
Distinguished Speakers

Keynote: Mark Amtower
Founder, Amtower & Associates
Co-Founder and Co-Director of the Government
Market Master Educational Program

Laura Davis, President
Strategic Consulting Solutions, Inc.

Kenneth Parsons, President
Parsons Consulting Solutions, LLC (PCS)

Bob Bush, Sr. Vice President
GovSG

Wendy Collins, President
STATUS Project Services, Inc.

Kim Koster, Director, IPM Product Marketing
Deltek

Dave Corbin, Systems Engineer
Deltek

Alan Baker, Principal
Crown Point Consultants

Bill Allen, Co-founder
The Proposal Network LLC

Francene Macy, Consultant



Charleston Government Contracting Summit

Hosted by
Strategic Consulting
Solutions,
PCS Parsons Consulting
Solutions,
Deltek

March 22, 2012
Sheraton Charleston Airport
Charleston, SC



Charleston Government Contracting Summit

March 22, 2012

8:00AM to 4:00PM

Sheraton Charleston Airport Hotel

Hosted by

Strategic Consulting Solutions, Parsons Consulting Solutions, LLC and Deltek

Welcome to our 2012 Government Contracting Summit!

Thank you for joining us today. Whether you are new to the federal marketplace, a seasoned contractor seeking new opportunities, or an established government contractor striving to achieve a growth milestone, we have designed a program to provide you with relevant information and practical guidance to help you achieve success. Please take the opportunity to network with the speakers and attendees throughout the day. Feel free to participate in the presentations with your questions and comments. We welcome your insight and experiences as well!

The speaker presentations will be made available after the seminar. This seminar is approved for Continuing Education Credits. Strategic Consulting Solutions is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

We hope that you enjoy the day!

Thank you.



About Strategic Consulting Solutions

Strategic Consulting Solutions is the leading provider of compliant solutions to government contractors. SCS is a small, woman-owned company based in Oak Ridge, Tennessee, with locations in Texas, South Carolina and North Carolina. The company was founded in 2004. SCS is a Deltek Partner.

SCS specializes in supporting government contractors in the areas of Accounting, Software Sales, System Implementations, Training, Finance, Compliance, and Contract Administration. We are committed to providing our clients the highest level of service by staying abreast of the latest issues in the industry and continuously training on the latest products and technologies.

The company supports organizations that are start up, small to midsize as well as large businesses. Many of our clients have entrusted the SCS to perform all of the accounting and financial functions of their operation. With the strong talent within the organization, SCS is enabled to assist companies with a wide range of services. We strive to serve our clients with strong expertise and integrity to ensure a fully compliant accounting system that serves the unique needs of each organization.

Areas of expertise

- Cost accounting system design, implementation, training, and documentation including Deltek GCS Premier, Deltek Costpoint, Deltek Time & Expense, Deltek Budgeting and Planning, Cognos Impromptu, and QuickBooks.
- Interim management of accounting departments
- Fully outsourced accounting utilizing Deltek GCS Premier
- Assistance with Cost Accounting Standards and compliance issues
- Liaison and representation with DCAA
- Business Assessment to improve processes; Policy and procedure development
- Inventory control and material management
- Cost proposal preparation
- Deltek knowledge and experience
- Government reporting
- Budget Preparation and Reporting
- Deltek Software Sales - Deltek First Essentials, including GCS Premier, Deltek Time and Expense, GovWin CRM

www.scsconsults.com

(865) 220-0051



About PCS Parsons Consulting Solutions

“Providing expert GovCon support services, differentiated by innovative solutions, and long term partnering with a commitment to professionalism and reliability”

Areas of expertise:

- **Deltek Costpoint** software design, setup, implementation and support
- **GovCon Cost Accounting** ERP systems including **Project Controls** and **EVM**
- **CAS** Cost Accounting Standards expertise and **Disclosure Statement Preparation**
- **DCAA Compliance** Specialists
- **GovCon Proposal Preparation**
- **Forensic Accounting** support to federal bankruptcy courts
- **Network of Professionals** in the GovCon arena working as Controllers, Accounting Managers, Implementation Managers, Project Control Managers, and Contract Managers.
- **Deltek Partner** in alliance with Strategic Consulting Solutions **“PCS-SCS Alliance”**

www.pcsconsults.com

(865) 694-9963

Know more. Do more. And Profit more with Deltek.

Headquartered in Herndon, Virginia, with over 1,600 employees worldwide, Deltek is the leading global provider of enterprise software and information solutions for professional services firms, government contractors, and government agencies.

- **Win More.** We provide both the market research information that allows you to identify opportunities and the business development and customer relationship management software that will accelerate your marketing and sales efforts.
- **Optimize More.** Our cutting-edge human capital management and resource planning solutions enable you to get the most out of your people.
- **Manage and Control More.** Our comprehensive financial management solutions ensure fast and accurate financial reporting guaranteeing that you can make informed decisions, control key levers within your business, and better manage your organization using real-time facts.
- **Comply More.** Our governance, risk, and compliance solutions enable you to better comply with the most rigorous financial reporting requirements
- **Deliver More.** Our deep portfolio of project management solutions ensure that your projects will be delivered on time and on budget growing your margins and increasing customer satisfaction.
- **Measure More.** Our business performance management solutions aggregate information from many sources to deliver the insight and clarity you need to make better real-time decisions and to measure the health of your organization.

www.deltek.com



2012 Charleston Government Contracting Summit

Agenda Thursday, March 22, 2012	
8:00 am to 8:30 am	Registration, Continental Breakfast and Networking
8:30 am to 9:00 am	Welcome comments and introductions
9:15 am to 9:45 am	Deltek Presents: Clarity GovCon Industry Trends Report & Federal Budget Outlook - Kim Koster
9:45 am to 10:15 am	DCAA Hot Topics – Francene Macy
10:15 am to 10:30 am	Break and prize drawing
10:30 am to 11:00 am	Earned Value Management – Wendy Collins
11:00 am to 11:30 am	Evolution of Business Intelligence Tools and Value to the Government Contractor – Dave Corbin
11:30 am to 12:00 pm	SPAWAR Perspective Outside/In – Bob Bush
12 PM	Prize Drawing Lunch Buffet opens
12:15 pm to 1:15 pm	Working Lunch Keynote: Mark Amtower <i>"Differentiate or die! How <u>your</u> company can get on the radar of key government influencers and primes"</i>
	Prize Drawing
1:15 pm to 1:45 pm	Teaming Rationale and Partner Selection – Alan Baker
1:45 pm to 2:15 pm	What Makes an Accounting System Compliant – Laura Davis
2:15 pm to 2:30 pm	Break
2:30 pm to 3:00 pm	CAS Fundamentals – Kenneth Parsons
3:00 pm to 3:30pm	Building the Actual Proposal – Bill Allen
3:30 pm to 4:00 pm	Closing Comments and Final Prize Drawing

Welcome and Introductions

Laura Davis, President
Strategic Consulting Solutions and Kenneth
Parsons, President
Parsons Consulting Solutions

Deltek Presents: Clarity GovCon Industry Trends Report & Federal Budget Outlook

Kim Koster, Director of
Product Marketing EPM, Deltek

With unparalleled budget uncertainty in Washington, government contractors who are looking to stay on top of local and national trends should attend this session to hear:

- **The status of FY2012 Appropriations**
- **Strategic areas of growth for federal contractors**
- **Overall contract opportunity outlook for FY2012**
- **Benchmark results from the latest Clarity survey – how do they rank against their peers**

Kim Koster is the Director of Product Marketing for the EPM (Enterprise Program Management) group at Deltek, a leading provider of program controls and earned value management software for project focused businesses. She has 21 years of industry experience working for Raytheon and ATK where she had the opportunity to work on many projects utilizing EVM. Kim held management positions such as Product Line Business Manager, Controller, and EVMS Focal Point.

Kim has been a trainer and mentor in her organizations and has provided guidance to many project and executive teams. Kim is the co-author of a new publication, EVM for Dummies, Deltek Special Edition, and Government Contracting for Dummies, Deltek Special Edition. She holds a BBA from the University of North Texas.

DCAA Hot Topics

Francene Macy

This session will cover:

- **Recent changes at DCAA and how they have affected the way they do audits.**
- **What types of audits are being performed by DCAA.**
- **What companies should expect when DCAA is performing an audit at their location.**

Francene Macy has worked for DCAA as a Senior Auditor since 2002 until her recent retirement this February, 2012. Ms. Macy has experience as a tax software tester for Arthur Anderson, and has also worked in smaller accounting firms. She served in the Air Force from April 1979 to March 1992.

Ms. Macy received a BS in Business with a Major in Accounting and Business Management Chadron State College, Chadron, Nebraska

BREAK

Earned Value Management

Wendy Collins, President
Status Project Services

Ms. Collins has over 24 years experience implementing and managing project cost systems for large aerospace/defense companies (both in the US and the UK), many of the national laboratories, construction companies, and technical and environmental service companies.

She is President and Owner of STATUS Project Services, Inc., a small consulting business specializing in integrated cost and schedule system design, software implementations and Earned Value Management System compliance. She is a 1986 Magna Cum Laude graduate from the University of Tennessee, with a Bachelor of Science degree in Business Administration.

Founded in 1997, STATUS has extensive experience implementing and managing project cost systems for large aerospace/defense companies (both in the US and the UK), many of the national laboratories, construction companies, and technical and environmental service companies. Specializing in integrated cost and schedule system design and software implementations, STATUS consultants focus on building the business financial infrastructure to successfully support management and reporting requirements for companies operating in the complex environment of government regulatory compliance.

Evolution of Business Intelligence Tools and Value to the Government Contractor

**Dave Corbin, Systems Engineer
Deltek**

Recent technological advancements in business intelligence provide the contractor with never-before-imagined visibility and insight into their programs and business operations. In this session, business intelligence capabilities are explored in detail with various samples.

A local Charlestonian, Dave Corbin is a Solutions Engineer within Deltek’s GovCon business unit, providing solution development and software evaluation services for government contractors. Previous roles within Deltek include Delivery Executive for Deltek Global Services, where he developed implementation solutions for the GCS Premier product family, and Deltek Vision consultant. Prior to joining Deltek, Dave served the contracting industry for 9 years. Seven of those 9 years were with SAIC, first as a Division Controller in Mclean, VA supporting the C3AITG business unit, where he managed financial operations for 7 divisions and a \$1B program management office, later transferring to Charleston as Business Manager for the Charleston division, managing administrative and financial operations. Dave holds a bachelor of science in Financial Management from Clemson University.

SPAWAR Perspective Outside/In

**Bob Bush, Sr. Vice President for Resource
Integration
Gov Solutions Group - GovSG**

Robert D. (Bob) Bush has over twenty eight years experience and demonstrated leadership ability in the strategic planning, design, development, installation, test, evaluation, and execution of advanced solutions for information technology and C⁴ISR programs within the US Military and Federal Government agencies. Within the Government he attained the Civil Service Rank of GM-15 (or O6 equivalent) in September 1995. Served twelve years as a Senior Government Manager responsible for strategic planning, design, implementation and maintenance of SPAWAR Systems Center Charleston enterprise wide communications and information technology infrastructure, business applications environment, and CIO policy formulation. Most recently he served 4 years as President of Barling Bay, and guided the company from an unprofitable financial posture, to profitability exceeding \$4M (annual), with growth increases of professional personnel (from 24 to 245 people), and significant increases in revenue. As a Senior Vice President of GovSG, Mr. Bush is serving to provide resources integration for the orchestration of the broad planning for GovSG’s technical programs, personnel and business growth, as they correlate toward customer relationships and solutions.

Bush held various positions in his 23-years of Federal service including, Chief Information Officer and Director of Information Technology (IT) from 1993 until 2004, with the Space and Naval Warfare Systems Center in Charleston SC. He provided Corporate-wide leadership in advanced solutions for IT decisions and was responsible for collaborative strategic planning, budgeting, security and policy development for, information systems & IT processes, systems development

and configuration and legacy business system software applications. As the principle architect of the Space and Naval Warfare Systems Center, Charleston's more than 4,000 device enterprise-wide network, he was responsible for the integration of its office automation software and core financial and business management information application software, internal video teleconferencing, corporate telephony and telecommunications services and management of more than 3,500 user accounts.

Bush majored in Electrical-Computer Engineering and earned his baccalaureate degree in Engineering from the University of South Carolina in 1983. He has completed both the Dale Carnegie and Stephen Covey leadership training courses.

LUNCH BUFFET OPENS: Working Lunch		12:00 PM
Luncheon Keynote: "Differentiate or die! How <u>your</u> company can get on the radar of key government influencers and primes"		Mark Amtower Founder, Amtower & Associates

Consultant, speaker, author and radio host **Mark Amtower**, is one of the most recognized professionals in the government market. He is the founding partner of **Amtower & Company**, of Highland, Maryland. He is the co-founder and Co-Director of the Government Market Master professional education program...

According to Guy Timberlake, CEO of The American Small Business Coalition, "Mark Amtower is the Godfather of government marketing." Each year Mark advises senior management in several companies on government marketing programs. He was named to *BtoB* magazine's top 100 business marketers in the U.S. in *Who's Who in B-to-B 2008*, and his LinkedIn profile was voted among the top 7 in the 2009 "Rock the World with Your Online Presence" contest (which became a book of the same name). His third book, *Selling to the Government* (John Wiley), came out in December, 2010 and has been in the top ten marketing books on Amazon several times. His radio show, *Amtower Off Center*, airs Monday at noon on Federal News Radio (1500 AM) in Washington, DC

Amtower has focused on the government market for the over 28 years, and has become one of the most quoted business professionals in the U.S. on matters involving doing business with the government. He has been featured in the *Entrepreneur* magazine, quoted in *the NY Times*, *LA Times*, *Washington Post*, *Washington Times*, *Investor's Business Daily*, *Financial Times of London*, *Forbes*, *Bloomberg's BusinessWeek*, *Federal Computer Week*, *Government Computer News*, *Government Product News*, *Network World*, *VAR Business*, *BtoB magazine* and a over 150 other national and regional publications. He has appeared on over 60 radio shows around North America and the U.K.

Every year he speaks around the country at major conferences, seminars and workshops. His keynote and lunch speeches include the annual NASA SEWP (Solutions for Enterprise-Wide Procurement) conference, Federal Sources annual Outlook conference, The MasterCard Government Financial Summit, multiple Federal Channel conferences (Virginia, Denver and San Diego) and many other events, including over 100 events produced by Amtower & Company.

Discussion of Why, How (Types of Teaming), Agreements Elements, and notes of caution

Most business initiatives start with an idea for a product or service. Technical expertise is solid, but the ability to run a business untested, for example: how to write a compelling proposal or business plan, where to find capital, how to build a management team; and how to go to market. Building on a 30 year international career, Mr. Baker formed Crown Point Consultants in 2002 to help meet these needs for federal government contractors and small businesses. He is a US/British dual-national and has lived and worked in England, Australia, South Africa and the USA, and completed extensive business and project development in Asia and the Middle East. Mr. Baker has held P&L responsibility for manufacturing, process industry and engineered product firms with up to 600 employees. Based in Knoxville, TN, and a founding associate of the Angel Capital Group, Mr. Baker serves a diverse government contractor and commercial client base, and provides “pro bono” support to the Tennessee Small Business Development Corporation. He holds a Bachelor of Science in Applied Mineral Sciences from Leeds University in England, and is a failed but enthusiastic guitarist!

This session will cover: Separation of Direct and Indirect Costs

- **Identification of Direct Costs by Project/Task**
- **Identification of Indirect Costs by Pool**
- **Separation of Unallowable Expenses**
- **Monitoring of Value vs. Spent**
- **Recording Costs as Proposed/Billed**
- **Traceability of Transactions Through Accounting System**
- **Policies/Procedures**

Laura Davis founded Strategic Consulting Solutions in 2004 after several years of consulting with government contractors. Since then, the company has grown to 25 employees and includes offsite offices in Texas and North Carolina. With Laura’s experience and leadership, the SCS team has developed a customer base that entrusts SCS to perform all of the accounting and financial functions of their operations. Laura’s career has been focused on the Deltek products such as GCS Premier, Costpoint, Time & Expense, and Impromptu and has implemented numerous Deltek software systems. In addition, Laura has supported customers in the areas of assistance with Cost Accounting Standards and compliance issues, Liaison and representation with DCAA, business assessments to improve processes, government reporting, and budget preparation and reporting.

Laura holds a Bachelor’s Degree in Accounting from Lincoln Memorial University and a Master of Accountancy Degree from the University of Tennessee. In August 2008, Laura completed her Master's Certificate in Government Contracting from George Washington University. She is the Treasurer for the local chapter of NCMA and is a member of several accounting organizations. Laura is a Certified Public Accountant and a member of the American Institute of Certified Public Accountants and the Tennessee Society of Certified Public Accountants.

This session will cover Cost Accounting Standards (CAS) Applicability

Mr. Parsons has 28 years experience supporting government contractors in DCAA compliance, CAS disclosure statement preparation and compliance, proposal preparation, and software implementations. His government cost accounting experience includes the design, implementation, and administration of government contract accounting job cost systems, specifically Deltek® Costpoint and GCS Premier, JD Edwards, and Oracle Financials. He also supports Federal Bankruptcy Courts in the area of forensic accounting.

Mr. Parsons holds a Bachelor's degree from the University of Kentucky in Business Administration, graduate work in accounting and finance at the University of Tennessee and holds a Certified Financial Planner Certificate from the University of Tennessee. He has owned his own successful consulting business *Parsons Consulting Solutions, LLC* for the past ten years.

This session will cover the technical aspects of building a proposal.

Bill Allen is the co-founder of The Proposal Network LLC, a management consulting, proposal development, training, and document design company supporting customers serving both the Government and commercial customers. Prior to joining TPN, Mr. Allen gained over 20 years of experience in both operations and business development in base operations, integrated facilities management, work control, mission operations, proposal management and business development. Bill began his career with Johnson Controls World Services, supporting Delta II, Atlas II, Space Shuttle, U.S. Navy, and commercial launch operations at Cape Canaveral Air Force Station. Since that time, Bill's assignments have included Program Director for Johnson Controls' largest commercial facilities management contract with JC Penney, Inc., National Operations Manager for an integrated facilities management contract with Computer Sciences Corporation, and Operations Support Manager for Fluor's Hurricane Katrina Relief Project throughout the state of Louisiana.

Presenting Companies

Deltek Know more.
Do more.™

Brad Edelen
BradfordEdelen@deltek.com
www.deltek.com
703.885.9237



Wendy Collins
wcollins@statuspros.com
www.statuspros.com
865.919.5527



Bob Bush
bbush@govsg.com
www.govsg.com
843.801.1029



Mark Amtower
Amtower & Associates
mark@federaldirect.net
www.federaldirect.net



Alan Baker
alanbaker@crownpointconsultants.com
alan@jbacklund.com
www.crownpointconsultants.com
865.414.0310



Kenneth Parsons
Parsons Consulting Solutions
kwparsons@pcsconsults.com
www.pcsconsults.com
865-694-9963



Laura Davis
Strategic Consulting Solutions
ldavis@scsconsults.com
www.scsconsults.com
865.220.0051



Bill Allen
billallen@allenctw.com
407.456.3139