The University of Maryland Eastern Shore’s
Response to HC1047-05-D-4015-001
Task Order 001

Marketing and Administrative Plans

Submitted October 30, 2005
Catherine Bolek, M.S.
Task Order Manager
Task 1.0 Program and Task Order Management. UMES will perform MITSS II program management functions for the base year of the contract. UMES will develop and deliver to the TM a draft and final Program and Task Order Management plan that describes their program management structures, approaches, resources, processes, and strategies. It will address how the contractor will: a) evaluate TO team opportunities, staffing changes, and respond expeditiously to DOD-customer Request for Proposals (RFP), b) oversee, control, and deliver required services under awarded task orders, c) manage and control schedules, d) manage and control costs under cost reimbursable type orders, and e) report potential problems, changes, risks and recommendations to DOD customers in a timely fashion.

UMES Task Order Management Plan

1. Review Task Order
2. Contact corporate partners as warranted by the requirements
3. Prepare a response
4. Negotiate, if warranted
5. Initiate work plan within 5 days of award
6. Hold meeting with staff and partners, as warranted
7. Meet with KO or designee as needed
8. Dedicate staff and resources
9. Identify instructors and classroom resources
10. Purchase or prepare course content
11. Create WWW version if required
12. Identify course materials and books
13. Create new course material if needed
14. Edit all documents prior to printing
15. Pretest course and materials
16. Create Webpage for electronic registration
17. Notify students
18. Conduct registration electronically and by mail
19. Provide travel assistance if required
20. Order books
21. Conduct course
22. Evaluate course
23. Process travel reimbursements if required
24. Provide certification
25. Prepare and submit reports

Marketing Administration Plan

As part of its management strategy, UMES has created a MITSS II Project Portal. This web-based management assistant provides access to an easy to use system to identity new marketing opportunities, register new opportunities, and view task order opportunities. In addition, its features include the ability to submit invoices, reports, and other contract related documents in a
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secure environment, communicate with participating staff and administrators, and maintain a record of these communications. The strength of the portal is speed and access to critical information. Access to this portal; unlike our MITSS II marketing website, will be restricted to partners.

Subtask 1.1 Monthly Status Report. UMES understands that is will develop and deliver to the Task Monitor a Monthly Status Report on the 15th of each month, 30 days after task order award. Monthly Status Report that includes task expenditures, technical progress made, schedule status, travel conducted, meetings attended, and issues and recommendations.

1.1.0 Sample Monthly Report Format
UNIVERSITY OF MARYLAND EASTERN SHORE
Backbone Road
Princess Anne, Maryland 21853

MITSS Monthly Activity Report: 10 January 2005 – 10 February 2005

Contract Number: DCA100-00-D-4008

Current Tasks: 001, 002, 003

UMES Costs for Reporting Period: $123,456

Subcontract Cost for Reporting Period: $0

Total Costs to Date: $123,456

**DCA100-00-D-4008-0001**: MITSS Program Management
Contracting Officer  Technical /Program Officer
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(703) 607-6895  (703) 681-2406
thomaslb@ncr.disa.mil  elliottb@ncr.disa.mil

**DCA100-00-D-4008-0002**: Transport Operations
Task Monitor
Regina Webb
DISA, Code D31, 701 S. Courthouse Rd, Arlington, VA
(703) 607-6796
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**DCA100-00-D-4008-0003**: Transport Operations
Task Monitor
Regina Webb
DISA, Code D31, 701 S. Courthouse Rd, Arlington, VA
(703) 607-6796
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**DCA100-00-D-4008-0015**: MITSS Information Assurance Security

Engineering Support  Paul Friedrichs
Contracting Officer  Technical/Program Officer
Ms. Sharon Bogans  Mr. B. Elliott
(703) 681-0256  (703) 681-2406
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Subtask 1.2 Marketing Plan. UMES understand that is will develop and deliver a draft and final marketing plan based on team capabilities to accomplish the MITSS II requirements.


To ensure that the MITSS II Contract is fully implemented, UMES and its partners are in the process of designing our marketing plans for the 01 year of the contract. Basic elements of the plan include, but are not limited to, the development of marketing brochures, Website, identification of marketing opportunities and development of presentation materials and initiation of procedural issues including the task order process, registering MITSS II leads, proposed work flow, and identification of critical success factors.

UMES and its partner organizations view the marketing process as flexible and fluid and will revisit our plans on a quarterly basis. Based on experience with the MITSS II contract and other factors, the plan will be revised to ensure maximal marketing capability of all partners to this contract.

1.2.2 Current Situation - Our team has made some major strides toward reaching the goal of assisting DISA to fully implement the MITSS II contract. UMES has successfully completed the MITSS I contract. Nineteen Task Orders were awarded to the University during the period December 1999 – September 2005. During this time, the University placed personnel at DISA, Department of the Navy, Joint Chiefs of Staff, and Defense Intelligence Agency (DIA). Currently, UMES has two task orders in place with personnel working on-site for DISA and DIA. Marketing efforts are on-going with DISA and DIA. We anticipate the release of a third task order in January to support DIA information technology needs.

1.2.3 Security Clearances - UMES’ Co-Project Director hold a clearances and serves as the University’s security officer. Additional University personnel are in the screening process. The University does not conduct work requiring clearances at its facilities.

1.2.4 Key success factors - The Team has identified partnership and performance as our key factors for success.

1.2.5 Financial situation/needs- The Contract and initial Task Order (001) have been executed and expenditures have been incurred in support of the kick-off meeting and development of preliminary marketing materials. UMES’ grants/contract accountants will be working with our partners to build a better understanding of accounting requirements for this contract.
1.2.6 **Audience** - UMES and our partner organizations will use multiple marketing strategies. The process consists of the following elements:

- Marketing current DOD customers such as DISA, DOI, Joint Chiefs of Staff;
- Requesting marketing referrals from these customers;
- Marketing HBCU/MI and Small and Disadvantaged Business office in each DOD Department and organizational subsets;
- Attending selected conferences, briefings, seminars, etc.
- Visit local DOD sites, particularly those sites located within 150 Washington DC area;
- Monitoring Federal budget and procurement documents for potential contact; and
- Selected advertisements in IT journals or Federal newspapers.

1.2.7 **Material and Methods** - UMES plans to develop the following marketing materials:

A professional capability statement for distribution to targeted DOD personnel (e.g., SADBU contract officers and program managers);

- A Website with streaming audio and video detailing our capabilities;
- Selected advertisements; and
- Brochures and other handout materials.

During the next two months UMES will work collaborative with its partners to review marketing strategies, processes for responding to opportunities, and the awarding of task orders and sub-task orders, reporting, and related issues. Items to be discussed include the following:

- Vision
- Vision statement
- Milestones
- Market analysis
- The overall market
- Changes in the market
- Market segments
- Target market and customers
- Customer characteristics
- Customer needs
- Customer buying decisions
- Competitive analysis
- Industry overview
- Nature of competition
- Changes in the industry
- Primary competitors
- Competitive products/services
- Opportunities
- Threats and risks
- Strategy
- Key competitive capabilities
- Key competitive weaknesses
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- Strategy
- Implementing strategy
- Products/services
- Product/service description
- Positioning of products/services
- Competitive evaluation of products/services
- Future products/services
- Marketing and sales
- Marketing strategy
- Sales tactics
- Advertising
- Promotions/incentives
- Publicity
- Trade shows
- Operations
- Key personnel
- Organizational structure
- Human resources plan
- Product/service delivery
- Customer service/support
- Facilities
- Creating the financials of the business plan
- Assumptions and comments
- Starting balance sheet
- Profit and loss projection
- Cash flow projection
- Balance sheet projection
- Ratio and analysis
- Other issues

It is anticipated that the plan will be completed by December 2005.

Subtask 1.3 Marketing Materials. UMES understands that it will develop and deliver marketing materials to include draft and final leaflet or flyer style hard copy and web pages. Marketing materials shall address contractor individual and sub-contractor’s capabilities and expertise in all 10 task areas of the basic contract. Materials shall be made available for distribution to DOD customers. Marketing mediums shall include and promote the contractor’s capabilities, locations, technical knowledge, and experience to accomplish the relevant technical services available under the MITSS II contract. The contractor will be provided the MITSS II Logo for use on slide presentations, marketing materials and web development. The contractor may not alter the logo in any way. Upon successful approval and final delivery of proposed web pages the contractor’s web master shall publish their MITSS II web page.
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1.3.1 Preliminary Marketing Information – Corporate Capabilities


UMES Team Project Organization Chart

UMES is a Historically Black University and the 1890 Land-Grant institution for the State of Maryland. UMES is a doctoral degree granting research institution and a member of the University System of Maryland.

The University offers major programs leading to B.A. and B.S. degrees in 26 disciplines in the arts and sciences, professional studies, and agricultural sciences. In addition, UMES offers 13 teaching degree
programs and 8 pre-professional programs, as well as an Honors Program designed in cooperation with the University of Maryland at Baltimore and the Virginia-Maryland Regional College of Veterinary Medicine to prepare students for professional school study.

Marine, Estuarine and Environmental Sciences and Toxicology programs are offered at both the M.S. and Ph.D. levels. The M.S. degree is offered in Agricultural and Extension Education, Applied Computer Science, and Food and Agricultural Sciences. The M.Ed. degree is offered in Guidance and Counseling and Special Education and the MPT degree is offered in Physical Therapy.

The University serves over 3,700 undergraduate and graduate students. In addition, through the Office of Continuing Education, UMES offers Elderhostel, community service programs, computer technology training for high-end user community, and seminars and workshops on a wide variety of topics of interest to local residents.

There are 144 full-time faculty members at the University. Of those with tenure, 94% hold a doctorate or terminal degree in their field of specialization. Faculty publish their results in professional journals, with major publishing houses, and through invited presentations at national and international conferences.

The University conducts basic and applied research in environmental remediation studies, food safety, crop production, pesticide research, software and Internet product development, fish management, natural resources studies, use of GIS systems, database development, management information systems, computer security systems, information technology and systems integration, and allied health. State-of-the-art chemistry, biology, physics and computer laboratories support research efforts.

The University has recently completed the renovation of Waters Hall to serve as a centralized facility for computing resources. There are four (4) undergraduate labs and a specialized graduate lab within this facility. These general computing laboratories are standardized on WindowsXP and Office2003 Professional and have minimum CPU capabilities of 3.0 GHz Intel Pentium 4’s. Network connectivity in the labs is provided through a Gigabit Ethernet backbone and switched 10/100Mbs connections to the desktop, with the ability to achieve GigE desktop connections if needed. This site enhances faculty, graduate student and undergraduate student access to AutoCad, MatLab, SAS, Pro/ENGINEER and other software design and development resources.

Additional research facilities are available that provide access to 21 Sun Blade 150 workstations with 550 MHz UltraSPARC III processors and a SunFire V1280 server with 4 1.2GHz UltraSPARC III Cu processors, 32GB RAM, and 146GB of storage.

All full time faculty members have been provided Gateway 275 laptop computers running the WindowsXP Tablet PC operating system. This allows them to function as laptop/tablet hybrids. These systems are based on the Intel Pentium M processor and operate at 1.8GHz. All are 802.11 b/g wireless enabled which provided flexibility inside classrooms as well as during travel engagements that take them off campus.

Direct network connectivity to Internet, Internet2 and intranet resources is available in 95% of the classrooms and wireless connectivity is available in all academic buildings and most student support buildings (e.g., student services center, recreational facilities). All campus residence halls feature port-to-pillow network connectivity.
Campus-wide Internet and Internet2 access is provided through a DS3 connection to UMATS, the University System of Maryland network. UMATS has two redundant OC3 links to the Internet.

Faculty, staff and students work collaboratively with organizations such as HAZMED, Inc., BiTH GROUP Technologies, International Technology, Inc., EDS Corporation, Booze Allen and Hamilton, Inc., Kellogg Foundation, Anteon, Inc. They also conduct a wide range of tasks under grant and contract awards from such organizations as the National Institutes of Health, U.S. Departments of Commerce, Defense, Education, Health and Human Services, Interior, and State, Environmental Protection Agency, National Aeronautics and Space Administration National Science Foundations and over 50 other funding sources.

On an annual basis, UMES receives over $21 million in new grant and contract awards from Federal, State and private sector sources. Federal sources include: DoD, DOC, DOI, USDA, U.S. State Department, DHHS, EPA, NASA, NOAA, FDA, DOE, DoED, NSF, and DOT.

In 1999, UMES was awarded a MITSS Indefinite Delivery/Indefinite Quantity Contract with the Defense Information System Agency and subsequently has been awarded multiple task orders to perform a wide range of information technology support services for DISA, Joint Chiefs of Staff, and the Department of the Navy. UMES staff has served or are currently serving in the following positions:

- Global Application Security Engineer for the Center for Information Assurance Engineering,
- Deputy Chief Engineer for Common Operating Environment Migration,
- Project Manager for Collection Management Application for Joint Deployable Intelligence Support System,
- Technical Advisor to the Chief Engineer Executive for Information Processing,
- Program Manager for Information Assurance Security Engineering Support,
- Program Director, Systems Engineering Support for the Common Operating Environment,
- Program Manager for the Standardized Engineering and Oversight/Management Processes,
- Senior Technical Advisor to the DISA Chief Technical Officer,
- Program Manager for Adaptive Battlespace Awareness,
- Technical Advisor to the Deputy Commander, Program Manager, Transport Operations, Networks Division Transport Operations.

UMES personnel are working on-site at various DISA and other DoD locations in Maryland, Northern Virginia and California. UMES personnel have been the recipients of multiple DoD awards for service to their assigned offices, bureaus, and departments.

Task orders awarded under the MITSS contract include, but are not limited to the following examples:

- UMES received a task order to provide Program Management and Technical Security Engineering Support to the Center of Information Assurance Applications(CFIAA), with engineering activities to plan, design, develop, and deploy an enhanced DoD Public Key (PKI) and Global Directory Service infrastructure that allow CINC/Services/Agencies to fully integrate DoD Certificates into their application development as mandated by OSD. UMES staff developed strategies for integrating and deploying commercial PKI/GDS products, PK enabling
products/tools, certificate issuance and IA security management tools that are in compliance with DoD directives and guidance.

- The objective of this task order was to provide engineering support to the Adaptive Battlespace Awareness Program. Engineering support included: ABA system design and architecture analysis, ABA Family of Interoperable Program (FIOP) analysis and integration; and on-site ABA software operational analysis.

- UMES received a task order whose objectives included providing engineering and administrative support for the DISA, Center for C2 Applications – USJFCOM location. Engineering support included:
  1. Technical analysis (System design and architecture analysis) of USJFCOM requirements based upon current and planned Global Command and Control System (GCCS), Global Combat Support System (GCSS), Information Dissemination Management (IDM) and Common Operating Environment (COE) capabilities,
  2. Recommending technical and candidate solutions to USJFCOM, and,
  3. Reporting technical and related administrative issues to the DISA, Center for C2 Applications (hereafter referred to as C2 Applications).

Administrative support included C2 Applications liaison, attending USJFCOM planning sessions involving discussions related to C2 Applications program capabilities and interests.

- Another task order was to provide project management, software/system engineering, providing architecture and design guidance, developing project schedules, budget estimates and developing and presenting technical briefings and documentation. Specific roles involved day-to-day technical management of the Net-Centric Capabilities Pilot (NCCP) and leading the engineering of the User Defined Operational Picture (UDOP) which formed the basis for the C2 COI common services component of the Joint Command and Control System (JC2). Collaboration with the C2 COI Services Engineer, the COE Transition Engineer, the GCCS FoS Chief Engineers, the JC2 Chief Engineer and the NCES Chief Engineer to formulate program strategies, initiating and tuning system engineering processes, appraising emerging technology and evaluating engineering issues and making technical decisions.

- The objective of another task order was to provide program and information management and system engineering support in providing recommendations on the establishment, standardization and implementation of 1) engineering processes for applications of GES/NCES applications and 2) management/oversight processes for applications of GES/NCES applications.

- The objective of this task order was to provide management and engineering support in the areas of planning, programming, budgeting, customer interface, execution, and reporting regarding the transition from COE to NCES.

The COE Migration Senior Systems Engineer will perform both the technical and program management functions for the transition from COE to NCES.

- This task order’s requirements were to develop and support computer systems and network applications, and provide an SCI- and GENSER-level CMMA toolset, to include planning and systems evaluations, integration and testing services with the GCCS-I3 architecture and, where
GCCS is not available, stand-alone, non-COE versions. The effort described herein falls within the following MITSS Contract Task Areas:

- Task Area 1: Program and Task Order Management
- Task Area 5: Software, Computer Systems and Network Applications Development and Support
- Task Area 6: Systems Evaluation, Integration and Testing Services
- Task Area 7: Program and Information Management

The objectives of this task order was for the UMES to provide Program Management and oversight to the development, maintenance, and integration of the current DoD COE software products and baseline and facilitate the transition and integration of new capabilities emerging from the NCCP process and the NCES program. This SOW provides a practical framework.

**Security Functions**

UMES staff holds clearances, provides security services and training, and supports the Defense Industrial Security Clearance Office (DISCO) process for preparing, submitting and processing security clearances. The Defense Industrial Security Clearance Office (DISCO) provides the proper security clearances for our personnel. Information concerning basic eligibility requirements and procedures are contained in the Contract Security Classification Specification, DD Form 254, which, if appropriate, is part of the contract package prepared by UMES in response to task orders. UMES supports and works cooperatively with DISCO, NSA and other DoD personnel to ensure that the university and its personnel are in compliance with Federal regulations.

Many of UMES’ partner organizations employ staff with a wide range of clearances and some can provide access to secure facilities.

**Maryland Hawk Corporation**

The Maryland Hawk Corporation is a 501(c)3 non-profit affiliated with the University of Maryland Eastern Shore (UMES) a Historically Black (HBCU), 1890 Land Grant-University. The Corporation develops business support services and networks primarily with minority and 8(a) firms to participate as a prime contractor or subcontractor in grants and contracts at the federal (including the Department of Defense), state and local levels. The Corporation’s mission is to support the research and academic functions of the university through mutually beneficial relationships with public and private sector businesses and organizations. The Corporation enters into contracts for business development. The Corporation is an independent entity under the direction and control of its Board of Trustees. The Corporation while affiliated with UMES maintains separate human resources, business management, accounting, legal and security systems in compliance with federal contracting and granting regulations. The Corporation is located on the UMES campus in rural Somerset County, on the Eastern Shore of Maryland in an eligible SBA HUB Zone. A Teaming Agreement sets forth the relationship between the Corporation and UMES. The Corporation provides a comprehensive range of services to existing and emerging technology companies, organizations and government to help them achieve growth, stability, and commercial success. Depending on clientele requirements, the services are performed through corporate staff, Project Agreements and Third Party Contracts with consultancy firms. Maryland Hawk Corporation in collaboration with
It assists in faculty and collaborators to secure patent rights and royalties for emerging companies, products and services. The Corporation also works with the Federal programs (e.g., the SBIR Program) to expand small, minority and rural companies' access to federal contracts and R&D funding.

**Ingenium Corporation**

Ingenium Corporation (Ingenium) is a SBA Certified Small Disadvantaged Business that is eligible for small business status in the 541513 NAICS Code with an associated size standard of $21M. Ingenium Corporation is based in Upper Marlboro, Maryland and achieved ISO 9001:2000 certification in 2004. They are a leader in providing information technology consulting and strategic support services to the Department of Defense; Federal, State and Local governments, as well as healthcare providers.

Ingenium provides services in areas that enhance their customers’ business processes and increase the efficiency of business operations. Since 1994, Ingenium has delivered these services to the Defense Information Systems Agency (DISA), Air Force Materiel Command (AFMC), U.S. Army, U.S. Navy, National Institute of Health, Department of Energy, and numerous commercial corporations.

Ingenium is an Oracle Partner and Microsoft Certified Partner, and has been named by Deloitte & Touché to the annual Maryland Technology Fast 50 list for each of the past seven years. Ingenium was named one of the top four minority businesses in the nation in 2000 by the National Coalition of Minority Businesses. The Governor of Maryland appointed Ingenium’s Chief Executive Officer (CEO), André Lynch, to the board of the Technology Development Corporation (TEDCO). TEDCO provides technical oversight and an economic development strategy for the State of Maryland. TEDCO also advises the state on key issues of technological trends and approaches to minimize the Total Costs of Ownership. Under his leadership, Ingenium has grown to more than 230 employees in 11 states.

**HAZMED, Inc.**

HAZMED is a woman-owned, small disadvantaged environmental engineering and information technology (IT) consulting firm that provides government and commercial clients with best practices professional support to meet their operational objectives. Founded in 1988, by President/CEO, Jacqueline W. Sales, HAZMED is headquartered in Lanham, Maryland, and has a field office in Atlanta, Georgia and project sites at Aberdeen and Adelphi, MD; Ft. Campbell, KY; Burlington, VT; and Washington, D.C. HAZMED, a successful graduate of the U.S. Small Business Administration (SBA) 8(a) program, is currently certified by SBA as a Small Disadvantaged Business, and by the Maryland Department of Transportation, the Commonwealth of Virginia, and the City of Baltimore as a Minority Business Enterprise.

The company has 17+ years of experience providing a full range of technical, policy, and management consulting services in support of a large variety of federal, state, and local government programs. HAZMED’s proven track record is further evident by the award of several multi-year, multi-disciplinary, multi-task contracts for services in the areas of contract, program, and task order management; systems engineering, evaluation, testing, development, and maintenance; acquisition management; program and information management; and information technology training. HAZMED has supported clients through more than 100 prime contracts and subcontracts, and literally several hundred unique work assignments, task orders, technical directives, and quick response tasks.

HAZMED has been recognized by SBA, Region 3 as Small Business of the Year 2000.

**MasiMax Resources, Inc.**
Founded in 1993 as a sole proprietorship, MasiMax is a growing corporation employing more than 100 seasoned staff members and scores of consultant associates. MasiMax is 8(a) certified small business that offers program and task order management experience, and staff and corporate resources comparable to many of our larger competitors. Through project-specific teams working across the company's service areas, MasiMax offers an exceptional blend of communication, technological, and logistical capabilities. With a solid reputation for superior work, MasiMax is committed to corporate practices that give priority to gaining a realistic understanding of client needs and expectations, carefully matching personnel and other resources with appropriate project assignments, and maintaining internal management procedures that will guarantee flexible, timely, and creative responses to clients' needs.

MasiMax provides a broad range of products and services structured into several areas: communication services, conference and exhibit management, interactive technologies, and environmental health and safety services. Our client base includes scores of Government and private industry agencies, including major programs of the U.S. Department of Health and Human Services. MasiMax offers our clients traditional interactive technology capabilities such as web and application development, system testing and workflow design. In addition, our cross functional team is also able to marry our interactive technology capabilities with those of our communications and logistics areas to provide E-learning, classroom training, communications support and documentation, and conference support.

**BiTH Group Technologies, Inc.**

BiTH GROUP Technologies, Inc. is a certified MBE with the State of Maryland and the Port Authority of New York and New Jersey (PANYNJ). BiTH GROUP Technologies is listed on several contract vehicles including GSA 70, GSA FAST, TSP, CSP, ENCORE and others. Headquartered in Columbia, MD, BiTH GROUP Technologies, Inc. has offices in Baltimore, MD, Philadelphia, PA, and Huntsville, AL. BiTH GROUP Technologies has provided, and continues to provide outstanding performance on City and State contracts, with its sole objective in helping government and commercial businesses succeed by implementing enterprise-wide technology solutions and instituting cross-boundary reforms.

Under the leadership of Dr. Robert L. Wallace, current President and CEO, BiTH GROUP Technologies has been providing premiere information technology and engineering solutions across the US, but more specifically in the mid-Atlantic region. This period has also seen the development of successful, strategic teaming relationships with multiple corporate giants in the region such as SAIC (Science Applications International Corporation), Electronic Data Systems (EDS), Anteon Corporation, Northrop Grumman, IBM, Accenture, and Keane.


**Early Morning Software, Inc.**

Early Morning Software, Inc. (EMS) has been delivering and exceeding the needs of its customers in IT Research and Consulting, Custom Software Engineering, Software Integration, and Systems Integration since its inception in 1993. Early Morning Software, a small minority and woman-owned
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business enterprise (M/WBE), is a dynamic technology Research and Development Laboratory located in the downtown Baltimore. Ninety percent of EMS’ customers are repeat customers.

Early Morning Software has been delivering world class technology solutions for over a decade and is a company that has mastered the system development life cycle (SDLC) and is capable of providing its clients with professional, premium systems and software engineering and integration services. Early Morning Software also has a proven track record for providing project management, applying state-of-the-art technologies and methodologies, and delivering solutions which meet requirements of the MITSS II Task Areas.

FM Gaston & Associates, Inc.

FMGaston & Associates, LLC (FMGA) is a minority, women-owned consulting company established in 2001 to provide training and technical assistance to small businesses in the subject matter of developing and implementing effective practices and processes to secure, manage and close out Federal Government contracts. FMGA provides the knowledge and expertise to assist our clients to develop and implement effective strategies to successfully expand their business focus into the federal market. Since inception, our associates have provided support to over 200 small businesses, HBCU/MI and not-for-profit entities – nationwide.

FMGA is committed to providing comprehensive high quality services and support to their clients. As such, their services have expanded – based on client demand – to include additional focus areas that support successful business growth and expansion. FMGA follows a closed-loop process to assess the current organization and capabilities against its documented business strategy; identify gaps, risks and inefficiencies; assist the client to develop solutions to minimize or eliminate the gaps and risks; develop and implement a sound methodology to measure progress; and develop and implement a technology infrastructure to support the business focus and, manage costs and profitability.

FMGA provides the subject matter expertise to assist in contract implementation and management. This includes the planning, documentation and implementation of administrative functions, resources, management controls, and quality assurance processes to meet cost and performance requirements.

FMGA understands that the effective utilization of technology is integral to the successful achievement of a business strategy. They view technology as the overall platform that supports the strategy and the business endeavor. Their associates are professionals in the field of Information Systems Solutions, Business Systems Integration, and Enterprise Business Networks and Communications.

FMGaston & Associates, LLC is MBE Certified in the state of Maryland and Howard County, Maryland.

RGF Consulting Corporation

RGF Consulting Corporation (RGFCC) was founded in 1998 for the purpose of providing expert, custom-fit, affordable training to small federal government contractors to equip them with the knowledge to win contracts. Since 1998, RGFCC has trained over three thousand small business government contractors, HBCU, and Minority Institutions in the areas of: building effective cost proposals, establishing indirect rates, technical proposal techniques, Federal Acquisition Regulation (FAR), federal marketing practices, and contract administration. All training classes are registered with the National Registry of CPE Sponsors.
Today, RFGCC, a veteran-owned, SDB, 8(a)-certified company has expanded its services beyond training to include management consulting, information technology support, facilities management, and intellectual property and technology management, technology license, transfer and commercialization.

RFGCC’s team has the ability to assemble personnel that can seamlessly facilitate, coordinate and expedite the following services: Procurement Training; Contract Administration and Management; Technology Transfer Processes; Information Systems Development; Software Development; Database Administration and Management; Network Administration and Management; Internet Information Service, and Technology Transfer.

RFGCC’s team specializes in the knowledge of complex operational, technical and management requirements so vital to the systems integration market today. From the beginning, team members have concentrated on large scale operating systems and networks, applications development, microcomputer software development and maintenance, IRM planning and training.

**BA Systems, LLC**

BA Systems, LLC (BA) is a minority owned workforce systems automation company specializing in the design, implementation, and deployment of software and hardware solutions that automate corporate processes and procedures. BA’s founders are recognized leaders of software engineering and database design; through this leadership, BA is a recognized technology developer and a member of the Emerging Technology Centers’ incubator program.

BA has assembled a seasoned team of software and hardware professionals with diverse backgrounds spanning defense, space, business and the communications sectors. They apply their in-depth knowledge and experiences to help their clients gain competitive advantage by solving their most complex challenges by using cutting edge technological concepts and fundamental business logic.

By focusing on these pillars BA has delivered proven, enterprise systems that span workforce automation, supply chain management, information security, and more. BA can architect new solutions using new requirements, or re-invigorate your legacy applications by web-enabling them or integrating them with new software.

BA is a platform agnostic company that does not push any particular technology.

In addition to the technical expertise required to build custom applications, your BA team also excels in requirements gathering and project management. Their project managers work closely with your managers and users integrating them into the project development process. This helps minimize ambiguous requirements, insuring that the software solution they build matches the specifications and performance that the customer expects.

**Bay Technology Consulting, Inc.**

Bay Technology Consulting, Inc. (BTCI) is a Small MBE/WBE consulting company certified in Maryland. BTCI has worked with most of the major State Agencies in the State of Maryland for over 9 years and Federal Agencies.

BTCI was formed as a consulting company specializing in providing high technology engineering services primarily to State and Federal Government Contracts. BTCI provides high level consulting in
research, design, development, test, integration, implementation, training, and project/program management of information systems, networks, and communications utilizing emerging technologies. The BTCI consultants bring with them the knowledge of Maryland State and Federal Government contracts that can be instrumental in the development of the management planning and support for all aspects of contracting. BTCI’s consultants have experience in directing, controlling, monitoring, analyzing, and reporting for program management and subcontracting with State and Federal Agencies.

**Salisbury University**

Salisbury University's (SU) mission is to cultivate and sustain a superior, student-centered learning community where students, faculty and staff are viewed as both teachers and learners, and where a commitment to excellence permeates all aspects of University life. We recruit exceptional and diverse faculty, staff, undergraduate and graduate students and support them as they work together to reach the University's goals. Serving Maryland and the Mid-Atlantic region, SU is a concerned participant in responding to the educational, economic, cultural and social needs of our community and believes that service is a vital component of civic life. Their highest purpose is to empower their students with the knowledge, skills and core values that contribute to lifelong learning and active citizenship in a democratic society and interdependent world.

The mission of the Richard A. Henson School of Science and Technology is to provide a state-of-the-art scientific and health related Community where experienced faculty work closely with students in the pursuit of knowledge. In the Henson School, both students and faculty engage in a partnership for learning with a focus on ensuring career success. Faculty and administrators work cooperatively with the University of Maryland Eastern Shore to support a 2 plus 2 engineering program with the University of Maryland College Park and an environmental science dual degree program. As sister institutions, collaborative projects include NASA’s, MARS and MIST projects at nearby Wallops Flight Facility, Wallops Island, VA. These facilities will include secure work environments, laboratories, and testing faculties.

SU supports grant and contract activity through its Offices of Sponsored Programs Grant and Contract Fiscal Management and Compliance. With over five million dollars in annual awards, SU complies with relevant OMB Circulars and the Federal Acquisition Regulations.

**Computer Associates, Inc.**

Computer Associates International, Inc. (CA) is the 4th largest independent software company in the world and is listed among IndustryWeek’s top 100 best-managed companies, as well as Computerworld’s top 100 places to work for the 5th year in a row. CA is the world’s leading developer of client-server and distributed computing software and has a product line of more than 1000 applications that covers virtually every kind of software, including Enterprise Management, Enterprise Security, Database and Application Development Solutions, Internet/Intranet Solutions and Business Intelligence. CA was founded in 1976 with 3 employees. Today, it has a global presence with 15,000 employees in every U.S. state and 100 countries in more than 170 offices.

Through the years, CA's mission has remained the same - to provide mission critical software solutions that run government agencies and businesses. To honor this commitment, CA has invested more than $3 Billion in research and development over the past 4 years. In addition, CA has 50+ worldwide
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development centers comprised of 3,500 development staff and more than 300 User Groups worldwide. Our software manages, protects, and secures more government data (90%) than any other enterprise provider and our software is currently in more than 95% of Federal Government Agencies. Furthermore, CA serves 99% of the Fortune 500 companies, as well as government, research, and educational organizations worldwide.

This past year CA generated more than $1 billion in operating cash flow (prior to capital and financing requirements). CA is one of only three independent software vendors in the world with this distinction. Maintaining its position of technological and business leadership, the company has obtained more than 200 patents worldwide and has more than 900 patent applications pending. CA is also the first and only global enterprise software company to meet the exacting standards of global ISO 9001:2000 certification.

**Electronic Data Systems Corporation**

Electronic Data Systems (EDS) Corporation, headquartered in Plano, Texas and founded in 1962, has over 120,000 employees providing a broad array of business and technology solutions to help its clients worldwide improve their business performance. EDS’ core services include: information technology (IT), applications and business process services, and IT transformation services. EDS is uniquely positioned to support today’s business-minded CIO seeking agile solutions. Our innovative portfolio is built around our unique offerings in best-in-class mainframe, data center, helpdesk and desktop services, system and application development and maintenance, business process services, and transformation services.

For 40 years, EDS has been at the forefront of the IT services industry. EDS has earned a high level of client satisfaction through many solid achievements and our reputation for proven performance. Our IT professionals manage more than 1 million applications and more than 2.5 billion lines of code. As the global leader in desktop services, we support more than 3.3 million desktops worldwide. We also manage about 50,000 servers and provide Web hosting for about 900 clients.

EDS has the financial strength both to serve existing clients and to pursue new business. We ended 2003 with $21.5 billion in revenues and continue to earn business in a very competitive environment. EDS is a significant player in a long-term growth industry.

EDS is able to forge strong partnerships with its clients, accept their IT challenges as its own, and deliver the best solution for them. There is no IT partner better equipped to bring the right combination of solutions, people, and commitment to meet their customer’s challenges.

EDS brings together proven experience, vast industry knowledge, and the best technology and forward-looking innovation to enable business and government clients to achieve maximum returns from their IT investments.
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