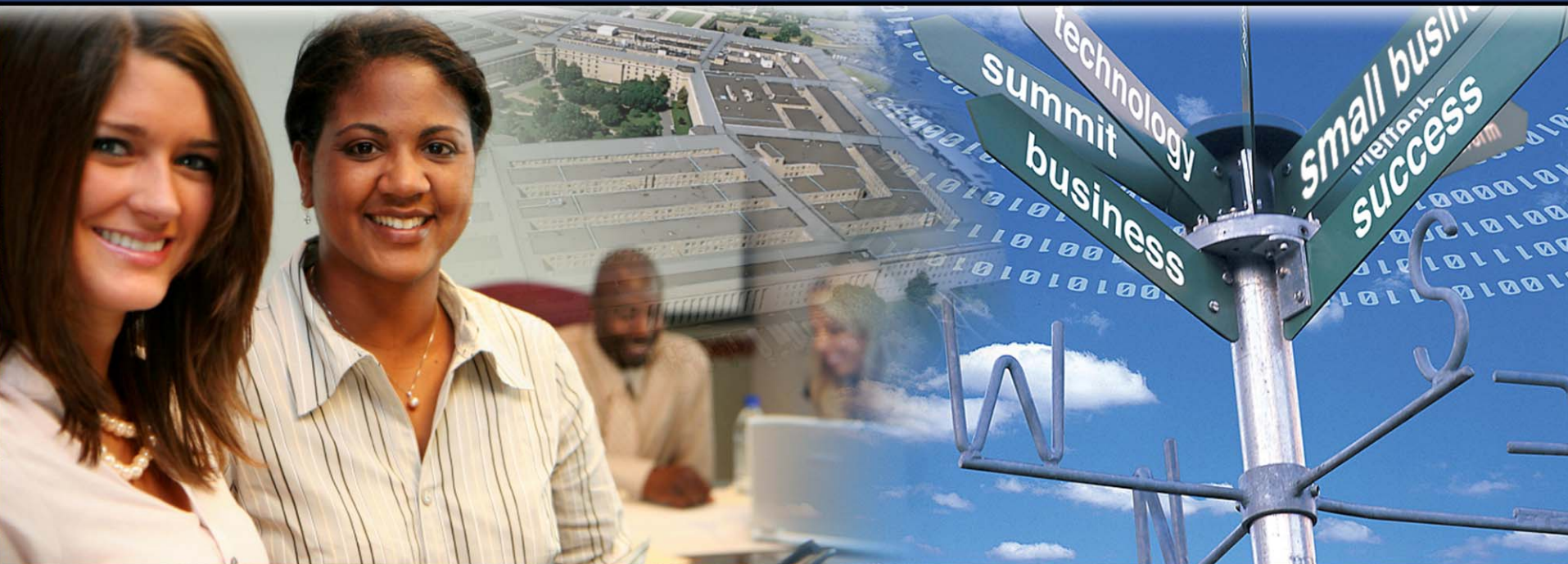




Success Strategies for Women-Owned Small Businesses in the DoD World

November 8, 2007



IEM Corporate Overview



- **Woman- and minority-owned**
- **Over 20 years in operation**
- **~300 defense/CBRNE experts, homeland security and emergency management professionals, scientists, engineers, software developers, and more**
- **Applied solutions contractor and technology consultant for DoD, DHS, FEMA, state and local governments, industry, and international entities**



Awards and Recognition

- 2006 American Red Cross Humanitarian Award
- 2004 Profiles in Innovation Award for Emergency Preparedness & Response Excellence (QEM[®])
- 2004 Business Leader of the Year
- 2003 Louisiana Technology Leader of the Year
- 2003 Lantern Award (LA Economic Development)
- 2001 DCI Portal Excellence Award Finalist
- 2001 Louisiana Technology Company of the Year
- 2000 Cogswell Industrial Security Award
- 2000 National Reinventing Government Hammer Award
- Member, Army Science Board
- Member, Defense Science Board for Intelligence on Terrorism
- Moderator, DTRA Chemical and Biological Modeling and Simulation Futures Panel

Necessary Foundation for Success

- **Passion**
- **Vision**
- **Quality**



Keys to Succeeding



- **Get involved and be visible**
 - Join local industry groups
 - Form your own groups
- **Focus on the customer—not your product or service**
 - What do your customers really need?
- **Seek feedback on your work**
 - Internal feedback
 - Customer feedback

Growing Your Business



- **Take advantage of small business opportunities**
 - 8(a) set-asides
 - General Services Administration (GSA) contracts
- **Develop a bidding strategy**



Growing Your Business

- **Prime whenever possible**
 - Large companies often willing to be subcontractors
- **Sub to large companies for large contracts**
 - Provide high-quality, visible service
 - Put your best foot forward with the prime



Marketing to Government and Large Businesses



- **Identify strategic targets**
- **Build relationships**
- **Market benefits not capabilities**
- **Leverage 8(a) status**





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Managing Risk in a Complex World