



Guam Business Now

Conference Presented By

G4i Consulting and **Northwestern University**

May 1– May 2, 2009 at the Guam Marriott Resort & Spa



**Learn How to FIND and WIN
Government Contracts**

www.GuamBusinessNow.com





what you will find inside...

... the greatest investment you'll ever make in yourself and your business

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Greetings,

On behalf of G4i Consulting, Northwestern University, and our sponsors, I would like to welcome you to this very unique event, "Guam Business Now". At this event, you will have the opportunity to gather knowledge from highly regarded, industry experts, and conduct one-on-one meetings with Government and industry attendees that can help grow your business.

This event is an integral part of the G4i Channel Association. This association is unique in the procurement field, and designed for your growth. As an attendee of this event, you will be given a membership to the G4i Channel Association—valued at \$5000. The Channel Association membership will show you how to gain visibility into, and better manage procurement opportunities and contracts you don't currently have through automated tools and processes, using our ePromis™ system. The relationship we share with our Channel Association Membership and partners increases revenue and generates lasting business relationships, worldwide.

We encourage you to actively participate in everything this event has to offer, attending all the training courses and one-one-sessions. We have planned a powerful agenda with informative topics and expert speakers which will provide you with immense value. Our highly respected presenters will share their experience and expertise in how to find and win government contracts.

At G4i Consulting, we believe the key to success in the Government space is strong relationships. The training, tools and relationships you forge at this event may just be the best investment that you make in yourself and in your company.

Thank you for your interest and we hope to see you at the Guam Business Now Conference.

Christopher Stahl
President and CEO
G4i Consulting



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Training Courses

Strategic Planning

Instructor: Martin Stein

What is strategic planning, and how does it differ from operational or tactical planning? Why is it vital to business growth, success and a straightforward model of the process to develop complete your Strategic Plan?

Business Development

Instructor: Vicki Griesinger

Understanding business development best practices and tools and assessing your firm's capabilities. Determine the keys to success in growing your business. Gain a vision for what BD Best Practices can make possible. Learn how to acquire a baseline assessment of your organization and receive recommendations on how to improve.

Compliance Matrix & Proposal

Instructor: Mike Norris

RFP Release through Proposal Kick-Off Meeting

Learn how to respond to a typical US Government solicitation in a disciplined manner, using industry-proven processes. This course will give you a better understanding of your organization's capability and capacity to respond, price a proposal, and develop a winning RFP response.

Cost Estimating

Instructor: Keith Custer

Project Cost Development and Estimating for Government Projects

This course will present an in-depth method for analyzing the RFP materials, developing questions, clarifying the scope, building quantity take-offs, and arranging your estimates to match up neatly to EVM reporting requirements.

Orals Coaching

Instructor: Larry Tracy

Oral Presentations: The Tie Breaker for Winning Government Contracts

This course presents not abstract theory, but a proven method which will enable attendees to deliver persuasive presentations immediately. Larry Tracy's real world system provides an easy to learn and internalize way to convert the fear of speaking into energy and enthusiasm, thereby unleashing the knowledge and personality of presenters so they present with power, confidence and persuasive skill.

Earn Value Management (EVM)

Instructor: Gustavo Calderon

Earn Value Management (EVM)

This EVM training seminar explains the key tenets behind OMB Circulars and FAR Clauses requiring the use of EVM. During this interactive seminar we discuss which types of projects are well suited for EVM performance measurement, and which are not.





Agenda

Day 1		
7:00 AM – 8:00 AM	Registration Open Continental Breakfast Sponsor: Northwestern	Pre-Function Area
7:15 AM – 7:30 AM	Introduction/Opening Remarks Congresswoman Madeline Z. Bardallo	
7:30 AM - 7:50 AM	G4i Speaker: Christopher Stahl Topic: G4i Channel Membership	
8:00 AM – 12:00 AM	Morning Training Sessions Session A - Strategic Planning Session B - Business Development Session C - Compliancy Matrix & Proposal Development Session D - Cost Estimating Session E - Orals Session F - EVM	
10:00 AM – 10:30 AM	AM Break (Snacks) Sponsor: Northwestern	
12:00 AM – 1:00 PM	Lunch Sponsor: ESN/CTSI Keynote Speakers: Denny Groh/Shelly Gibson Topic: Business Development Teaming	
12:15 PM – 12:45PM		
1:00 PM – 5:00 PM	Evening Training Sessions Session G - Strategic Planning Session H - Business Development Session I - Compliancy Matrix & Proposal Development Session J - Cost Estimating Session K - Orals Session L - EVM	
3:00 PM – 3:30 PM	PM Break (Snacks) Sponsor: Northwestern	
5:00 PM – 7:00 PM	Networking Cocktail Reception Sponsor: GMP Door Prize: One company will be awarded a contract for \$1 million or more will be awarded in the next 12 months by G4i Consulting, Inc	





Agenda

Day 2		
7:00 AM – 8:00 AM	Registration Open Continental Breakfast Sponsor: SBA/PTAC	Pre-Function Area
7:15 AM – 7:30 AM	Introduction/Opening Remarks Welcome: G4i - Christopher Stahl	
7:30 AM - 7:50 AM	Speaker: Multiple off Island Companies Topic: Individual Teaming Profiles	
8:00 AM – 12:00 AM	Morning Training Sessions Session M - Strategic Planning Session N - Business Development Session O - Compliancy Matrix & Proposal Development Session P - Cost Estimating Session Q - Orals Session R - EVM	
10:00 AM – 10:30 AM	AM Break (Snacks) Sponsor: Patton Boggs	
12:00 AM – 1:00 PM	Lunch Sponsor: Circle of Services Partners (Aflac, G4H, GAD, BDI, PattonBoggs, NU, FedMine, IIS,Grubb&Ellis, G4i) Keynote Speaker: Denny Groh/Shelly Gibson Topic: Business Development Teaming	
12:15 PM – 12:45PM		
1:00 PM – 5:00 PM	Evening Training Sessions Session S - Strategic Planning Session T - Business Development Session U - Compliancy Matrix & Proposal Development Session V - Cost Estimating Session W - Orals Session X - EVM	
3:00 PM – 3:30 PM	PM Break (Snacks) Sponsor: Northwestern	
5:00 PM – 6:00 PM	Closing Remarks/Discussion/Wrap-Up Speakers: Northwestern, G4i & Instructors	





Industry Experts- Speakers

Strategic Planning



Martin Stein has over 35 years of successful management and marketing experience in both the public and private arenas. Through active leadership and facilitation, Mr. Stein established and directed the operational business development functions for an emerging technology development corporation. Corporate achievements included; the establishment of new markets in Asia and Europe, significant expansion of both military and commercial domestic markets, and implementation of a corporate growth and strategic technology roadmap for the next decade, that has generated a backlog of three-fold revenue increases over five years for this organization. By developing a corporate framework and structure that enabled this firm to effectively transition from R&D, to product development, production, and international sales. Mr. Stein is proficient in strategic planning, operational problem resolution,

program management, organizational and business development and change management. And has successfully assisted and guided a wide variety of government agencies and business clients in identifying, pursuing and acquiring new strategic and tactical business opportunities focused on strategic planning, organizational design, delivery system design, executive coaching, and critical problem resolution, by implementing the most effective methodologies for transitioning their organizations from fragmented and decentralized to centralized coherent organizations with common strategic purpose and tactical direction.

Business Development



Vicki Griesinger is an Executive Consultant with G4i Consulting. She is also Director of Operations and a Certified BD-CMM Appraiser for the Business Development Institute International (BD-Institute). The BD-Institute is a member of the G4i Channel Circle of Services. She has been a Business Development professional for more than 25 years. Her areas of expertise are business development, proposal development, strategy, and competitive/market intelligence. She's active in professional societies such as the Association of Proposal Management Professionals (APMP) – former member of Board of Directors, COO and CEO, the Society of Competitive Intelligence Professionals (SCIP), and the National Contract Management Association (NCMA). She is the leader of the Business Development track for the NCMA World Congress in April 2009. For this session, she covers BD

tools and how they enable research and BD best practices and why its important to invest time in BD processes and organizational assessments. She has extensive experience working with companies to improve their BD processes, and has conducted many appraisals of organizations – both large and small. Recommendations generated from these appraisals, when implemented by companies, result in significant revenue generation and decreased internal costs.





Industry Experts- Speakers

Compliance Matrix & Proposals



Michael Norris of Buffalo, NY is proud to be a veteran of the US Air Force where he served as an Airborne Cryptologic Russian Linguist and studied Intelligence Collection. Mr. Norris studied Industrial Technology with Southern Illinois University and is certified as a Lean Six Sigma Black Belt through Villanova University. He is an expert at researching and defining process-based solutions and monitoring performance against established process metrics and milestones. For over 15 years Mr. Norris has applied these talents to the field of federal government proposal development and management. Mr. Norris' consistent, disciplined application of proven industry best practices and industrial engineering principles yields predictable results across markets. Mr. Norris worked for 7 years for Day &

Zimmermann in Philadelphia, PA and helped win several large base operations support and similar facilities maintenance contracts worldwide. Mr. Norris was a principal consultant to G4i and helped define the process that is automated within the EPromis™ platform. Mr. Norris is responsible for over \$1 Billion in contract awards to his employers and clients and has never been rated noncompliant on any proposal that he has been proposal manager.

Earn Value Management (EVM)



Gustavo Calderon, A native of Cali, Colombia, Gustavo earned a M.S., Management Information Systems ('88) and a B.S., Management Science and Statistics ('85) from the University of Maryland, College Park, MD.. Mr. Gustavo has been a certified Project Management Professional (PMP) since October 1998. He expanded his project management capabilities by completing the rigorous *Stanford University's Certified Project Manager* (SCPM) Program in August 2004. Gustavo also completed the Villanova Six Sigma Black Belt Certification Program in December 2005. In addition to his project management consulting customer-serving role, Mr. Gustavo has been teaching (in English & Spanish) Advanced Project Management and Earned Value Management for over ten years in public

multi-company forums, private companies and government agencies. Mr. Gustavo brings subject matter expertise in the areas of Strategic Communications, Organizational Change Management, Program Management, Earned Value Management, Independent Verification and Validation, Capital Planning, Enterprise Architecture, and related disciplines that ensure an organization's business goals are realized vis-à-vis the successful implementations of a multiple information technology initiatives. As a highly-qualified management consultant with over twenty-two years of progressive responsibility and experience working with clients at the executive and senior levels, he has managed large-scale and complex information systems implementation projects. He has led enterprise-wide projects including Business Process Reengineering (BPR), Enterprise Resource Planning (ERP), Enterprise Application Integration (EAI), and web-based application deployments. Gustavo's professional forte is grounded on his deep knowledge of multi-industry business processes, effective use of information technology, application of leading Systems Development Lifecycle (SDLC) methodologies, and his strong background in Project Management.





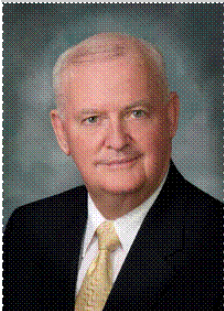
Industry Experts- Speakers

Cost Estimating



Keith Custer, PE has over 30 years of consulting and management experience and is an expert in project estimating, cost engineering, project scheduling, and earned value project management. Mr. Custer is a professional Electrical Engineer and has been involved in technical projects including Nuclear Power electric generation and control systems, landfill monitoring controls, office telephony systems, international voice and data communications systems, computer systems, custom software development, and major package software applications like Financials, CIS, HR, CRM, MMIS, PMO, and ERP in wide range of industries including electric power, insurance, financial, retail, manufacturing, health care, environmental, and customer service. Mr. Custer has served as CIO and systems strategy planner and he has estimated, scheduled, and managed numerous technical projects and program offices including on-shore and off-shore staffing for companies such as Bechtel, SWEC, Comanco, Oracle, Keane, IMRglobal, and Marriott as well as numerous Utilities such as FPL, NUSCO, MPL, Centerior, TECO, PECO, PPL, PSEG, SMUD, and GSU.

Orals Coaching



Larry Tracy has been cited as one of the top presentation skills coaches in the country in Houghton-Mifflin's The Information Please Business Almanac, McGraw-Hill's What to Say When You're Dying on the Platform, and Insight Publishing's The Best of the Best. He was featured in the April 2007 MAXIM magazine providing advice on delivering "Boardroom Presentations." His book The Shortcut to Persuasive Presentations is the primary text for the Oral Presentations Course taught at the Center for Leadership Education of Johns Hopkins University. President Ronald Reagan described him as "*an extraordinarily effective speaker*" when he was an Army colonel assigned to the State Department, debating controversial foreign policy issues throughout the country on behalf of the White House before skeptical and frequently hostile audiences. He had formerly headed the Pentagon's top briefing team, responsible for daily intelligence presentations to the Chairman of the Joint Chiefs of Staff, the Secretary of Defense, other Defense Department officials and Congressional staffs.

He now conducts training and coaching workshops for both government agencies and corporations, and specializes in training oral presentation teams to maximize their chances of winning government contracts by delivering cohesive, hard-hitting oral presentations, which are often the tie-breaker when competing proposals are similar. He emphasizes how to conduct a simulated practice presentation enabling presenters to anticipate questions and objections, thereby relieving the anxieties felt by many when required to speak before groups. The heart of his training workshop is the Three P's Method--*Planning, Practicing, and Presenting*, a flexible model that can be adapted to situations ranging from internal presentations to those made to potential clients. It is particularly adaptive to the unique requirements of the oral presentation for a government contract.



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Sponsors



NORTHWESTERN
UNIVERSITY

Northwestern University is a private institution founded in 1851 that combines innovative teaching and pioneering research in a highly collaborative environment that transcends traditional academic boundaries. It provides students and faculty exceptional opportunities for intellectual, personal, and professional growth in a setting enhanced by the richness of Chicago.



The G4i Channel is a worldwide program exclusively established for G4i Channel Members to bring them new business. We help to provide a competitive advantage by offering sales and marketing tools, skill building courses, and technical support to create new opportunities designed to help you grow your business while driving down costs through increased efficiencies. The G4i Channel Program is also designed to be a conduit for small businesses to gain new business, business that already exists today, through an in-depth marketing and networking platform, powered by tools, processes, and knowledge



G4i Consulting, Inc. (G4i) is a Management Consulting firm that helps its clients improve business performance through affecting the balance of people, process, systems, and resources for positive results. G4i Consulting deliver results via a blend of diagnostic analysis, strategic planning, process improvements, advice, education, and project implementation support.



The Business Development Institute International (BD-Institute) is a non-profit organization, dedicated to promoting business development (BD) excellence through the Capability Maturity Model ® for Business Development (BD-CMM). We provide direct support and services to organizations that use BD-CMM as their framework, path, and guide for managing and improving Business development results.



GMP is a successful corporate leader with over 30 years of experience in Hawaii and in the Pacific island nations providing multi-disciplinary Engineering-Architectural services for numerous Federal, State, and local government agencies.

GMP offers extensive project experience for critical infrastructure development in Air Transportation, Highways and Roads, Potable Water Supply Systems, Wastewater Treatment Systems, Specialty Engineering Studies, Environmental Impact



ESN delivers trusted solutions that support our nation's defense. For more than a decade, we have been providing our military and government customers with mission-critical services in the areas of engineering and technical support; strategic and program management; testing and evaluation; operations support; and information technology.





The G4i Channel Association is unique in the way we serve our members. As each company is unique, we PINPOINT YOUR specific needs as a business and focus on bringing our community together to increase your effectiveness in the market.

G4i will provide you with the necessary education, research, processes, and tools needed to succeed in Government contracting.



One Association, Infinite Possibilities...

with the G4i Channel Association

The G4i Channel is a worldwide program exclusively established for G4i Members to bring them new business. We help to provide a competitive advantage by offering sales and marketing tools, skill building courses, and technical support to create new opportunities designed to help you grow your business while driving down costs through increased efficiencies. The G4i Channel Program is also designed to be a conduit for small companies to gain new revenue streams from business that already exists today, through an in-depth marketing and networking platform, ePromis™, powered by tools, processes, and knowledge that will have an immediate impact on your business.

There are hundreds and hundreds of smaller businesses, just like you, that have the capability to provide government solutions but lack the knowledge of how to succeed. This group of contractors is one of the largest revenue bases for Government Wide Acquisitions Contracts (GWACs). As a part of the eG4i Channel offering, these GWACs will be available to you immediately upon membership. The G4i Channel Program will also help train you to penetrate the task order process.

The G4i Channel

46169 Westlake Drive
Suite 120
Sterling, Virginia 20165

www.G4iChannel.com

