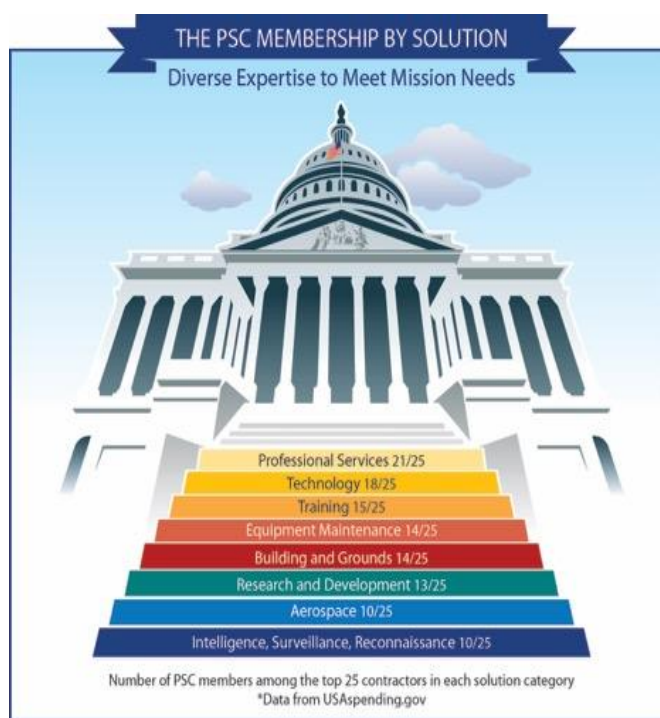
Help PSC members build workforces to meet future government missions and provide trainings



Maintain PSC as a world-class association and develop the PSC Foundation as a world-class research and educational activity

Membership

More than 400 federal contracting and federal contracting industry focused companies



Solutions: Diverse but concentrated in professional services, technology and training

Size: Representative of the federal technology and professional services market

Geography: Balanced across federal government

Value

“Insight and engagement with government at a senior level as well as learning from people who are typically competitors, but since we want to improve the gov’t to business relationship, there is great knowledge gained through collaboration and networking.”

- PSC Member



Advocacy and Policy Leadership

Contribute to policy discussions that enhance the critical partnership between the federal professional services industry and the federal government.

- Legislative Advocacy
- Congressional Testimony
- Regulatory Monitoring & Commenting
- Agency Collaboration
- Coalition Building
- Media Outreach



Business Intelligence

Access to unparalleled members-only policy and business intelligence.

- Market & Policy Briefing
- Services Sector Review
- Vision Federal Market Forecast
- Acquisition Policy and CIO Surveys
- *Service Contractor Magazine*
- PSC Daily



Executive Programming and Networking

Engage with the most senior government and industry officials through our programs and events.

- Annual, Vision Federal Market Forecast, Tech Trends, & Development Conferences
- Council & Committee Meetings
- Special Events and Training



Branding and Exposure

Utilize PSC's unique channels to reach the senior most industry and customer leaders.

- Sponsorships
 - Annual Packages
 - Conferences
 - Council Meetings
 - Special Events
- Advertising
 - PSC Daily
 - *Service Contractor Magazine*
- Partner Publications & Co-Sponsored Events

Councils

“Since being a member, we have gained greater insight into legislative and regulatory issues surrounding government acquisition, business and technology.”

- PSC Member



Acquisition & Business Policy Council

Government-wide, major acquisition policy issues



Technology Council

Government-wide, technology issues from cyber to cloud, from commercial innovation to speed to market



Council of International Development Companies

Advocate for companies with interests in USAID and foreign assistance/aid



Civilian Agencies Council

Advocate for companies with interests in DHS, HHS, VA, and DoE



Defense & Intelligence Council

Advocate for companies with interest in DoD and the IC

Vision Federal Market Forecast

The **Vision Federal Market Forecast** is the **ONLY** non-profit federal market forecast that addresses the defense, civilian, and federal IT markets.

- Insights from hundreds of government executives, think tank experts, congressional staff and Wall Street analysts who take part in non-attribution interviews.
- Concise, quantifiable assessment of the budgets, programs, priorities, and issues in a rapidly changing environment.
- **Two ways to engage:**
 - Participate in the Executive Level Interviews
 - Attend the conference

BENEFITS

- **Access to major decision-makers** across the federal government (civil and defense) through our forecast interview process
- **In-depth information** on government requirements including forecasts, budget trends, reform initiatives, drivers, and potential business opportunities
- **Professional development**
- **Six months lead time on forecast information** and analysis before public release at the Vision Conference
- **Networking** with your industry peers and competitors
- Access to a **forecasting activity**

Defense Study Teams			
Macro Economic /DoD Topline	International Defense		Defense Services and Support
DoD C4ISR and IT	Defense Platforms Teams (Military Space, Aircraft, Vehicles, Shipbuilding)		Military Health
Civilian Study Teams			
Dept. of Agriculture	NASA	Dept. of Homeland Security	Dept. of Justice
Dept. of Health and Human Services	Department of Commerce	Veteran Affairs	Social Security Administration
Department of Energy	Dept. of State/USAID	Dept. of Treasury	Environmental Protection Agency
Department of Transportation			
Government-wide Study Teams			
Industry Outlook	Federal IT Budget	Acquisition Insights	



Overview of Board

- The Board consists of 75 members (by-laws allow for as many as 80), divided into three classes with staggered, three-year terms. As of January 1, 2019, the PSC Board consists of 6 new members, 16 renewed members, and 53 continuing members.
- The Board has a Nominating, Audit, Finance, Membership, Dues and Executive Committee. The chairs of these committees are appointed by the Board Chair. Executive Committee members are elected for one-year terms by the Board at the December Board Meeting.
- As of January 1, 2019 the PSC Board Leadership is:
 - Chair: Venkatapathi “PV” Puvvada, President, Unisys Federal
 - Vice Chair: Roger Krone, Chairman and CEO, Leidos
 - Secretary: Carey Smith, Chief Operating Officer, Parsons

Summary of Requests

- ✓ Attendance at Board Meetings and Participation in Periodic Calls
- ✓ Membership Development - Identify companies for membership. Keep us apprised of trends and concerns. [Provide us](#) with feedback to improve the association.
- ✓ Political Engagement - We need your assistance in fundraising for candidates who merit our support.
- ✓ Submissions to the *Service Contractor* magazine and blog – Our magazine has a “Sounding Board” feature, which is reserved for Board members to offer their insights and perspectives on key issue or market trends. If you have interest in participating, or specific issues you would like to see explored in this feature, please [contact us](#).
- ✓ Attend our conferences - Attendance of you and your team will ensure the quality of events you have come to value. You can find an updated list of events [here](#).
- ✓ Support the PSC Foundation - We are always interested in your engagement on the direction and scope of the Foundation’s focus.
- ✓ Additional Investments - We “invite” board members to invest in PSC to a level that equals or exceeds 50% of their annual dues, by sending members of their firm to paid conferences and events, purchasing year-long paid sponsorships for events, bring in new members of equal dues levels or more, or contribute a research grant to the PSC Foundation.
- ✓ Participate in Leadership Meetings and Special PSC Initiatives - Attend key special meetings like the Leadership Summit on January 27-28. Participate on key initiatives as they arise, such as the Security Clearance Action Group.

Board Meetings and Calls

- **Board Meetings**

- June 18: Board Meeting at NRECA Conference Center (next door to PSC) from 2:00 PM – 4:00 PM
- December 12: Board Meeting and Holiday Reception at the Westin Arlington from 3:30 PM to 7:00 PM



- **Board Calls**

- March 20: Quarterly Board Call from 8:00 AM to 9:00 AM (dial-in information to be sent)
- September 19: Quarterly Board Call from 8:00 AM to 9:00 AM (dial-in information to be sent)

Membership Development

- **Purpose:** To ensure a high level of service and continually improve the member experience, in order to retain the current PSC membership and to recruit new members who share a strong commitment to PSC's mission and priorities.
- **Request:** Identify companies for membership. Keep us apprised of trends and concerns. Provide us with feedback to improve the association.
- **Staff Contact:** Joe Carden, PSC Vice President of Membership and Marketing (carden@pscouncil.org)
- **2019 Key Targets:**
 - Alion
 - Bechtel
 - Conduent
 - Constellis
 - Gartner
 - Google
 - Guidehouse
 - Iron Bow
 - Idemia
 - Mission Essential Personnel
 - NTTData
 - Peraton
 - Raytheon
 - Vectrus

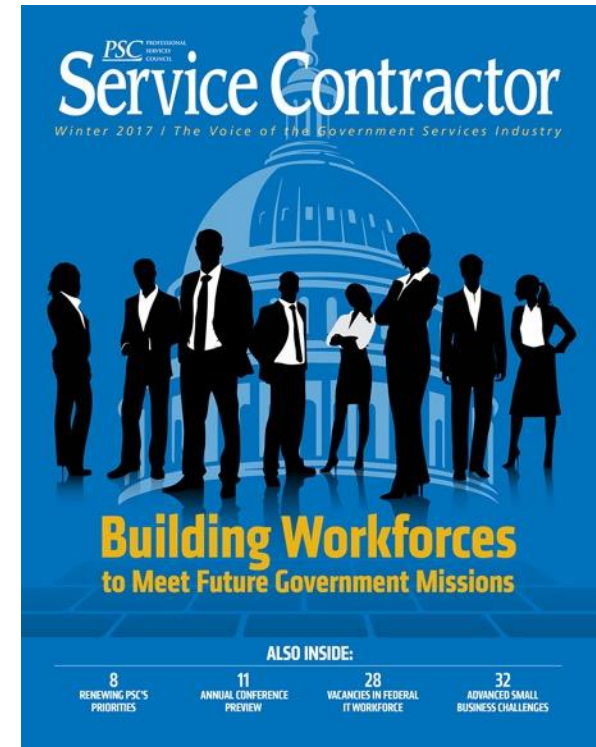
Political Engagement

- **Purpose:** To continually engage with members of Congress and their staff to demonstrate the critical role of contractors in performing the missions of the federal government.
- **Request:** We need your assistance in identifying and supporting candidates who merit our support through fundraising and substantive engagement. Please help us leverage your relationships with members of Congress and [authorize us to solicit your support of the PSC PAC].
- **Staff Contact:** Cate Benedetti,
PSC Vice President of Government Relations
(benedetti@pscouncil.org)



Contributions to PSC's *Service Contractor Magazine*

- **Purpose:** To provide a forum for thought-provoking discussion of the challenges and issues impacting the federal contractor market.
- **Request:** As you know, our magazine has a “Sounding Board” feature which is reserved for Board members to offer their insights and perspectives on key issues or market trends. If you have interest in participating or have specific issues you would like to see explored in this feature, please contact us. Additionally, if your company would like to advertise, our magazine reaches the leading executives in the industry and government.
- **Staff Contact:** Ashlei Stevens,
Director, Media Relations
(stevens@pscouncil.org)



Attendance at Conferences

- **Purpose:** To provide early access to premier events for executives in the federal contracting industry to network and discuss key issues impacting our industry with each other and the government customer and help shape a more favorable policy and business landscape for our industry.
- **Request:** Attendance by you and your team will help ensure the quality of PSC's events and maintain our status as a foremost industry thought-leader. You can find a current list of events [here](#).
- **Staff Contact:** Melissa Phillips, Vice President of Operations and Events (phillips@pscouncil.org)



2019 Major Events



[2019 Leadership Summit](#)

Jan. 27 - 28 | Washington, DC

This exclusive event is by invitation only for the PSC Board of Directors and C-level executives from regular PSC member companies. Attendees will have the opportunity to provide input on PSC's strategic refresh and hear from the top customer executives.



[Federal Strategic Planning Forum](#)

Feb. 6 | Arlington, VA

Get insight into how to hone your corporate strategy during a period of uncertainty. Join PSC for an executive level discussion on the major challenges facing the government contracting industry and the longer-term market impact on defense, services and technology companies.



[Federal Law Enforcement Conference](#)

Feb. 26 | Arlington, VA

Given the administration's focus on law enforcement and security, this is an opportunity for industry to engage with key government executives on law enforcement challenges. Speakers from DHS, DOJ, and other law enforcement agencies will discuss their priorities, and industry leaders will discuss where the market is headed.



[FedHealth Conference](#)

March 27 | Silver Spring, MD

Join senior executives from across industry and government to discuss critical industry policy and acquisition priorities in civilian and military health. Speakers from HHS, VA, and DoD will discuss their needs and challenges so that industry can better determine where the federal health market is headed.



[Annual Conference](#)

*April 28 - 30 | The Greenbrier Resort
in West Virginia*

Don't miss the exclusive government contracting conference for PSC members! Join industry leaders to explore how to transform today to meet tomorrow's challenges. Explore issues facing the government professional and technology services industry in an exciting and distinctive post-election environment. ****Early bird rate now available****

2019 Major Events (Continued)



[Acquisition Conference](#)

July 18 | Arlington, VA

Interested in federal acquisition reform and rapid acquisition efforts occurring in the Federal government? Learn how PSC is working toward an outcome-oriented federal services acquisition process and how you can get engaged.



[PSC Golf Tournament](#)

*Sept. 4 | Westfields Golf Club
in Clifton, VA*

Join PSC members on the green for a fun round of golf, followed by a networking lunch.



[Tech Trends Conference](#)

*Sept. TBD | Washington, DC
Region*

Hear directly from senior government officials and engage on the top IT issues facing the federal government. At this unique half-day conference, you'll be the first to hear the results of PSC's extensive survey of federal IT and cybersecurity leaders and gain valuable insights on how to help the government deliver more effective mission results.



[Vision Federal Market Forecast](#)

Oct. 29 - 30 | Falls Church, VA

Be the first to get the results and analyses of PSC's annual Vision Federal Market Forecast. The Forecast delivers insights from hundreds of government executives, think tank experts, congressional staff and Wall Street analysts who take part in non-attribution interviews. It also provides a concise, quantifiable assessment of the budgets, programs, priorities, and issues in a rapidly changing environment.



[Development Conference](#)

Dec. TBD | Arlington, VA

This half-day conference will explore the factors shaping the evolution of international capacity building, related shared government and international development company (IDC) objectives, and the roles and contributions of IDCs supporting U.S. government agencies' critical missions.

PSC Foundation

- **Purpose:** To educate executives, policymakers, the media, opinion leaders, and the public on the size, scope, outlook, and impact of federal contracting to achieve the U.S. federal government's missions, advance economic growth, and increase American competitiveness.
- **Request:** We are always interested in your engagement on the direction and scope of the Foundation's focus and welcome your financial contributions.
- **Staff Contact:** David Berteau,
PSC President and CEO
(Berteau@pscouncil.org)

Sponsorships and Advertising

- **Purpose:** The investments made by previous Board Members have ensured the success of our conferences, products, and our organization. There are many effective ways to reach PSC members and the government customer with information about your organization, including event sponsorships and advertisements in our [Service Contractor](#) Magazine or the [PSC Daily](#).
- **Request:** We encourage board members to invest in PSC at a level that equals or exceeds 50% of their annual dues by:
 - Sending members of their firm to paid conferences and events;
 - Purchasing year-long [paid sponsorships](#) for events;
 - Recruiting new members of equal dues levels or more; or
 - Contributing a research grant to the PSC Foundation.
- **Staff Contact:** Joe Carden,
Vice President of Membership and Marketing
(carden@pscouncil.org)

Staff Directory

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PSC Board Engagement Resource Center

GOTO:
PSCouncil.org ->
Membership ->
Board Engagement Resource Center

PSC Board Engagement Resource Center

Welcome to the PSC Board Engagement Resource Center. This portal is designed to give you access to content that is critical to successful participation on PSC's Board of Directors. Being a member of our board is a rewarding experience and we want to provide you with all the necessary tools to engage as an association leader in our governance and overall association activities. Review the roles and responsibilities connected with your appointment, including key meeting dates and activities. We're looking forward to your participation!

Resources

- [Board Engagement Overview](#)
- [Member Engagement Resource Center](#)

Governance

- [PSC By-Laws & Code of Conduct](#)
- [Board Minutes](#)
- [Board Presentation](#) Dec. 20, 2018
- [Board Book](#) - Dec. 20, 2018

Stewardship

Supporting and sustaining PSC's growth is a key responsibility as a member of the Board. We offer numerous opportunities for you and your staff to contribute to the association. Board members are encouraged to match, dollar for dollar, their dues in the form of paid event participation by their staff, event sponsorship, year-long partnerships or membership recruitment.

- [Nominate a New Board Member](#)
- [Thought Leadership Contribution](#)
- [PAC Form](#)
- [PSC Foundation](#)
- [Sponsorship Opportunities](#)

Member Recruitment

As both industry and association leaders, your influence and connections to other industry leaders creates a pipeline of contacts who may be interested in PSC activities. Support our membership recruitment activities by being a chief ambassador for membership recruitment.

- [Board to Prospect Template](#)
- [Member Prospect Submission Form](#)
- [Membership Application](#)
- [Membership Overview](#)
- [Annual membership report](#)

Board Directory

Board of Directors

Export +

Thank you for your continued leadership and commitment to PSC's mission!

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