



Connecting Partners Through Mindshare Media

Issue: May, 2006

**Top 5 Blended Workforce Considerations**

Top 5 things to consider in a working relationship with government

1. Seek an open, collaborative and customer-oriented relationship in which you and the government work together to achieve the program objectives, while always remembering it's a contract, not a joint-venture.
2. Be versed in Earned Value Management (EVM) principles and use EVM to monitor tasks under your contract.
3. Detail your management plan to implement transparent governance and reporting and proactive problem identification and resolution.
4. Have a clear channel for communications between you and the government; this channel should include clear procedures for making decisions that alter contract terms, affect personnel and service performance or payment for services.
5. Seek compromise, not conflict.

Source: Jeff Erlichman, President, Public Sector Communications

**SBinet Special Contract Guide**



The Secure Border

**Spotting Key Trends as a Thought Leader**

by Tom Trezza, Jr., President, Trezza Media Group



**Before moving over to the government IT publishing market in mid-1990**, I spent 8 years in the consumer IT publishing world from 1981-1990. During those years, the market was constantly changing, usually driven by new technology and product announcements. Most of the major market driven announcements were delayed until the November Comdex Trade Show in Las Vegas, which amazingly doesn't exist anymore. The market moved on a dime and if you were on the wrong side of the fence or couldn't react and adjust quick enough, then you were destined to become another casualty in the fast pace IT marketplace.

**After spending my first 10 years in the government IT world**, where the tempo of the market wasn't quite on the same scale, I now feel that the major issues are now hitting our market first, but these changes are much more subtle. But recognizing them first and being a thought leader and an organization that can help government agencies solve their IT and Management problems and get results, then those are the companies that will help this market into the next few years.

**While attending the FedSources FY2007 Federal Outlook Conference** a few weeks ago, I heard some great presentations from some top government IT and Policy executives and I came away with 3 major market drivers (although you could have 10 or more on this list)

- IT Infrastructure Consolidation
- Pandemic Planning
- Blended Workforce

**IT Infrastructure is a new Line of Business (LOB) for OMB and it was one of the highlights for increased IT investments in the new fiscal IT forecast for FY2007 (\$13B-+2.7%)**. Helping government consolidate their data, networks and systems should be high on your radar screen right now - it's a buzz-theme throughout the administration. Mr. John Johnson, assistant commissioner of GSA is heading up this initiative-along with other top government CIO's at other federal agencies. Jim Flyzik, President, The Flyzik Group, has outlined the major ways that you can position your organization and help government GET RESULTS. Jim and I also changed our June Federal Executive Forum Program to now focus on this topic, and we're looking to invite Congressman Tom Davis, along with top government executives from DHS, OMB and HHS.

**The Flyzik Group and The Trezza Media Group recently hosted an Executive Roundtable that included HHS CIO, Mr. Charlie Havekost** and Pandemic Planning is one of the agency's top priorities. Even the corporate IT magazines like Information Week and CIO Magazine are saying that it's not whether the H5N1 avian flu virus will hit the United States, but rather when. For a copy of the PDF white paper from HHS Secretary Michael Leavitt on Pandemic Planning, [please click here](#).

**Lastly, it was staggering to hear from Grace Mastalli, Acting Director, Information Sharing & Collaboration Office (DHS)** that there are 2 embedded contractors in DHS for every 1 DHS employee. Other agencies talked about a 1-1 ratio, which means that The Blended Workforce is here and only

**Flyzik's "Watch List" Top 5 Infrastructure Consolidation/Modernization Effort Issues**

While I was CIO at the Treasury Department, we built the first private enterprise network in the civilian government at that time. I believe our success was due to the following 5 critical issues:

1. Address the Political Risks Upfront. Identify these early and make appointments with the Congressional staffers in the districts being impacted and meet with Union representatives.
2. Set up a Governance Structure and Decision-Making Process that includes all major stakeholders. Identify your major players and make sure they have a voice in the decision-making process.
3. Create a "to be" Concept of Operations (CONOPS) that clearly identifies the future vision for the enterprise.
4. Set up an Accountability Model that identifies who is responsible for what at each level and a process to review progress against pre-defined milestones.
5. Agree to make business and technical decisions in compliance with the Department Level Enterprise Architecture.

These 5 Issues should be dealt with BEFORE the program commences.

Source:  
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getting to be a much more important management issue in government. Here were a few take away notes that I made from Grace's presentation to the SI's planning to win more outsourced business:

- Always avoid conflict of interest. Have the highest level of "Integrity"
- Outsmarting government isn't a successful business strategy
- Define what is unique about you and justify that every day
- Learn & Listen
- Don't sell the "A" team and then switch to the "B" or "C" team

One of my strategic partners, Jeff Erlichman of Public Sector Communications, just completed a 40 page report on "Getting Results with a Blended Workforce" for the Centers for Medicare & Medicaid Services (CMS). For a copy, please email [JeffErlichman@PublicSectorCommunications.com](mailto:JeffErlichman@PublicSectorCommunications.com). Jeff has also outlined his Top 5 Things to consider in a working relationship with government (see box upper left). There are other top trends like Border Security (For information on our SBI net Custom Publishing Contract Guide, [click here](#)) Health IT, IT Security, Identity Management, Information Sharing and much much more, but these 3 seem to be the new hot buzz priorities that kept being repeated in many of the presentations and discussions over the past month.

**4th Federal Executive Forum on IPv6 Aired on WFED1050 on May 16th at 3:05pm**  
[Listen to the program here!](#)



On Tuesday, we aired our 4th FEF program around the issue of IPv6. Once again, we had an amazing group of government leaders along with our exclusive industry sponsor, Juniper Networks, represented. The show aired at 3:05pm-to-4:00pm on May 16th and can be accessed for 12 months on the [federalnewsradio.com](http://federalnewsradio.com) website on our new [landing page](#).

Jim Flyzik is our host and co-producer of the Federal Executive Forums and our government & industry guests included:

- Major General Marilyn Quagliotti-DISA-Deputy Director
- David Cheplick-VA-Dir. Of Telecommunication
- Peter Tseronis-Education-Dir. Network Services
- John McManus-NASA, CTO
- Karen Evans-OMB
- Tom Kreidler-Juniper Networks

View our Federal Executive Forum page on Federal News Radio's website [here](#).

[See photos of the taping here.](#)

Our 5<sup>th</sup> FEF program is on Cyber Security. The program records next Tuesday and airs on Tuesday, May 30<sup>th</sup> at 3:05pm-to-4pm.

Our guests include:

- Scott Charbo-DHS, CIO
- Robert Lentz-DoD, Dir. Information Assurance
- Thomas Wiesner-Labor, Deputy CIO
- Karen Evans/Glenn Schlarmann-OMB
- Mike Gibbons-Unisys

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**Top 5 Government IT Contractors**

1. Lockheed Martin \$6.2B
2. Northrop Grumman \$5.5B
3. SAIC \$3.3B
4. General Dynamics \$3.0B
5. CSC \$2.8B

\*Washington Technology Top 100 List, May 2006

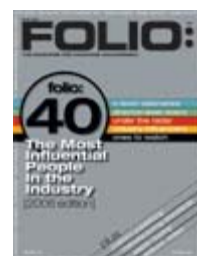
**Top 5 Accelerators for Business Opportunities**

1. Continued Global War on Terror (GWOT)
2. Anxiety about government skill gaps
3. Citizen expectation for better service
4. Performance Based Contracting
5. Putting business back into the business of government

Source-FedSources

**TMG In The News**

**Trezza Media Group's President, Tom Trezza, was recently featured in Folio Magazine's Top 10 People to Watch.**



Read the article here.

- Mike Rau-Cisco Systems
- Dr. Goff-UMUC

**Our future 2006 schedule for the next few months includes:**

June IT Infrastructure Consolidation (Open for 2 sponsors)  
July Border Protection Security (Unisys-Sold Out)  
August Network Centric Warfare & Operations (Open for 2 sponsors)  
Sept. Health IT (Open for 2 sponsors)  
Oct. Identity Management/HSPD-12 (Open for 2 sponsors)  
Oct. Special ELC Conference Program (Information to follow)  
Nov. Future Combat Systems (On-Hold)  
Dec. Open Source Computing (Open for 2 sponsors)



*Trezza Media Group & The Flyzik Group's Executive SI Roundtable with HHS in May*  
[See more photos here.](#)

I look forward to sharing my thoughts with you on positioning your brand or company around these mission critical issues and about sponsorship opportunities around our Federal Executive Forums and Executive SI Roundtables in 2006.

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For more information about Trezza Media Group, this article, or our offerings, please contact Tom Trezza at [ttrezza@trezzamediagroup.com](mailto:ttrezza@trezzamediagroup.com) or visit us at [www.trezzamediagroup.com](http://www.trezzamediagroup.com)



Connecting Partners Through Mindshare Media