

2007 BtoB Marketing Survey

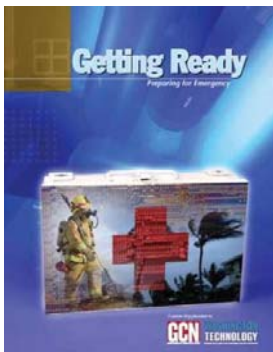
2007 Marketing Budgets

- 1) 62.7% Plan to Increase Budgets
- 2) 29.4% Plan to Keep Budgets Flat
- 3) 8.0% Plan to Decrease Budgets

2007 Primary Goals

- 1) 62.3% Customer Acquisition
- 2) 19.5% Brand Awareness
- 3) 11.0% Customer Retention

Coming June 25th in GCN and Washington Technology



[Emergency Preparedness and Response Custom Agency Guide](#)

Contact [Tom Trezza Jr.](#) or your 1105 Government Information Group Media Consultant

FEDERAL EXECUTIVE FORUM ON IPv6



BUILDING THOUGHT LEADERSHIP THROUGH STRATEGIC PARTNERS

by Tom Trezza, Jr.
President, Trezza Media Group



In early March, I was extremely fortunate to have the opportunity to produce one of our Federal Executive Forums (Border Security) LIVE at the Premier Homeland Security Conference (AFCEA) at the Ronald Reagan Building in Washington, D.C. (See photos [here.](#))

Producing this Thought Leadership program LIVE in front of over 400 government and industry leaders made me appreciate my professional and personal strategic partnership with Becky Nolan and everyone at AFCEA, while making me reflect on my first 15 months since starting my own media firm, Trezza Media Group.

Whenever Jim Flyzik, President of The Flyzik Group, and I host a Federal Executive Forum program or a Federal Executive SI roundtable, government leaders always talk about the importance of having strong industry partners and partnerships. They all agree that they can't solve mission problems alone. The same is true whether you're a market leading technology firm, an emerging technology vendor or like me - a company that specializes in media events and publishing.

My decisions on selecting partnerships in January 2006 were based on:

- Past relationships with people
- Integrity of those people
- Trust in those people
- Credibility of those people
- Reliability of those people

The Flyzik Group (Jim Flyzik), Federal News Radio (John Meyer), Public Sector Communications (Jeff Erlichman), PS Partnerships (Scott Lewis) and Crane Concepts (Kirstin Crane) - all core partners - were determined by my past successful relationships with those people, and the understanding that everyone brought something different and unique to the table.

Whether you're a government customer, federal contractor, or a technology vendor, it's important to understand and believe in the "Power Of Teams" --no one can do it all. But look closely at those teams to see who are the key people on those teams and whether they have the same qualities that match with your criteria for developing strategic partnerships with your business. The rewards are stronger partnerships for the future.

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 Thought Leadership Programs in 2007.

Trezza Media Group and The Flyzik Group held its 17th Federal Executive Forum on April 26th with key government leaders, including:

- John McManus-DCIO-Dept. of Commerce
- Pete Tseronis-Dir. Of Networks-Dept. of Education
- Charlie Wisecarver-DCIO-Dept. of State
- Fred Schobert-Program Manager-Network-FAS-GSA

Co-Sponsors: Cisco Systems & Command Information

To watch the video or listen to the audio on any of our 17 prior programs, please go to our [Program Page](#) on [Federal News Radio](#).

- Tom

The Flyzik 5 By Jim Flyzik, The Flyzik Group



Top 5 Challenges for Partnering and Collaboration

In order to make significant progress on several critical national security programs, the government IT community must step up to the challenges of new partnerships and collaboration. Here are 5 target areas where world events now require new models of partnering and collaboration:

- Partnering among Federal, State and Local governments to achieve interoperability for First Responders.
- Partnering across the Federal Agencies such as the DNI, DoJ, DHS and others to improve information and intelligence sharing.
- Partnering between Federal Agencies and Non-Governmental Organizations (e.g. American Red Cross) to coordinate response to Natural Disasters and Terrorists events.
- Partnering within the DHS Component agencies to coordinate programs at the enterprise level.
- Partnering among the various House and Senate Appropriations Committees that approve funding for vital Homeland Security Programs in multitudes of government agencies.

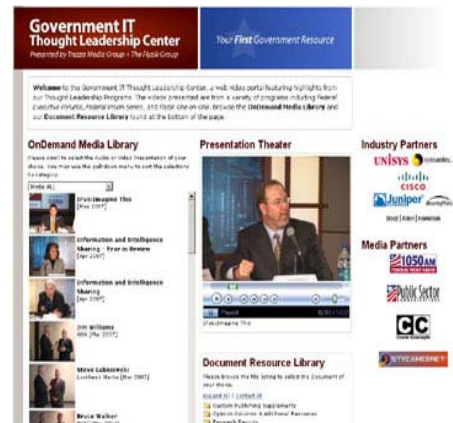
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COMING SOON!
New Government IT Thought Leadership Center website from Trezza Media Group and The Flyzik Group.

To learn how to be one of the limited industry and media partners, please contact [Tom Trezza Jr.](#)

Preview the site [here](#).



FEDERAL EXECUTIVE FORUM ON INFORMATION & INTELLIGENCE SHARING



Trezza Media Group and The Flyzik Group held its 16th Federal Executive Forum on March 27th with another outstanding lineup of government leaders, including:

- General Meyerrose-CIO, ODNI
- Van Hitch-CIO, Justice
- Zal Azmi-CIO, FBI
- Dr. Carter Morris-Dir. Information Sharing-DHS
- Karen Evans-Administrator of E-Government, OMB

Sponsors: Unisys Corporation, BearingPoint & ITG

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Planned 2007 Schedule includes:

- May-Health IT In Government
- June-Emergency Preparedness & Response
- July-Building The Future Government Infrastructure (Networx & LOB)
- August-DoD-Net Centric Operations
- September- DHS-Border Security
- October-Information Assurance/Identity Mgt.-HSPD-12
- October-Special CIO Summit



Federal Executive SI Roundtables

Trezza Media Group and The Flyzik Group hosted our 9th Executive SI roundtable with IRS on April 18th. Our guest was Richard Spires-CIO. For a look at the evening cocktail reception & dinner discussion click [here](#).



Our planned 2nd half roundtables for 2007 include DHS/Border Security, DoD/Army, VA-HHS/NIH, Air Force & ODNI.

2nd Annual Army IT Day at Monmouth Park August 2nd



To learn how to become a co-sponsor to this fun networking event that supports two charities (Army Emergency Relief Fund & The Make A Wish Foundation), click [here](#).

Program (Live Program)

- November-COOP/Disaster Recovery
- December-Open Source Computing

For information about being one of the sponsoring industry companies, please [click here](#) for more information.

Building Strategic Partnerships By Jeff Erlichman, Public Sector Communications



Back in the 20th century, when I was Associate Publisher for one of the leading government IT publications, I can't tell you how many times I was approached by large and small organizations alike with offers to become a "strategic partner".

Although the majority had good propositions, not all did. Some just wanted the VALUE they could get in the short term through exposure in the publication; or they had an event they needed to promote and wanted free advertising; or they wanted use of the database. The list goes on.

What I had to first and foremost determine was, not the short term value, but the long term VALUE – not the cost -- of the partnership. I know that may sound obvious and elementary, but you would be surprised how many of those organizations could articulate what they wanted, but could not articulate the long term value to my organization.

So, often the answer was "no". And often, it did not make the organization or me popular in the community, prompting many to say we were "hard to do business with".

But many times the answer was "yes" and here's why.

Both organizations did what they said they were going to do; there was no backsliding after one or the other partner got something it needed in the short term. And they could articulate the long term value of the relationship for each partner.

The advice is: When you make a strategic partnership, be sure you can spell out short and long term benefits to both; make sure you have the authority to back it up and that your corporate culture won't hinder the partnership; make sure you have the support and buy-in from senior management if necessary – especially if there is any type of financial commitment.

Don't always expect a payback right away; sometimes you have to give in order to get; and sometimes what you get may not happen right away and may take some time; don't expect perfection because none of us are; and recognize the limits of your own organization and its resources.

If you seek a partnership, make sure it is even; be prepared to give as much as you get.

Sounds simple, but as they say "talk is cheap" and "actions speak louder than words".

How true.



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