

Connecting Partners Through Mindshare Media

TREZZA
Media Group**FEDERAL EXECUTIVE FORUM ON
EMERGENCY PREPAREDNESS**

Trezza Media Group and The Flyzik Group held its 9th Federal Executive Forum on Oct. 10th, live at the CIO Forum & Executive Summit, with another outstanding lineup of government leaders, including:

- Tom Lockwood-Dir. National Capital Region-DHS
- Steve Cooper-CIO-Red Cross
- Suzanne Peck-CIO-District Of Columbia
- David Songco-CIO-NIH

Exclusive Sponsor-Juniper Networks

To watch the video or listen to the audio on any of our 11 prior programs, please go to our [Program Page](#) on [Federal News Radio](#).

**FEDERAL EXECUTIVE FORUM ON IDENTITY
MANAGEMENT/HSPD-12****SHAPING MARKETS THROUGH THOUGHT LEADERSHIP
PROGRAMS**

by Tom Trezza, Jr.
President, Trezza Media Group



A good friend of mine, Michael Farber, a partner at Booz Allen Hamilton, gave me some valuable advice and information when I was Group Publisher at Post Newsweek Tech Media (GCN & Washington Technology). About 5-6 years ago, I was preparing to help launch a new Enterprise Architecture Conference for GCN and he told me that he was interested to participate and become a "Platinum Sponsor" if BAH was able to help "Shape The Market" with us.

According to Michael, shaping the market meant being able to:

- Sign up early
- Helping to develop the conference content
- Participation on the Government/Industry/GCN Editorial Advisory Board
- Helping to identify the right stakeholders
- Finding an opportunity for a BAH EA expert to be on a key panel or keynote

I added an additional element to this mix, which was offering an executive thought leadership interview in a custom publishing supplement that would be developed for the EA Conference and GCN.

Michael opened my eyes to the whole idea of thought leadership via integrated marketing. To effectively "Shape Your Market," you need to find:

- The Right Partner or Partners
- The Right Media Mix
- The Right Audience to whom to Communicate
- The Right Message to Use

But one of the most important elements in this entire equation is the ability to recognize this special thought leadership opportunity and get on board early. When you sign on early, you also get a chance to "test out your message", which in turn reduces your risk.

I like to think that Trezza Media Group, with my strategic partnerships with The Flyzik Group and Public Sector Communications, are totally focused on helping market leading companies--to Shape Markets through our thought leadership programs. I believe that smaller, more targeted and focused opportunities--will help to start placing the building blocks into the foundation of building the right messages and relationships that shape markets. According to Michael, it takes approximately 2-3 years to effectively shape a market & you'll need to invest consistently in that strategy during that time. It's NOT a ONE SHOT DEAL--which is why BAH was a top platinum sponsor for the 4 years of this EA Conference--and they helped shape that market!

As we head into 2007, Trezza Media Group will be expanding its



Trezza Media Group and The Flyzik Group held its 10th Federal Executive Forum on Oct. 26th-live at the FIAC Conference at UMUC- with another outstanding lineup of government and industry leaders, including:

Mike Butler-DoD Carol Bales-OMB Judy Spencer-GSA Barbara Symonds-IRS

Sponsors: Unisys Corporation & Bearing Point

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Planned 2007 Schedule includes:

- January-Wireless & Mobility
- February-Special Emerging Technologies Program
- March-Information & Intelligence Sharing
- April-IPv6 & Converged Communications
- May-Health IT
- June-Emergency Preparedness & Response
- July-DHS-Border Security
- August-DoD-Net Centric Operations
- September-Lines Of Business (LOB)
- October-Cyber Security/Information Assurance at FIAC Conference
- November-COOP/Disaster Recovery
- December-Open Source Computing

(schedule will probably change and is flexible)

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

To see or listen to any of our programs, please go to our [Program Page](#) on [Federal News Radio](#). For a look at the recording of our program, [see photos of the taping here](#).

Thought Leadership & Market Shaping Programs to include:

- The Federal Executive Forums (1 hour radio & video TL Programs on Federal News Radio)
- The Federal Executive SI Roundtables (Government-SI-Industry evening roundtables at the Tower Club)
- The Federal Executive Vision Series (New/2007-TL custom publishing insert program)
- The Federal Agency Program and Contract Guides (SBI-EAGLE & GSA Custom Publishing Magazines)

It should be another exciting year. I want to thank all of my industry and government partners and sponsors (see box on left) for making 2006 a very successful year!

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. Happy Holidays!

- Tom

The Flyzik 5
By Jim Flyzik, The Flyzik Group

As we prepare to ring in the New Year, here are 5 key "drivers" that may disrupt the Federal IT landscape:

1. The Democratic takeover of the key Appropriations and Authorizations Committees.

We may not see complete rescissions of existing legislation, but we certainly will see shifts in priorities within the existing DoD and DHS appropriations and in the Bills that remain under Continuing Resolution. Expect more emphasis on oversight.

2. GSA versus Individual Agency Government Wide Acquisition Contracts. This debate will likely heat up as the new GSA leadership formulates positions and Alliant and Networx move forward. What will happen to the Treasury Communications Enterprise? What will happen to the eGov LOB's with a new Congress?

3. The 9/11 Report. The new majority in Congress has already released a Report detailing the need to address many of the 9/11 Report recommendations that are still not implemented. In particular, the issue of Interoperability among Federal, State and law enforcement and first responders will see increased attention. This will challenge many companies to rethink how they support State and Local customers.

4. Privacy. There was active debate the past few years over technologies used for RFID, Biometrics and programs such as Secure Flight, Registered Traveler, the PASS card and other authentication and identity management programs. There will likely be another round of debate as new leadership settles into place. What impacts will such debate have on existing programs?

Trezza Media Group is proud to have had the privilege of working with these top companies as clients in 2006, and thanks them for their support:

- Apogen
- Apptis
- AT&T Government Solutions
- BAH
- BMC Software
- Bearing Point
- Blue Ridge Networks
- Boeing
- Business Objects
- CACI
- CDWG
- Cisco Systems
- Citrix
- EMC
- EPS
- FEI.com
- Fujitsu Computer Systems
- General Dynamics
- Hitachi Data Systems
- Juniper Networks
- Lockheed Martin
- McDonald Bradley
- Nortel Government Solutions
- Northrop Grumman IT
- Novell
- Perot Systems
- Quest Software
- Qwest
- Raytheon Information Systems
- Red Hat Software
- SRA
- STG
- Symantec
- UMUC
- Unisys
- VION Corporation

Happy Holidays from Trezza Media Group!

EXECUTIVE SI ROUNDTABLE WITH DNI



Trezza Media Group and The Flyzik Group

5. DoD versus DHS. There is likely to be significant differences of opinion about the next steps in Iraq. The discussions will likely heat up as arguments are made about focusing the war against terrorism over in the middle east versus focusing on fighting the war by more emphasis on homeland protection and the matter of "home grown" terrorism. Will budget priorities change?

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FEDERAL EXECUTIVE FORUM ON COOP/DISASTER RECOVERY



Trezza Media Group and The Flyzik Group held its 11th Federal Executive Forum on Nov. 6th, with another outstanding lineup of government and industry leaders, including:

- Major General Guy Swan-Northcom
- Col. Scot Miller-Army
- David Garratt-DHS/FEMA
- Jerry Lohfink-National Finance Center

Sponsors: Symantec-VION Corporation & Hitachi Data Systems

(Special Thanks to Kaye Gray at Gray Creative Strategies)

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Looking to Predict and Shape Markets?

Download this excellent white paper from Government Futures, LLC on [A Special Market Shaping Report](#).

hosted our 7th Executive SI roundtable with ODNI on October 10th. Our guest was General Dale Meyerrose-CIO.

For a look at the evening cocktail reception & dinner discussion [click here](#).

Our planned 1st half roundtables for 2007 include DHS/Emergency Preparedness, GSA, Army, DHS/CBP, VA-HHS/NIH, Air Force & Agriculture

GSA: A Transformation That Serves Our Nation

This custom publishing supplement is a positioning vehicle for GSA and focuses on GSA's ongoing transformation from being not only the leader when it comes to providing government-wide buying vehicles, but also being the leader in providing a global and national single integrated capability of delivery of services; ones that start with the enterprise and drill all the way down to the end user at the desktop.

Editorial features GSA leaders explaining clearly the vision, goals, strategy and operations philosophy of the FAS, with special emphasis on the ITS. It also covers GSA's new flagship programs Networkx and Alliant (both to be awarded in 2007) along with interviews with senior level GSA Schedule, GWAC, ITAC and regional executives.

Issue Dates: GCN – February 19, 2007
Washington Technology – February 26, 2007

Download the informational flyer [here](#).



Rapid Results
Survey on General Business Conditions

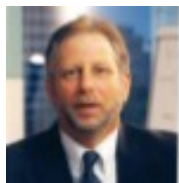
Looking For More on Lead Gen?

Look no further than this straightforward white paper from CMP on [Five Steps to Lead Generation Success](#).



Good News! Uncle Sam Wants You!

By Jeff Erlichman, Public Sector Communications



In doing the interviews with DHS leaders for the SBI and EAGLE custom magazines, one message came through loud and clear: Attention Solutions Providers. We want to do business with you.

We are just at the beginning of SBI. SBI net as a contract is going to take a step-by-step, prove-that-it-works approach where awardees will move on and off the contract as conditions dictate.

The same goes for EAGLE/First Source. Their era is just launching. Components will still have a number of other existing contracts they can continue to use until they are transitioned to EAGLE/FirstSource in an orderly way.

Both of these programs will undergo significant growth as the years go on. They are designed for the long haul. They have strong commitments to small business. And there is still time to be part of the EAGLE and First Source contracts.

Below is the article I wrote for the EAGLE Contract Guide on DHS and Small Business.

In Flight For Small Business

Small business is a big part of the EAGLE strategy.

"We ask these components to survey their various program managers to get a sense of what requirements they will have coming up and we have a great deal of confidence the small business awardees will do a fine job for us." -Kevin Boshears

"Today is a big day for the small business community at DHS," announced Kevin Boshears, director of the Office of Small and Disadvantaged Business Utilization (OSBDU) for DHS at the 2005 meeting announcing EAGLE.

What followed was an innovative approach to serving small business needs. In addition to naming a distinguished list of large businesses, DHS held a separate competition for small businesses and evaluated them against each other as small businesses. In other words small businesses were able compete against other small businesses of the same size.

What this does is enable DHS throughout the life of the program to set-aside tasks or elements of tasks for small business only. And it allows for small business to act as prime contractors on the EAGLE contract.

This is unique when it comes to these large omnibus contracting vehicles. Typically the way small businesses get in the door is through subcontracting opportunities. With EAGLE, there are both.

There are subcontracting opportunities because DHS sets subcontracting to small business metrics as part of the goals for the large businesses. In addition, there is a cadre of small businesses for whom DHS can set-aside procurements, making sure they go directly to them and are competed among them only.

Good Business Sense

Boshears emphasized that small businesses are essential to success. "It makes good business sense to include them in a meaningful way in EAGLE and we are very excited about the capabilities that this group of EAGLE small businesses brings."

Boshears heads the DHS Office of Small & Disadvantaged Business Utilization (OSDBU), where he identifies small business procurement opportunities for DHS and organizes outreach programs to help small businesses find DHS opportunities either in person or online at www.DHS.gov/openforbusiness.

His office also prepares and publishes an annual forecast of contract opportunities. The FY2007 was published October 1.

"We engage in the advanced acquisition planning discussion and written document. So starting well before the new fiscal year starts, we go to our components (there are 8 major buying activities and DHS) and we ask these components to survey their various program managers to get a sense of what requirements they will have coming up," explained Boshears.

"We also begin to look at what could be for small business and put it in our forecasts. We periodically update it throughout the year. It has become our most popular document that we prepare."

Program Manager = Customer

Advanced acquisition planning translates into working with program managers. "We treat them as customers and part of the dialog with the customer includes small business participation," Boshears said. "Sometimes program managers might not be acquainted with the small business program. After we are able to explain how it works and what we are doing, we've been able to award a significant function of our contracts to small businesses."

Boshears credits small business program success to having widespread support from all the members of the acquisition community including the customer, contract specialists and senior management. "We really have made an effort to get support

from all corners.”

As part of the solicitation process for EAGLE and contract requirements, each EAGLE prime contractor both large and small must name a Teaming Coordinator. That’s a real person, with email, phone number etc. It’s done just for that reason so that small businesses can still have an opportunity to participate even if they are not one of the EAGLE prime winners. And DHS sponsors events where small businesses can meet these Teaming Coordinators and have pre-arranged meetings.

EAGLE is small business friendly; helping DHS meet its IT needs and providing a uniform platform to execute the IT strategy.

“From a small business perspective, whenever we can have meaningful small business opportunities at the prime and subcontracting level, that’s considered to be a success.”

That’s why Boshears was glad to proclaim August 5, 2005 that “today is a big day for the small business community at DHS.” He’s still glad. “I was glad to be able to say that then, because now I can say ‘yes, it certainly was’.”

Jeff

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