

Guam Business Now

Conference Presented By

G4i Channel

August 12th - 14th, 2009

Guam Marriott Resort & Spa, Guam USA



Learn How to FIND and WIN Government Contracts

Register Now 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 and our sponsors, I would like to introduce you to our very unique event -Guam Business Now. At this event, you will have the opportunity to gather knowledge from highly regarded industry experts, and to 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. Attendees of this event will receive a one year membership to the G4i Channel Association., valued at \$5,000. The Channel Association membership will show you how to gain visibility into, and better manage procurement opportunities and contracts you do not 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, networking events, and one-on-one sessions. We have planned a powerful agenda with informative topics and expert speakers, which will prove immensely valuable to the growth of your business. Our highly respected presenters will share their experience and expertise in locating and winning 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





Day 1

Time	Event		
	Registration Open		
7:00 AM – 8:00 AM	Continental Breakfast Sponsor: Northwestern University		
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		
	Morning Training Sessions		
8:00 AM – 12:00 AM	Session A: Strategic Planning Session B: Business Development Session C: Compliancy Matrix & Proposal Development Session D: Cost Estimating Session E: Oral Presentations Session F: Earned Value Management		
10:00 AM – 10:30 AM	AM Break (Snacks) Sponsor: Northwestern University		
12:00 AM – 1:00 PM	Lunch		
12:15 PM – 12:45PM	Sponsor: ESN/CTSI Keynote Speaker: Denny Groh/Shelly Gibson Topic: Business Development Teaming		
	Evening Training Sessions		
1:00 PM – 5:00 PM	Session G: Strategic Planning Session H: Business Development Session I: Compliancy Matrix & Proposal Development Session J: Cost Estimating Session K: Oral Presentations Session L: Earned Value Management		
3:00 PM – 3:30 PM	PM Break (Snacks) Sponsor: Northwestern University		
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		



Day 2

Time	Event		
	Registration Open		
7:00 AM – 8:00 AM	Continental Breakfast Sponsor: SBA/PTAC		
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		
	Morning Training Sessions		
8:00 AM – 12:00 AM	Session M: Strategic Planning Session N: Business Development Session O: Compliancy Matrix & Proposal Development Session P: Cost Estimating Session Q: Oral Presentations Session R: Earned Value Management		
10:00 AM – 10:30 AM	AM Break (Snacks) Sponsor: Patton Boggs		
12:00 AM – 1:00 PM	Lunch		
12:15 PM – 12:45PM	Sponsor: Circle of Services Partners (Aflac, G4H, GAD, BDI, PattonBoggs, NU, FedMine, IIS,Grubb&Ellis, G4i) Keynote Speakers: Denny Groh/Shelly Gibson Topic: Business Development Teaming		
	Evening Training Sessions		
1:00 PM – 5:00 PM	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 University		
5:00 PM – 6:00 PM	Closing Remarks/Discussion/Wrap-Up Speakers: Northwestern University, G4i & Instructors		



Day 3

Time	Event
Time to Be Announced	Match Making Event
	At this unique event you will take what you've learned from the Guam Business Now conference and put it into immediate action. Before you even arrive, 2 years of buying research entered on all the attendees of the event and put them in RIO. With all the training you received, you will be able to look in the system and meet with the right people to discuss who you are what you are selling and how you can work together.
	Get ready for very productive and potentially profitable day.
9:00 AM - 3:00 PM*	Sponsor & Business Partner Exhibits
	Visit with sponsors and future partners at their booths to learn more about what they do and how you can work together to succeed in the government sector.
	Who will be there? Northwestern University, G4i Consulting, Business Development Institute International, ESN, and GMP International just to name a few.
	G4i Channel Membership Setup & Demos
9:00 AM - 3:00 PM*	Come and meet with G4i Channel. We'll help you set up your membership provide, including your video with G4i TV. Plus, we'll have kiosks that we can demo all the online tools that will be a part of your success story of finding and winning government contracts.

^{*} Exact time may be subject to change

Register Now www.GuamBusinessNow.com



Strategic Planning

Best Practices, Tools, and Assessing Your Firm's Capabilities

Determine the key to success in growing your business. Gain a vision for what Business Development Best Practices can make possible. Learn how to acquire a baseline assessment of your organization and receive recommendations on how to improve. Learn to implement business development tools, how they enable research and BD best practices, and why it's important to invest time in BD processes and organizational assessments.

What you will gain by attending this course:

- An understanding of what Business Development Best Practices can make possible.
- Determine the keys to success in growing your business.
- Common errors in generating strategic business.
- Essential activities and behaviors that deliver results.
- Become familiar with the ePromis system and relevant key practices.
- Learn how to build your organization's BD capability.

Meet Your Instructor— Vicki Griesinger

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. She has extensive experience working with companies to improve their BD processes, and has conducted many appraisals of organizations – both large and small.

- Areas of expertise include: business development, proposal development, strategy, and competitive/market intelligence.
- Recommendations generated from her appraisals, when implemented by companies, result in significant revenue generation and decreased internal costs.
- Leader of the Business Development track for the NCMA World Congress in April 2009.
- 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).



Business Development

The Roadmap to Success

Having the ability to consistently and predictably win business in a competitive marketplace is essential to the success of most companies. However, relatively few organizations have an understanding of how to achieve high performance in terms of the effectiveness and efficiency of the processes through which they acquire such business.

This course will emphasize the need for a roadmap to success, and more importantly, how to build one. We will explore proven techniques for assessing a company's current market position, identifying their vision for the future, and exploring a process for charting the most effective course for turning their corporate vision into a reality. It's exciting, it's informative, and it's incredibly useful when making the tough and often expensive decisions about which opportunities should be actively pursued and which should not.

What you will gain by attending this course:

- An understanding of what strategic planning is and how it differs from operational planning.
- Why strategic planning is vital to business growth and success.
- A straightforward model of the planning process.
- Techniques for conducting competitive, environmental scans.

Meet Your Instructor— Martin Stein

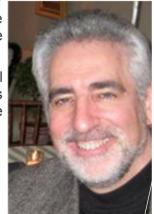
Martin Stein has over 35 years of executive level management experience, spanning both the public and private sectors, and a proven track record for building organizations, marketing their skills and abilities, and ultimately growing them by orders of magnitude. He is a highly motivated, respected, executive level consultant who is proficient in strategic planning. operational problem resolution, program management, organizational and business development, and change management. He is recognized for his creativity, organizational skills, and the results that he has achieved in both the federal and commercial sectors

- Successfully transitioned a 400 person, \$65.0 M/year government services commercial division from one characterized by low customer satisfaction and profitability into a successful program that now experiences high levels of customer satisfaction and superior financial performance.
- Created a new Aerospace Business Unit that provided effective strategic management services in support of commercial clients in the growth and diversification of their

government business base and products. Successfully assisted a wide variety of government and business clients identify, pursue, and acquire

new strategic and tactical business opportunities.

Successfully designed, launched and managed the organizational model and operational framework for NASA's Office of Space Systems Development having oversight for the International Space Station, the Advanced Solid Rocket Motor, and the Nation's New Launch System.





Compliancy Matrix & Proposals

Know how to respond, price, & develop a winning RFP

Government contracting can be a tricky process, from start to finish. Crafting clear, concise, and accurate proposals is an important step in winning contracts, so arming your team with the right tools is a critical success factor. This course will assist your organization in creating more effective proposals.

What you will gain by attending this course:

- An understanding of the overall importance of proposal development when competing for government contracts.
- An overview of the solicitation types typically seen in federal government construction, alteration or repair (SF 1442) and services (SF 33) contracts.
- Tools for creating a compliance matrix and proposal outline from a sample RFP, and the importance of those documents.
- An overview of the key components of an effective proposal management plan.
- Field proven practices to determine resources required, incorporate themes, and manage personnel, time, and budget.
- An understanding of what information should be presented at the proposal kickoff meeting.

Meet Your Instructor— Michael Norris

Michael Norris is a US Air Force veteran, who served as an Airborne Cryptologic Russian Linguist and studied Intelligence Collection. He studied Industrial Technology at Southern Illinois University, and is an expert at researching and defining process-based solutions and monitoring performance against established process metrics and milestones. For over 15 years Norris has applied these talents to the field of federal government proposal development and management. His consistent, disciplined application of proven industry best practices and industrial engineering principles yields predictably positive results across markets.

- Certified as a Lean Six Sigma Black Belt through Villanova University.
- Served as a principal consultant to G4i and helped define the process that is automated within the ePromis platform.
- Worked for 7 years for Day & Zimmermann, in Philadelphia, PA, Norris helped land several large base operations support projects, and similar facilities maintenance contracts worldwide.





Project Cost Development and Estimating

Winning government projects at higher margins

One of the greatest difficulties facing companies that want to do business with the Government is understanding all the jargon and formats that are used to describe and categorize the costs and budgets for those projects. Companies that want to be competitive must sharply refine their project estimating techniques and often must add extra reporting and tracking, to accommodate Government contracting methods.

This course provides a comprehensive review of Government terminology, and clearly shows how the parts are intended to fit together. By understanding how Government views your costs, you can sharpen your bids and win more contracts.

What you will gain by attending this course:

- An understanding of the overall importance of costs in the Government contracting structure.
- Tools for critically reading and analyzing the RFP for scoping.
- Basics for formatting and developing your cost estimates.
- The components used for labor estimating and productivity.
- How to develop labor cost elements in a composite wage rate.
- How to build up material composite rates to include wastes and shipping.
- Why to use subcontractors and how to represent subcontract costs.
- How to summarize your estimates and check them.
- How to develop parametric estimating factors and how to use them

Meet Your Instructor— Keith Custer

Keith Custer, PE, has over 30 years' consulting and management experience and is an expert in project estimating, cost engineering, project scheduling, and earned value project management. Custer is a professional Electrical Engineer, and has been involved in estimating 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.

- Served as CIO and systems strategy planner, and has operated his professional consulting, estimating, and management services company for over 20 years.
- Has estimated, scheduled, and managed numerous technical projects and program offices including on-shore and off-shore staffing for companies such as Keane, IMRglobal, and Computer Aid Inc.
- Provided professional estimating for Bechtel, SWEC, Comanco, Oracle, and Marriott, as well as for numerous utilities customers such as FPL, NUSCO, MPL, Centerior, TECO, PECO, PPL, PSEG, SMUD, and GSU.



Earned Value Management

Beyond the Fundamentals

The Earned Value Management workshop 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. We discuss the requirements and compliance issues surrounding the adoption of the ANSI/EIA 748 -B Standard, we emphasize the importance of establishing sound, defensible estimates and how the estimates surrounding the triple constraint affect the Performance Measurement Baseline (PMB) and how this Baseline is accepted in an Integrated Baseline Review (IBR). We also apply all the key formulas used in a rigorous EVMS implementation while emphasizing source data.

What you will gain by attending this course:

- An understanding of the essential prerequisites for using EVM on a program/project.
- A solid understanding of what is meant by the word "performance" in EVM terminology and how it differs from the word "performance" in other contexts such as Performance Based Acquisition.
- An understanding of the role the FAR, the OMB Capital Planning Guide, and the OMB Circular A-11 play in the adoption of EVM.
- Cost estimating processes in accordance with OMB Circular A-94, Guidelines and Discount Rates for Benefit-Cost Analysis of Federal Programs, and the GAO Cost Assessment Guide.

Meet Your Instructor— Gustov Calderón

Gustavo Calderón is a highly-qualified management consultant with over 22 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. His 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 Earned Value Management.

- Calderón has been a certified Project Management Professional (PMP) since October 1998.
- Completed the Stanford University Certified Project Manager (SCPM) Program in August 2004.
- Completed the Villanova Six Sigma Black Belt Certification Program in December 2005.
- Has taught (in English & Spanish) Advanced Project Management and Earned Value Management for over ten years to industry and government agencies including: AAA, DHS, DOC, DOJ, EDS, FBI, FDA, FDIC, General Dynamics, GSA, HHS, Honeywell, IRS, and NIST.





Oral Presentations:

The Tie Breaker for Winning Government Contracts

Over the past decade, the Federal Government has placed increasing emphasis on the oral presentation in awarding contracts. Government agencies, in their Request for Proposal (RFP), are stipulating that only those who will be working on the contract, especially Project Managers, are to deliver the oral presentation. This is obviously intended to permit government evaluators to have a face-to-face meeting with those with whom they will be working, thereby resolving issues and questions before the contract is awarded. Ultimately, a company's chance of winning lucrative government contracts will depend on the ability of engineers and other technical experts to deliver effective and persuasive presentations. Because presentation skills are often not the strong suit of technical experts, they require a shortcut to becoming effective speakers. This is why this course in how to deliver successful presentation is so important.

What you will gain by attending this course:

- An understanding of the overall importance of the oral presentation as the "Ultimate Discriminator" among competing companies.
- A systematic and systemic method to plan, practice and present an oral presentation to the government.
- A practice method, which simulates the actual presentation to government evaluators, enabling presenters to anticipate questions and objections.
- Tools for avoiding negative non-verbal communication, such as distracting mannerisms and vocal obstacles --"uh's" and "you knows" which can impact the evaluator's perception of the competence of the presenters.
- Skills for developing initial rapport with the government contracting officer, as well as criteria for selecting teaming partners.

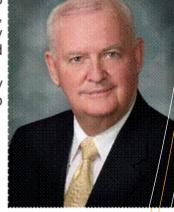
Meet Your Instructor—Larry Tracy

Larry Tracy's unique orals training flows from his real world experience "feeling the heat." He headed the Pentagon's top briefing team, responsible for daily briefings to the Chairman, Joint Chiefs of Staff and the Secretary of Defense. He was later detailed to the State Department to "sell" controversial policies to critical, and frequently hostile, audiences. President Ronald Reagan praised him as, "An extraordinarily effective speaker."

Cited in <u>The Information Please Business Almanac and Sourcebook</u>, the book <u>What to Say</u> when You are <u>Dying on the Platform</u>, and the book <u>The Best of the Best</u>, as one of the top speech coaches in the United States.

 Frequently sought by companies in the Washington, D.C area to train their oral presentation teams vying for government contracts, particularly for Defense related projects, because of his retired Army Colonel's insights and understanding of the military, as a retired Army colonel.

• His book, <u>The Shortcut to Persuasive Presentations</u>, is the primary text for the Oral Presentations course, at the Center for Leadership Education, John Hopkins University.





As an attendee to the Guam Business Now conference, you will be provided with a starter membership to the G4i Channel Association and have access to our web-based tools, which includes ePromis, PinPoint, PMO, and Rio— a \$2,500 Value.

One Association, Infinite Possibilities...

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 businesses to gain new opportunities and revenue streams that already exist today, through an in-depth marketing and networking platform, powered by tools, processes, and knowledge that will have an immediate impact on your business.

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

www.G4iChannel.com

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www.GuamBusinessNow.com

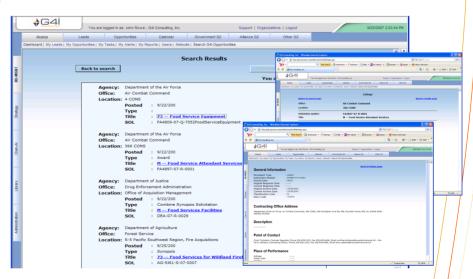




Sales Force Automation customized with the G4, GR&SM processes to manage your success!

ePROMIS is a Sales Force Automation and Opportunity Management System that will help you manage your government sector business. It provides a Dashboard and Gate, Step, and Task process automation that includes Strategic Planning and Initial Opportunity Assessment, Opportunity Capture Activities, Search and Draft Preliminary Solutions, Pre-RFP Planning, Proposal Response, Execution and Submittal, and Post-Submittal Activities and includes:

- Collaboration and Communication
- Document Sharing
- Templates and Document Library
- Pipeline Management and Opportunity Tracking
- Software Integration
- Win/Loss Reporting



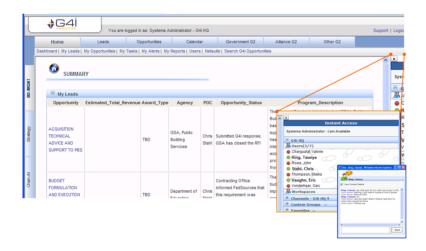


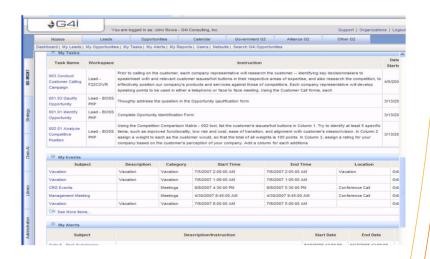




PMO Past Performance DNA of our Channel Members for Matchmaking

The PMO is an integral part of ePROMIS that captures key information about your company including your Past Performance information and contracts; your DNA. Our advanced PMO/DNA profiling and matching capabilities will make it faster and easier for partners and buyers to find the right technology partner.





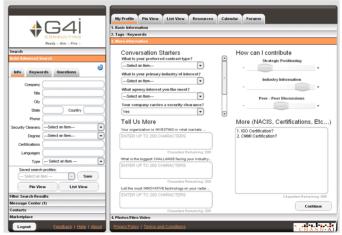






G4i-PinPoint Networks™ is an online high performance search engine used for connecting buyers and sellers worldwide, by providing a matchmaking platform, enabling buyers and sellers to connect and conduct business with more efficiency, accuracy and confidence. Your profile, once entered in the system, will be used to provide information to partners and to buyers looking for your products and services. It will include Government buyers, vendors, and their partner communities.

\ O 4i	My Profile Pin View List	View Resources Ca	lendar Forums	
41 - 41	1. Basic Information			
CONSULTING	2. Tags / Keywords			
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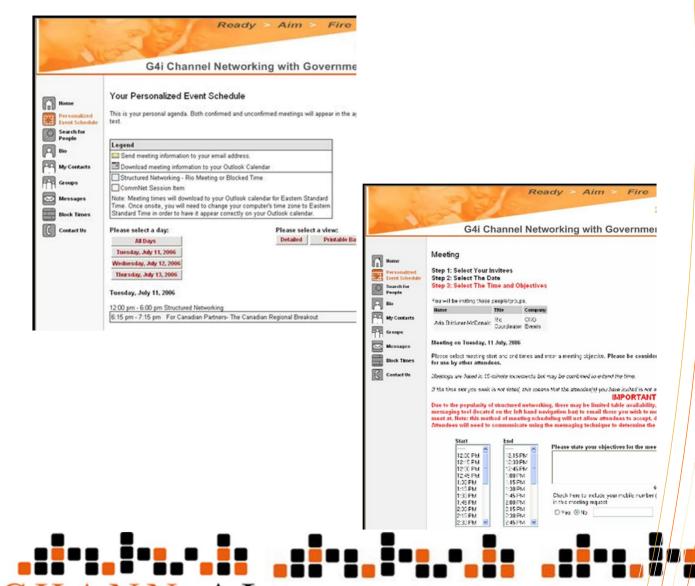




Overall Event Management & Client Communication

Rio is a web-based Structured Networking and Scheduling Service that enables each event attendee to view the profiles of other attendees and to send meeting requests for the purpose of exploring joint business opportunities and building relationships.

Meetings can be scheduled online (both in advance and onsite) with other attendees and G4i Staff.





Event 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.

G4i Channel Association

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 that will have an immediate impact on our customers' business.



NORTHWESTERN

G4i Consulting, Inc.

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 delivers results via a blend of diagnostic analysis, strategic planning, process improvements, advice, education, and project implementation support.



Event Sponsors:

Business Development Institute International

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 International

GMP is a successful corporate leader with over 30 years of experience in Hawaii and in the Pacific island nations, providing multi-disciplinary Engineering-Architect 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 Statements, and Master Planning.

ESN

ESN delivers trusted solutions that support our nation's defense. For more than a decade, ESN has been providing 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.



Schedule your Business NOW Certification and Training TODAY

Business Now—Ready AIM Package 4 Courses plus Channels Management

Jump start your government business effort now. Each course can be attended by an individual from your organization. That means up to 4 individuals from your organization may attend the conference with this package.

Only \$1,600

Business Now - Ready Aim Package includes the following:

- 4 Conference Courses
- 1 year starter membership to the G4i Channel and all of its associated benefits
- 3 seats on e PROMIS Software to Manage Business Development Efforts & Proposal Creation
- CMM Process Gate Management for Business Development
- Discounts with Partners & Training

Business Now—Fire Package All 6 Courses plus Channels Management + ePromis

Take your government business effort to the next level now. Each course can be attended by 1 individual from your organization. So up to six individuals from your organization may attend the conference with this package (1 Attendee per Course or any combination).

Only \$2,000

Business Now - Fire Package includes the following;

- All 6 conference courses
- 1 year starter membership to the G4i Channel and all of its associated benefits.
- 3 seats on E PROMIS Software to Manage Business Development Efforts & Proposal Creation
- CMM Process Gate Management for Business Development
- Discounts with Partners & Training
- 1 Free admission for the G4i Government Industry Day events (3 events a year) with Customized Matchmaking

Register Now www.GuamBusinessNow.com