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Virginia Economic Bridge, Inc.

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Virginia Economic Bridge, Inc. holds successful Region 2000 Showcase

MCLEAN, Va., Feb. 1, 2007 – Virginia Economic Bridge, Inc., in partnership with Virginia's Region 2000 Economic Development Council, held Virginia's Linked Workforce Showcase: Region 2000 Advanced Manufacturing and Electronics on Feb. 1.

The second event of its kind, Carl E. Mitchell, president and CEO of Virginia Economic Bridge, Inc. said of the event: "This has been well-received and well-attended by Northern Virginia companies. I believe this forum has afforded the Region 2000 companies an opportunity to market their products and services to companies that would not have reviewed their offerings otherwise. I believe we will see some partnership agreements result from this meeting."

Virginia Economic Bridge, Inc. and Region 2000 partnered for the event and brought together Advanced Manufacturing and Electronics companies from the Region 2000 area and prime Northern Virginia companies for VEB, Inc.'s first Showcase of 2007. The Showcase is industry-sector based and consisted primarily of structured roundtable discussions between Northern Virginia companies and Region 2000 companies.

"This is a great forum for bringing companies together," said Dave Fitzgerald, president of BAC of Virginia, one of the Region 2000 companies at the event. "I never would have gotten to these companies any other way."

"I was very impressed by the types of companies at this event," said Robyn Snyder, supplier diversity program manager at Lockheed Martin's Maritime Systems & Sensors business in Manassas. "We found a couple of companies here for several of our Lockheed Martin sites. We're going to go back and have further discussion."

Alyse Bullock, assistant director of the Office of the Secretary of the Navy's Small Business Programs spoke at the event and presented information to the group about the Navy's contract opportunities. Her presentation is posted at (www.LinkedWorkforceShowcase.org) and can be found under past events.

In addition, Gen. Bob Parker, vice president of Air Force Programs, told the group during his presentation that the large companies need the smaller companies to fulfill government contract regulations, "but you have to have something we need. If you've never worked with the federal



government, there are three things you need to know: 1 – Be persistent; 2 – Be patient; and 3 – Be creative.” Parker has participated in Showcase events every year since 2003 because “We needed small businesses for contracts, and this helps us find those. We have been able to find very, very unique companies that solve problems for us.”

Several companies have moved into Parker’s mentor/protégé program as a result of a meeting at the Showcase. “A couple of them have been successful in that program that we have.”

“I think that the opportunities and doors that opened here today have been astronomical,” said Sharon Brown, owner of Brown Machine Works, a Region 2000 company. “But they won’t stay open for long. We gave the larger companies some insight into what we have to offer, and that we have the technology and means to do great things.”

Brown really enjoyed the face-to-face meeting the Showcase opportunity affords smaller companies. “There’s nothing like building that personal relationship and being able to put a name or an e-mail with a person. This is making business personal, and you can’t take that personal opportunity away.”

Ruby Dargan, Northrop Grumman’s small business program manager, also appreciated the one-on-one time with the smaller companies. “I really like the roundtable format and that I had the opportunity to exchange information with these smaller companies. I think that Northrop Grumman made significant partnerships here today.”

Rick Pinos, of Boeing, liked the facilitators that remained at the table with the large companies. “I liked the structured environment,” he said. “The facilitators helped focus on the opportunities, and the key for the small businesses is to follow-up.”

VEB, Inc. staff has met with the Region 2000 companies for the past six months to facilitate preparations for the Showcase and to assist each company with their marketing materials.

Virginia Economic Bridge, Inc. will next host Virginia’s Linked Workforce Showcase: Modeling and Simulation Technology from 11:30 a.m. to 5:30 p.m. Thursday, March 1. Limited space is still available for qualifying companies to attend. Companies seeking strategic business alliances can expect to meet with exceptionally qualified companies that have, or are working toward, Small Business 8 (a), HUBZone, Woman, Minority and Veteran-owned certifications. For more information, visit www.LinkedWorkforceShowcase.org. A complete list of attendants, their web sites, and their presentations is available at the aforementioned web site.

Virginia’s Linked Workforce Showcase program, an initiative of Virginia Economic Bridge, Inc., connects companies for industry-sector focused events. Representatives meet for structured roundtable discussions to create strategic business relationships. Relationships forged at Showcases can result in procurement, subcontracting, and/or mentor-protégé partnerships. Past



Showcase events include the November 2006 Architecture & Engineering, Environmental Services Showcase and the July 2006 Homeland Security Showcase.

Region 2000 is a defined area of 2,000 square miles in the center of Virginia and an economic development organization, which is a remarkable example of public-private cooperation. Business and civic leaders, as well as government officials and educators, work together in Region 2000 to create a supportive environment for businesses throughout the four counties, two cities, and one town that make up the region. To learn more about Virginia's Region 2000 EDC, visit www.region2000.org.

Virginia Economic Bridge, Inc. (www.VirginiaEconomicBridge.org) is a non-profit organization focused on creating an environment for economic growth in today's technologically advanced society. VEB, Inc.'s mission is to promote the economic vitality and external competitiveness of the Commonwealth through business, industry and educational partnerships between Southwestern Virginia, Northern Virginia and other areas of the Commonwealth.

All 2007 Showcases are supported by Virginia's Linked Workforce Showcase Pinnacle Sponsor Lockheed Martin.