


**James F. Gerraughty**

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**From:** SAP&DC <jgerraughty+sapdc.org@ccsend.com>  
**Sent:** Thursday, July 6, 2023 10:03 AM  
**To:** James F. Gerraughty  
**Subject:** APEX Accelerator Newsletter July 2023



The banner features the SAP&DC logo in the top left corner. Below it, the letters 'PTAC' are displayed in large white font on a red background. To the right, the letters 'nt' are shown in green with an orange swoosh. The SAP&DC logo is repeated in blue and light blue, followed by a vertical red line and the 'nt' logo in green with an orange swoosh.

**Progress Through Regional Cooperation In The Alleghenies**

**State of the Southern Alleghenies APEX Accelerator - July 2023**  
*by James Gerraughty,  
APEX Accelerator (formerly PTAC) Program Manager*



Half the year is over, and I can't believe how quickly it went by! Let's recap what has happened in the last 6 months at the Southern Alleghenies APEX:

- Started a new program year with new goals, direction, and a new federal partner, all without disruption to client services!
- Held 15 outreach events, some live, some virtual, on various topics in government contracting!
- Finally got some logos (check out the banner above)!

6 months down, with 6 months to go (well, 9 actually, but that's a story for another time). The Southern Alleghenies APEX Accelerators are here to help with your government contracting concerns and issues. Our services are free, so give us a call or email.

In the next few weeks, we're going to have various training courses, some online, some face-to-face, on various topics related to government contracting. All of these events are free to attend, but you must register. You can review and register for upcoming events on our [eCenter page](#).

If you have ideas for topics, or would like to learn more about something, please drop us a line at (814) 949-6500 or by [email](#). (That email address will likely change, but it will still get to us).

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### **Electronic Signatures in Government Contracting**

By John Mattox, Schoonover + Moriarty, LLC

The idea of electronic signatures is now decades old. And federal legislation legitimizing and encouraging electronic signatures has been on the books for years. So, how about government contracting? Have electronic signatures made any headway in that space? Let's take a look at the state of affairs—at least to the extent it's discernible.

#### **E-Sign Act**

As the digital age dawned, a forward-thinking U.S. Government passed the E-Sign Act (codified at 15 U.S.C. § 7001 et seq.). That law, enacted in 2000, did a few things relevant to our discussion:

- It generally blesses the use of electronic signatures—and legitimized their validity—for use in interstate commerce.
- But the law doesn't require either private parties or Government agencies to adopt electronic signatures for their contracts.
- Government agencies can choose to adopt electronic signatures for contracting purposes.
- Government agencies can specify which technologies are acceptable in connection with their contracts.

So, while the E-Sign Act opened the door to electronic signature proliferation, it didn't cause a sea change in how the Government conducts its acquisition business. [Continue Reading](#)

(Accessed 6/30/2023)

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### **A balancing act: Adding humor to government communications**

By Mark Rybchuk, Director of Public Sector, Hootsuite

*APEX Note: The Southern Alleghenies APEX uses the Hootsuite Platform for social media post scheduling. This commentary came up in our research, and we found it timely. It is not an endorsement of Hootsuite and its family of products.*

Local and state agencies walk a fine line between showing their personality through humor and remaining factual.

It's undeniable—social media has become a vital communication tool for government as citizens flock to these channels to engage with public services and offices and find timely information during crises. When used effectively, social media can be a powerful way for agencies and officials to connect with citizens and increase transparency, trust and engagement.

While some may think that government communications should remain “official” and straightforward, humor can help humanize public officials and increase engagement with citizens.

The benefits of using humor in communications with citizens include:

- Boosting engagement and reach. Humor is a brilliant way to grab followers' attention and lead them to wanting to learn more about a program or service. It also allows government to connect with a broader audience in a relatable and relevant way.
- Widening accessibility and conversation. Humor can also help make complex topics more memorable and easier to understand. Information packaged in a digestible way encourages engagement and feedback from citizens.
- Creating new connections. Developing more approachable content allows government agencies to pull back the curtain and share how they really function. Appropriate use of humor also connects fellow groups and organizations who may share a similar point of view and can soften or produce a more favorable attitude toward an agency.

At the recent Government Social Media Conference in Reno, Nevada, a session about using humor on government social media channels was particularly interesting and timely.

[Continue Reading](#)

(Accessed 6-30-2023)

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### **House Cyber Panel's NDAA Draft Prioritizes Commercial Tech and Expert Engagement**

By Edward Graham, Staff Reporter Nextgov/FCW

Tech- and cyber-focused legislative proposals for the fiscal year 2024 National Defense Authorization Act would restructure the Pentagon's internal leadership to emphasize greater engagement with the commercial tech sector.

A key House cybersecurity panel on Monday released its legislative proposals for the fiscal year 2024 National Defense Authorization Act, laying out a series of steps for the

Department of Defense to enhance its cyber capabilities and reorient its internal strategies and management to help drive the development and use of innovative technologies.

The draft bill from the House Armed Services Subcommittee on Cyber, Information Technologies and Innovation — released ahead of the panel’s planned markup on Tuesday — emphasizes the development of new pilot programs, strategies and studies to drive DOD’s acceptance of next-generation products and weaponry, while also promoting a more comprehensive review of the Pentagon’s cybersecurity initiatives. [Continue Reading](#)

(Accessed 6-30-2023)

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## About US

The PTAC/APEX Accelerator at SAP&DC is an economic development entity that bridges the gap between supplier and buyer in the government marketplace. The PTAC/APEX Accelerator stands ready to support businesses in the central PA Alleghenies region in the pursuit to secure contracts with local, state and/or federal government agencies nationwide.



Due to the generous support of our Commonwealth and Federal funding partners, services provided by the PTAC/APEX Accelerator are free of charge.

Whether you are an experienced contractor or new to the government marketplace, the PTAC/APEX Accelerator will provide one-on-one counseling utilizing all of the program resources necessary to increase your share of contract awards.

Contact us today at the PTAC/APEX Accelerator at SAP&DC to get started!

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