

OCTOBER TOPIC ▶▶

# What Small Business CXOs Need to Know to Sell to the Government

## *Keys to Success Delivered by Industry Leaders*

Organizer

**Jim Handlon**, CEO of **Bottomline Partners**

Presenters

**Scott Ulvi**, CEO, **Triumph Enterprises**

**Miguel Izquierdo**, CEO, **Gnostech**

**Tony Martin, Ph.D.**, President & CEO, **Strategic Solutions Unlimited, Inc.**



Beating the “Big Gorilla” in selling to and working for the federal government has unique challenges. As CXOs, you need to know how to **qualify** opportunities, how to **execute** bids to win, how to successfully **perform**, and how to **bridge** your experience into future work for the government. Our discussions will focus on five key topics:

1. Challenges of small and medium businesses who compete against large corporations
2. Creating a plan to be successful in selling, winning, and performing
3. Keys to successful partnering and teaming
4. The dos and don'ts of competing
5. Small and medium business non-competition (set aside) vehicles, including 8a, SDVOCs, Women Owned, Minority Owned, and more

Don't miss this exciting CXO Forum presentation!

BRING A GUEST!

Reminder! Fall Social and Membership Evening is **October 27**. Come mingle with current CXO members and introduce prospective CXO member!

*You Are Invited...*  
**2009 CXO Forum**  
**Fall Social & Membership Evening**  
*Mix, Mingle, and Mindshare with the Region's*  
*Leading CXO Networking Group*  
 5:30-7:30 PM

CXO Forum 2009 SERIES

JOIN US!

THURSDAY  
 OCTOBER 8  
 2009

7:30am to 8:00am  
 Networking and  
 Continental Breakfast

8:00am to 9:00am  
 CXO Forum  
 Panelist(s) Presentation

9:00am to 9:15am  
 Burning Issues

*Discuss your specific  
 issues and challenges  
 with colleagues and  
 fellow CXO members*

Location  
 Cherry, Bekaert, &  
 Holland  
 1934 Old Gallows Road  
 4th Floor  
 Vienna, VA 22182  
 703-506-4440

CXO Forum

FOUNDING PARTNER



STRATEGIC PARTNERS



e-know.

For information, contact  
 Neal G. Koller  
 President, CXO Forum  
 President & CEO,  
 PluroGen Therapeutics, Inc.  
 443.994.0101  
 nkoller@cxoforum.com

## Please Join Us and Bring a Guest to CXO Forum Meetings.

All CXO Forums are the second Thursday of the month (*unless specifically noted*)

**7:30 am to 9:15 am**

7:30 to 8:00 am — Networking & Continental Breakfast

8:00 to 9:00 am — CXO Forum

9:00 to 9:15 am — Burning Issues

**BRING A GUEST!**

### 2009-2010 SERIES

#### SEPTEMBER 10, 2009

**Topic:** The Power of Networking

**Presenter:** **Bill Stokes** — Chairman, Washington Network Group (WNG); Executive Search Consultant

#### CXO FORUM ANNUAL SOCIAL, OCTOBER 27, 2009

Guest Presentation by **Donald T. Beery** — Partner, Plus Point Partners, LLC

Corporate Sponsor: McCandlish & Lillard



#### OCTOBER 8, 2009

**Topic:** Selling to the Government: What Small Business CEO's Need to Know (To Win Contracts)

**Presenter:** **Scott Ulvi** — President & CEO, Triumph Enterprises, Inc.

#### NOVEMBER 12, 2009

**Topic:** 2010 Economic Forecast: What's Ahead for the U.S. and Washington on Jobs, Housing, Growth Sectors, and More

**Presenter:** **Stephen S. Fuller, PhD** — Dwight Schar Faculty Chair and University Professor  
Director, Center for Regional Analysis, School of Public Policy, George Mason University

#### DECEMBER 10, 2009

**Topic:** Building an Effective Advisory Board

**Presenter:** **Roger Raber** — Former CEO, National Association of Corporate Directors

#### JANUARY 14, 2010

**Topic:** Growing a Company from \$0 to \$500M: Insight from a Business Leader

**Presenter:** Dennis Ratner, CEO of Hair Cuttery and The Ratners Cos.

#### FEBRUARY 11, 2010

**Topic:** Building and Delivering Sales Success

#### MARCH 11, 2010

**Topic:** Identifying the Right Tools for Financing Growth

#### CXO FORUM DINNER SOCIAL AND MEMBERSHIP EVENING

#### APRIL 8, 2010

**Topic:** Building Your Team: Keys to Identifying A Players and Avoiding C Players

**Presenter:** **Hope Johnson** — President & CEO, Pyramid LLC

#### MAY 13, 2010

**Topic:** CXO Forum Roundtable

#### JUNE 10, 2010

**Topic:** Tools for Executive Compensation Plans, Part II