



THE SQUARED SCOOP

April 2011

Save the Date: Interim All Hands Meeting

The Interim All Hands Meeting has been tentatively scheduled for July 14 in the Grange Conference Room at headquarters. Keep an eye out for the official schedule.

Refounders Day

Thanks to all who attended our 4th annual Refounders Day Celebration! The night commemorated the acquisition and re-founding of M Squared Strategies on April 1, 2008. We celebrated at Dirty Martini, DC's newest upscale resto-lounge, and marked the beginning of our fourth year of a new direction and renewed dedication to public service. Our President Kendall spoke to share some accomplishments and emphasize the celebration of our M Squared Strategies identity. 2011 Quarter 1 recognitions and bonuses were awarded to: Laurel Wernhoff for her impressive work and relationship building with her prime and clients; Andrew Slawter for his value as an ASD team member; and Jen Mroczek for her strides with the Facilitation Service Line, ITRM project lead work, and new contract support opportunities at HHS. The M Squared Strategies staff also took the time to recognize Kendall for his dedication by presenting him with a photo album. The pictures commemorated years of hard work, fun events, and impressive accomplishments; we are all looking forward to many Refounders Day Celebrations to come!

Kendall Lott Receives PMI Region 5 Top Performer Award

In January at the Project Management Institute's (PMI) Region 5 Conference in Baltimore, MD Kendall Lott received one of 14 Top Performer awards for the region. Region 5 consists of the leadership of the 14 PMI chapters in 5 neighboring states and the District. The award is for recognition as a "top performer" at the chapter level, and was approved upon nomination by the PMI Washington DC Chapter's Chairman of the Board for Kendall's work in Marketing for the chapter over the last two years. Lott now serves in his first of a three-year term as one of the Directors-At-Large for the Governance board.



AMPP Placement is Underway

The Applied Management Professionals Program has been interviewing applicants from coast to coast since January. The recruiting process was as rigorous as ever and has resulted in a high-caliber group of potential AMPs for the 2011 summer. This year we challenged students to develop a PowerPoint on the VA's Electronic Health Records, and continued with the group interview tradition in addition to individual behavioral interviews. This year's record number of motivated and energetic graduate student applicants come from UC San Diego, Indiana University, Boston College, George Washington University, Johns Hopkins University, and Virginia Tech.

We have been pursuing placements at the DOE and DOT (among other agencies) where the AMPs work from last summer was greatly valued. Clients are excited to have enthusiastic students arrive and start on important projects. We are looking forward to officially selecting AMPs and securing agency placements as the summer approaches! Alessandra will be reaching out to staff in the coming weeks to discuss mentoring, training, and other AMPP opportunities.

Partners & Pairings a Great Success

Originally scheduled during the month of January, the First Annual Partners & Pairings event was postponed due to the untimely winter storm of 2011. Fortunately, February 17th proved to be a luckier date for M Squared friends, corporate partners and team members who were able to break away from delivery and intense proposal writing to brave the normal DC traffic for the opportunity to mix and mingle for several hours at the beautiful 2941 Restaurant located in Fall Church, VA.

With the lighted restaurant waterfall serving as a picturesque backdrop, partners from SRA, Miracle Systems, Integrity One, and Avise tasted a variety of selected wines from around the world and sampled an assortment of delicious hors d'oeuvres specifically "partnered" by the establishment's Sommelier and Head Chef. Not to be overshadowed by the wine and food, the evening proved to serve as a wonderful opportunity for M Squared team members and guests from Innovative Solutions Group, ActioNet, WBB, Triton Federal Solutions, and Hewlett-Packard to talk with current and future partners outside of the work environment, and allowed our special guests to meet one another, discuss their companies' capabilities and synergies, and to share in discussions for partnering opportunities in the future.

Because relationships matter to M Squared Strategies, we were happy to hear of the successful connections made during Our First Annual Partners & Pairings event and look forward to expanding our circle of friends and partners in the coming year.



M Squared's Carl Crampton and Rod Witschey



HP's Michelle Tranter and Miracle System's Laura O'Connor

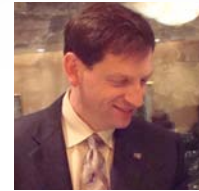


2011 Partners & Pairings Event

On the Business Development Front

In the last quarter M Squared has seen strong growth in the maturation of its business development capacity. With the implementation of the Sugar CRM system, the company has added over \$7 million in opportunities. The data collection around this is allowing the company's business development staff to more effectively track and develop these opportunities. Management is also now using this data to more accurately forecast the company's revenue growth and staffing requirements.

The result? In the last quarter the company has successfully joined several teaming partnerships for large opportunities, participated in the proposal efforts and is now awaiting word on award. Additionally, thanks to the hard work of Brenda Maynor and Jen Mrozcek, the Facilitation Service Line will be supporting SAIC at the Department of Health and Human Services (HSS) in the Office of the Chief Information Officer, with the anticipated start date of May 1. We look forward to forging a strong relationship with SAIC and the clients at HHS. Congratulations team!



M Squared's Kendall Lott



Miracle System's Harry Hixon and Triton Federal Solutions' Ivette Grainer-Smith



2011 Partners & Pairings Event

Our New Face on the Web is Officially Live and Well!

M Squared launched our new website (www.msquaredstrategies.com) in February. With a thorough introduction to the company, information about of each of our primary service lines, details on how to contract and partner with us, postings about current job openings, and, naturally, contact information, the new site is already attracting increased traffic from Google.

This launch was no small undertaking. The Marketing and Information Technology Services (ITS) teams worked closely together and coordinated efforts to prepare an infrastructure to host our newest marketing tool. To ensure consistent professionalism, ITS will be converting all of our email addresses to the '@msquaredstrategies.com' format to match our new domain name. This transition will take place over the summer and should be seamless.

The Facilitation Service Line is Recruiting

The Facilitation service line is now recruiting for all positions ranging from entry level to experienced facilitators. Visit us online at www.msquaredstrategies.com/openings for more information. If you are interested in one of the openings and meet the minimum requirements, email your resume along with a thoughtful cover letter explaining why your experience and interests align with the position to fsl.recruiting@m2strat.com. Please indicate the job title in the subject line and state your availability to start.

Changes in Management Team

As we turn the corner into our season of re-competes for work, we continue to keep our management focus on capture, strong delivery and the complementary corporate structures to support this focus. The M Squared management team is pleased to announce the following:

Jeremy Nurse (VA) will assume Team Lead responsibilities under Nina Babel for the Architecture Strategy and Design team in support of our SPP/OEAM contract at VA. Jeremy has also recently assumed the Engagement Management role for the Enterprise Architecture support sub-contract under C2SGI.

Sarah Nurse (VA) has initiated relevant contract negotiations with the prime contractor, and following successful contracting, will be promoted to Engagement Manager of the Information Sharing Initiative (ISI) once the shift is complete.

Jen Mroczek (FSL) has assumed part of the management duties of the Facilitation Service Line (FSL) in the capacity of being the FSL Recruiter and in being the lead trainer and coordinator of training for the M Squared Meeting Management methodologies and techniques.

Andrew MacDonald (Corporate Services) has moved from consulting to the president on human resource practices to the role of Human Resources (HR) Director. The scope of his role has been largely determined and will be posted on the HR SharePoint homepage. We look forward to adding and modifying the role as necessary to fit the needs of the organization and provide service to all of the individuals in the company.

Congratulations to all in their assumption of new roles, and to each Kendall offers the gratitude of a thankful executive.

UPDATE

Department of Veterans Affairs

For the current fiscal year, Congress has passed five stopgap spending bills. The uncertainty has slowed down or enforced cuts in spending. The Department's IT organizations are undergoing budget execution reviews to determine the funds that have been obligated thus far in the fiscal year. Equally important is the failure to execute, will empower the CIO to cut funding or pause the effort. Trends to watch within VA where M Squared Strategies has an active or supporting role are the prep and post meetings for the CIO weekly meetings, upcoming Lockdown preparation and support, examining the portfolio of IT projects line-by-line to ensure the most important investments are provided necessary funding, and budget formulation.



In addition, one of our long-timers, Carl Crampton, will be transitioning off our VA contract to embark on his full-time Engagement Manager role supporting the VRM contract under HPTi. In turn, we have acquired a new face. M Squared would like to welcome Carlos Vasquez (1099) to VA. Carlos brings a wealth of federal and private sector consulting experience to the team.

The M Squared team at VRM-ISI is currently focusing on planning for the ISI Pilot. As such, we are holding meetings with VA and DoD leadership as well as the ISI Participating Programs.

M Squared Strategies is also working with HPTI to support Veterans Relationship Management (VRM) acquire the resources specified in the FY11 Budget Operating Plan by facilitating the completion of acquisition deliverables and maintaining acquisition status. We are also planning for the future by assisting in the initial draft of the FY12-14 VRM Operating Plan with preliminary program budget information.

UPDATE

Department of Energy

Exciting times at the Department of Energy! It seems that transition and change are frequently happening and both our CIO and CFO teams are faced with new environments and different requirements on a daily basis. In true M Squared style, anticipation and agility have persevered and we continue to be successful in supporting our clients and their initiatives including program management, marketing and strategic communications, and cyber security. We would also like to welcome back Shannon Schreiber from maternity leave, new mom extraordinaire.



The Latest in Facilitation Services

The first quarter of 2011 was a busy one for the Facilitation Service Line as it saw a new addition to the VA Team who supports the Office of Architecture, Strategy and Design (ASD). Alessandra Colia is supporting the planning, execution, and closeout of the many meetings, bullpens, and lockdowns that happen in the ASD-world.

On the flip side, the VA Team supporting the Office of IT Resource Management (ITRM) has begun supporting several key recurring meetings in an effort to help manage the execution of the FY 2011 Budget as well as planning for the FY 2012 Budget Operating Plan. Great work, everyone!



Welcome, New Hires!



Emi Azumi brings seven years of experience in project management and marketing for Microsoft and SAP. She received her Bachelor of Science from Drexel University and her masters from Temple University in Philadelphia. She will be supporting M Squared at the Department of Veterans Affairs on the Information Sharing Initiative team. When not working, she is hanging upside down 40ft above the ground performing aerial acrobatics (think Cirque du Soleil).



Born in Alaska and raised in Massachusetts, **Brian StSauveur** was a member of the inaugural AMP class in 2009 and graduated from the University of California-San Diego's International Relations & Pacific Studies Graduate Program, where he studied International Relations with an East Asian focus. He lived in China for two years where he taught English and studied Mandarin, and was doing contract Business Risk consulting before joining M Squared in February. Brian is supporting the

Department of Veterans Affairs Information Technology Resource Management contract and has already engaged in corporate efforts including recruiting and co-designing a breakout session at the annual All Hands Meeting.

A Farewell to Katie Pittman



As many of you are now aware, Katie Pittman has left M Squared Strategies. Katie accepted a government position within the Department of Veterans Affairs (VA), Veterans Health Administration as a Special Assistant to the Chief Information Officer within the Office of Health Information. Katie will be a great addition to her new team and the agency and will bring her extensive VA experience and skills to the table.

Katie will be missed but her legacy not forgotten. While at M Squared Katie took full advantage of the opportunities presented in our small firm and succeeded both within the corporate space maturing our first service line, and with clients building exceptional relationships and delivering valued service. Her work with the Facilitation Service Line has established the model, down to the very templates, that other service lines will follow. In client work, she rose in the esteem (and in her delivery responsibilities) of her specific clients and was duly promoted or moved into positions of increasing responsibility. She has also mentored many within the company passing on her blend of experience and work ethic. Her support of our president and the direction of the company have been exceptional, and lasting.

The M Squared family wishes you all the best with this new adventure and your continued dedication to public service.

Happy Anniversary!

Thank you to each of you for your continued commitment and service to M Squared Strategies.



Kendall Lott, 6 years
Ed Adelman, 5 years
Sarah Nurse, 5 years
Rod Witschey, 5 years
Andrew Slawter, 3 years
Mary Flannery, 2 years
Shannon Schreiber, 2 years
Mark Antoniewicz, 1 year

HR Corner

Paystubs are going online! No more PDFs in your email and no more paper copies in your mailbox. In April we will be rolling out a new resource, the Automatic Data Processing (ADP) Portal. The portal is a self-service intranet portal that has been tailored to fit our needs. It will provide employees with not only online access to your paystub but also the ability to view, update and edit payroll related information, including: your 401k details, your contact information, your direct deposit, tax withholdings and W-2 printing.

ADP is the company that Cordia, our payroll vendor, utilizes to implement system wide payroll, benefits, and time and labor system. The ADP Portal will consist of an Employee Self Service area, which offers the services outlined above as well as a Manager Self Service area, which will allow managers to initiate and update personnel actions, and centralize and track many other management tasks.

The HR SharePoint site will remain your convenient one-stop-shop for human resource related material and a new tab on the site will be designed and provide guidance and a link to the ADP Portal. Stay tuned for more information on the registration process and resources on the new portal.

The New Voice of M Squared

Announcing the Winner...

At the All Hands Meeting in February, Kendall challenged us all to compete to become the new 'voice of M Squared' and record the corporate phone message.

"You have reached the corporate voice mailbox of M Squared Strategies, where service and accountability lead to better government. To better serve you, clearly state your name, telephone number, and a brief message, and we will contact you shortly. Please visit us on the web at www.msquaredstrategies.com. Thanks and have a great day."

Congratulations to the winner and our new voice, Nina Babel who took home the first prize of \$300. Additional participants, Mark Antoniewicz and Mary Flannery were also awarded \$100 for their exceptional submissions.

Mroczek Advances in the FSL

Based on her own involvement and success in the meeting management aspects of the Facilitation Service Line (FSL), Jen Mroczek was pulled into the management operations of the FSL in February. Under guidance from FSL Manager, Katie Pittman, Jen took on the FSL Recruiting operations at a time when the demand on the service was preparing for dramatic increase (up to 6 new hires, 3 times the current staffing!). Jen developed and managed the Q1 recruiting plan, including the coordination of staff resources, and covering activities for recruiting through the hiring process. These activities included advertising positions, screening candidates, and developing and participating in panel interviews. The work that Jen and Katie established are the models for recruiting and hiring at M Squared, and Jen remains on point as the leader for this developed service line's recruiting efforts as we look to other positions to fill. Jen is the come-to-gal for all your FSL recruiting needs and will coordinate with Andrew MacDonald for the hiring process. Additionally, Jen has taken on the role of Meeting Management trainer for the service line. Due to her organizational success and her own past experience, Jen is specifically qualified to managed and coordinate these key training elements as developed over the last 18 months. She will continue the rollout of training (logistics, meeting minutes and SharePoint sessions) for new hires. Congratulations Jen, and thank you, as you take on these operational roles in this time of transition!

M Squared Appoints First Director of Human Resources



MacDonald Assumes New Role

As M Squared Strategies continues to progress into the market, our strategic corporate functions must mature to support the growing demands and sophistication of the company. Our people continue to be the foundation of this success, and so we better a defined and effective human resource (HR) function. For this reason the Director of Human Resources role has been created to help ensure our continued success. Andrew MacDonald has graciously assumed the role, along with substantially increased tasking, effective April 1, 2011. Two of the first changes that will be apparent are that Andrew now assumes the bulk of interaction on behalf of employees with Cordia (integration of HR to payroll to accounting), and all performance management documentation will now be processed through him.

Andrew has been instrumental in developing the current HR suite that has been put in place over the last 15 months. With qualifications in HR law, his previous experience as an HR manager with a large service firm, as well as his management experience at M Squared in client delivery for organizational design and performance management makes him uniquely placed to fulfill this role. He understands the needs of the employees and managers first hand as well as the strategic function that HR needs to fulfill. His past work and dedication to the direction of the company leads me to expect significant support and impact for the executive office.

Andrew looks to focus on HR as a service to employees and managers, while ensuring that HR Management is a governing, administrative and corporately integrated function that supports the alignment of employees with the mission and values of the company. In an effort to provide a defined and accessible HR infrastructure, Andrew has uploaded onto SharePoint the HR function as he defines it and this serves as a reference so that you can become familiar with what your HR department can do for you as well as how HR expects to support this growing organization.

All Hands Meeting Success

This year's annual All Hands Meeting was a great success! The day was filled with interactions and presentations on the AMP Program, the Facilitation Service Line, business development, human resources, and corporate marketing including the unveiling of the new website. In addition, Kendall Lott reviewed our past year's performances and laid out 2011 targets. We also had the Delivery Showcase, which gave teams the opportunity to hear from each other on the work they are doing and fostered cross contract knowledge sharing; Carl provided us with a special performance which was the hit of the day! "I felt this year was informative and entertaining," one employee shared. Stay tuned for information regarding our Interim All Hands Meeting in August.

