



# Ready for the New Year?

## CMA Can Help



Dear Industry Executive:

There are mixed opinions as to whether FY 2008 will be a good year for the Information Technology industry. While budget submissions show an increase, there are a number of major issues that may impact actual spending. When will congress approve the agency budgets? What will be the continuing effect of the IRAQ war? *The question is - What should you do, and when, to generate new business for your company.*

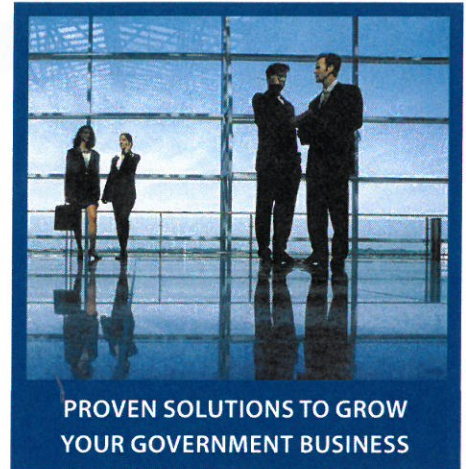
The companies that mount early marketing and business development campaigns and continue them throughout 2008 will be the winners. Waiting until the government budgets are approved will be too late.

Our experience with a number of the leaders in our industry is that they all had solid plans in place and internal budgets approved at the beginning of a New Year. After that the focus was on execution. We can be a resource to help with both the planning and execution.

CMA has been serving technology companies in the Public Sector Market since 1989. We welcome the opportunity to discuss how we may help you.

Sincerely,

J.W. Corini  
President  
jcorini@cmai.com  
703.917.7726



**PROVEN SOLUTIONS TO GROW  
YOUR GOVERNMENT BUSINESS**

### MARKETING

Results-driven programs to reach federal, state and local government buyers

- > Go-To-Market plans
- > National marketing campaigns
- > Lead Generation program
- > Webinars and Events

### BUSINESS DEVELOPMENT

Experienced personnel to find, qualify and pursue government business

- > Agency Playbooks
- > Business intelligence
- > Program Capture
- > Channel Marketing

### CONTRACT SERVICES

Professional support for your GSA Schedule contract needs

- > Contract Award
- > Contract Management
- > GSA Representation



**Marketing Partner to  
Many Leading Companies.**