

THE SQUARED SCOOP

January 2011

All Hands Meeting is set for Feb 21

Our Annual All Hands Meeting (AHM) will take place at M Squared headquarters on President's Day, February 21. An all-day meeting with a light breakfast and catered lunch served, this year's AHM will afford us a valuable opportunity to come together as a company to discuss important topics including our corporate maturity, strategic planning and revenue generation. Sarah Nurse and Alessandra Colia, the 2011 AHM coordinators, look forward to celebrating the productive meeting with a company-wide happy hour immediately following the AHM.

New Website Set to Launch Next Month

In this competitive market, our customers rightly expect us to project a professional image. We are pleased to announce that we have hit the mark!

M Squared Strategies is scheduled to launch a new website at a new domain that reflects our true identity — www.msquaredstrategies.com. (Don't worry, though, www.m2strat.com will still get you to the goods!) The look, feel, and tone have been completely revamped to reflect the top-notch professionalism that IS the company we are today. A breeze to navigate, the site is packed with valuable information for prospects, clients, and partners alike. With a thorough introduction to the company, information about each of our primary service lines, details on how to contract and partner with us, overviews of our past performances, and, naturally, contact information, the site is a comprehensive guide to doing business with M Squared Strategies. In addition, our new website serves as an up-to-the-minute resource for our recruiting needs for both full-time careers as well as our student AMP Program. We have also implemented a dynamic news room where you can keep up with the latest happenings within the company. Whether you want to view the latest posts or sort by category, the news room offers a unique glimpse into the more personal side of our company. The new site will be live this February.



Lott Moderates Innovation Talks at UN

December 2-3, Kendall Lott moderated panel sessions on interactive arts and technology for the Arts for Peace program of the World Association of Former United Nations Interns and Fellows (WAFUNIF). The panel sessions included discussions of open-source software and the role of the software in enhancing real-time potentialities in arts, education and healthcare. Sponsored by the United Arab Emirates, the events focused on actual delivery mechanisms for the technology. The event included a music performance and a Masterclass instruction with three instructors and students simultaneously at the UN, New York University, and the New York University Global University in Abu Dhabi. Day two included panels on education and on engineering and bio-mimicry, as well as a presentation and discussion of the UN's role in global IT implementations. The talks concluded with a live simultaneous performance of new music with artists at UN headquarters, the China Electronic Music Center in Beijing, and Umyon Theater, National Center for Korean Traditional Performing Arts.

Outstanding 2010 Performance Sets the Stage for an Exciting 2011

In the past year we have advanced our corporate capabilities, served our clients with panache, and opened the door for many new ventures.

As we commemorated the re-founding of our company, we were blessed with not only the opportunity to promote a better government but also to contribute to growth of a small company. During 2010, we pooled our insight into client needs to clearly identify strategic service line offerings that best serve government executives. In doing so, we were able to define and mature five distinct services that have and will continue to help our clients excel. We also expanded our offices at corporate headquarters, enabled an IT infrastructure to support our growing company, strengthened our human resource and recruiting processes to better serve our clients' workforce needs, enhanced our image with new branding and marketing efforts to ensure consistently professional communication, and developed a greater understanding of the business development process to contribute to increased growth. These internal developments that we have made as a company have certainly not gone unnoticed.

While developing our company is a priority, our ultimate success is measured by the quality of our client delivery and their successes in return. This past summer, our Applied Management Professionals Program proved to be an invaluable service as clients (new and old) requested new service line delivery and even an extended stay. Meanwhile, our Facilitation approach decisively improved

lockdowns, requirements gathering, and project planning events throughout the year. Marketing and Strategic Communications has caught attention from executives throughout multiple government agencies, resulting in greater exposure and a larger footprint in the government marketing arena. Our Strategic Executive Services have improved stakeholders' ability to connect with their organizations' value while continuing to increase executive confidence in leading their teams to achieve common goals. And, the Organizational Design and Program Management and Governance service lines continue to be sought-after staples for various government clients. Not only have we had the opportunity to serve, but we have become known for having served well.

We all can be proud that our endless support and advocacy of our clients have enabled us to be well positioned for big opportunities in this new year. At the stroke of midnight at the close of 2010, Kendall Lott assumed majority stock ownership of the company, so M Squared Strategies will no longer be a Women-Owned Small Businesses. But, we still find ourselves being recruited by partners to respond to various solicitations as "just" a small business. And so we look to 2011 with a focus on the next contractual adventures and the concomitant increases in skill, value and wages that these opportunities can bring. Our relationships with partners (both new and old) deepen with our maturing delivery and notable value above competing federal contractors. We look to a new year filled with enormous possibilities.



Lott Elected Director-At-Large

After three years of service as Assistant Vice-President and Vice-President of Communications, Marketing and Public Relations, our own Kendall Lott was elected in November to one of the nine Directors-At-Large seats on the Governance Board of the Project Management Institute Washington DC (PMIWDC) Chapter. Per the charter, Governance Board members "exercise independent accountability and responsibility on matters of governance and oversight in the best interest of the membership." With this recent election, Lott has reached the pinnacle of his volunteer career at PMI. Kendall is "excited to move into a position where he will be able to tackle specific issues of concern to the Chapter and its members." During his three-year term, Lott aims to help the Chapter find ways to sustain Project Management as a profession. He also plans to support the Chapter's continued growth through outreach to more women and younger professionals. With over 8,500 members and over 250 staff volunteers, PMIWDC is the largest Project Management Institute Chapter in the world.

M Squared Ups the Accounting Ante and now we know how much that ante is...

On January 1, M Squared Strategies cut over to a new accounting firm, Cordia Partners, for a full-scale managed accounting service. With this change, we began using Deltek's GCS Premier web-based Time and (eventually) Expense system. The easy-to-use Deltek system is important for us, as it is designed for small/mid-sized federal contractors; in fact, it's the gold standard. Its workflow is built around business practices that will ensure our compliance with government regulations (DCAA, FAR, CAS) and allows paperless collection of data. It has workflow-based approvals with automatic routing and notification. It will allow access to flexible and extensive reporting options that provide online, real-time access to key project and financial data, as appropriate—with an audit trail. Essentially, we now will have automatic policy enforcement, an improvement in auditability.



Cordia offers us a complete IT and accounting best practices infrastructure for a small-size government contractor and is scalable for our anticipated growth. It does more than bookkeeping and making sure that monthly accounting happens. We will now get comptroller and CFO-level support for financial analysis and budget development and control (so we can increase marketing, BD, and training dollars!), DCAA Audit Support, and documented and standardized policies and procedures. These are often requirements or competitive advantages when trying to become sub-contractors to our larger, compliant primes. This elite accounting firm, with the gold standard in software, is better for us, better for bidding, better for our partners, and better for planning and investment in the company and all the employees.



Brenda On Fire

Having driven into the thicket of volunteer panels for various IT public and private organizations around the beltway for over 9 months, Brenda has successfully established the M Squared presence in our industry environment. In the fourth quarter of 2010, she turned her attention to the partnering and direct client interaction role of her outbound activities with energy and purpose. Field-testing a new compensation model for M Squared use with overhead staff, Brenda took on the challenge of the new performance model and created a wave of success that we anticipate propagating right up through delivery.

She led our corporate engagement with no less than 10 new partners/potential partners, connected with potential clients in 3 agencies, and established our company in 3 large contract vehicles (two teams on DHS' EAGLE II, DOE's ITSS, and NIH's CIO-SP3). But, she acted not alone—setting up the first meeting is easy, but Brenda was successful in getting the second (and subsequent) meetings with these potential partners and clients, taking key M Squared delivery staff with her. Supporting the presentation of value to partners, representatives of our delivery approaches included Ed, Katie, Kendall, Rod and Whitney.

Congratulations, Brenda, on pushing M Squared into new interactions. Here's a nod of thanks for the possibilities and hope to another successful quarter of outbound and pursuit activities of merit and meaning!

BD Update

There's a lot happening on the Business Development front. M Squared is moving at full speed to define, implement and optimize a mature Business Development function for the company. Jeremy Nurse joined the M Squared team as Senior Market Strategist to help define our business development processes.

Proper growth starts with growing existing accounts, developing a reputation and brand, fostering relationships with supporters and partners, and conducting targeted outbound sales activities. Because it is imperative that everyone in the company actively participates in business development, we recently held a training session for all of our delivery managers to clearly define each of their roles throughout the sales and proposal process.

To enable our new sustained BD approach, we have implemented SugarCRM, a flexible customer relationship management system designed to help us communicate with prospects, share sales information and close deals. Jeremy Nurse and Brenda Maynor have already put the system to work tracking both new opportunities as well as those within our existing client organizations.

Fore... a Good Cause

The ASRC Still Serving Veterans (SSV) Charity Golf Tournament held on October 15, 2010, proved to be a rewarding and fun event for M Squared teammates Ed Adelman, Rod Witschey, Mark Antoniewicz and Brenda Maynor. As a \$1,000 sponsor of this annual event, M Squared helped ASRC raise funds for an organization devoted to assisting wounded veterans and their spouses reintegrate into new careers and communities.

SSV has helped more than 2,500 wounded veterans and their families connect with the services they need to deal with life-changing injuries and has become a nationally recognized center of excellence as a grass roots-level reintegration orchestrator for wounded veterans and their families. SSV helps veterans assess their medical, vocational and counseling needs, and then connects those veterans with existing federal, state and local support services.



Mark Antoniewicz, Ed Adelman, and Rod Witschey line up before the tournament shot gun start.



*No Smiles for this serious team!
Rod Witschey, Ed Adelman and Mark Antoniewicz*



*Rod proved that sometimes you have to "man-up" to play off of the women's tee for a good cause. Or at least you have to be willing to pay \$10 and wear a wig.
Rod Witschey and Mark Antoniewicz*

ITS Upgrades Inventory System

To drive towards further clarity and accountability of company assets, M Squared IT Services recently upgraded our inventory tracking system. Andrew Slawter, Elizabeth Nurse and Mary Flannery identified all of our physical assets, re-classified equipment, labeled hardware and re-organized our equipment storage at headquarters.

Once the initial reorganization was complete, Andrew and Elizabeth merged existing inventory records with the new data compiled during the project and designed a custom SharePoint list that offers streamlined inventory control. Accessible from any web browser, the new inventory list offers quick and accurate status of equipment, streamlining the on-boarding and off-boarding process and reducing the number of duplicate entries in the system. We are currently preparing the new inventory records for integration with our new accounting software to ensure that financial records of our assets remain accurate.

Though the project (which began in June) was quite an undertaking, it was an excellent demonstration of how we can use existing tools, resources and expertise to accomplish a goal.



Update: Department of Veterans Affairs

Our team is growing, and we look forward to expanding our services with their additional expertise in the New Year.

Our VA teams in IT Resource Management (ITRM) and Architecture, Strategy and Design (ASD) discover that, through their current work, they are positioned with clients and partners to bid re-competitions, new support solicitations and solicitations in outgrowths of our clients' needs in no less than five new areas. Once again, our invaluable relationships with our clients and their staff have reinforced our corporate philosophy on core values. These clients acknowledge our support by name, both individually and corporately. Our M Squared support has set a precedent, and the client wants our repeated service offerings in the mission critical areas of lockdowns, operating plan financial analysis, programmatic oversight and IT budget execution front office support. And now, budget formulation and strategic executive services are two new areas of scope the client would like to add to our existing portfolio of service offerings. ASD has driven down the path of diversification. As the client focus and scope has morphed, so too have our services, increasing both our value and integration with the client. We have added new roles to the team, including on-staff meeting consultants and executive projects consultation.



We have increased direct support of the two SES clients on the floor, support the Chief of Staff, broadened our footprint in EA in our older contract and our most recent win, and find ourselves being recruited by partners to respond to various solicitations related to the office.

The VA Information Sharing Initiative (ISI) project, possibly our most mission-focused work, continues to grow as the client and stakeholder success and involvement grow. This year, as we look to continue the stabilization of the contract, we find that the support and leadership we have provided with our contract partners has lead to an increased need to push the project harder, and to grow the staff needed for the work. ISI launches its first pilot this year with the planned exchange of authoritative data as a first step to alleviating some of the frustrations our nation's severely wounded, ill, and injured Service Members and Veterans are experiencing.

And, we'd like to extend a final farewell to our longstanding client Mr. Scott Cragg, who left the Department of Veterans Affairs for a CIO position at Secret Service. Mr. Cragg helped M Squared form a niche and extend our alliances. We wish you the best of luck with your future endeavors.

Update: Department of Energy

With the arrival of a new CIO and a Deputy CIO appointment, change is in the air at the DOE OCIO. M Squared Strategies looks forward to continuing to support the OCIO and the renewed interest in leveraging technology and partnership to move the Department forward. It is exciting to be part of a team that has evolved so much and to work under leadership who have not only set clear priorities, but also provided the tools to get the job done. An aggressive agenda for 2011 has been laid out, and we will continue to find ways to carry out these plans in an effort to drive change and fulfill the executive agenda.

Much like the OCIO, the OCFO is also facing retirements, transition and imminent change. Due to Ed Adelman's diligence, the team is



in a great position to continue its support of our clients and even potentially grow into new areas as our additional expertise gains recognition.

The DOE team finds that they see a future of continued value working with an 8(a) partner, as well as finding the opportunity to persist in the CIO space with a new team on the ITSS re-compete. The program support in divining the essence of policies, and in being key providers of marketing and communications is respected and sought after. The management team has identified new opportunities that push beyond the CFO and CIO constellations, as we reach for new offices and become sought after by new partners.

Welcome, New Hires!



Born and raised in Texas, **Mike Pozmantier** has lived in Washington, DC, for the last eight years, working on various contracts at the Department of Homeland Security for seven of those years. During his time at DHS, Mike managed numerous projects relating to the establishment of the Agency and the continued growth of DHS. Mike is a graduate of the University of Texas, where he earned a BA in Government. After college, he worked in a number of IT roles growing from basic IT support through to managing support teams and most recently managing high profile projects. Mike will work with Sarah Nurse and Jim Jamieson on the VA/DoD/SSA Information Sharing Initiative (ISI) for Integrated Care. Mike will be the project manager for ISI, under the Virtual Lifetime Electronic Record (VLER) initiative at the Department of Veterans Affairs.



Laurel Wemhoff is a recent graduate from Indiana University in Bloomington, where she received her B.S. in Legal Studies from the School of Public Affairs. Throughout her four years in college, she worked at the Indiana Daily Student Newspaper as an Advertising Account Representative. She also worked with the National Student Leadership Conference to educate high school students on issues pertaining to Intelligence and National Security and U.S Policy and Politics and interned on Capitol Hill for a Congressman from Long Island, NY. Laurel will work with Katie Pittman on a sub-contract with C2 supporting the Department of Veterans Affairs Office of Information Technology (OIT), Office of IT Enterprise Strategy, Policy, Plans & Programs (ESPPP). This group is tasked with developing and implementing a OneVA Enterprise Architecture approach to IT governance, system development and architecture throughout the VA enterprise.



Alessandra Colia comes to M Squared with a background in non-profit administration. She recently graduated from Boston College with her Masters in Social Work and has since worked in development at Wediko Children's Services, serving children with severe emotional and behavioral challenges. Alessandra is also a Massachusetts Licensed Certified Social Worker. Her previous experience has primarily been in the domestic and international adoption arena. Throughout her time in college and graduate school, Alessandra held leadership positions within residential life and the student body. Alessandra has lived abroad in Spain, Argentina and Costa Rica, where she spent her time working with local youth. Alessandra will work with Katie Pittman within the Facilitation service line. She has also taken on the corporate role of Program Coordinator for the Applied Management Professionals Program and is looking forward to a successful 2011 AMPP season.

New Employee Handbook

A new M Squared Employee Handbook will be released in the New Year. In addition to a comprehensive overhaul of content, the Handbook will be visually enhanced to make it a more readable document and a stronger representation of the maturity of the company. The Handbook will be available in paper form; however, its primary location will be on SharePoint, where it will be uploaded onto its own tab on the Human Resource site. New hires will be required read the Employee Handbook and provide an email acknowledgment once completed. All employees will also be responsible for acknowledging any updates to the document as they are released through an email to Human Resources.

The AMPs will be Here Soon...

M Squared is preparing for our 2011 Applied Management Professionals Program (AMPP), which is scheduled to run mid-June through mid-August. Application deadlines are approaching, and we will begin interviewing candidates next month. We look forward to working with another valuable group of graduate students in this third season of our summer program. With June just around the corner, now is the time to begin thinking about how you can support our AMP Program. For information about opportunities to get involved or to offer suggestions as how to make this our best summer yet, please contact Alessandra Colia, Program Coordinator.

A Farewell to Kim Aslen

Kim left M Squared on December 29 to accept a position with the Deloitte Systems Integration Group in support of the Department of Defense, where she will have the opportunity to apply her skills in strategic planning and process improvement. Kim has been a valuable member of the M Squared family where she supported efforts on the DOE OCIO and VA ISI contracts as well as playing an integral role in the 2010 AMP Program. We wish her all the best with this next chapter in her career.

Little Squares

Shannon Schreiber and her husband Mark welcomed the arrival of Behr Robert Schreiber, who was born on Wednesday, January 12, 2011. Behr weighed 8 pounds and 1 ounce and was 21 ½ inches long at birth. Mother, father and baby are all doing very well. Congratulations, Schreiber Family!



M Squared Strategies Celebrates the Holidays

M Squared Strategies held the Annual Holiday Party on Sunday, December 5. Guests enjoyed cocktails and hors d'oeuvres with entertainment by a jazz quartet at The Darlington House before traveling to The Dupont Hotel for dinner. Sarah Nurse and Jen Mroczek, the holiday party coordinators, would like to thank all of our colleagues and guests for coming and for making the party a great success!

In the spirit of the holiday season, M Squared gave back to the larger DC community with a \$2,500 donation to Feeding America, the nation's leading domestic hunger-relief charity. Feeding America's network of over 200,000 local food banks include the Capital Area Food Bank, located in NE Washington, DC. Just \$25 can feed a family of four for two whole weeks. M Squared is happy to be able to help and encourages everyone to consider what they can do for the community this New Year.

