



## **Oct. 16: AFCEA Small Business Conference In Philadelphia Focuses On Doing Business With The Federal Government**

For Immediate Release

FAIRFAX, Va./EWorldWire/Sep. 24, 2008 --- The AFCEA International Small Business Committee and the AFCEA Philadelphia Chapter will host a full-day plus educational outreach event on October 16, 2008, at the Union League of Philadelphia. The conference, "Doing Business with the Federal Government: Find the Opportunity, Capture and Close the Sale, Grow the Business," provides educational content to small businesses and offers an outreach opportunity for AFCEA, its member companies, and the federal government.

The greater Philadelphia area offers numerous programs on SBIRSTTR programs, grant writing, and more. This small business conference is designed to complement these efforts with programming focused on essential business development skills. The common element that unifies the subject matter for this event is the Business Development Cycle. Understanding federal/defense customers, their organizations and requirements, and the issues surrounding federal contracts can be daunting. The AFCEA Small Business Conference will cover:

- . Using Free Market Research - What's available to businesses at no cost
- . An Overview of the Capture Process - What is it and why is it essential to winning
- . Knowing Your Customer - What is the Government Contracting Officer taught
- . Partnering and Teaming - What to consider in partnering and who should be on your team

Subject matter experts will share their views in plenary and panel sessions. Speakers and panelists include:

- . RADM (Sel) Raymond E. Berube, USN, (Incoming) Commander, Naval Inventory Control Point, Philadelphia
- . Ms. Judy Bradt, Principal, Summit Insight, LLC
- . Mr. David C. Dickson, Philadelphia District Director, U.S. Small Business Administration
- . Ms. Marcia Easton, Chief, Small Business Programs Office, U.S. Army CECOM LCMC
- . Mr. Bill Hamilton, Vice President, Advantage Consulting
- . Ms. Laura Jones, Vice President, Business Development, DHS, General Dynamics Information Technology
- . Ms. Iris A. Metcalf, Professor of Acquisition & Program Management, Defense Acquisition University
- . Mr. G. Michael Miller, Chief Logistics Officer, U.S. VA Healthcare VISN 4
- . Ms. Ludmilla Parnell, Director, Business Development, Small Business Partnerships, General Dynamics Information Technology
- . Ms. Jodie L. Paustian, Small Business Specialist, U.S. Internal Revenue Service
- . Ms. Katherine Rachubinski, Associate Director, Small Business Programs, NAVICP
- . Ms. Angela M. Williams, Mentor Protege Program Manager, U.S. Department of Homeland Security

Small Business Owners, Business Development Professionals, Large Business Liaison Officers for Small Business, and established companies with 1-3 years experience with interest in pursuing the federal government customer are encouraged to attend the conference. There is a discounted registration fee available for AFCEA members. For details and online registration visit '<http://www.afcea.org/events/smallbus08>'.

AFCEA International, established in 1946, is a non-profit membership association serving the military, government, industry, and academia as an ethical forum for advancing professional knowledge and relationships in the fields of communications, IT, intelligence, and global security. To learn more about AFCEA International, visit '<http://AFCEA.org>'.

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