

# You are invited to the Entering the Federal Government Market Seminar

Choose a location:

## RALEIGH, NC

**Wednesday, June 8**

**CB&H Learning Center**

2626 Glenwood Ave, Ste 300 • Raleigh, NC 27608

## FAYETTEVILLE, NC

**Thursday, June 9**

**AIT Auditorium**

421 Maiden Lane • Fayetteville, NC 28301

**7:30 AM Breakfast & Registration**

**8:00 AM Session to cover the following topics:**

### Research and Strategy

- Identifying Market Size, Trends, Forecasts and Competition
- Ranking Target Agencies Needing Your Services and Products
- Assessing Company Strengths & Weaknesses for Market Entry

### Plan of Action

- Developing Strategies and Tactics for Market Entry and Growth
- Determining Management, Operations and Sales Needs
- Developing an Operating Budget and Investment Needs
- Identifying Strategic and Business Development Partners

### Implementation

- Recruiting Management and Staffing with Federal Experience
- Establishing Pricing, GSA Schedules and Contract Vehicles
- Establishing Accounting, Program Management and Business Development Infrastructure
- Identifying and Acquiring Platforms and Strategic Players

Presented by:



[www.cbh.com](http://www.cbh.com)

Cherry, Bekaert & Holland, L.L.P. (CB&H) specializes in serving growing and mid-size government contract firms and their owners. We currently also serve many ISO government contract clients throughout the East Coast. CB&H provides comprehensive accounting and consulting services to help government contractors with all stages of the contracting process. From the Request for Proposal to contract closeout, from getting on the GSA Schedule to maximizing contract profitability, CB&H can assist you in making your business more manageable and rewarding.



[www.hksbs.com](http://www.hksbs.com)

H&K Strategic Business Solutions (HKSBS) provides strategic, financial, and operational advisory services tailored to middle market and emerging companies serving federal and state government. HKSBS is uniquely focused on running the business of government contractors profitably, from market entry to business development processes to financing techniques. HKSBS services cover the entire market entry process and use a proven and systematic process.

### Featured Speakers:



**Michelle Thompson**, CPA is a Partner and head of Cherry, Bekaert & Holland's Government Contracting Group in the Fayetteville and Raleigh offices. She has extensive experience in consulting commercial enterprises that conduct business with the federal government. Michelle is also the Director of the Risk Management Group.



**John T. Schell** is President of H&K Strategic Business Solutions and specializes in business operations, strategic planning and financial matters. He recently served for eight years as President and CEO of a technology company commercializing design technology first used by NASA. He previously had twenty years of experience as a corporate lawyer specializing in commercial and securities matters and was a partner with two national law firms. He is a licensed NASD representative.

**Space is limited, so please reply quickly!**

**Complete and return the registration form below to attend this free seminar.**

**Mail to:** Cherry, Bekaert & Holland, L.L.P. • Attn: Amy Shealy • 2626 Glenwood Avenue, Suite 300 • Raleigh, NC 27608

**Fax to:** Amy Shealy • 919.783.0976

**Scan & E-mail to:** Amy Shealy • [ashealy@cbh.com](mailto:ashealy@cbh.com)

**For more information or questions:** Amy Shealy • 919.782.1040

**Registration deadline is FRIDAY, JUNE 3, 2005.**

Name(s) \_\_\_\_\_ Position(s) \_\_\_\_\_

Name of Organization \_\_\_\_\_ Website \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email (needed to confirm reservation) \_\_\_\_\_

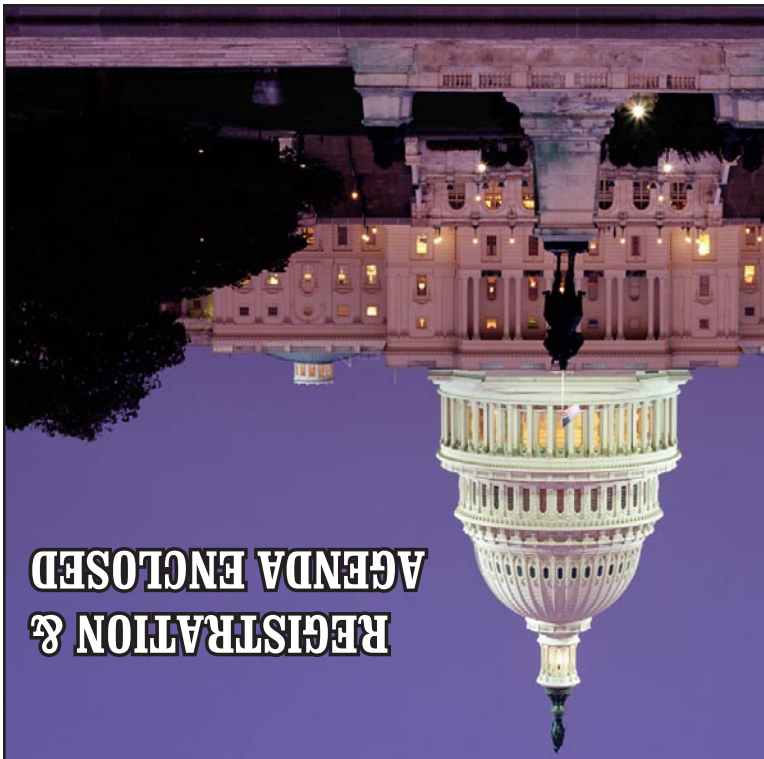
Check the seminar you plan to attend:

Raleigh, NC

Wednesday, June 8

Fayetteville, NC

Thursday, June 9



**REGISTRATION &  
AGENDA ENCLOSED**

Come learn about how to create cost effective strategies and tactics to support a strong program, accelerate your entry and eliminate the common “trial and error” process. We will also cover the common hurdles to implementation.

For most companies introducing their products and services into the Federal Government market is a serious challenge. The thousands of agency customers, the complex financial, procurement, and legal structures, complex and specialized ethics and compliance rules, and the existence of thousands of experienced competitors all create significant barriers to entry. Only the most focused and committed companies can surmount these hurdles, while their competitors are forced to settle for subcontracts, which rarely result in optimum market penetration, creation of brand presence or capture of maximum value.

# **ENTERING THE FEDERAL GOVERNMENT MARKET** A Seminar Presented by CB&H and H&K Strategic Business Solutions

2626 Glenwood Ave. – Suite 300 • Raleigh, North Carolina 27608

## **Entering the Federal Government Market**

**A Seminar Presented by CB&H and  
H&K Strategic Business Solutions**

*on*

**June 8, 2005**

Raleigh, North Carolina

8:00 am – 10:00 am

**June 9, 2005**

Fayetteville, North Carolina

8:00 am – 10:00 am

*for*

**Owners, CEOs, CFOs, Contract Managers  
and In-House Counsel**

We are pleased to present this interactive program at  
**no cost** to you or your company.