



2025 USAV Symposium

Maximizing Value Delivery: Efficiency and Effectiveness in the Business of Government

May 14-15, 2025

Arlington, VA | Virtual Participation Available

The 2025 U.S. Advocacy for Value (USAV) Symposium is the premier national event focused on advancing value in government. With participation from the Department of Defense, transportation agencies, and value leaders across sectors, the event will feature keynote speakers, agency case studies, and practical sessions on building and sustaining value programs. Attendees will explore how value-based strategies improve performance, reduce costs, and meet federal mandates for efficiency and effectiveness.

Tuesday, May 13, 2025 | Advocacy Day on Capitol Hill (Optional Pre-Symposium)

- | | |
|---------------------|--|
| 10:00 AM – 12:00 PM | Orientation
Provide participants with essential talking points, logistical details, and strategies to ensure effective and confident advocacy. |
| 12:00 PM – 1:00 PM | Lunch & Travel
Lunch will be on your own, allowing you the flexibility to explore nearby options while traveling to the Capitol. |
| 1:00 PM – 4:00 PM | Congressional Meetings
One-on-one meetings on Capitol Hill to directly advocate for value programs and discuss key policy issues with Congressional decision-makers. |
| 5:00 PM – 7:00 PM | Debrief Reception
Reflections on the day's visits, sharing insights and strategizing next steps for continued advocacy. |

Wednesday, May 14, 2025 | Symposium

- | | |
|-------------------|---|
| 7:30 AM - 8:30 AM | Breakfast
Breakfast will be provided, offering a chance to network with new contacts before the day's sessions begin. |
|-------------------|---|

- 8:30 AM - 9:00 AM **Opening Remarks**
Provide an overview of the US Advocacy for Value Committee and how it champions the integration of value programs to improve government efficiency and effectiveness.
- Speakers: Rob Stewart, SAVE International President
Renee Hoekstra, USAV Committee Chair*
- 9:00 AM - 9:30 AM **Value Delivery Introduction: Aligning Strategy and Impact**
Gain a deeper understanding of how value-based strategies align with current laws and regulations, supporting enhanced efficiency and effectiveness in government operations while ensuring responsible stewardship of taxpayer resources.
- Speaker: Jeff Hooghouse, USACE*
- 9:30 AM - 10:15 AM **Reinvigorating the DoD Value Program**
Highlight the Department of Defense's (DoD) prominent role in the history of value engineering and its ongoing efforts to reinvigorate its value program. Learn how the department plans to engage industry in delivering value to support its mission of national defense.
- Speaker: TBA*
- 10:15 AM - 10:30 AM **Networking Break**
Take a refreshing break to fuel your body and make connections to energize your professional network.
- 10:30 AM - 11:30 PM **Executive Town Hall**
Hear from various federal agencies how they are fulfilling their missions by embracing value through the adoption of federal value requirements, showcasing practical examples and successes.
- Panelists: Chris DeLuca, Director of Specialty Engineering, OUSD (R&E)
Moderator: Jill Woller, NYC Office of Management & Budget (retired)*
- 11:30 AM - 12:00 PM **Roundtable Discussions**
Interactive roundtable provides a space for attendees to reflect, share key takeaways, and explore emerging themes about opportunities facing government agencies today.
- 12:00 PM - 1:00 PM **Lunch**
Lunch will be provided, offering an opportunity to share insights from the sessions and engage in roundtable discussions.

- 1:00 PM - 2:00 PM **Blueprint for Value: A Framework for Enhancing Government Programs**
Join us for an in-depth look at a practical framework featured in the forthcoming white paper. Explore how agencies can align with the Office of Management and Budget (OMB) Circular requirements while integrating industry standards and best practices to implement and strengthen Value Programs. Designed for agency leaders, program managers, and practitioners, the session will offer actionable guidance to enhance efficiency, effectiveness, and value delivery across government programs.
- Speakers: Jeff Hooghouse, USACE Chief Value Officer
Corey White, USACE Deputy Chief Value Officer
Rob Stewart, Value Management Strategies Inc.*
- 2:00 PM - 2:30 PM **Leading with Intention: Discovering Your Personal Blueprint for Value**
Put yourself at the center of the value conversation. With experience in federal agencies and leadership development, Tareka will guide participants through practical tools and reflective exercises to clarify your personal definition of value. This session is a catalyst for connecting your unique blueprint to the broader goals of Value Engineering and public service. When you understand your own value, you can create even greater value for others.
- Speaker: Tareka Wheeler, PMI-DC President*
- 2:30 PM - 2:45 PM **Networking Break**
Take a refreshing break to fuel your body and make connections to energize your professional network.
- 2:45 PM - 3:30 PM **Keynote: Championing Government Efficiency**
With a strong background in oversight and reform, Congressman Sessions will discuss the role of strategic investment, cost savings, and transparency in optimizing government operations. His keynote will highlight legislative priorities, agency expectations, and the steps needed to embed value-driven strategies into public sector transformation, ensuring long-term impact and improved decision-making.
- Speaker: Congressman Pete Sessions, U.S. House of Representatives*
- 3:30 PM – 5:00 PM **Awards Reception**
Honor key agencies and champions exemplifying outstanding value delivery, followed by a cocktail reception for networking with peers and industry leaders.

Thursday, May 15, 2025 | Symposium

- 7:30 AM - 8:30 AM **Breakfast**
Breakfast will be provided, offering a chance to network with new contacts before the day's sessions begin.
- 8:30 AM - 9:00 AM **Opening Remarks**
Revisit key highlights from the first day, setting the stage for the exciting sessions, discussions, and opportunities to explore strategies to maximize value delivery in government.

*Speakers: Al Adelgren, Crawford Consulting Services
George Obaranec, Michael Baker International*
- 8:45 AM - 9:45 AM **Mastering Value Delivery: From Difficult Challenges to Meaningful Results**
Hear from the industry leader in project management standards and certifications as they discuss their focus on value delivery and how government agencies can align this emphasis with value programs.

Speaker: Michel Thiry, PMI Fellow
- 9:45 AM - 10:30 AM **Value & Risk: Driving Success in Transportation Infrastructure**
Discover key opportunities to integrate value-based practices that help state and local transportation agencies align with Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) risk requirements. Explore strategies to enhance project performance, strengthen decision-making, and drive long-term sustainability in transportation infrastructure.

*Panelists: Rahul Nagalkar, Sound Transit
Zachary Davis, Oregon Department of Transportation*

Moderator: Renee Hoekstra, RHA
- 10:30 AM - 10:45 AM **Networking Break**
Take a refreshing break to fuel your body and make connections to energize your professional network.

- 10:45 AM - 11:45 PM **Maximizing Value: The Contractor's Role in Value Engineering**
Learn how Federal Acquisition Regulation (FAR) clauses can be utilized to support value delivery, offer incentives for participation, and leverage industry expertise in traditional value engineering workshops to enhance project outcomes and efficiency.
- Speaker: Tom Reynolds, Combat Capabilities Development Command Aviation & Missile Center*
- 11:45 AM - 12:00 PM **Roundtable Discussions**
Interactive roundtable provides a space for attendees to reflect, share key takeaways, and explore emerging themes about opportunities facing government agencies today.
- 12:00 PM - 1:00 PM **Lunch**
Lunch will be provided, offering an opportunity to share insights from the sessions and engage in roundtable discussions.
- 1:00 PM - 2:00 PM **Building a Strong Foundation: Establishing a Successful Value Program**
Focus on critical steps for setting up a successful value program, including the importance of having dedicated champions, creating a compelling business case, and developing a clear charter and strategy to drive long-term success and impact.
- Speaker: Del Smith, Bureau of Reclamation*
- 2:00 PM - 2:45 PM **Keynote: Inspiring a Culture of Value in Government**
Take action within your agency and network. Focused on the transformative impact of Value Engineering, the session will highlight stories of success, underscore the urgency of innovation in government programs, and challenge attendees to become advocates and champions for value. Whether you're launching a new initiative or strengthening an existing program, this closing conversation will leave you with a renewed sense of purpose and practical inspiration to elevate efficiency, effectiveness, and impact across the public sector.
- Speaker: TBA*
- 2:45 PM - 3:00 PM **Roundtable Discussions**
Interactive roundtable provides a space for attendees to reflect, share key takeaways, and explore emerging themes about opportunities facing government agencies today.

3:00 PM - 3:30 PM

USAV Closing Remarks

Outline next steps in advancing value programs across government and industry, applying what was learned, advocating for value delivery, and driving change in the business of government.

Speaker: Hussien AL-Battaineh, SAVE International Incoming President