

Maryland Entrepreneur Recognized by U.S. Small Business Administration

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Washington D.C. March 12, 2010- Gloria Berthold Larkin, President of TargetGov, a national company providing government procurement, business development and marketing services was recently named as the 2010 Maryland Women in Business Champion of the Year by the Maryland District Office of the U.S. Small Business Administration (SBA). The SBA holds the annual awards competition, which is acknowledged as one of the most renowned in the country, to recognize outstanding small business owners and the champions who support them.

Nominees for the award were judged on their businesses' success, based on company growth and expansion, and their dedication to community involvement.

"Being named the Women in Business Champion is an honour," said Larkin. "I have been fortunate to be involved in business issues at the local, regional and national levels and through the years, have learned that we can be most effective working as a team as opposed to individually."

The Maryland Small Business Week Awards operate in conjunction with the federal government's annual declaration of small business week. The three-tiered selection process involves nominees competing at the district level, with the winner advancing to regionals and then to nationals. Larkin will move on to compete at the national level during the week of May 24th in Washington D.C.

Gloria Berthold Larkin originally founded TargetGov with a focus to help small, minority, disadvantaged and women-owned companies succeed in the government marketplace but has since expanded dramatically to accommodate businesses of all sizes and goals. She assisted many of her clients in procuring multi-million dollar contracts in the government sector and also conducts webinars and teleconferences for business owners trying to get their foot in the door to the government contracting world.

"Our clients have trusted in TargetGov to help expand their business and customer base," Larkin noted, "and the one thing that builds success in this business is producing results, and that's what we've done and what we help our clients do."

As well as advocating for women small business owners, acting as the national Procurement Committee Co-Chair for Women Impacting Public Policy, Larkin is a recognized author, writing a book, "The Veterans Business Guide: How to Build a Successful Government Contracting Business" and a series of Government Business Development Audio CDs and Toolkits.

TargetGov focuses on government procurement and related business development and marketing services including minority certification services, contract development (GSA Schedules, etc.), business development, proposal management and development, contract administration and expert federal contracting services. The parent company, MOA, provides corporate business development and marketing-related services including current customer analysis to determine profitability, client profiling, targeted prospect identification and list development, database, marketing plan and strategy development, graphic design, marketing communications and calendar development and execution (advertising, direct mail, fax, email, newsletters, postcards, brochures, etc.) Gloria Berthold Larkin is the author of "The Veterans Business Guide: How to Build a Successful Government Contracting Business." Visit www.TargetGov.com

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