We had an extremely busy and productive Fall 2018 semester! This newsletter will recap those events and outline our goals for 2019. At the outset, we are extremely pleased to announce the official launch of the Center for Government Contracting (CGC) at the George Mason University School of Business. Our vision for the Center is to establish the first-in-the-nation university center that is the research, education and training, and collaboration nexus for government, industry, and academia to address business issues in government contracting.

The School of Business at George Mason University is uniquely positioned to create this Center by virtue of the composition of our faculty and students as well as our geographic co-location with the Federal Government and many headquarters and major facilities of companies that make up the $500 billion government contracting (GovCon) industry.

The strategy that I have outlined for the Center is to conduct a series of programs and activities over the next three years that will bring this vision to life. This strategy will be focused around three lines of effort: Research, Education and Training, and Collaboration.

During my first six months, I have been working closely with my faculty colleagues in the School of Business, across Mason, and in other universities, as well as with government, industry, and other stakeholders in the broader GovCon ecosystem in pursuit of these objectives. I am excited to strengthen and expand these efforts in 2019 and very much look forward to working with all of you on this important endeavor!

The Center’s Charter Is Approved

Effective October 1, 2018, Dean Maury Peiperl formally chartered the George Mason University School of Business Center for Government Contracting to establish the first-in-the-nation university center that is the research, education and training, and collaboration nexus for government, industry, and academia to address business, policy, regulatory and other issues in government contracting. The charter is effective through May 2021.

“The School of Business’ Government Contracting leadership, scholarship, and outreach is an essential part of our identity and value to the university, our students, and the public and private sectors,” said Peiperl. “Elevating the university’s Government Contracting Initiative to full Center status brings resources to bear that will drive engagement, support strategies for student success; drive increased faculty engagement with government, industry, alumni, and other stakeholders; support the creation of new assets for the entire GovCom community; and fuel thought leadership in the field of government contracting at George Mason University.”
Center Welcomes New Advisory Board Members

The Center also announced in December that EagleBank, Govini, Korn Ferry, Leidos, LexisNexis, Lockheed Martin, Northrop Grumman, and Pierce Capital Partners joined the Center’s Advisory Board. “We are extremely pleased to welcome these new members to the board and very much look forward to their valuable contributions to the work of the Center,” said Advisory Board Chairman John Hillen. EagleBank will be represented by Executive Vice President Lindsey Rheume; Govini will be represented by Chief Executive Officer Chris Taylor; Korn Ferry will be represented by Senior Managing Partner Jon Barney; Leidos will be represented by Chief Strategy Officer Clement Chen; LexisNexis will be represented by Vice President, Federal Government Steve Irish; Lockheed Martin will be represented by Vice President for Business Development, Strategy, and Operations Timothy Shephard; Northrop Grumman will be represented by Vice President for Strategy Brett Lambert; and Pierce Capital will be represented by Managing Partner Robert Tillson. A full list of Center Advisory Board members can be found on the Center’s website.

Center for Government Contracting Appoints Senior Fellows

The Center for Government Contracting at George Mason University’s School of Business has appointed three Senior Fellows. As part of the Center’s mission to foster collaboration between government, industry, and academia, the senior fellows will conduct research, write, and lead Center initiatives on business, policy, regulatory, and other issues in government contracting. James Hasik, Craig Reed, and Jennifer Taylor will serve as the inaugural Senior Fellows for the Center for Government Contracting. These distinguished scholars and practitioners have complementary backgrounds that will bring great energy and ideas to the Center. Hasik is one of the premier analysts of the defense industry and is currently an associate professor at the Dwight D. Eisenhower School for National Security and Resource Strategy in the National Defense University. Reed is a long-time industry executive with previous senior roles in companies such as Engility, DynCorp International, Northrop Grumman, and Lockheed Martin. Taylor is a policy analyst and management consultant who has just completed her service on the staff of the congressionally-directed Section 809 Panel, which is tasked to find ways to streamline and improve defense acquisition. She has recently joined the Institute for Defense Analyses. Full biographies of each of the Senior Fellows can be found on the Center’s website.

Journal and Commentary Pieces Published

In August, Executive Director Jerry McGinn and Advisory Board Chair John Hillen published a commentary in DefenseNews examining the relationship between Defense and Silicon Valley, entitled “Defense and Silicon Valley: Don’t let Google’s folly set the tone.”

In December, a research article by Brett Josephson, Assistant Professor of Marketing and a Center Affiliated Faculty member, was published in the Journal of Marketing: “Uncle Sam Rising: Performance Implications of Business-to-Government Relationships.” Co-authored with Ju-Yeon Lee, Babu John Mariadoss, and Jean Johnson, the article examines performance implications of B2G relationships. The article provides numerous contributions to marketing theory and practice by revealing how the unique qualities of B2G exchanges produce specific costs and benefits for the firm Journal of Marketing.

Also in December, Jerry McGinn and Brett Josephson published a commentary piece in Washington Technology: Are performance drivers shifting in the GovCon market? The article provides insights on the strategic choices companies must make to grow their business in today’s business environment. The commentary summarizes the longer research article and discusses the implications of recent M&A activity for companies across the government contracting marketplace.

“With this New Center, Mason Seeks to Drive GovCon Conversation” was the topic of an interview between Ross Wilkers, a senior staff writer for Washington Technology, and
Buy, Build, Sell: A Conference for Small Federal Contractors with Set Asides

With Live Oak Bank as a co-sponsor, the Center held the second in a series of conferences aiming to advantage federal government Set Aside contractors. The goal of the conference was to bring sellers, potential buyers and government contracting experts together to discuss acquisition strategy, questions to ask and timing for businesses contemplating an exit from the government contracting space. Conference presenters included buyers and sellers who have gone through the process, M&A experts, and attorneys in the field. Additional panel discussions focused on contracting vehicles that are critical to a small business’s growth and how to best navigate moving from small to free and open in the federal government. Held on October 11, 2018, 100+ attendees had the benefit of listening and sharing a wide range of information with 24 speakers—from all aspects of past performance and acquisition, to selling or buying a business.

Executive Director Appears on Government Matters

Executive Director Jerry McGinn appeared on Government Matters TV show on November 19, 2019 to discuss the recent White House Defense Industrial Base report. Several of the issues negatively affecting the defense industrial base, according to McGinn, stem in part from the complexity of government contracting. "As a former government official, I would say that we don't really help ourselves. The intent is to create competition and to really give the best product for the taxpayer, but some of our systems don't lead to the outcomes we want. So, there are better ways for us to improve our acquisition practices that the government is working towards aggressively," McGinn told Government Matters. McGinn says that the signs of a successful defense industrial base reform will be clear for both the government and the private sector. "I think you'll start to see better procurement practices happening on the government side. In terms of when they are purchasing things that help create scale, that smooth out demand for companies," McGinn said. "On the company side, you’ll see it with investments. When they continue to make investments and you see new entrants into the government space, then you’ll see some successes there.”

First George Mason Government Contracting Scholarship Awarded

Karen Crosswhite, a Master of Science in Accounting student at the George Mason University School of Business, is the first student to receive the Shrivastava GovCon Scholarship. Crosswhite is also the founder of BAS Accounting Services, a small Certified Public Accountant firm located in Ashburn, Va. Sumeet Shrivastava, EMBA ’94 and president of ARRAY, established the scholarship. Shrivastava is a member of the School of Business Dean's Council and GovCon Advisory Council. In addition to providing funds to the scholarship awardee, the Shrivastava GovCon Scholarship includes a mentorship component. Crosswhite will receive support from the Center for Innovation and Entrepreneurship and the newly established Center for Government Contracting.

Center Holds First Public Event: Growth Drivers in the Government Contracting Marketplace

The Center held its first public event on Dec. 11, Growth Drivers in the Government Contracting Marketplace, from 12:00–1:30 p.m. at the Falls Church Fairview Park Marriott. A commentary written in Washington Technology by Executive Director Jerry McGinn and Brett Josephson, Assistant Professor of Marketing—“Are Performance Drivers Shifting in the GovCon Market?” provided a useful introduction. Panelists Byron Callan (Managing Director, Capital Alpha Partners LLC), Brett Josephson (Ph.D. Assistant Professor of Mar-
Jerry McGinn, Byron Callan, Ellen Glover, and Brett Josephson

Career Advancement

CGC & Careers

The Center for Government Contracting and the School’s Career Services have partnered on a number of events aimed at students and employers. Two events were held in September: a “What is GovCon?” presentation, and a “Business in the Federal Government Panel.” Throughout October and November, the Center and Career Services spearheaded the Employer in Residence program, bringing a variety of employers in the GovCon marketplace to campus for informal interactions with School of Business students. In addition to on-campus events, the Center and Career Services have collaborated on several community outreach events, including a resume review with Fort Belvior Army Community Services and a presentation to the Reston Chamber of Commerce. Additionally, they were elected co-chair of the Dulles Chamber Workforce and Education Committee. Further collaboration is expected in the upcoming Spring semester.

Upcoming Event in 2019

January 25 – Industry Discussion Luncheon

CFIUS Modernization: Implications for Government and Industry

Fairview Park Marriott, 11:30 am to 1:30 pm

Please join us for a timely and important discussion about the impact of recently passed legislation reforming how the United States reviews foreign direct investment through the Committee on Foreign Investment in the United States (CFIUS). Heath Tarbert, Assistant Secretary for International Markets, U.S. Department of the Treasury, will be on hand to discuss the changes and how they will impact the landscape of businesses involved in the business of national security.

Additional Luncheons and Conference

Planning is underway for additional Center events and an inaugural full-day Center conference in 2019. Details to follow!

A SPECIAL NOTE

Congratulations to Mark Nevins and John Hillen, authors of “What Happens Now? Reinvent Yourself as a Leader Before Your Business Outruns You.” This book was selected by Soundview as a 2018 Best Business Book. See their website for more information.