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TargetGov and bwtech@UMBC are Teaming Up to Create the Government Contracting Institute

bwtech@UMBC and TargetGov are working together to bring early-stage companies the Government Contracting Institute, a series of courses aimed at helping businesses learn about the federal government marketplace.

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 early-stage companies to help them learn more about the federal marketplace. The courses will take place at bwtech@UMBC.

Courses offered will 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. TargetGov president Gloria Larkin will coordinate instructor selection.

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.

Space for the courses will be limited to ensure an optimal learning environment. While companies in the park are encouraged to participate, companies outside the park are welcome as well. Forthcoming information 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 admitted to 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.

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