

## The NAAAC and Targetgov Help Even the Odds for Small Business Government Procurement Success

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### Groups Determined to Help Minority Businesses Achieve Government Contracting Success

Washington, D.C. - With the height of the acquisition season just around the corner, the National Association of African American Chambers (NAAAC) and Targetgov are focused on helping small and disadvantaged businesses located nationwide pursue and win government contracts. Gloria Berthold Larkin, President of Targetgov, will offer her expertise on the subject in an hour-long teleconference filled with essential information regarding winning government contracts, as well as avoiding crucial mistakes when doing business with federal agencies.

Clay Hammond, president of the NAAAC, sees this teleconferences and the information it will provide as vital to small businesses. "In the next six months," says Hammond, "\$300 billion in government contracts will be signed. Are small businesses getting their fair share? This teleconference is aimed at helping them do just that."

The Government Contracting Marketing and Business Development teleconference will consist of various strategies that corporations implement everyday that separate major contenders from the unsuccessful. Key topics will include: registrations required, the differences between government procurement and commercial sales, capability statements, successful government sales strategies, plus much more.

The live teleconference, "Government Contracting Marketing and Business Development" will be held nationwide on Wednesday, March 24, 2010 at 1:00 pm EST, 12:00 am CST, 11:00 am MST, and 10:00 am PST. All participants will receive the exclusive, 82-page Business Building Strategies Toolkit which includes over 100 specific contacts including phone numbers and e-mail addresses, 200+ federal agency procurement web sites related links, annual budget forecast information, and the prime contractor list. To register, visit [www.targetgov.com](http://www.targetgov.com) or call toll-free 1-866-579-1346; the cost is \$80.00.

Gloria Berthold Larkin is President of TargetGov, a national company providing government procurement, business development and marketing services. She is author of "The Veterans Business Guide: How to Build a Successful Government Contracting Business" and has created a series of Government Business Development Audio CDs and Toolkits (e-books) focusing on successful business development processes for federal contractors. She is an expert author with articles regarding business development published in local, regional, national and international publications.

She has received numerous accolades including: Enterprising Women magazine's 2010 Enterprising Women of the Year honoree, one of Maryland's Top 100 Women in 2010, 2007 and 2004, a Women Impacting Public Policy National Member of the Year 2007, the Bravo Business Achievement Award 2007, Maryland's Top 100 Minority Business Enterprises in 2008 and 2006 and was recognized by Maryland's Governor's Office of Minority Affairs as one of the top Women Entrepreneurs. Most recently, she was named the 2010 Maryland Women in Business Champion of the Year by the U.S. Small Business Administration.

### About TargetGov:

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](http://www.TargetGov.com)

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