

Speaker/Trainer Bio -- Gloria Larkin



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Summary

- Author of *"The Basic Guide to Government Contracting: How to Sell Your Services and Products to the U.S. Federal Government"* (book & Kindle)
- Author of *"The Veterans Business Guide: How to Build a Successful Government Contracting Business"* (book & Kindle)
- Interviewed on **MSNBC** and quoted in the **Wall Street Journal**, **Forbes**, **Inc.com**, **TheStreet.com**, **USAToday**, and **Inc. Magazine**

- President of **TargetGov** which focuses on government procurement and related business development and marketing services including creating effective Capability Statements, successful minority certification, contract development (IDIQs, GSA Schedules, etc.), business development, proposal management and development, contract administration and expert federal contracting services.
- Created the **Government Contracting Institute**, offering both in-person and virtual instructor-led classes.
- Expert author with over 150 articles regarding government contracting and business development published in local, regional, and national publications.



Sample of Previous Speaking Experience

An experienced speaker and trainer with past engagements including:

- **Department of Energy Annual Conference**
- **Women in Government Construction Conference**, Washington DC
- **MacDill SDVOSB/VOSB & SB Conference**, Motivational Lunch Speaker, Moderator
- Fortune 50 Prime Contractor: Social Media Planning Strategy
- **National Veterans Small Business Conference**, The Dept. of Veterans Affairs, St. Louis, MO
- **Veteran Entrepreneur Training Symposium (VETS)**, Reno, Nevada
- Keynote speaker: **Johns Hopkins University Carey Business School** "Art of Entrepreneurship" Annual Conference
- **OSDBU Annual Conference** Workshop Session Speaker
- Speaker at the National Women Business Owners Corporation National Conference
- Speaker and discussion leader at **AMEX OPEN for Government Contractors** Summit for Success
- International speaker and discussion leader at the University of Oxford Saïd Business School Power Shift Forum for Women in the World Economy 2013
- Radio show and podcast guest for **BusinessWeek.com** and **NPR affiliate WEAA 88.9 FM**
- Television show guest of **Anne Arundel County** and **Howard County Public Television**
- Keynote Speaker for the **Annual BWCC Government Procurement Fair**
- Teaching seminars at the Howard County Economic Development Authority Business Center
- Keynote speaker at the Business Women's Network
- Speaker with the **Department of Homeland Security** at UMBC Tech Center
- Speaker at the **Department of the Interior's Procurement Conference**
- Keynote speaker at **Maryland Association of CPAs Government Contractors Conference**
- Lorman Education Services Distinguished Faculty

Recognitions

- Currently **Women Impacting Public Policy (WIPP)** National Educational Foundation Chair
- SBA's 2010 Women in Business Champion, Maryland
- Enterprising Women Magazine's 2010 Enterprising Women of the Year honoree

TargetGov at Marketing Outsource Associates, Inc. is a 100% woman-owned company. www.TargetGov.com

- Recognized as one of Maryland's Top 100 Minority Business Enterprises, 2008 and 2006
- Women Impacting Public Policy Member of the Year 2007
- Bravo Business Achievement Award 2007 recipient
- Recognized as one of Maryland's Top 100 Women in 2007 and 2004
- Recognized by Maryland's Governor's Office of Minority Affairs as one of the top Women Entrepreneurs and Top 100 Minority Enterprises in 2008 and 2006
- "Business of the Year" by the Baltimore/Washington Corridor Chamber of Commerce
- Featured in various nationwide publications including **USAToday** and **Inc Magazine** and quoted in **Government Executive** magazine
- MOA marketing projects for Howard Transit received a national American Public Transportation Association (APTA) AdWheels First Place Award and a Transportation Association of Maryland (TAM) "Best Transit System in MD" Award
- Past Instructor at George Washington University in the Continuing Education Division, teaching marketing and business practices workshops

Sample Topics:

- Becoming a Government Contractor: Mandatory and Optional Registrations
- Crafting a Powerful Capability Statement: Your Door Opener to Success!
- Debunking the Myths of Government Contracting
- Did You Win or Lose the Bid? The Debrief Meeting Process
- Federal Procurement 101: Identifying Your Market with a \$500 Billion Customer
- Federal Resources & Programs for Small Business: PTAC, OSDDBU offices, and SBDC
- Federal Contracting Certifications: HUBZone, 8(a), Small Business, Women Owned, Veteran and Service Disabled and Other Certifications for Your Business
- Fiscal Year-End Spending: Positioning Your Business to Win
- Government Contracting Business Development Successful Strategies and Tactics
- Identifying the Three Levels of Decision Makers in the Federal Market
- Make it Easy to Buy from You: Using GSA Schedules and Other Contract Vehicles
- Preparing for a Powerful Decision-Maker Meeting
- The Bid No-Bid Decision Process for Government Contracting
- The NEW Normal, What You Must Do to Win Business in the Federal Market
- Why Selling to the Government is Different than Selling to the Private Sector

What people are saying about Gloria Larkin:

"Ms. Larkin was our keynote speaker and I am still hearing comments about how interesting her talk was." Rhonda Tomlinson, Maryland Association of CPA's, Federal Contracting Summit

"Superb! No other word would adequately describe your presentation." Cynetta Cardwell, Howard County Economic Development Authority

"Your topic about New Trends and Tactics was really compelling for our attendees. We had no idea so many new tools were available to help us grow our businesses." Beverly Carrigan, President, Business Women's Network

"Ms. Larkin brought a fresh approach to government contracting that we had not heard before." Robert Faithful, US Department of the Interior

"Your session was very informative; it worked especially well with our new contracting procedures." Mr. Mui Erkun, US Department of Homeland Security

"The feedback that I received from attendees was that this was by far one of the best sessions we had." Tech Council of Maryland

If you would like to invite Gloria Larkin to speak at your event, please call
1-866-579-1346 or email glorialarkintg@targetgov.com