

NEWS RELEASE



Contact: Ben Souder
Email: bensouder@targetgov.com
Phone: 443-543-5067

New Government Contracting Institute the Result of TargetGov and bwtech@UMBC Partnership

bwtech@UMBC and TargetGov work together to create a series of courses aimed at helping businesses gain more Federal Government contracts

October 15, 2012 – Baltimore, Maryland – Today, TargetGov and the bwtech@UMBC Research Park announce a plan to team up and produce a series of courses geared towards accelerating sales in the federal marketplace.

The courses will take place at bwtech@UMBC and include: Federal Contracting Gap Analysis, Market Identification Strategies and Tactics, Illuminating the Federal Sales Process, Marketing to Win Government Contracts, Navigating the GSA Schedule System, Proposal Writing Tools for Success, Fundamental Contract & Project Management, Essential Accounting Components, Clarifying Legal Requirements, Demystifying Security Clearances, Merits and Qualifications of Socioeconomic Certifications and more.

This partnership uniquely positions bwtech@UMBC and TargetGov to offer this kind of training in the State of Maryland. "Government contracting is a multi-billion dollar market and the fact that bwtech@UMBC Research & Technology Park is partnering with TargetGov on the Government Contracting Institute is testimony to their vision of supporting business incubation, acceleration and growth," says Gloria Larkin, TargetGov president. Larkin will coordinate instructor selection. "We have a strong resource group of experts in the proposal, sales, marketing, accounting, legal and security clearance fields. We only engage proven experts as instructors, preferably those with national experience and exposure."

Space for the in-person courses is limited to ensure an optimal learning environment. While companies in the park are encouraged to participate, companies outside the park are welcome as well. Class schedules and fees will be posted on the TargetGov and bwtech@UMBC web sites.

"One of the important parts of this program," says Ellen Hemmerly, president and executive director of bwtech@UMBC, "is that it will help early-stage companies learn how to expand their customer base into the government sector."

"Being successful in the bid process can take months or years," says Vic Hess, entrepreneur in residence at bwtech@UMBC. "In today's highly competitive environment, businesses must plan an acceleration strategy to rise above the pack." And helping early-stage companies plan this strategy is just what this partnership aims to do.

About TargetGov:

TargetGov provides national support with expertise in federal government procurement related business development and marketing services including minority certification services, contract development (GSA Schedules, BPAs, IDIQs, GWACs, etc.), business development, proposal management and development, contract administration and expert federal contracting services. Gloria Berthold Larkin has been recently quoted in the Wall Street Journal and TheStreet.com, and she is the author of "The Basic Guide to Government Contracting" and "The Veterans Business Guide: How to Build a Successful Government Contracting Business." Visit <http://www.TargetGov.com> or call 443-543-5067 for more information.

About bwtech@UMBC:

bwtech@UMBC, www.bwtechumbc.com is a 71-acre research and technology community at the University of Maryland, Baltimore County (UMBC). It comprises the Life Science and Technology, Clean Energy, and Cyber Incubators, home to over 100 early-stage high-tech and life science companies, and the Research and Technology Park, with a capacity of 525,000 square feet of office and laboratory space. bwtech@UMBC offers collaboration with university faculty and students, and enjoys a strategic and convenient location, close to downtown Baltimore, BWI Thurgood Marshall Airport, and Washington, D.C. bwtech@UMBC's annual economic impact on the state is estimated to be over \$300 million.

###