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Business-2-Government

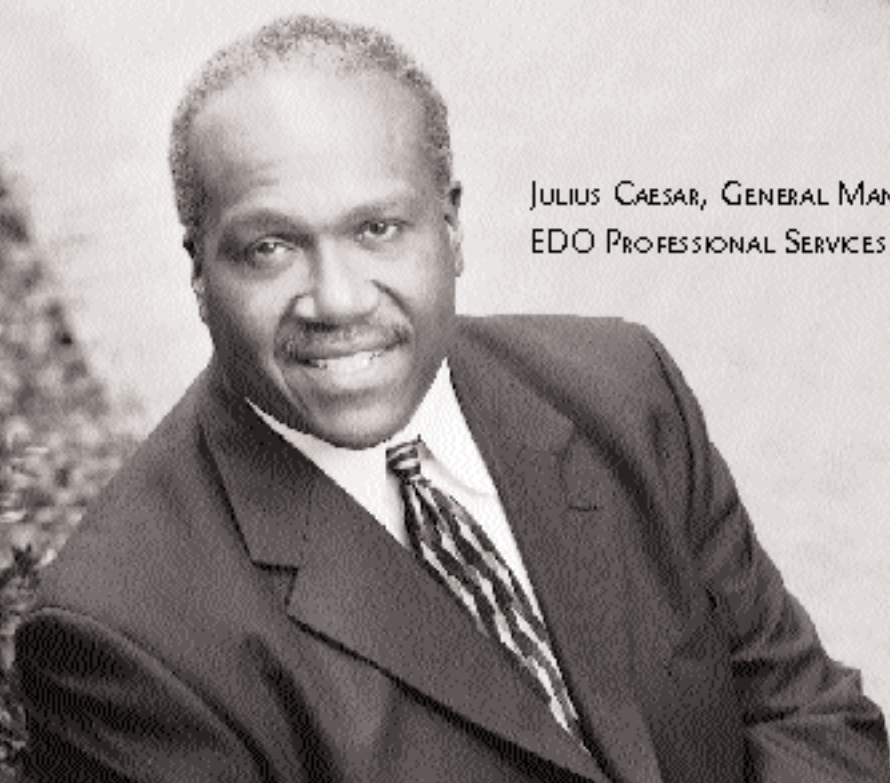
a candid interview with Steve Cooper

October 2003

NVTC


northern virginia technology council magazine

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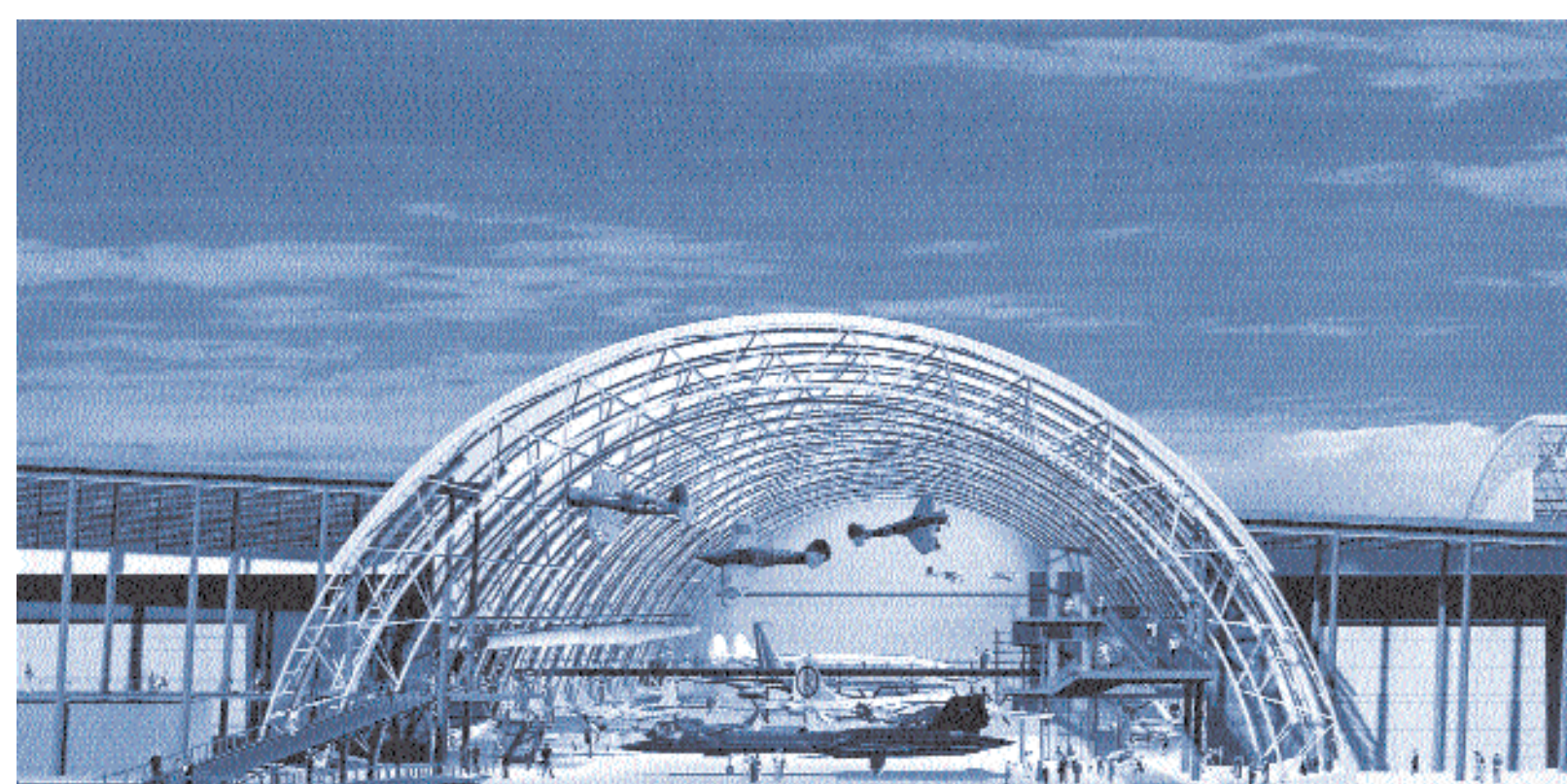
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MESSAGE FROM THE BOARD

W

hen we look back on the federal government FY 2003, the procurement picture will read like the summer's weather reports. For 2003, we had more than our share of "scattered showers" and hazy weather, but in the days ahead we are likely to see much more sunshine.

Scattered Showers for FY 2003

Several factors affected FY 2003 government procurement including a delayed civilian budget, the war in Iraq, the formation of the Department of Homeland Security (DHS) and new, but yet unclear, procurement processes.

While the defense department had its budget in place for FY 2003, civilian agencies operated under a continuing resolution until late February – nearly half the fiscal

year. Under these conditions, many agencies delayed purchases and there was uncertainty in government and industry alike. When appropriations were finally passed, some agencies were hit with new constraints. These agencies were already under a strain due to the new emphasis on business case justifications for IT expenditures and enterprise architecture debates. Now, they found their appropriations altered due to the situation in Iraq.

Funds were not the only resource to be reallocated due to the war in Iraq. As demand for products and services shifted, some companies saw reduced ordering in infrastructure support and enhancement in favor of bullets and fuel.

FY 2003 also saw the most massive government agency reorganization in more than 50 years. The creation of the Department of Homeland Security brought together 22 separate agencies, or components of these agencies, into one department which is coming together, but at a slower pace than expected. And, DHS is turning to the IT industry for assistance. It has issued a call to us to suggest technologies that could help protect the American people. Our response was so overwhelming that DHS created a Technical Support Working Group to evaluate all the proposals received.

Potential partnerships with DHS should present all Northern Virginia technology companies with many opportunities, but not until 2004. *(For more details on this relationship, see our interview with DHS CIO Steve Cooper on page 8.)*

Procurement was also hobbled by OMB's attempt to implement new management best practices, such as the adherence to an enterprise architecture, the consolidation of multiple agency efforts into the Quick Silver initiatives, and higher standards for business cases.

Sunshine For FY 2004

However, in FY 2004, funding should be in place, and we look for spending to pick up. Some agencies will spend the remainder of their 2003 committed funds in 2004, giving the new fiscal year a boost.

Here are three trends that we're watching for in the coming year:

The impact of DHS. Clearly, IT is the key to information availability and collaboration. As DHS more clearly defines its mission and puts an action plan into place, we should see more being spent on IT, especially in areas such as security, biometrics, mobile and wireless communications, and information gathering and analysis.

Stabilization in Iraq. Look for Northern Virginia technology companies to participate more meaningfully in the rebuilding of Iraq.

Growth of First Responder capabilities at the state and local level. There will be an upsurge in activity at the state and local level, in spite of state budget constraints, as additional federal funding is earmarked for "first responders." Since IT drives many of these solutions, IT should get more than its share.

With a promising forecast ahead, after the events of FY 2003, all of Northern Virginia's technology companies will be optimistically watching to see how FY 2004 unfolds. We invite you to check in with the NVTC B2G Committee members and events for more in-depth reporting and forecasts! ■



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dporetz@qorvis.com

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John Burton, Updata Capital
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Craig Chason, Shaw Pittman
craig.chason@shawpittman.com

Paul Cofoni, CSC, pcofoni@csc.com

Clara Conti, ObjectVideo
cconti@objectvideo.com

Caren DeWitt, webMethods Foundation
cdewitt@webmethods.com

John Engler, EDS, john.engler@eds.com

C. Michael Ferraro, TRAINING SOLUTIONS, Inc.
ferraro@trainingsolutions.com

Kevin Fitzgerald, Oracle
kevin.fitzgerald@oracle.com

Dan Gonzalez, Sheer Partners
dgonzalez@sheerpartners.com

Deepak Hathiramani, Vistrionix, Inc.
deepak.hathiramani@vistrionix.com

L. Kenneth Johnson, CACI
lkjohnson@caci.com

Bob Kahn, Corporation for National Research
Initiatives, rkahn@cnri.reston.va.us

David Karlgaard, PEC Solutions
dkarlga@pec.com

Tom Kelly, Nextel Communications
tom.kelly@nextel.com

Jim LeBlanc, S&H/LeBlanc International
jleblanc@techpublicaffairs.com

Jim Leto, Robbins-Gioia
jim.letto@robbinsgioia.com

John Love, AH&T Technology Brokers
jlove@ahtins.com

Lisa Martin, LeapFrog Solutions
lisa@leapfrogit.com

Duffy Mazan, SolutionWorx
dmazan@solutionworx.com

Gary McCollum, Cox Communications
gary.mccollum@cox.com

Titi McNeill, TranTech
titi_mcneill@trantech.com

John Mendonca, KPMG LLP
jmendonca@kpmg.com

Alan Merten, George Mason University
amerten@gmu.edu

Linda Mills, Northrop Grumman
linda.mills@ngc.com

Donna Morea, AMS
donna.morea@ams.com

Gary Nakamoto, Base Technologies
gnakamoto@basetech.com

Gary Pan, Panacea Consulting
gpan@panatech.com

Alex Pinchev, Red Hat
apinchev@redhat.com

Leslie Platt, Foundation for Genetic Medicine
leslie.platt@ey.com

Todd Rowley, Wachovia
todd.rowley@wachvoia.com

Chris Schroeder, Washingtonpost.Newsweek
Interactive, chris.schroeder@wpni.com

Todd Stottlemeyer, ITS Services
tstottlemeyer@itsinc.com

Lydia Thomas, Mitretek Systems
lydia@mitretek.org

Chairman Emeritus

John Backus, Draper Atlantic
backus@draperatlantic.com

Dan Bannister, CSC
dan.bannister@dyncorp.com

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Partners, ebersoff@qtrdeck.com

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mmorino@morino.org

Len Pomata, pomatalen@yahoo.com

Wayne Shelton, wshelton@bigfoot.com

Knox Singleton, Inova Health Systems
knox.singleton@inova.com

Esther T. Smith, Qorvis Communications
esmith@qorvis.com

Bob G. Templin, Northern Virginia Community College
btemplin@nvcc.edu

John Toups, toups@erols.com

Earle Williams, ewillms@aol.com

Bob Wright, Dimensions International
rlwright@dimen-intl.com

Convera, a leading provider of mission-critical enterprise search, retrieval and categorization solutions, announced that the U.S. Nuclear Regulatory Commission (NRC) is using Convera's RetrievalWare® search, retrieval and categorization technology as part of a newly launched Web-based initiative designed to simplify the process of searching for and accessing documents in its Publicly Available Records System (PARS) library. RetrievalWare is helping to advance the NRC's electronic government (e-gov) activities by providing agency stakeholders access to more than 200,000 full text publicly available documents in the Agencywide Documents Access and Management System (ADAMS). ADAMS is an information system that provides access to all documents made public by the NRC since November 1, 1999, as well as documents from the regulatory activities of the former Atomic Energy Commission. NRC staff members and the public now can access RetrievalWare's advanced search features directly from their desktops, without having to install additional software. www.convera.com. ■ Researchers at **George Mason University's National Center for Biodefense** have announced preliminary findings demonstrating that smallpox vaccination may confer a measurable degree of immunity to HIV infection. While cautioning that this evidence may not translate into direct immunity in humans, the scientists are optimistic about the potential applications of their results to the development of an HIV vaccine. The preliminary results will be further explored by testing a larger number of blood samples from both vaccinated and unvaccinated subjects. George Mason scientists also are planning additional studies to investigate how the smallpox vaccine is conferring protection against the HIV virus. George Mason has filed patent applications covering prophylactic and therapeutic uses of the smallpox vaccine and its applications to HIV vaccine research. George Mason University's National Center for Biodefense has teamed with **Ganeden Biotech Inc.** to investigate potential probiotics and immune system therapies that hold significant promise for U.S. military personnel. The research involves antimicrobial and antifungal applications for the development of

Our Professionals

Bobbie Greene Kilberg
President, NVTC
bkilberg@nvtc.org

Tim Nurvala
President
NVTC Foundation
tnurvala@nvtc.org

Susan Baker
Vice President
for Workforce
Development
sbaker@nvtc.org

Christine Kallivokas
Vice President of
Operations
ckalli@nvtc.org

Josh Levi
Vice President for Policy
jlevi@nvtc.org

Nancy Rollman
Vice President of
Communications
nrollman@nvtc.org

Randy Cisler
Controller
rcisler@nvtc.org

Pamela C. Dudley
Director of
Committee and Corporate
Relations
pdudley@nvtc.org

Tia Gibbs
Director of Production
and Design
tgibbs@nvtc.org

Jennifer Williams
Director of Membership
and Benefits
jwilliams@nvtc.org

Christina Araujo
Registration Coordinator
caraujo@nvtc.org

Tarin Heilman
Events Coordinator
theilman@nvtc.org

Sandra Henderson
Web Communications
and Technical Services
shenderson@nvtc.org

Margy Holder
Graphic Design Assistant
mholder@nvtc.org

Barbara Johnson
Receptionist /
Administrative Assistant
bjohnson@nvtc.org

Nancy Johnston
Education-Workforce
Liaison
njohnston@nvtc.org

Allison Kirkman
Membership Assistant
akirkman@nvtc.org

Zuzana K. Steen
Head of International
Relations
Assistant Director of
Workforce Development
zsteen@nvtc.org

Nicole Stone
Membership Manager
nstone@nvtc.org

Lauren Van Horn
Executive Coordinator
lvanhorn@nvtc.org

Linda Willever
Accounting Assistant
lwillever@nvtc.org

Mildred Cooper Elder
Research / Writing
Consultant
mcooper@nvtc.org

Michelle Senglaub
Advertising & Marketing
Consultant
NVTCMichelle@aol.com

The Northern Virginia Technology Council

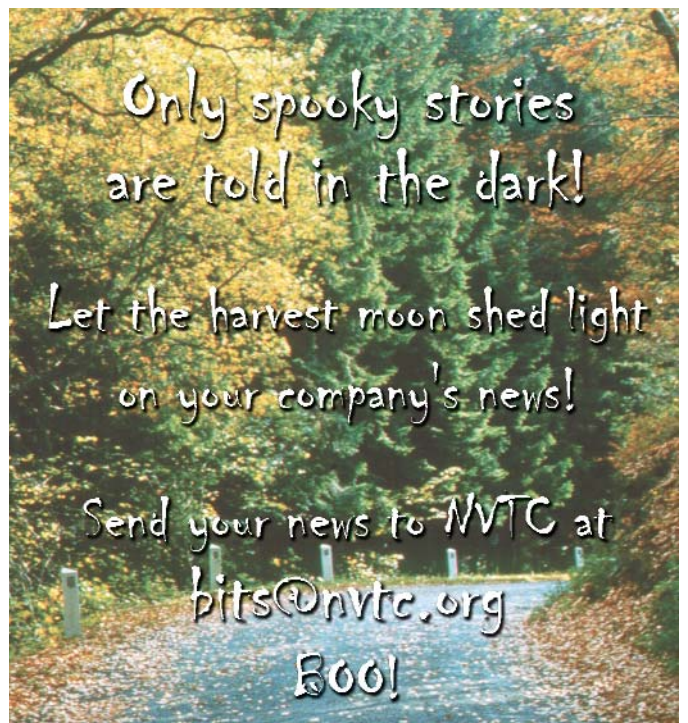
2214 Rock Hill Road, Suite 300
Herndon, VA 20170
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Mission

The Northern Virginia Technology Council is the membership association for the technology community in Northern Virginia. NVTC has more than 1300 member companies representing over 170,000 employees. Our membership includes companies from all sectors of the technology industry including information technology, software, Internet, ISPs, telecommunications, biotechnology, bioinformatics, aerospace and nanotechnology, as well as the service providers that support these companies. NVTC provides its members with: (1) over 110 networking and educational events per year; (2) comprehensive member benefit services; (3) promotion of Northern Virginia as a global technology center; (4) public policy advocacy on a broad range of technology issues at the state and regional levels, with involvement in federal issues as they relate to workforce and education concerns; and (5) community service opportunities through active involvement in community projects and philanthropy through the NVTC Foundation.

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health care products that can be used during training and deployment of troops, both as a prophylaxis and a treatment for noncombat-related illnesses. Another facet of the research looks at immune modulation, a process that seeks to enhance the time for effective treatment between a soldier's exposure to a pathogen and the onset of infection, known as the "golden time." George Mason University is the second-largest public university in Virginia. The National Center for Biodefense was established by the university in December 2001 to promote awareness of the national and international security challenges and medical and public health threats posed by biological terrorism and biological weapons proliferation. www.gmu.edu. ■ Fairfax based **PatriotNet** has partnered with Audiopoint to deliver new voice communications services to its customers. PatriotNet customers will be able to telephone access to their e-mail from anywhere in the world via Audiopoint's Text-to-Speech (TTS) application service, email by phone. The service is currently in an evaluation period. Busy travelers can use the service to access their account from anywhere with a telephone. Users of the system will be able to use voice commands to navigate through their e-mail, read it and even reply to it, by recording a WAV audio file attachment. This is all possible without disturbing the mail in the existing mailbox. PatriotNet is pleased to be Audiopoint's first major regional partner. PatriotNet will be offering this new service to customers on a trial basis. www.patriotnet.net ■ **Xybernaut Corporation** a leading provider of wearable/mobile computing technologies and solutions, and OPTIMUS Corporation, a leader in public safety technology, have announced a marketing agreement under which their respective products will be jointly offered to emergency first responders, military branches, homeland security officials, public safety entities and other organizations. Under terms of the agreement, OPTIMUS Corporation and Xybernaut are working together to develop and deploy solutions that enable users to remotely collect, analyze and respond to mission critical data and more easily communicate during critical incidents and other emergency situation. Xybernaut mobile/wearable computers are versatile devices offering unique benefits compared to laptop/tablet PCs and handheld/PDAs. Xybernaut technologies are small enough to go anywhere a worker's tasks take him/her. With specialized software for first responder scenarios, especially voice recognition applications and touch-activated capabilities, the system becomes a highly effective tool for critical incident response. www.xybernaut.com. ■



Steve Cooper

an interview with the CIO of the Department of Homeland Security

Steve Cooper has been serving as CIO at the U.S. Department of Homeland Security (DHS) since February 2003. As keynote speaker the following month at NVTC's Titans of Technology Breakfast, he outlined some initial priorities and points of contact at DHS. In support of IT assets for the DHS and its numerous agencies and employees, his team is utilizing – and seeking – existing and cutting-edge resources and emerging technologies to meet their IT goals and objectives.

Before coming onboard at DHS, Steve enjoyed a one-year stint as a Special Assistant to the President for Homeland Security and was Senior Director for Information Integration in the White House Office of Homeland Security. Prior to federal government service, he spent more than 20 years in the private sector as an Information Technology professional, most recently as CIO, Corporate Staffs, and Executive Director, Strategic Information Delivery, for Corning, Inc., and most recently is a recipient of Government Computer News' prestigious 16th Annual Executives of the Year Awards.

NVTC Board member Doug Poretz of Qorvis Communications caught up with Steve to get an update on his mission-critical priorities.

Prior to your position with DHS, you served as Special Assistant to the President for Homeland Security. What was your focus?

My focus was on information integration, vertical and horizontal, related to homeland security.

How does that differ from your current role as Chief Information Officer with the Department of Homeland Security?

Interestingly enough, my White House position was actually a bit more narrowly focused, and I had no operational role. It was policy-focused and involved a lot more meeting with, listening to, and working with a broad-base of people across the federal enterprise and state, local, and tribal governments, plus emergency responder and first responder communities. I still have that, but I also have all the operational aspects of ensuring information technologies services and support in a federal cabinet department and all the regulatory compliance, congressional compliance, GAO compliance, and OMB compliance, that come into play in a cabinet department.

How significant are the compliance issues in terms of the speed of the job?

It involves more work than I understood. Prior to this position, I had never been exposed to the federal government environment. Now, from the inside, I appreciate that some things take a considerable

amount of time, especially in the slightly understaffed situation in which we find ourselves at present. But, I don't want that to be a negative: we simply don't have the full complement of resources. If we did, we'd have an individual, or perhaps two, dedicated to regulatory compliance issues, and that would allow other people to be entirely focused on mission capability and related information technology enablement. Now, we have to take a little piece of people's time to do the regulatory compliance, so everyone is not able to dedicate one hundred percent of their time to mission capability and information technology enablement.

But if the addition of two people could help make your department go faster with its substantive work, even if the gain is relatively small, given the mission of the department, it seems to me that the decision to add two people should be a slam dunk?

I would actually agree, and the problem, if there is one, lies with us. This is not a process that is broken or a case where someone is preventing us from getting the people. We're trying to fill the open positions we have as fast as we can. But the same people who are responsible for filling the open positions, like myself, and people who report to me, are the same people who are also trying to do all the work. So it's strictly a start-up type of problem because we are, in fact, in a start-up period.

ment of Homeland Security



So if an NVTC member reading this article said, "I'm willing to put my career on hold or shift my career for a few years and go work at the Department of Homeland Security and help in this effort," would you welcome their resume? How would they do it?

We would absolutely welcome their resume. But at the same time that we would welcome their resume, here is where the federal process is not necessarily an obstacle, but it takes a little bit longer than those of us who have operated in the private sector might be aware. It was a learning point for me. Believe it or not, we don't have any easy way to simply bring somebody from the private sector on board quickly to a federal job. Some people, for instance, who have made their fortune out in the private sector, have time, experience and capability, and don't need money, have come to us and have offered to work as volunteers without pay. But while we welcome those people with open arms, there are processes that must be followed. Believe it or not, they still have to go through the same type of ethics and financial disclosure that I went through as an appointee. If we wanted to put them into a job, they would have to compete for the job with other federal and private sector employees. We don't have, to the best of my knowledge, a volunteer category where we can take advantage of what appears to be a simple, fairly direct offering of volunteer help. Here's the reality: a lot of people who would volunteer to bring us their expertise and knowledge also probably have their investment portfolio largely in the technol-

ogy industry. They run into very realistic, and in some cases very real, conflict of interest issues. So while on the surface we certainly would always welcome people who want to join us in the federal environment, we also have to acknowledge that there is a process that needs to be followed to ensure that we protect the individual's interest, the department's interest, the taxpayer's interest and the broader community that we serve.

So if somebody wanted to start that process, nevertheless, what would they do and how long would it take?

Honestly, the easiest way to start is to go to our Web site, www.dhs.gov, or go to www.usajobs.opm.gov, and look for advertised vacancies. Then they can apply and start the process. They will be in the competitive mix and if it flowed through and they were selected then they'd come on board as an employee, but they would have to resign their private sector position.

What type of skill do you need most of all, right now?

Program and project management.

Let's assume that the process just continues along at the same pace, how long do you think it's going to take until you're done with getting "adequate"?

Probably another three to four months.

And then what are your technology priorities?

There are several, and I'm not sure that we have one that necessarily is truly a number one priority, but rather we have a high-priority group: wireless and geo-spatial modeling and simulation, and collaboration, meaning technical skills and knowledge plus the ability to guide implementation, understand the business impact and the value to be gained by implementation of these various technologies. All of that is the skill set that we would be looking for right now. In some cases, we might be looking for the pure technical skills, like geo-spatial capabilities or wireless technical skills – those are high – but in modeling simulation, if somebody was solely a technical specialist in modeling simulation, we probably couldn't use them right away because first we need somebody to help us build the business case and help folks understand the business value to be derived from implementation of modeling and simulation capability.

And who do you have to build that business case for?

Our internal business community: a line of business managers within the government.

I see...Is that a difficult process?

In some cases it is. In cases where technologies have not been widely adopted or do not yet have widespread acceptance or use within the components of the Department

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of Homeland Security, yes, there is a learning curve. In general I think folks are receptive, but we still have to help them understand how the technology or the use of the information technology will add value to them in their job and how it will have application to what they're doing, and what they have accountability and responsibility for. That's not intuitively obvious in every case.

Before you came to the White House and DHS, you were at Corning. What was your position there?

I was executive director for the business side – executive director for strategic information. And I also was CIO for corporate staff.

And then, before that, you had a somewhat comparable job at Ely Lilly Pharmaceutical. So, you've been in two major corporations and now you're in a major department within the government. And so you've had to make a business case at Lilly and at Corning and now within the federal government. Do you find that there is a cultural difference in the group of people you are working with now?

I think in some cases, yes, there is a cultural difference between the private sector, meaning the commercial environment Fortune 200, and the federal environment. The difference that I think is most pronounced is the power of an economic bottom line as a significant factor in building a business case justification in the private sector. In a for-profit company, the fact that I can demonstrate that by doing whatever it is that I'm arguing that we should do impacts the bottom line is immensely valuable. And I underestimated what it would take without that incentive.

So what does it take?

Well, it takes a couple of different things that I think we're learning and developing. One that is valid in both the private sector and in the federal environment is cycle: I think of it as time to market, meaning the speed with which I can deliver a solution in either environment counts, and the faster I can do it, meaning the shorter cycle time or the more I can reduce cycle time in anything we do, the higher the value. In most cases, I could put a dollar cost on that cycle time and that in itself can represent a business justification: the economic value of the reduced time or the reduced time itself. Another major factor that I can use, and that we are using, is quality of information used in decisionmaking, which, of course, holds true in the private sector also. The combination of information quality and cycle time reduction are two major factors we are using in the Department of Homeland Security with regard to business case justification, particularly across the headquarters level.

So, if somebody were to make the ultimate case to you, they'd say "This solution makes things go faster and provides a better solution"?

Yes, but even more specific, they'd be able to make it faster for us to do whatever we have to do with an improved quality of the information delivered. The four major components that we're focusing on at the moment are accuracy, timeliness, usefulness of information and the ability to act upon information. Okay, there are other attributes of quality related to information that also come into play, but those are the four that we are focusing on at the moment. So, yes, if an NVTC member came to us and presented a business case justification that said "Here's a solution set that we believe is viable for the department because it reduces cycle time by x percent, or x mag-

nitude, or x days or whatever – some quantitative measure – or that the solution improves the quality of information that is being delivered by x," – that would be extremely valuable for us.

So let's assume that there are players out there who are working in areas that you don't have RFPs for – that they just are working in an area, where you don't even know about it, but if you did, you'd be intrigued -- how would they get their idea in front somebody, and how do your people stay up and manage it all?

There are a couple of things that we're doing. Today, admittedly, the best way to reach us is by emailing cio@dhs.gov. That will at least get information into us. Those e-mails get routed to Tom Bold, who is our industry liaison and follows our internal process. Tom reaches out to those corporations that contact us and guides them through a process to gather information about their area of expertise, a little bit of information about their company, areas where they believe they can help us, their product or service, and basically



CONTINUED ON PAGE 13.

The NVTC Business to Government (B2G) Committee

The NVTC Business to Government (B2G) Committee is one of the most active NVTC committees, by virtue of the proximity of the Northern Virginia technology community to the hub of the federal government and the countless related government agencies requiring cutting-edge technology.

Always looking for new members with fresh ideas and energy, the B2G Committee plays a critical role in the NVTC community: to enhance and facilitate business development opportunities for NVTC members with the U.S. government, the Commonwealth of Virginia, and local government entities.

The B2G Committee strives to add value to the membership by providing high content programs, information exchange, and business and networking opportunities. B2G Committee activities foster a continual forum for members to share views and expertise regarding relevant issues affecting their businesses with the various government agencies.

Monthly B2G meetings often feature a guest speaker from government or industry, and special events are held throughout the year on significant topics of interest to the government contracting community. Recent speakers have included Andre D. Hollis, Deputy Assistant Secretary of Defense for Counternarcotics; Commissioner Robert

C. Bonner, Customs and Border Protection, DHS; Neal Fox, Assistant Commissioner, GSA Office of Acquisition; and Rick Slifer, SVP Corporate Development, SAIC.

For more information, or to join the NVTC Business to Government Committee, please contact Pam Dudley, NVTC Director of Committee Activities and Corporate Relations, at pdudley@nvtc.org. ■



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10/03/03

Government Contracting: New Ways of Doing Business with the Federal Government

by J. Scott Hommer, III, Partner, Venable LLP, NVTC General Counsel, and Benjamin A. Winter, Associate, Venable LLP

Throughout the last decade, the federal government endeavored to more closely align its contracting practices with the commercial world by streamlining its procurement processes. Then, in response to the tragedies of the September 11 attacks, the United States began placing greater emphasis on public and homeland security, resulting in new opportunities for government contractors. To maximize these opportunities, contractors need a solid understanding of the ways that the federal government is doing business. The following is an overview of several recent regulatory changes and shifting agency trends that are making it easier for companies to enter and prosper in the government space.

GSA Schedule Contracts - More Popular than Ever

One of the easiest vehicles available for companies to use in gaining a foothold in the government contracts space, GSA Schedule contracts:

- Provide a "hunting license" for companies to track down government work without the burden of multiple competitions.
- Provide a vehicle through which different agencies may issue delivery or task orders.

- Cover everything from light fixtures to IT services.
- Recent changes have made GSA Schedules even more attractive.

GSA Schedule Sales to State and Local Government

In May of this year, the GSA proposed regulations that will allow holders of GSA Schedule 70 contracts (the Schedule devoted to Information Technology) to sell to state and local governments. This rule could alter the method in which state and local governments purchase IT, and those without GSA Schedule contracts may be left out in the cold.

Under the rules, the state or local government will enter into a contract with the contractor incorporating most of the contractor's Schedule contract, with the GSA not a party to the contract. The Services Acquisition and Reform Act ("SARA") introduced this year by Congressman Tom Davis, (see below) would direct the GSA to finalize these rules and

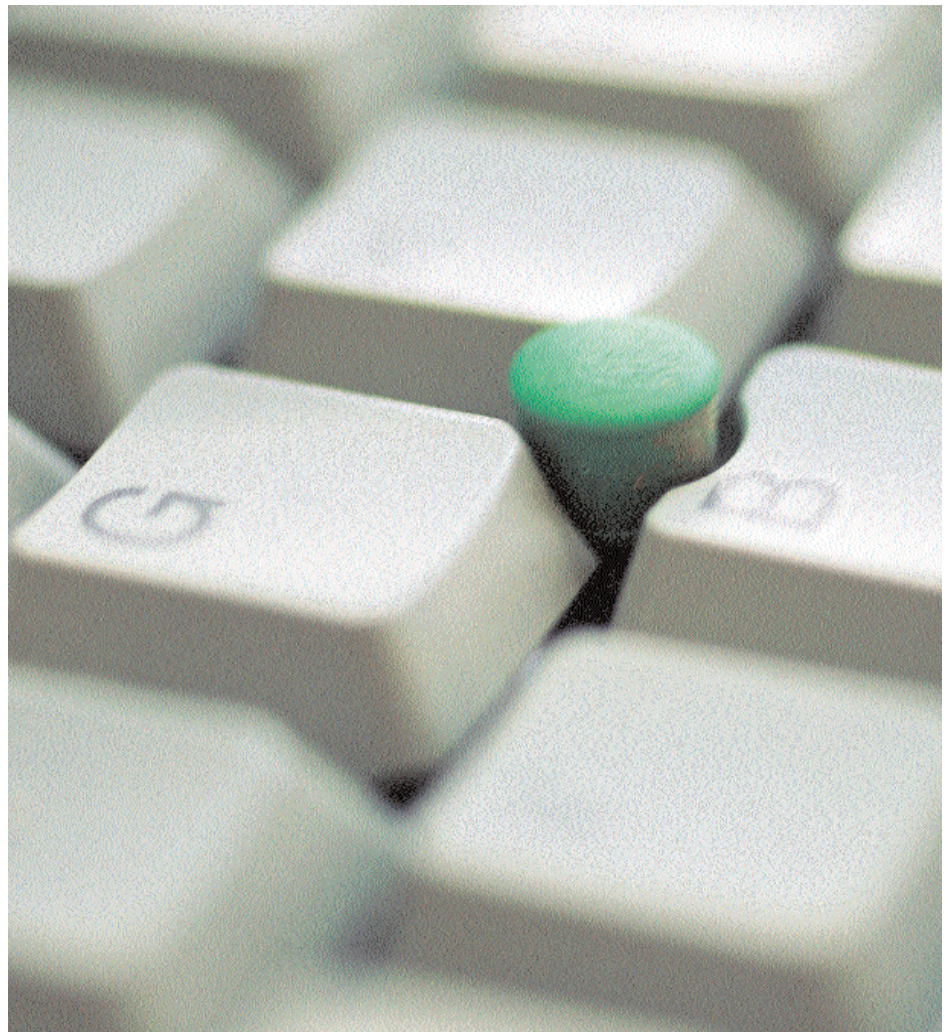
ensure that participation in the program is voluntary. Thus, contractors would be allowed to decline an order from a state or local government.

GSA to Lower Industrial Funding Fee

The Industrial Funding Fee ("IFF") is a fee paid by the agency issuing a task order under a GSA Schedule contract to the GSA. In reality the IFF flows down to the contractor, who must include the IFF in their price lists. Currently, GSA imposes a one percent fee on all schedule contracts. The GSA recently finalized a rule giving it the authority to unilaterally alter the IFF, and it is anticipated that GSA will reduce the IFF to .75 percent in October of 2003.

The change is expected to have a ripple effect with contractors, who will issue new price lists reducing their price by .25 percent. Recognizing that instituting the changes will cost the contractors money, the GSA intends

CONTINUED ON PAGE 14.



then we catalogue that information and we make it available to our internal folks, so that they're at least aware of the companies' self-declared capabilities. Very shortly, we reactivate a Web site that will enable these companies to come at their own convenience and provide this same information. Hopefully that will be very, very shortly.

And do you have examples of companies or people coming through that process with advanced technologies or new technology or great solutions?

I think we have some companies that we've identified that we really think: "Yes, this looks very promising," and we try to translate that into some type of procurement action so that we then can take advantage of what we're learning.

And are there examples of that coming from all size companies?

I think at the moment we're in the early stages of being able to say "all size companies," but since we're in the early stages of some of the procurement actions I can't factually state yet that I've got all sizes of companies as a result of this process.

But for the company that figures out how to best work its way through the process, it's an even playing field?

Yes, I think for the most part we're working toward an even playing field, but again, we're still in our own startup phase. So a whole lot that we're doing at the moment is using existing contract vehicles and existing prime contractors as well as subcontractors in order to put in place solutions that we need very quickly. A lot of these are not the types of advanced technology that we hope to be able to find, but basic blocking and tackling. We have also found a couple of small companies that we are working with to try and conduct pilots because we've not found any other competitors. It doesn't mean that they aren't there, but that we haven't found them. Maybe they have

some competitors and maybe they don't, we have to admit we don't really know. But we're constrained a bit in that we are operating off funding for Fiscal Year '03 that was set in motion and agreed upon a couple years ago and therefore there was not a significant amount of money – even in the startup of the department – for new development and new capabilities.

Doesn't that change with the new federal budget in October?

It begins to change October, but it doesn't fully change until 2005.

How long will it take for the impact of the new fiscal year starting this October?

That depends on when the appropriations bill is enacted – that's Congress, not us.

I am glad I don't have issues like that on my agenda when trying to run a business.

Absolutely. I know. I mean this somewhat seriously, but I'm also saying it somewhat playfully: A for-profit business could not survive given the budget cycle of the federal government – couldn't do it – it's just not competitive. ■



to allow contractors to continue to charge customers the full one percent fee, but, from October 2003 to January 2004, will only have to remit .75 percent.

Department of Homeland Security Shields Contractors

Following the terrorist attacks on September 11, 2001, a recurring question to government contractors was what would happen if a company was sued because its product allegedly did not work, and the alleged failure occurred prior to, during, or after a terrorist attack? Contractors worry that even the most tangential relationship to the attack and the appearance of failure could result in the destruction of the company.

The Department of Homeland Security (DHS), under the auspices of the Homeland Security Act of 2002 and the Support of Anti-terrorism by Fostering Effective Technologies Act of 2002 ("SAFETY Act"), has proposed regulations that would protect contractors from liability.

DHS proposed rules would:

- Provide procedures for the designation of "qualified anti-terrorism technologies" which would fall under certain limitations described in the SAFETY Act to limit "claims arising out of, relating to, or resulting from an act of terrorism," and
- Provide for procedures to approve anti-terrorism technologies to be covered by the "government contractor defense." The government contractor defense provides, generally, that a contractor will not be liable for damages caused by a product it furnished to the government pursuant to government specifications.

Rep Davis Proposes Acquisition Reform Act (SARA)

If passed, the Services Acquisition Reform Act ("SARA") will become one of the most significant pieces of legislation for IT providers to the government. SARA was passed by the Government Reform Committee and in early September it passed the House Judiciary Committee.

SARA would:

- Create a streamlined, cost-effective payment process for services contracts modeled after the commercial sector. Invoices would be submitted electronically either bi-weekly or monthly, accepted or rejected in no more than seven days, and all accepted invoices paid in no more than thirty days.
- Allow the use of Commercial Items contracts for time and material or labor hour contracts. Commercial Items contracts are streamlined contracts that have standard clauses and allow the contractor to submit commercial clauses such as their standard warranty provisions. Currently, the Federal Acquisition Regulation ("FAR") only provides for the use of Commercial Items contracts for fixed price procurements. SARA would extend Commercial Items contracts to the type of contracts used with services contracts.

Department of Defense (DoD) Rules Require Greater, Streamlined Competition for IT Schedule Purchases

Responding to a 2001 audit that found that many task orders issued by the DoD under government-wide acquisition vehicles were "wired" for a particular contractor, Congress set about to redesign the way it procures items off of government-wide acquisition vehicles like the GSA Schedule contracts. Congress enacted the redesign in Section 803 of the 2002 Defense authorization bill.

Under rules finalized by the DoD in October of 2002, the agency must give "fair notice" to as many vendors as possible when it intends to make a purchase under a government wide acquisition vehicle for more than \$100,000. Vendors may respond to the notice with streamlined offers. The agency may award the order once it receives three or more contracts. The evaluation must include, at a minimum, cost, price and past performance. The agency may issue the purchase order if it receives less than three offerors as long as the

contracting officer can document that it took all necessary efforts to compete the order.

Congress Deals a Blow to Outsourcing Initiative: A-76 Circular

In September of this year, the House reined in the President's push to outsource federal jobs to the private sector. Under rules issued by the Office of Management and Budget (OMB), agencies were required to determine whether requirements performed by federal employees could be performed more efficiently by private employers. Under a document issued by OMB called the A-76 Circular, agencies would issue a Request for Proposals inviting private contractors to submit bids. The private contractor offering the best value to the government would then be compared to the government proposal. If the private contractor offered the best value, the tasks would be outsourced.

In the Spring of this year, OMB revised the A-76 Circular to provide for a more streamlined competition process. An amendment to the Transportation/Treasury Appropriations bill directed OMB to discard those revisions. The President has vowed to veto the bill. It is unclear how this issue will resolve itself, and the issues often pit large business against small businesses. When agencies go through A-76 procedures, they often bundle a large group of requirements together offering a potential advantage to large businesses. Further, the requirements of many small business contracts are often included on the government side of the equation and, therefore, are bundled into the large contract. ■

For more information or updates on federal government contracting vehicles, please contact Scott Hommer at jshommer@venable.com or Ben Winter at bawinter@venable.com. www.venable.com





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Northern Virginia Technology Council
www.nvtc.org

NVTC CALENDAR OF EVENTS

Northern Virginia's Premier Events for the Technology Community

OCTOBER

October 1 **eBusiness Technical Forum**

Collaborative Dynamics Supporting Semantic Web Constructs

6:00 pm Registration

6:30 - 9:30 pm Program

Nextel Communications Center of Excellence

2001 Edmund Halley Dr., Reston, VA

No Charge for Members / \$35 Non-Members

Platinum Sponsor: Nextel Communications, Inc. **Gold Sponsor:** Celecorp; Software AG.

Presented by NVTC's eBusiness Committee.

October 2 **Meet the Capital Players**

7:30 am Registration

8:00 - 9:30 am Program

Ernst & Young Building, 8484 Westpark Dr. Ninth Floor, McLean, VA

No Charge for Members / \$35 Non-Members

Platinum Sponsors: Comerica Bank, Technology & Life Sciences Division; Ernst & Young; Piper Rudnick LLP; Wilson Sonsini Goodrich & Rosati.

Presented by NVTC's Capital Formation Committee.

October 8 **Venture Capital/Business to Government (B2G)**

7:30 am Registration

8:00 - 9:30 am Program

The Ritz-Carlton, 1700 Tysons Blvd. McLean, VA

\$35 Members / \$70 Non-Members

Platinum VC Sponsor: Fish & Richardson. **Platinum B2G Sponsors:** Dickstein Shapiro Morin & Oshinsky LLP; Input; ObjectVideo. **Gold B2G Sponsors:** GTSI; Morrison & Foerster LLP; Trammell Crow Company. **Silver B2G Sponsors:** Operational Research Consultants, Inc.; Panacea Consulting, Inc.; Venable LLP; Vistrionix.

Presented by NVTC's Capital Formation and Business to Government committees.

October 10 **Business Development, Marketing & Sales Forum**

Maximizing Media Relations in DC: What You Need to Do

7:45 am Registration

8:00 - 9:30 am Program

Pillsbury Winthrop, 1600 Tysons Blvd., McLean, VA

No Charge for Members / \$35 Non-Members

Platinum Sponsor: Qorvis Communications, LLC. **Gold Sponsor:** Carter Cosgrove + Company. **Location Sponsor:** Pillsbury Winthrop LLP.

Presented by NVTC's Business Development, Marketing & Sales Committee.

October 14 **eBusiness Morning Forum / Business to Government (B2G)**

7:30 am Registration

8:00 - 9:30 am Program

Ernst & Young Building, 8484 Westpark Dr. Ninth Floor, McLean, VA

No Charge for Members / \$35 Non-Members

Platinum eBusiness Sponsor: SAIC.

Platinum B2G Sponsors: Dickstein Shapiro Morin & Oshinsky LLP; Input; ObjectVideo. **Gold eBusiness Sponsor:** Radware, Inc. **Gold B2G Sponsors:** GTSI; Morrison & Foerster LLP; Trammell Crow Company. **Silver B2G Sponsors:** Operational Research Consultants, Inc.; Panacea Consulting, Inc.; Venable LLP; Vistrionix.

Presented by NVTC's eBusiness and B2G committees.

October 15 **Nanotechnology Committee Kick-Off Event**

Featuring Keynote Speaker U.S. Senator George Allen

7:30 am Registration

8:00 - 9:30 am Program

Hilton McLean, 7920 Jones Branch Dr. McLean, VA

\$35 Members / \$70 Non-Members

Platinum BioMedTech Sponsors: Fish & Richardson; Grubb & Ellis Company; Hale & Dorr LLP; Kenyon & Kenyon.

Silver Nanotechnology Sponsor: Lockheed Martin Corporation

Presented by NVTC's Nanotechnology Committee.

October 16 **Later Stage Capital**

Later Stage Investors Are Back

7:30 am Registration

8:00 - 9:30 am Program

Sheraton Premiere at Tysons Corner, 8661 Leesburg Pike, Vienna, VA

\$35 Members / \$70 Non-Members

Platinum Sponsors: Ernst & Young; Morgan Lewis. **Gold Sponsors:** Holland & Knight LLP; Riggs Bank; Windsor Group, LLC.

Presented by NVTC's Capital Formation Committee.

October 21 **Emerging Business Network**

7:30 am Registration

8:00 - 9:30 am Program

Grant Thornton, 2070 Chain Bridge Rd.

Conference Center Lower Level, Vienna, VA

No Charge for Members / \$35 Non-Members

Location Sponsor: Grant Thornton.

Gold Sponsors: The British Midlands; KPMG LLP. **Breakfast Sponsor:** Withya Technologies, Inc.

Presented by NVTC's Emerging Business Network Committee.

NVTC CALENDAR OF EVENTS

Northern Virginia's Premier Events for the Technology Community

OCTOBER

October 28 International Committee Forum

7:30 am Registration
8:00 - 9:30 am Program
SAIC Enterprise Building, Joule & Hooper Room
8301 Greensboro Dr. McLean, VA
No Charge for Members / \$35 Non-Members
Platinum Sponsors: Morrison & Foerster LLP; Welsh Development Agency. **Gold Sponsors:** Baker & McKenzie; The British Midlands; Howrey Simon Arnold & White, LLP.
Presented by NVTC's International Committee.

October 30 CFO Series

7:30 am Registration
8:00 - 9:30 am Program
Ritz-Carlton, 1700 Tysons Blvd. McLean, VA
\$35 Members / \$70 Non-Members
Platinum Sponsors: Ernst & Young; ShawPittman LLP. **Gold Sponsors:** Comerica Bank, Technology & Life Sciences Division; Marsh Inc. **Silver Sponsors:** Equis Corporation; Spaulding & Slye Colliers. **In-kind Sponsor:** Bowne of DC.
Presented by NVTC's CFO Series Committee.

NOVEMBER

November 5 Executive Forum

7:00 am Registration
7:45 - 9:30 am Program
The Tower Club, 8000 Towers Crescent Dr. Suite 1700, Vienna, VA
\$35 Members / \$70 Non-Members
Platinum Sponsor: McGuireWoods LLP. **Gold Sponsors:** PricewaterhouseCoopers LLP; SalesTraction, Inc. **Silver Sponsors:** Hampton Roads Economic Development Alliance; Howrey Simon Arnold & White, LLP; Kenyon & Kenyon; Pillsbury Winthrop LLP.
Presented by NVTC's Executive Forum Committee.

November 6 Coffee & DoughNets

7:30 am Registration
8:00 - 9:30 am Program
Virginia's Center for Innovative Technology
2214 Rock Hill Road, Herndon, VA
No Charge
Silver Sponsor: FedLeads
Presented by NVTC's Entrepreneur Committee.

NOVEMBER

November 7 Meet the Capital Players

7:30 am Registration
8:00 - 9:30 am Program
Ernst & Young Building, 8484 Westpark Dr. Ninth Floor, McLean, VA
No Charge for Members / \$35 Non-Members
Platinum Sponsors: Comerica Bank, Technology & Life Sciences Division; Ernst & Young; Piper Rudnick LLP; Wilson Sonsini Goodrich & Rosati.
Presented by NVTC's Capital Formation Committee.

November 12 4th Annual Tech Talk

10:00 - 10:30 am Registration, Breakfast & Exhibits
10:30 - 12:15 pm Workshops
12:15 - 1:00 pm Lunch and Exhibits
DeVry University's Crystal City Campus
2341 Jefferson Davis Highway, Arlington, VA
Exclusive Education Sponsor: DeVry University
Gift Sponsor: Northern Virginia Tech Prep Consortium
Exhibit Sponsor: Northern Virginia Workforce Investment Board
Limited complimentary exhibit space available for businesses, government, and public universities.
Presented by NVTC's Workforce Committee.

November 14 International Committee Forum

Olympics and China: Putting on High-Tech Games
7:30 am Registration
8:00 - 9:30 am Program
Microsoft IT Center, Two Innovation Dr. Reston, VA
No Charge for Members / \$35 Non-Members
Platinum Sponsors: Morrison & Foerster LLP; Welsh Development Agency. **Gold Sponsors:** Baker & McKenzie; The British Midlands; Howrey Simon Arnold & White, LLP.
Presented by NVTC's International Committee.

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CONTINUED ON PAGE 18.

NVTC CALENDAR OF EVENTS

Northern Virginia's Premier Events for the Technology Community

NOVEMBER, continued.

November 18 Emerging Business Network

7:30 am Registration

8:00 - 9:30 am Program

Grant Thornton, 2070 Chain Bridge Rd.,
Conference Center Lower Level, Vienna, VA

No Charge for Members / \$35 Non-Members

Location Sponsor: Grant Thornton. **Gold Sponsors:** The British Midlands; KPMG LLP. **Breakfast Sponsor:** Hale and Dorr LLP

Presented by NVTC's Emerging Business Network Committee.

November 19 Business Development, Marketing & Sales Workshop

7:30 am Registration

8:00 - 12:00 pm Workshop

University of Phoenix, 11730 Plaza America Dr., Ste. 200, Reston, VA
\$65 Members / \$99 Non-Members

Platinum Sponsor: Qorvis Communications, LLC.

Gold Sponsor: Carter Cosgrove + Company.

Location Sponsor: University of Phoenix.

Presented by NVTC's Business Development, Marketing & Sales Committee.

November 19 2nd Annual NVTC TechPAC Holiday Reception and Fundraiser

Join the NVTC TechPAC Board of Trustees at this intimate networking reception with technology executives and Virginia's elected officials as we look forward to the 2004 General Assembly session.

6:00 - 8:00 pm Reception

Maggiano's Little Italy Restaurant, 2001 International Drive, McLean, VA
\$125 Contribution Per Person to NVTC TechPAC

Legislative Advocate Sponsor: Qorvis Communications, LLC.

Presented by NVTC's TechPAC Board of Trustees.

November 21 Titans of Technology and IT&Telecommunications

Second Breakfast in our "Notepad" series co-hosted with the NVTC IT&Telecommunications Committee. Keynote speaker Amit Yoran, Director, National Cyber Security Division, U.S. Department of Homeland Security, will focus on Internet security. Mark Bisnow of webMethods will moderate a follow-up discussion with a panel of industry experts.

7:00 am Registration

7:45 - 9:15 am Program

Hilton McLean, 7920 Jones Branch Dr., McLean, VA

\$40 Members / \$80 Non-Members

Platinum Titans Sponsors: The British Midlands; Houlihan Lokey Howard & Zukin; Welsh Development Agency. **Platinum IT&T**

Sponsors: Gardner Carton & Douglas LLP; Kenyon & Kenyon. **Gold**

Titans Sponsors: Cox Communications; Finnegan, Henderson, Farabow, Garrett & Dunner, LLP; Hampton Roads Economic

Development Alliance; Latham & Watkins; Metrocall Wireless;

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Mullen. **Gold IT&T Sponsor:** Morrison & Foerster LLP. **Silver Titans**

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Communications; GrayCary; PricewaterhouseCoopers LLP; Wiley Rein & Fielding LLP. **Bronze IT&T Sponsor:** Siemens Information and Communication Networks, Inc.

Presented by NVTC's Programs and IT&Telecommunications committees.

November 25 BioMedTech/Nanotechnology

7:30 am Registration

8:00 - 9:30 am Program

Hyatt Regency Reston, 1800 Presidents Street, Reston, VA

\$35 Members / \$70 Non-Members

Platinum BioMedTech Sponsors: Fish & Richardson; Grubb & Ellis Company; Hale and Dorr LLP; Kenyon & Kenyon. **Silver**

Nanotechnology Sponsor: Lockheed Martin Corporation.

Presented by NVTC's BioMedTech and Nanotechnology committees.

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NVTC's 2nd Annual TechPAC Holiday Reception & Fundraiser

Join the NVTC TechPAC Board of Trustees at this intimate networking and fundraising reception with technology executives and elected officials as we look toward the 2004 General Assembly session.

Wednesday, November 19, 2003

6:00 - 8:00 pm

Maggiano's Little Italy
Tysons Galleria
2001 International Dr.
McLean, VA

\$125 contribution per person to NVTC TechPAC

For more information, or to register please visit
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eVA Surpasses \$1 billion: Procurement System Milestone Purchase Made by Gov. Mark Warner

The enterprise-wide Web-based procurement system that Virginia currently utilizes for government purchasing reached the \$1 billion mark in September. eVA was developed in partnership with NVTC member AMS, a global business and IT consulting firm headquartered in Fairfax.

In reaching this milestone, 155,000 orders have been placed since the system was launched two years ago. More than four million products are posted on eVA by more than 13,000 private vendors. The products, including fuel, vehicles, maintenance services, office supplies, and more, are available to more than 400 government agencies and institutions statewide.

According to Governor Mark Warner, the system has enabled Virginia to leverage buying power and increase efficiencies while reducing costs to government. This year construction products and additional services like telecommunications will be added to the system.

eVA has received several awards, and is recognized as the premier public sector Internet purchasing system in the nation.

"eVA is just one of the examples of Governor Warner's commitment to bringing a business-like focus to the challenges facing Virginia's state government. The \$1 billion dollar milestone is significant for all Virginians since it demonstrates results and success of this effort to transform Virginia's state government – using tested best practices and technology-based solutions to adapt to the rapidly changing demands of a 21st century global economy," said Virginia Secretary of Technology George Newstrom.

eVA FACTS:

- 6,400 of eVA's registered vendors are small, woman-owned and minority-owned businesses
- More than \$190 million has been spent through eVA with small businesses
- Fully implemented, eVA is expected to reduce costs to the Commonwealth to about 2 percent of the procurement budget – saving millions a year in processing costs
- Implementation of eVA was the fastest rollout of a statewide procurement system in the nation
- eVA was ranked first in the country by the Center for Digital Government's 2002 Digital State Survey in the Electronic Commerce and Business Regulation Category

Virginia to Receive \$37 Million for Public Health Emergency Preparedness

Governor Mark Warner recently announced that the Commonwealth of Virginia will receive federal grants totaling \$37 million to continue the expansion of its public health care system's preparation for response to bioterrorism and other public health emergencies. The funding will be administered by the Virginia Department of Health (VDH).

The grants are: \$19,584,849 from the U.S. Centers for Disease Control and Prevention (CDC) for public health preparedness; \$11,890,053 from the U.S. Health Resources and Services Administration (HRSA) for hospital and health system preparedness; \$2,483,479 from CDC for smallpox preparedness efforts; and, \$1,591,329 from the U.S. Department of Homeland Security for the Strategic National Stockpile and \$1,523,269 for the state's Division of Consolidated Laboratory's enhancement of chemical agent testing capabilities.

VDH will also receive \$584,000 from state general funds in fiscal year 2004 to continue funding six of the 35 local epidemiologists hired throughout the state.

This is an increase from fiscal year 2003, when VDH received more than \$25 million in grant funding for preparedness for bioterrorism and other public health emergencies. According to State Health Commissioner Robert B. Stroube, M.D., M.P.H., "we already have seen improvements in our public health response through the new and improved resources the funding has created on the state, regional and local level."

For more information visit www.vdh.state.va.us and click on Emergency Preparedness and Response Programs.

Virginia Receives NASCIO Award for "State Information Technology Management Initiatives"

Virginia has been recognized for its innovative IT transformation initiative and the creation of the Virginia Information Technologies Agency (VITA) by the National Association of State Chief Information Officers (NASCIO).

NASCIO's Recognition Awards Program emphasizes information technology initiatives which best assist government officials in innovatively executing their duties and providing cost-effective service to citizens. There were ten awards given nationally, and Virginia Secretary of Technology George Newstrom was presented with the award at the NASCIO annual conference in Arizona in September.

For more information on Virginia's IT reform efforts visit www.vita.virginia.gov.


NVTC Vice President for Workforce Development Susan Baker Testifies at Congressional Briefing

On Wednesday, September 10, 2003, Susan Baker, NVTC's Vice President for Workforce Development, briefed members of Congress and staff at the Cannon House Office Building on the issue of girls in the field of technology.

Also briefing were Congressman Vernon Ehlers of Michigan and Congresswoman Shelley Capito of West Virginia, as well as representatives of Girl Scouts USA on their new Ad Campaign "Girls Go Tech."

"Government and business need to partner with education to communicate the necessity for strong math, science, and technology skills for all of our youth – boys and girls alike. These students need to be exposed to hands-on learning experiences with business mentors at a much younger age, and programs like Groundhog Job Shadow Day and Take-Your-Child-to-Work days should be strongly promoted," said Baker.

For information on NVTC Workforce and Education initiatives, please contact Susan Baker at sbaker@nvtc.org. ■



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4th Annual TechTalk
November 12

Presented by NVTC's Workforce Committee
DeVry University's Crystal City Campus
2341 Jefferson Davis Hwy, Arlington, VA

Complimentary exhibit space available for businesses, government, and public universities.


Seeking door prizes, goody bag "give-a-ways" and additional corporate sponsorships.

For more information contact Zuzana Steen at 703.904.7878 ext.215 or zsteen@nvtc.org.

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Attorneys in our Northern Virginia and Maryland offices serve an ever-expanding client base in the homeland security, technology, government, financial, health care and real estate industries. The capabilities of these attorneys are well complemented by our Washington, DC office, which places us at the center of legislative, regulatory, and government decision-making.

Since 1985, our Northern Virginia office has focused on representing technology companies and government contractors. The office's 45 lawyers combine industry and legal knowledge in the areas of corporate finance, mergers and acquisitions, government procurement, joint ventures and strategic alliances, licensing and distribution agreements, intellectual property protection, compensation and estate planning, and more.

Venable has been a constant presence in the Northern Virginia technology and business communities. For example, Venable is a charter member of the Northern Virginia Technology Council and Venable partner Scott Hommer serves as NVTC's general counsel and as a member of the executive committee of the board of directors. Over the years, Venable lawyers have also participated in various NVTC committees and events.

Venable's Northern Virginia office participates in pro bono legal projects and in a variety of community outreach programs. Venable is also proud of its pro bono work in incorporating the NVTC Foundation and being one of the first contributors to NVTC.

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TECHNOLOGY AND CANADA - U.S. BORDER SECURITY

by Bernard Etzinger, Press Counsellor and Official Spokesperson,
Embassy of Canada

Following the horrific attacks on September 11, 2001, Canada and the United States vowed that our shared commitment to freedom, democracy, the rule of law, and an open world economy would not be compromised. We resolved to prevent terrorists from undermining the national and economic security of our citizens. And with that, the already-strong partnership between our two countries kicked into a higher gear of cooperation.

On December 12, 2001, Canada and the United States signed the Smart Border Declaration and immediately began implementing an aggressive 30-point action plan to build a smart border for the 21st century - a border that is secure and efficient and one that is open for business but closed to terrorists.

With a combination of innovative programs and technologies, the Canada-U.S. border today is more secure than ever before. Several initiatives are currently in place, including the Free and Secure Trade (FAST) program, which is used to securely and efficiently move pre-approved, eligible goods across the border and the NEXUS program, used to simplify border crossings for pre-approved, low-risk travelers.

Canada and the U.S. are also working together to develop and test technologies that will help identify the "bad apples" while simplifying the process for people and goods posing no threat. Biometrics, for instance, is a technology being developed for travel documents. Through fingerprints, facial recognition or iris scans, biometrics is used to verify the claimed identity of a person. In July 2003, the CANPASS-Air program was launched at the Vancouver International Airport using iris recognition to facilitate the entry of low risk and pre-cleared travelers. The program has attracted over 1,900 users, and expansion of the program to other Canadian airports is expected in the months ahead.

Technology is also being used to target high risk people and goods entering our countries by air or sea through the mobile Vehicle and Cargo Inspection System (VACIS), a truck-mounted gamma-ray imaging system designed to non-intrusively inspect the contents of trucks, containers, cargo, and passenger vehicles for explosive devices and/or contraband. This technology is currently being utilized at six Canadian seaports. Canada plans to have all of its 11 VACIS machines in use by the end of this year.

The U.S. Bureau of Customs and Border Protection in the Department of Homeland Security recently expanded its contract with ObjectVideo, an NVTC Board member and a maker of video surveillance software. The Customs bureau will use the company's remote

video surveillance product at all borders and points of entry, including seaports, airports and international locations. ObjectVideo's technology has been used since June along the Canadian border, and currently the software is being installed along the Mexican border as well. The software lets border agents "see" what is going on along the border without having to station personnel every few feet. It combines the use of artificial intelligence with surveillance cameras to detect any unusual movements or anomalies along the borders

Canada and the United States are neighbors sharing a common mission to protect the security and enhance the prosperity of our citizens, while preserving individual freedoms. A secure and efficient border is key to our economic security, and the success of our FAST, NEXUS and CANPASS-Air programs will ride on our governments' continued efforts to involve the private sector in building a smart border. Working together, we will fulfill this mission. ■

Canadian Investments to Strengthen Technology at Airports and Seaports

Technology is a critical tool for customs officers in targeting high risk people and goods entering this country at our airports and seaports. Investments in skills and technology so far include:

- \$22 million for 11 VACIS machines;
- \$7.3 million for over 60 low-energy baggage and cargo X-ray systems;
- \$4 million for an additional 81 ion mobility spectrometers;
- \$1.5 million to purchase over 200 hand-held inspection tools including fibrescopes, density meters, and sophisticated pole cameras;
- \$1.1 million to fund the development and testing of new interdiction technology to detect traces of chemical and biological weapons or agents entering the country;
- \$6 million for the purchase of three gamma-ray pallet-scanning systems to assist in the examination of high-risk marine cargo;
- \$4.6 million for the purchase of 400 document readers deployed at 50 sites including international airports, ferry terminals and highway crossings; and,
- \$24 million in the design, development and implementation of software for the Advance Passenger Information/Passenger Name Record program.

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NVTC Business Partner Profile

SAIC

Founded by Dr. J.R. Beyster and a small group of scientists in 1969, SAIC, a Fortune 500® company, now ranks as the largest employee-owned research and engineering firm in the nation. With annual revenues of \$5.9 billion, SAIC and its subsidiaries, including Telcordia Technologies, have more than 40,000 employees at offices in over 150 cities worldwide.

SAIC is a key source for leading-edge technologies that will carry our clients into the 21st century and beyond. We help clients respond faster to opportunities, achieve more from their operations, exceed their mission requirements, and meet the competition head-on.

We provide information technology, systems integration and eSolutions to commercial and government customers. Our engineers and scientists work to solve complex technical problems in national and homeland security, energy, the environment, space, telecommunications, health care, transportation and logistics.

SAIC's information systems and technology solutions are helping speed and improve service delivery and giving decision makers better information to make decisions. Our next generation networks are helping clients create new markets in converged voice, video, and data services. Our e-business solutions are creating unprecedented collaboration and efficiency throughout complex value chains. Our wireless solutions are opening up new communications with remote areas faster and better than ever before. SAIC is also a portal to advanced technologies. We provide access to the latest technologies developed by a host of organizations worldwide, including our own world-class research organizations. We bring more than three decades of experience making new technologies succeed in real-world, real-time business. ■

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NVTC Foundation Makes a Wish Come True

by David Baker, NVTC Foundation Assistant

When the Make-A-Wish Foundation came to the NVTC Foundation to ask for a laptop computer to fulfill the wish of thirteen-year-old Edgar, a Falls Church, Virginia boy who had been diagnosed with a life-threatening illness, the Foundation quickly moved into action.

"The NVTC Foundation and the companies it represents have truly made a positive impact on the lives of children served by the foundation who fight life-threatening medical conditions."

Edgar wished for a laptop computer because his condition requires that he be home-schooled and his family did not have a computer, which made researching topics for school, doing his homework and keeping in touch with his friends difficult. Edgar was particularly disappointed that he was unable to keep in touch with one of his cousins who lives on the other side of the U.S. Whenever he could gather up the strength, Edgar would go to the library to use the computers, but due to his condition, could only stay for a short while.

Thanks to the generosity of GTSI, Edgar now has his own computer. A local technology giant, GTSI has been active in a number of the NVTC Foundation's projects, gaining the reputation of being a community corporate leader. "We're delighted that working with the NVTC Foundation we were able to make a contribution that will make a difference in a child's life. The Make-A-Wish Foundation has helped so many children throughout the years, and we're glad that we were able to help," said Mark Smith, Vice President for Purchasing/Sales Operations at GTSI.

This rather simple gift has changed life for Edgar and his family. Now he is able to complete his school work, play games, and keep in touch with his friends and family members, which has boosted his morale.

Every year, the Make-A-Wish Foundation brings the computer wishes of students from around Northern Virginia to the attention of the NVTC Foundation. These children suffer from life-threatening illnesses and are given the opportunity to make a wish. Not surprisingly, the wish for a computer is the second most frequently requested wish (a trip to Disney World is still #1).

"We are very thankful for the support of the Northern Virginia Technology Council Foundation and its members' generous grants to fulfill wishes for children who wish for a home computer," said Ralph A. Nappi, Jr., President and CEO of the Make-A-Wish Foundation of the Mid-Atlantic. "The NVTC Foundation and the companies it represents have truly made a positive impact on the lives of children served by the foundation who fight life-threatening medical conditions."

For more information on how to get involved in the community through the NVTC Foundation and the partnership with the Make-A-Wish Foundation, please visit our Web site at www.nvtcfoundation.org, or contact NVTC Foundation President Tim Nurvala at (703) 904-7878 x206 ■

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NVTC Technology CXOs

Meet with Jordan's King Abdullah

Congressman Tom Davis (R-VA) and NVTC President Bobbie Kilberg co-hosted a roundtable discussion on September 15 with His Majesty King Abdullah II, King of the Hashemite Kingdom of Jordan. The roundtable, held at The Ritz Carlton in Tysons Corner, Virginia, was attended by 33 business executives of Northern Virginia's technology companies and associations, including 15 NVTC Board member companies. The NVTC International Committee leadership was also in attendance.

Discussions centered on developing increased trade and investment opportunities and partnerships in Jordan and the United States for American and Jordanian firms. Jordan is the first Arab state to realize a Free Trade Agreement with the U.S. and is in its fourth consecutive year of economic growth despite regional uncertainties.

Jordan, where the demographics promise long-term growth, represents a strong opportunity for foreign investors who stand to reap the benefits brought by the Kingdom's young, innovative, and successful policymakers. They are swiftly setting a new standard for the Arab Middle East in economic liberalization and integration with the global economy.



His Majesty King Abdullah II, King of the Hashemite Kingdom of Jordan (l) is welcomed by Jim LeBlanc, S&H/LeBlanc International, NVTC Board member and Liaison to the International Committee.



(l-r) Rep. Tom Davis (R-VA); His Majesty King Abdullah II, King of the Hashemite Kingdom of Jordan; NVTC President Bobbie Kilberg; Jordan's Minister of Planning, Dr. Bassem Awadallah.

The King invited U.S. companies to provide input for Jordanian legislation that would make Jordan more business-friendly.

Some of the participating companies, for example Oracle and SAIC, are already doing business in Jordan and several others are having further discussions with Jordanian Embassy officials. The Jordanian Embassy is following up with meeting participants and inviting them to a forum "The Jordanian Portal: Gateway to Business Opportunities in a Rapidly Changing Middle East" on October 16. There is also the possibility of a Trade Mission to Jordan in the near future to be sponsored by the event co-hosts.

"Our members are very interested in doing business with Jordan and building new partnerships with Jordanian companies. We are looking forward to discovering opportunities of mutual benefit in the technology arena," said NVTC's President Bobbie Kilberg.

Business executives attending the roundtable included: Donald Rippert of Accenture; Alfred Mockett of AMS; Laura Lane of AOL Time Warner; Gary Nakamoto of Base Technologies, Inc.; Raj Shah of Capital Technology Information Services Inc.; Neera Singh; Tim Hugo of CapNet; George Kappaz of COMSAT International; Gary Shapiro of

Consumer Electronics Association; Heidjer Staecker of Deloitte & Touche; Tim Hall of Design Tech International; Al Edmonds of EDS; Paul Broome of ENSCO; James Rouse of Exxon Mobil Corporation; Rob Quartel of Freightdesk Technologies; Matt Rogers of General Dynamics; Sudhakar Shenoy of IMC; Rich Carroll of Innovative Defense Strategies; Stephen Endres of Integic; Lisa Martin of LeapFrog Solutions; James Jamerson of Lockheed Martin Corporation; Samir Ammari of MCI; Curt Kolcun of Microsoft; Chris Rogers of Nextel; Bobbie Kilberg of the Northern Virginia Technology Council; Zuzana Steen of the Northern Virginia Technology Council; Daniel Lee Callihan of Northrop Grumman; Christine Reynolds of Northrop Grumman; Jack Pellicci of Oracle; Mike Daniels of SAIC; Jim LeBlanc of S&H/LeBlanc International; Tom Gann of Siebel Systems; Don Upson, Former Secretary of Technology for the Commonwealth of Virginia; and Mark Bisnow of webMethods. ■



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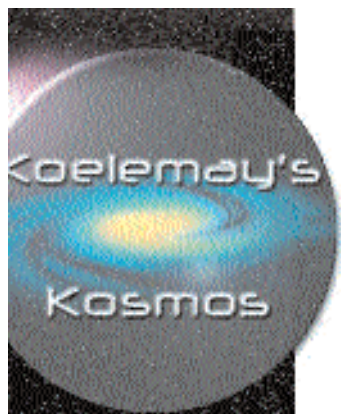
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B2G Push Before Contracts

Google "B2G" and everything from a British community group to a café to a lingerie company to business to government market resources appears. Therein lies the power of the Internet and also the skilled task of sorting out the important from the mundane. Tech businesses help governments do such sorting.

Virginia, for example, increased its commitment to technology education and to educational technology as technology businesses built jobs and grew the economy. As pointed out in a recent report of the Joint Legislative Audit and Review Commission of the General Assembly (JLARC), state Standards of Quality (SOQ) now require local school boards to implement a program of instruction "which emphasizes ... proficiency in the use of computers and related technology." The Code of Virginia states that "the General Assembly finds that educational technology is one of the most important components ... in ensuring the delivery of quality public education throughout the Commonwealth." And the Standards of Learning contain specific computer and technology standards for grades five, eight and twelve.

A JLARC report early in the school year compliments the Commonwealth for "significant progress" in funding technology personnel, buying computers and training teachers. "Nearly all school divisions," the commission staff reported, "have given substantial access to students to use computers in the school environment." Virginia is maximizing support from major federal programs, including about \$25 million in education technology grants and E-Rate funds. Through education foundations, technology companies already have a channel for making tax-deductible equipment donations. Such progress is Virginia's best technology workforce preparation program.

The Commonwealth has provided between \$84 and \$110 million annually for educational technology, JLARC estimates, or about 44 percent of total technology expenditures made by school divisions. But as a result of these commitments and successes, Virginia school divisions face a set of challenging funding issues that any business would recognize -- continuing costs related to technology personnel and the replacement of technology equipment. Unless Virginia government and local school divisions find ways to fund ongoing technology needs, possibly through a new funding formula that will need to draw increased SOQ funding, progress will slow, particularly in school divisions where local funding cannot hope to make up shortages of state funds.

JLARC looked at options for funding based on hiring more technology integration specialists and technology support staff, adding hardware to meet the Commonwealth's goal of a five-to-one student-to-computer ratio and replacing existing hardware. Technology integration specialists, for example, help teachers make technology a part of their regular classroom curriculums, but nearly half of Virginia's school divisions do not employ such specialists. Over 75 percent of school divisions report being unable to fully fund a replacement cycle for their computers, much less add hardware.

Included in the JLARC options were a modest upgrade of about \$50 million more annually as recommended by the Department of Education, a median upgrade (5:1 student to computer ratio, five-year hardware replacement plan) of over \$60 million more annually recommended by the state Board of Education and a high end upgrade (1:1 students to computer ratio), which would require \$250 million more per year in state funding.

Legislators flummoxed at the prospect of having to spend more to meet basic educational technology needs in a campaign season devoted to a "no need for new taxes" message wrestled with what to do as they heard the JLARC staff briefing. Ultimately delegates and senators on the commission decided to acknowledge that the JLARC report exists, but not to approve it. So the report remains labeled "Commission Draft, Not Approved." Makes one wonder how schools ever won approval to move from slates and chalk to paper and pencils.

Long before government contracts are awarded come these kinds of data collection, study, analysis and report steps at every level of government. Strong B2G technology businesses actually help move them toward the contract stage at each of these earlier stages. In the case of educational technology in Virginia's schools, technology companies and executives have participated in and strengthened the general consensus on educational technology investments in Virginia public schools and helped state and local governments find creative ways to fund what will be enduring needs. Now may be the time to press the business case on reluctant public policy decisionmakers -- investments that widen markets beat rationing of opportunity, and adequate revenues are a critical part of any successful enterprise. ■

A handwritten signature in black ink, appearing to read "Douglas Koelemay".

Douglas Koelemay is senior advisor to NVTC and managing director at Qorvis Communications, LLC.

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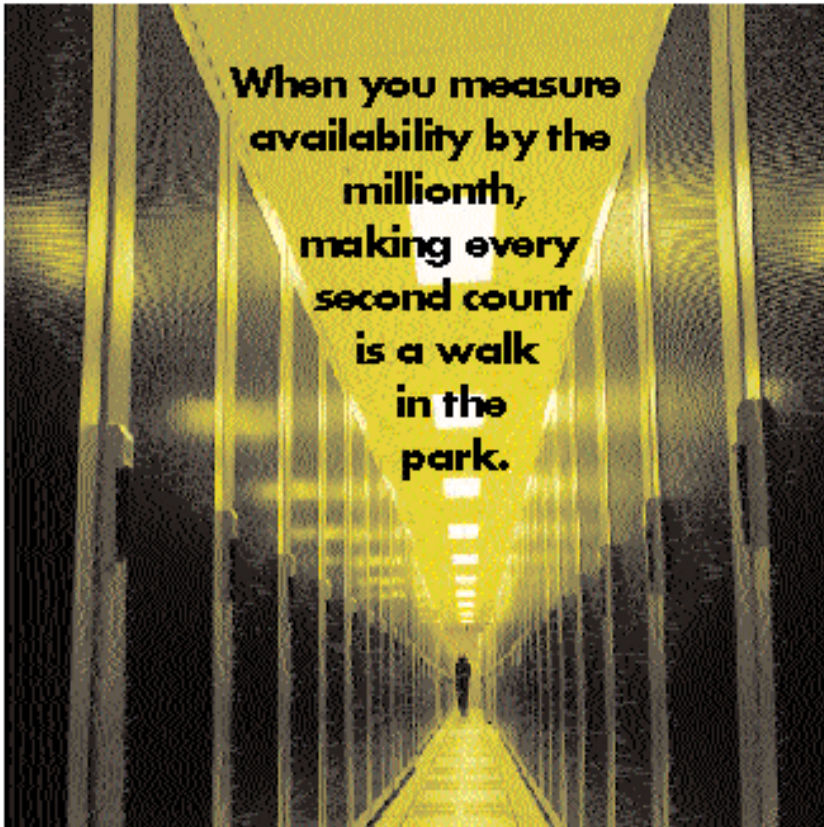
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