

You are invited to the
Entering the Federal Government Market Seminar

Tuesday, June 14, 2005

8:00 am – 10:00 am

Tampa Marriott Waterside Hotel

700 South Florida Avenue

Tampa, Florida 33602

813-221-4900

Presented by:



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

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.

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

Featured Speakers:



Susan J. Moser, CPA, CVA, CITP, is a Partner and Director of Cherry, Bekaert & Holland's Government Contractor Services group. In addition to many years as a consultant to numerous government contractors, she was a CFO and Controller of several large government contractors.



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 along with your \$25 registration fee.

Mail to: Cherry, Bekaert & Holland, L.L.P. • Attn: Kristi Paczkowski • 509 South Hyde Park Avenue • Tampa, Florida 33606

Fax to: Kristi Paczkowski • 813.251.9235

Scan & E-mail to: Kristi Paczkowski • kpaczkowski@cbh.com

For more information or questions: Kristi Paczkowski • 813.251.1010

Registration deadline is TUESDAY, JUNE 7, 2005.

Name(s)

Position(s)

Name of Organization

Website

Address

City/State/Zip

Phone

Fax

Email (needed to confirm reservation)

Check enclosed for \$ _____ payable to Cherry, Bekaert & Holland L.L.P.

Bill my **MasterCard** for \$ _____

Bill my **Visa** for \$ _____

Bill my **American Express** for \$ _____

Name on credit card

Credit card #

Expiration date

Zip Code

Signature



**REGISTRATION &
AGENDA ENCLOSED**

ENTERING THE FEDERAL GOVERNMENT MARKET

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

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.

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for

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