

*Offering companies
a robust workshop
agenda full of up-to-date
information on how to
successfully navigate
government contracting.*

The background of the entire page is a close-up photograph of a hammer with a wooden handle and a black head, striking a pane of glass. The impact has caused the glass to shatter, with numerous sharp, radiating shards of glass visible. The lighting is dramatic, with bright highlights on the glass shards and a deep blue background. The hammer is positioned diagonally from the bottom left towards the center.

business **BREAKTHROUGH**

At GSA we know that businesses are the engines of job growth, and we're working to provide information that will expand opportunities for these businesses to contract with the Federal government. That's why we're launching **GSA's Business Breakthrough** -- a program to help businesses better understand the intricacies of the Federal marketplace and GSA's contracting vehicles and take advantage of opportunities for growth.

GSA's Business Breakthrough will offer companies a robust workshop agenda full of up-to-date information on how to successfully navigate government contracting. Representatives from GSA, industry and other Federal agencies will provide information and guidance including real-world case studies from across industries.

The workshop series will be presented in two sections:

First Time Federal Contracting will introduce businesses to Federal procurement policies and procedures.

Participants will:

- Gain an understanding from GSA's perspective on how businesses can position themselves to increase their chances of working with the Federal government based on success-stories of their counterparts in industry.
- Learn how to use effective marketing strategies to connect with GSA's Federal customers, including ways to target government buyers and to strengthen their ability to win Federal contracts.

Advancing in Federal Contracting will assist businesses in delving deeper into procurement processes and policies.

Participants will:

- Gain an in-depth view of what GSA buys and the services we offer across industries.
- Increase their understanding of how to meet the requirements of a GSA contract.

- Maximize mentor-protégé, teaming, joint venture, and subcontracting relationships for Federal contracting success.
- Learn about our going green initiatives particularly as they relate to high-performing green buildings, our Greenhouse Gas Supply Chain Partnership, and GSA's Green Proving Ground Program.

GSA's Mentor-Protégé Program

Participants will have access to GSA's mentor-protégé program with procurement benefits for both mentors and protégés. For more information, please visit: www.gsa.gov/mentorprotege.

The program will be rolled out in stages, starting this spring, with a nationwide roll-out starting later in 2011 and continuing into 2012.

As the federal government's workplace solutions provider, the U.S. General Services Administration works to foster an effective, sustainable and transparent government for the American people.

About GSA

GSA's expertise in government workplace solutions include:

- Effective management of government assets including more than 9,600 government-owned or leased buildings and 215,000 vehicles in the federal fleet, and preservation of historic federal properties;
- Leveraging the government's buying power through responsible acquisition of products and services making up approximately 14 percent of the government's total procurement dollars;
- Providing innovative technology solutions to enhance government efficiency and increase citizen engagement; and,
- Promoting responsible use of federal resources through development of governmentwide policies ranging from federal travel to property and management practices.

For More Information Contact:

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