



## Business Development for Federal Contractors Doing it Right - Making it Work Driving Revenue to Build Value

*I've never met a CEO who was really happy with the way business development was working. They all end up saying about the same thing. "Traditional solutions fail to produce expected results while regularly generating unexpected costs. There needs to be a better way."*

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*Do you ever get to feeling that way? Are you responsible for bringing in the business and getting frustrated because the approaches that you have been taught for business development just don't seem to be working as well as you need them to? I remember what a friend told me a long time ago. "Never attempt today's journeys with yesterday's maps." Maybe you just need a new map!!*

### The Panel

**Joe Burke**, Senior Manager, Transaction Advisory Services, Ernst & Young

**Raymond M Williams**, Director, Army Programs, Harris IT Services Corporation

**Dr. Earl R. Smith II**, Managing Partner, The Federal Circle

**Sam Malhotra**, CEO, Subsystem Technologies, Inc.

**Jay Jones**, Vice President Government Solutions, Siemens Enterprise Communication, Inc.

### The Program

- Networking and meeting the panel
- Introduction, welcome and overview
- Defining, Quantifying and Assessing Markets
- Ways to Win at Federal Business Development
- The Perils of Graduating
- Advisory Boards - Turbo-Charging Business Development
- Working with Large Partners and Surviving
- Discussion and questions
- More networking

This invitation-only event will provide you with two dozen specific and actionable focus areas that will improve your results from business development. You will hear of actual successes and failures, what worked and what proved costly. We will show you how to identify and quantify markets, harvest value, drive revenue, build an advisory board that will turbo-charge your business development, survive and thrive after graduating from set-aside programs and work with larger partners without getting either buried or eaten.

**When** Monday, September 20, 2010 7:30-11:00 AM

**Cost** \$40

**Where** Tower Club, 8000 Towers Crescent Drive, Suite 1700, Vienna, VA 22182

Info <http://thefederalcircle.com/business-development-for-government-contractors>

*Fortune favors the prepared*