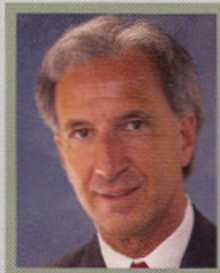


Tom Trezza

President and Founder •
Trezza Media Group



Named one of the FOLIO: 40 Ones to Watch in 2006, Tom Trezza said last year that he expected his new company to bring in \$500,000 in revenue for 2006. He eclipsed that goal as Trezza Media brought in \$630,000 in revenues last year, an impressive amount considering the \$50,000 he used to start up the company last January. The company has been profitable since its first month, according to Trezza.

After working for *Government IT News* for 15 years, Trezza, who lives in northern New Jersey, decided to step down as a group publisher of the Post Newsweek company in the summer of 2005. "There were changing dynamics in the government IT marketplace," says Trezza. "There was a focus on print and large events and I saw a gap in the area of smaller, intimate, face-to-face executive thought-leadership opportunities."

Trezza's success started with the relationships he had built in his 30 years in the media industry, including a relationship with WTOP, a Washington, D.C., federal news radio station. Trezza

He left his role as group publisher at Post Newsweek to start his own project. He now runs a \$630,000 media company virtually alone.

launched the Federal Executive Forum, a monthly radio and online video program that airs one-hour thought-leadership events on the radio and via Web video. In 2006, Trezza produced 12 forums, where a handful of government executives from federal agencies got together to discuss industry issues. He sells sponsorships for the forums, and viewers can download the audio or video recordings of each session.

Other event programs include Federal Executive roundtables. And last year, Trezza brought together 12 to 15 government contractors for seven events, complete with sponsorships—usually two for each forum that each receive two one-minute commercials.

He's also dipped into print, creating federal agency custom guides as part of a custom publishing deal launched with Post Newsweek in August. Trezza produces two agency guides for the company, and is also working with new owner 1105 Media on upcoming projects. Trezza says he will continue launching new products in 2007, including a Web site that will contain white papers, research, e-documents and video content from his forum sessions that don't make it to the other site. It will include one-on-one interviews with government executives. "My goal for the year is \$1 million," he says. ■

VITAL STATS:

Trezza Media's one-man show operation generated \$630,000 in revenues in its first year.