



***Your COMPASS to the Federal market***

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## **Government Initiatives LLC**

### **2007 Training Catalog**

**Government Initiatives, Inc.  
2007 Training Catalog**

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## Company Overview:

**Government Initiatives, Inc. (GI<sup>2</sup>)** is a Professional Services company offering expertise in Consulting and Training services to qualified small to mid-sized businesses with a desire to enter the Federal Government market, especially Agencies within the Department of Defense (DOD), the Intelligence Community and the Department of Homeland Security (DHS). To assist companies in their effort, GI<sup>2</sup> developed and delivers a series of Training Programs geared to provide a sales and marketing roadmap for effective sales to the DOD/Intelligence Community, demystify the Security Clearance Process; and develop and implement compliant business, organizational, and operational processes.

From one source, GI<sup>2</sup> offers its customers the ability to successfully traverse and complete all the necessary hurdles in government contracting, while getting them to a position where income is generated. As a Team, one of GI<sup>2</sup>'s many accomplishments include an unprecedented management and implementation of a proposal resulting in a \$12 million contract in first year sales to NSA with an aftermarket potential of approximately \$100 million. Through strategic partnerships with training institutions and professional seminar companies, the Team offers the benefit of their background and expertise in various aspects of the Intelligence Community. The following provides highlights of the Team's individual background and experience.

In 2005, GI<sup>2</sup> partnered with Contracting Resources Group (CRG) to expand its training programs to include various aspects of the GSA Schedule. CRG is a business development firm that specializes in the United States government procurement process. CRG's results-oriented team creates federal and state business development programs for small to mid-size companies interested in selling their products and services to the public sector. CRG's focus on "Go To" government business planning and execution includes a variety of mission critical services such as: GSA Schedule Applications; Lead Generation; Government Market Planning and Implementation; as well as GSA Schedule Training.

## Instructor Profile:

**Liz Rivas-Fowles** brings 23 years experience in Organizational Development, Strategic Marketing and Business Development, Financial Management, and Program & Contract Management. Starting her career at AT&T, Liz's experience base includes Product Management & Development delivering voice/data solutions to commercial markets from inception through product life cycle management. She further expanded her scope to the Federal Government marketing initially with AT&T's Federal Systems Group where her responsibilities in Program Management yielded a solid background in Bid & Proposals, Strategic Pricing and overall Contract Management. In 1990, Liz founded her own Telecom Company and managed it through many successes, including growing the company from grass roots to a profitable company with an established market presence through quality performance and a steady customer base of commercial and federal contracts. In the 11 years of operation, Liz expanded the business' core competency to include IT services and successfully exited the market in 2001. Since then, Liz works in various consulting capacities to assist small and mid-sized businesses establish and achieve growth objectives. Her background and expertise as a hands-on entrepreneur provides significant value to companies that seek to expand their market presence while maintaining and/or improving internal operational standards.

**Joe Dickey** is retired from the National Security Agency (NSA) and has 35 years of Federal, US Air Force (USAF) and civilian security experience, directing and implementing programs within the Department of Defense (DOD), the U.S. Intelligence Community (IC) and industry, from domestic and international perspectives. His comprehensive background in antiterrorism, physical, industrial and Special Programs security include decision-making positions as the Chief, Technical Security and Headquarters Facilities Security during the largest growth period in NSA's history and the Gulf War. As a USAF Office of Special Investigations and Federal Special Agent, he has significant experience in counterintelligence, counter narcotics and polygraph. His varied experience as a federal subject matter expert includes physical security, industrial security and antiterrorism. As the NSA Antiterrorism Program Manager, Joe was responsible for the design and implementation of the Perimeter Security Antiterrorism (PSAT) Program at NSA headquarters, Ft. George G. Meade, MD. In this capacity, Joe successfully implemented the program, the largest security enhancement in NSA's history, which included establishing interagency working groups within the Intelligence community to address contemporary domestic and foreign threats and implement world-class solutions in a pre-9/11/01 security environment. Joe's diverse background as a security expert has made him instrumental in establishing operational procedures relating to domestic and international security, many of which are in use today.

**Dina DiPalo** holds a masters Degree in Administration from Towson University. Dina spent 10 years providing organizational restructuring consulting and training services to the public sector in the clinical and business administration areas. Has managed contracts valued over 20 million within one Federal organization for a local consulting firm and obtained several GSA awards for other small local businesses. For the past 8 years Dina has been dedicated to business development, strategy and implementation of Federal contracts for private companies. Dina is currently the president of Contracting Resources Group (CRG), a business development firm that specializes in the United States government procurement process.

## INTRODUCTORY SEMINARS

GI<sup>2</sup>, in partnership with CRG, offers a series of introductory seminars to provide attendees with a basic understanding and appreciation of the complexities involved in Government Contracting. For companies and individuals who seek to enter the Federal market space and for those seeking to expand their market to the Intelligence Community, we highly recommend that introductory seminars be taken to obtain a base knowledge of information, from which, the detailed seminars will build upon. The following half-day introductory seminars highlight the critical components of marketing, selling and performing on Federal Defense contracts, and “need-to-know” information on security and security clearances.

### Preparing to Contract with the Federal Defense / Intelligence Community

This half-day seminar is an introductory course offered to individuals and/or companies who are interested in entering the Federal Government market space. This seminar will give the participant a general understanding of the Federal Government structure as it pertains to the Department of Defense, its mission and goals, and, with this knowledge and information, how to effectively develop a target marketing plan that fit your company’s capabilities and strengths.

#### Course Highlights:

- Understanding the US Government Structure as it relates to the Department of Defense and the Intelligence Community Procurement Process
- Understanding the Rules of Engagement: How to effectively package your company.
- Contracting and Compliance: Business structure, processes, and financial requirements.

**When:** Offered Monthly

**Price:** \$295.00 per person

### Selling to the Federal Defense Market using a GSA Schedule

Selling to the Federal Government requires a contracting vehicle to process the sale of your Company’s products and services. Companies are being strongly encouraged to obtain a schedule to sell to the Feds. This half-day seminar highlights the benefits of a GSA Schedule as a successful sales tool, techniques in making a GSA Schedule work for you, and some of the basic requirements in obtaining a GSA Schedule. This intro class is a preamble to a one-day training seminar offered to provide businesses the knowledge and skills to complete the process independently and with ease.

#### Course Highlights:

- Understanding how sales are made using the GSA Schedule and why GSA schedules are important in federal sales
- Reviewing GSA Schedule sales and marketing tools and techniques
- Relationship-based government business development

**When:** Offered Monthly

**Price:** \$295.00 per person

### Penetrating the Intelligence Community:

This half-day seminar provides information to Companies who plan to enter the Intelligence Community and/or Companies who seek to expand their current IC market penetration. It provides highlights to assist in developing effective capture strategies through systematic pursuit of opportunities that fit your company’s competencies and capabilities. This seminar is best suited for Business Development, Sales, and Program Managers since it designed to get the creative juices with fresh ideas and insight into the DOD/Intelligence Community.

#### Course Highlights:

- The Intelligence Agencies: Who are they?
- IC Budget highlights and buying trends
- Critical aspects of selling to the Intelligence Community
- Getting your foot in the door

**When:** Offered Monthly

**Price:** \$295.00 per person

### Understanding the Government Security Process:

This half-day seminar provides an introduction to a series of detailed workshops that are designed to provide a clear and concise explanation of the personnel security process and is taught by an expert from the National Security Agency with hands-on experience. This introductory workshop is designed to provide participants a base of knowledge of the entire Security Process critical to the overall understanding of Security. It will address the differences between security requirements of different Agencies, the personnel and physical security process, and guidelines on Information Security.

#### Course Highlights:

- The Security Clearance Process at a Glance
- Personnel and Physical Security
- Systems Security and Information Assurance

**When:** Offered Monthly

**Price:** \$295.00 per person

## **SALES & MARKETING SEMINARS**

Achieving success in penetrating the Federal Government market is similar to weaving diverse pieces of a puzzle into one cohesive picture. GI<sup>2</sup> offers the following Workshops to present the integral pieces necessary to complete the puzzle of Federal Government contracting, including Sales & Marketing, Business and Organizational Development, and Security Practices. Each category has associated workshops geared towards providing in-depth information on each particular area to achieve readiness for government contracting. Where appropriate, GI<sup>2</sup> incorporates tabletop exercises to ensure that the concepts presented are clearly understood.

### **Preparing to Contract with the Federal Defense / Intelligence Community**

This workshop is an introductory course offered to individuals and/or companies who are interested in entering the Federal Government market space. Completion of this workshop will give the participant a general understanding of the Federal Government structure as it pertains to the Department of Defense, Intelligence Community and the Department of Homeland Security, its mission and goals, and, with this knowledge and information, how to effectively develop a target marketing plan that fit your company's capabilities and strengths.

#### **Course Highlights:**

- Understanding the US Government Structure: The Executive and Legislative Branches as it relates to the Department of Defense and the Intelligence Community Procurement
- Understanding the Rules of Engagement: How to effectively package your company.
- Contracting and Compliance: Business structure, processes, and financial requirements.
- Introduction to Security Clearance Process

### **Understanding the Federal Government Market**

This workshop is primarily focused on marketing to the Department of Defense, Department of Homeland Security, and the Intelligence Community to give participants an inside view of these Agencies. It is an interactive course that delivers the knowledge, strategies, techniques, real world insights, and resources from experts how have been there and done that. The intent is to provide the participant basic information on federal government marketing, and more importantly, knowledge on how to establish winning strategies that enable the participant to pursue various channels with limited resources. It is also ideal for those with little or no marketing and sales training or experience, or those who desire a refresher and real-world perspective.

#### **Course highlights:**

- Government Agencies and their Focus
- Identify the best agencies for your service or product
- Positioning to your advantage: The marketing rules and regulations of the government game.
- Capture strategies and learn how to stop chasing opportunities and be in front of them
- Strategies for winning consistent government business
- How to use the government sales cycle to your advantage
- Learn how to identify and gain market intelligence on your federal competitors
- Creative techniques to get and stay in front of your prospects

### **Promoting your Company's Strengths:**

Whether you are a start-up company or a seasoned one seeking new markets, this course will help you develop a sound strategy for marketing your company's products or services effectively to the US Government, particularly to the defense/intelligence agencies such as NSA. Topics include target marketing, understanding your company's strengths and weaknesses, developing your company's value proposition, and targeting the agencies that best fit your profile. Understanding how to promote your Company's strengths is critical and even more important in Federal contracting because of the many alternatives available to the government buyer.

In this workshop, learn how to promote your company in an interactive environment. Understand the difference between sales, marketing, promotions, and public relations, and use these concepts to your advantage to differentiate your Company from competitive alternatives. Learn how to catch your customer's attention and how to entice them to give you the time to present your capability.

Tabletop exercises will be used to assist the participant in clearly identifying his/her business strengths, weaknesses, threats and opportunities. At the completion of this course, the participant will be able to use their strengths in developing and/or directing their marketing and public relations format.

Course Highlights:

- Introduction: The differences between sales, marketing, promotions and public relations
- Determining your Company's Strengths and Weaknesses to establish your Value Proposition
- Delivering your Company's Message through an effective "elevator speech" and Marketing Collateral
- Creative Ways to Create Market Recognition
- Making your Company's Successes Work for You

**The Intelligence Community: Who they are and how to sell to them**

This workshop is a 1-day seminar designed to provide attendees with a clear understanding of the Intelligence Community (IC) agencies through a thorough discussion of the IC agencies, their mission, and how each agencies' mission affects their procurement behavior. It discusses the correlation between the IC agencies and specific DOD agencies to identify their buying trends, the barriers to entry, while offering creative solutions that may mitigate these barriers.

This seminar is designed to provide information to Companies who plan to enter the Intelligence Community and/or Companies who seek to expand their current IC market penetration. Additionally, this seminar is intended to assist Managers, Programs Managers, Business Development and Sales Executives in developing effective capture strategies through systematic pursuit of opportunities that fit your company's competencies and capabilities. Through open discussion and one-on-one interaction with the instructors, this seminar is designed to get the creative juices flowing so you return to your job and office with some fresh ideas and insight into the DOD/Intelligence Community.

Course Highlights:

- The Business Of Intelligence
- The Intelligence Agencies: Who are they?
- Budget in the IC Community
- Buying trends: What do they buy?
- Peeling the onion back: An overview of the DOD market as it pertains to the Intelligence Community
- Critical aspects of selling to the Intelligence Community
- Getting your foot in the door
- Focusing on Sales Tactics

**The Proposal Development Process**

Responding to multi-year and multi-million/billion government RFPs can easily require 20 to 30 people working to develop a cohesive response addressing the technical solution(s), developing management plans if the proposed contract is awarded, pricing a myriad of Contract/Service Line Items (CLINs/SLINs), and ensuring all terms and conditions are understood and addressed. Because of the nature of these large government RFPs, it is rare to do one with less than a half-dozen people involved. On the other hand, it is difficult to have these numbers of people dedicated to one proposal effort. Most organizations hire outside Proposal Managers, technical writers and pricing analysts to assist in this effort.

However, since it is incumbent upon the Company to manage the proposal consultants and to ensure that the response developed is in accordance with the Company's capabilities and objectives. To minimize proposal costs and to ensure a cohesive response, it is necessary for a Company contemplating a large proposal response to fully understand the proposal development process and the roles and responsibilities of each individual in the team. Proper planning leads to positive results.

This seminar discusses the preliminary steps necessary in planning and identifying the team members, including potential subcontractors.

Course Highlights:

- Understanding the ins and outs of proposal development from start to finish
- Roles and responsibilities in the proposal planning process
- Roles and responsibilities in the proposal development process
- Developing a preliminary response template (management and technical)
- Planning the pricing strategy

- Reviewing common mistakes to avoid

### **The Bid & Proposal Process: Developing Proposals that Win**

This course takes the mystery out of responding to government Request For Proposals (RFPs). Its emphasis is on understanding the government's requirements and preparing your responses accordingly. The workshop helps to reduce the anxiety associated with RFPs by breaking the process into manageable pieces, in a lively, interactive format thereby introducing participants to a strategy that provides a competitive edge. A step-by-step, logical process is taught for use in preparing a compliant response to a Request for Proposal (RFP). Concentration is on understanding where to locate the government's requirements, how to get started in preparing your response, what should be included in your Technical Proposal, and pre-proposal planning activities. This workshop also applies to Subcontractors in preparing their response for a Prime Contractor, while showing their savvy in the Proposal Process. This interactive workshop focuses on the step-by-step mechanics of producing a complete and compliant response to an RFP.

#### **Course Highlights:**

- Identifying the government's requirements
- The importance of Strategic Alliances
- Making a "Bid/No-Bid" decision
- Knowing where to start preparing your proposal
- Using an outline to prepare your proposal
- Creating and customizing the Management Plan
- Tailoring your Past Performance information
- Putting the final response together
- Reviewing common mistakes you should avoid

### **Introduction to the GSA Schedule:**

If you want to sell to the Federal Government your company needs a GSA Schedule! Many businesses are not familiar with the GSA Schedule Process, this session answers questions of why a GSA Schedule is important, what level of investment you should expect and the overall process of obtaining a GSA Schedule.

#### **Course Highlights:**

- What is the GSA Schedule?
- Why is the GSA Schedule important to a contractor?
- How does a company obtain a GSA Schedule?

### **Write Your Own GSA Schedule:**

This two-day training course provides companies with all the information and templates needed to write a GSA Schedule. No lengthy speeches, just a detailed review of each step in the writing, submission and negotiation process. Participants come away from this course with a hardcopy and softcopy of their draft offer. For years our GSA experts have been working with contracting officers and writing GSA Schedules. While other companies do provide GSA Schedule training, most programs require additional consulting and costs for completion. Our goal at CRG is to provide businesses with the knowledge and skills to complete the process independently and with ease.

#### **Course Highlights:**

- The GSA Schedule Process at a Glance
- Administrative and Past Performance Requirements
- Pricing and Negotiation Strategies

### **Cutting the Red Tape and Getting Government Contracts:**

The United States Federal Government is the largest purchaser of goods and services in the entire world. Companies new to the process find it very daunting. The administrative requirements are manageable, procedures need to be developed. This course will take you from determining the government market as a target for your business to developing proposals and white papers to win business.

Course Highlights:

- Government Market Overview
- Advantages and Challenges when Doing Business with the Government
- Seven Steps to Securing Contracts

Marketing Your GSA Schedule

Currently, there are 17,495 GSA contracts in place. For fiscal year 2005, approximately \$33.8 billion worth of sales were recorded through the GSA Schedule Program. Marketing your GSA Schedule is the key to success in the program. This course will review the marketing steps that include but are not limited to distributing your price list, maximizing your web presence, developing GSA marketing partnerships and many more marketing tips.

Course Highlights:

- GSA Schedule Pricelist Distribution
- GSA Advantage Catalog
- Agency Criteria and Selection

## **BUSINESS and ORGANIZATIONAL DEVELOPMENT SEMINARS**

### **Business Planning:**

Whether you are a start-up business looking to enter the Federal Government market or an ongoing business seeking to establish a Federal Market presence, Business Planning is critical to ensure a thorough understanding of the necessary business adaptations to meet Government regulations. The following individual courses are offered to provide in-depth information from which organizational development and business structure planning may commence:

#### **Course Highlights:**

- Understanding the Federal regulations and creating a profitable Business Model for success.
- Selecting your target Agency and understanding their specific requirements
- Determining small business status (NAICS)
- Planning your entrance into the Federal Government Market
- Organization and Structure
- Compliant Financial Systems and Financial Practices
- Possible Funding Sources

### **Government Rules and Regulations Made Simple**

Level the playing field when dealing with government contracting officials by increasing your knowledge of the regulation that governs the Federal contracting process. This training will introduce you to the organization of the FAR and its 53 parts, explain frequently used government acronyms and contracting terminology, provide the basics of contract law, highlight the risks and rewards associated with the different types of government contracts. This course is intended to provide participants an overview of the federal acquisition process; demystify the FAR and provide participants with a layout of the FAR and key laws and regulations; and familiarize participants with the primary responsibilities imposed on federal contractors and potential contractors.

#### **Course Highlights:**

- Overview of the Federal Acquisition Regulations System
- Key Regulations and Laws
- The Government Decision-makers
- Contract Formation and the Uniform Contract Format (UCF)
- Types of Contracts
- Security Requirements
- Protests, Disputes and Appeals
- Contract Management
- Termination of Contracts

### **The Compliance Requirements**

Government Compliance is a vast subject covering many areas including Human Resources Policies and Procedures, Financial and Management guidelines imposed by the DCAA through Security issues to protect our national interests. This workshop will address all these aspects in order to provide the participant a working knowledge of these areas, while providing sources where additional information may be obtained. Completion of this workshop will enable the participant to complete Representations and Certifications documents with a level of assurance of the regulations that bid their procurement submission.

#### **Course Highlights:**

- Legal and Ethical Compliance
- Human Resources Compliance
- Understanding Business and Financial Management Compliance
- Security Requirements

### **A Primer to Establishing Basic Indirect Rates**

**Prerequisite:** Government Rules and Regulations Made Simple and The Compliance Requirements

This workshop is designed to teach the basic processes for preparing company budgets and developing correct indirect rates that will allow a contractor to maximize the recovery of all allowable cost associated with a particular contract. The workshop is geared to unravel the enigma surrounding indirect rates by providing an understanding of the basic concepts. Further, the course covers the basic terminology, regulatory guidelines, the guidelines for DCAA pre-award audits, analysis and development of the different indirect costs pools (Fringe, Overhead, and G&A), and proper allocation bases. This workshop is intended to provide participants with the skills to effectively understand the processes involved in the indirect rate process and prepare for a DCAA audit.

Course Highlights:

- DCAA guidelines for a Pre-Award Audit
- Identifying Indirect Costs, Indirect Cost Pools and Allocation Bases
- Primary and secondary Pools
- Estimating Sales and how that relates to developing your provisional rates
- Estimating Your Rates, Projecting Your Rates, Identifying Unallowable Costs
- Rate Structures
- Estimating Your Competitor's Rates
- Calculating Your Wrap Rate
- Adequate Accounting Systems

**HANDS-ON BUSINESS/ORGANIZATION DEVELOPMENT WORKSHOPS**

[Developing your Company's Provision Rates](#)

[Developing and Completing an 8\(a\) Certification Application](#)

[Developing FAR / DCAA-compliant HR Policies and Procedures](#)

[Developing FAR / DCAA-compliant Accounting Policies and Procedures](#)

## SECURITY CLEARANCE SEMINARS

The Security Clearance Process series offered by Government Initiatives, Inc (GI<sup>2</sup>) provides attendees with clear, concise explanation and guidelines on the security clearance process. The series starts with an introduction workshop and systematically builds the attendees' information base through detailed workshops to obtain a thorough understanding of the process. An expert, who worked for the National Security Agency and has performed all aspects of security including administering polygraphs, teaches these series of workshops. As such, these series of workshops allows each attendee to obtain answers and clarification on their specific company or individual concerns. Each workshop contains a Group Table Top Exercise in order to give attendees hands-on experience in each individual process.

### Introduction to Security Clearances

This half-day seminar provides a glimpse into the world of security clearances, what they are, why you need one and how you obtain it. Included is the authority to issue clearances under the National Industrial Security Program, the types of security clearances and who has jurisdiction. We'll also touch on the investigative requirements, clearance adjudication and the appeal process for both personnel and facility clearances. Attendees will have ample opportunity to discuss individual situations and ask questions pertaining to the security clearance process. This introductory seminar serves as a gateway to more detailed courses on the subject offered by GI<sup>2</sup>.

#### Course Highlights:

### Personnel Security Clearances

This one-day seminar provides a clear understanding of the operational organization of DOD and the Intelligence Community necessary to grasp the interdepartmental relationships concerning security clearances, reciprocity, who has jurisdiction and why. It defines classified materials, explains the levels of security clearances and what is required to obtain them.

The seminar provides an understanding of the requirements for control and access to US Government classified materials, how the personnel security clearance process works and what is required to obtain the various levels of clearance. It delves into the investigative steps needed to satisfy the various levels of clearance and discusses polygraph, and its role as an investigative tool. The adjudicative process is presented through an explanation of the criteria which must be met to satisfy each clearance level and, when necessary, how the security clearance appeal process is implemented. The day will end with a table top exercise placing you in the role of evaluating, adjudicating and making decisions on who gets a security clearance.

#### Course Highlights:

- What is a security clearance?
- Why do I need it and how do I get it?
- NISPOM clearance authority/DD 254
- DCID 6/4
- Clearance criteria/foreign national association
- How does HR fit into process
- SF 86 and related release forms
- Background investigation and Polygraph
- Evaluation, adjudication and appeal process
- Brief/debrief/crossovers/conditional clearance authority/contingency clearance contracts

### Physical Security Standards for Sensitive Compartmented Information Facilities (DCID 6/9)

This one-day seminar will provide a real world explanation of the requirements for construction of a Sensitive Compartmented Information Facility (SCIF) in accordance with Director of Central Intelligence Directive 6/9. It will delve into the Fixed Facility Check List, pre-construction surveys, design and methods for successful pre-construction SCIF approval. It will provide the fundamentals of SCIF design and construction methods, secure communications, technical security, access control, intrusion detection systems, electrical and HVAC considerations, and will touch on TEMPEST threats. A table top exercise concerning SCIF construction and a comprehensive Q&A period will conclude the workshop

#### Course Highlights:

- What is physical security?
- Guidelines under NISPOM made simple
- DCID 6/9 accreditation authority
- Safeguarding Classified Information and Other Requirements
- The SCIF requirements
- Technical Security Countermeasures
- Systems Security and Information Assurance

### Facility Security Clearance

This one-day seminar will define the facility clearance process, why it is important and what is required to obtain one. The roles and responsibilities of the Key Management Personnel, who can be one and who can't will be explored. It will discuss the function of, and selection criteria for, the Facility Security Officer, the criteria's importance in the overall security scheme and how to get the FSO help, when needed. The DD Form 441, Department of Defense Security Agreement, will be covered and the ramifications of Foreign Ownership, Control and Influence (FOCI) will be explained as well as some of the ways available to successfully mitigate unfavorable situations. A table top exercise concerning facility clearances and a comprehensive Q&A period will conclude the workshop.

### DOD Construction Security

This one-day seminar will provide techniques and methods used to ensure full compliance with current Department of Defense construction standards for closed areas and vaults. It will cover requirements including hardware, walls, floors, ceilings, doors and windows. Areas requiring special locking devices and access control systems will be discussed as well as supplemental protection. Active and passive intrusion detection systems, their selection, installation and monitoring will be covered. Also included will be TEMPEST, COMSEC and antiterrorism measures. This seminar will provide a table top exercise for planning and constructing a secure area and ample question and discussion periods.

### Security Education and Training Programs

This one-day seminar will address the value and importance of a well-designed and implemented Security Awareness and Training Program. Security education is a required part of every corporate operation; however it is especially important in US Government contracts requiring access to classified information. Any time the Federal government allows its contractors to have security clearances, there are many responsibilities incurred and security education is the foundation of all classified contract management and the basis of on-going compliance. You'll learn how to set up indoctrination sessions at the SECRET and TOP SECRET level, what is important for employees to understand to meet their obligations under the contract security and program specifications, and how to explain the counterintelligence and economic espionage threats facing corporate America. We'll explore how to implement on-going security education programs that will not only fulfill contract obligations, but will enhance the overall security posture of your employees and firm.

### Course Highlights:

- Counterintelligence, Antiterrorism and Security Awareness
- Protection of Classified Materials
- Classification guidelines
- Import and Export Control / ITARS
- The Foreign Intelligence Threat
- Corporate espionage/ proprietary information
- Foreign travel briefings/reporting
- Situational awareness and terrorism
- Insider threat and disgruntled employees

### The Insider Threat – Employee Violence

This one-day seminar will expose you to the shocking details of employee violence through case studies of actual events. It will show the trail of clues leading up to the events and identify the tell-tale signs of the employee who will commit the pre-meditated murders of his fellow employees. You'll explore the processes, procedures and employee awareness programs that can negate or mitigate potential employee violence before it is manifested into violent acts. We'll define the human relations, employee assistance services, legal implications, and the effect employee violence can have on your corporation. We'll discuss the causes and effects of post incident stress, loss of employee confidence and customer reactions. We'll show you how to formulate an outline for an employee violence management plan. This can save your employees and your company from the devastating effects of employee violence by stopping or reducing the potential for such acts before they get out of hand, and from which many small to medium sized firms never fully recover.

### **The Insider Threat – Industrial and economic espionage**

Once upon a time, the threat presented by state sponsored espionage was directed toward the inside secrets and battle plans of major nations throughout the world. Now, they are focused on YOU!! The complexion and nature of industrial and economic espionage has reached unprecedented levels of sophistication and brazenness. Corporate spying saves billions of dollars each year on R&D costs, not to mention the time saved by not following lengthy design, development and integration processes.

Learn the threat from foreign countries, your competitors and your own employees, and what can be done to identify leaks and how to fix them. This one-day seminar will increase security awareness and get your company on the right road to protecting your corporate secrets, proprietary data and intellectual property. We'll hit some of the ways to prevent hiring the wrong person, physical and personnel security, some trade craft and countermeasures and explain how to get corporate backing at new levels of commitment. We'll also touch on the Economic Espionage Act of 1996.

### **Acquisition Security - Or how to cope with “Buyers nightmares”**

As a contracting officer or representative, the use of open market purchases and commercial off the shelf (COTS) buys are becoming increasingly dangerous with the infusion of foreign-designed, developed and manufactured commodities. These threats are of particular concern when they involve hardware and software destined to be installed on US Government networks and those of industrial contractors working on sensitive or classified contracts.

This one-day seminar is designed to layout the methods of procurement risk assessments and mitigation by allowing in-depth corporate reviews, assessments of corporate financial viability and research of vendor suppliers and manufacturers. It will also teach the buyer what questions to ask the end user and suppliers to determine what interest adversaries may have in the product's end use and whether it can be or was compromised before delivery. It will make you a well-informed buyer and protect national security.

### **Community Crisis Management**

This two day seminar starts by laying out responsibility, jurisdictions and legal issues which face most emergency planners. It discusses the right way to put together an emergency action team, design and development of an emergency action center and on-scene command post that will blend seamlessly into the National Incident Command Structure. You'll learn how to identify, protect and deal with critical infrastructure, utilities and critical assets necessary for dealing with a crisis. We'll discuss the decision making processes such as whether to evacuate or not, ride it out or run, and what are the ramifications of these decisions. You'll participate in post-event recovery planning exercises, and most important of all, you'll leave this seminar ready to put together your own cost-effective crisis management plan and know it will serve your community or company.

### **Company and Community Continuity of Operations Planning (COOP)**

This one-day seminar builds on GI2's Community Crisis Management Seminar by looking at the post event recovery phases to include what needs to be done to keep your community or company functioning at least at a level that will provide life safety and minimal operations following a crisis/disaster. We'll cover relocation planning, chain of command, authority transfer and communications interoperability necessary to ensure functions do not bog down in the first critical hours after the event. You'll look at what vital records and systems will require redundancy at the alternate facility. We'll develop a plan and explore the training, testing and exercises that make the COOP viable and current and able to keep you in operation.

### **Meaningful Employee Screening**

This one-day seminar focuses on the value of effective and comprehensive pre-employment screening of perspective employees. It covers Human Relations policy, the legal aspects of screening, the proper questions to ask and how to ask them. The seminar discusses interview techniques that allow employers to obtain an accurate picture of the person they are about to hire. We'll discuss non-verbal communication, evasive answers and methods of directing responses back to the questions asked. These techniques also provide skills to managers, supervisors and executives that can be used in your daily activities. The class will have an opportunity to practice the skills on classmates and critique class exercises.

### [Interviews and Interrogations](#)

This one-day seminar will combine the best parts of several successful traditional interview techniques and proven polygraph methods. It will include discussions on non-verbal communication and psychological assessment tools to give seminar attendees a multitude of different ways to approach interviews and interrogations. The seminar will explore pre-interview research methods, question formulation, getting to know and develop rapport with the interviewee, and how to focus discussion and questioning on the subjects at hand. We'll explore interviewer presence, demeanor, dress, and most of all, attitude and how each will assist you in getting the information you are seeking. This seminar is led by retired federal special agents, agency level assistant inspector generals and federal polygraph examiners with successful investigative and security careers behind them. Learn from the ones who have been there and done it!!

Customized seminars are also available to assist your company, department or agency with the challenges of interviews and interrogations.

### [DOD and Intelligence Community from the Inside](#)

How many times have you heard something about the Defense Logistics Agency, the Army or Navy or National Security Agency or the Central Intelligence Agency and said to yourself...I wonder what they really do? How many times have you heard of the billions of dollars that are spent every year by these departments and agencies and wondered how your firm could get into the inside a little better? Knowing how the DOD and the Intelligence Agencies are organized, how they function and their real missions goes a long way to making informed decisions regarding whether this business area is for you. You'll also learn what types of products and services are purchased by these organizations so you can further refine your firm's strategic marketing goals. Knowing your potential customer allows you to make informed business decisions and prevents costly mistakes.

### [Overseas Threat Briefings](#)

Does your company travel overseas on business? Do your corporate executives have a plan on how to avoid a terrorist attack? What would they do if they were swept up in a violent demonstration in Madrid, London, Tokyo, Haifa, or maybe Stockholm? What about hijacking or kidnapping, are they prepared for that? This one-day seminar discusses the general threat environments world wide with area/country specific threats emphasized. Let's say you're going to Cairo and you need current threat information and the latest on AL-GAMA'A AL-ISLAMIYYA....where do you go for the information and once you have the info, how do you decide if it is safe to travel? These decisions are made knowing the life of the traveler may depend on the decision. We'll take you through the threat assessment process, give you the tools to survive should you become involved in terrorist or criminal activities in a foreign land, and teach you how to reduce your vulnerability profile while traveling or staying overseas.

This seminar is designed and led by security professionals with dozens of years of successful overseas travel to some of the most hostile areas on the globe. Customized company and area specific briefings and seminars are also available at your site.

### [Antiterrorism and Force Protection \(AT/FP\)](#)

How does your company comply with the Defense Federal Acquisition Regulations (DFAR) requirements for defense contractors? Do you understand the multitude of ways AT/FP can be implemented to ensure DFAR compliance? How does your company document security education and awareness requirements and do your employees really understand them? Do you know the legal ramifications of not providing the necessary protection for your employees who have an expectation of a safe work place?

DOD requires its contractors working on classified and unclassified contracts to comply with current AT/FP training. This seminar will lay out all the DOD requirements, how to establish a viable AT/FP programs and how to ensure DFAR compliance. We'll discuss AT/FP physical security, access control, force protection conditions, living and driving outside the US, package, letter and vehicle bombs, hostage and kidnapping survival techniques. The seminar is led by a retired antiterrorism expert who began working in the AT/FP field over 30 years ago.

Vulnerability Assessments Made Simple

This one-day seminar lays out and defines the steps used to conduct vulnerability assessments of persons, places, facilities and critical infrastructure. It presents a combination of methods pioneered by the Joint Staff Integrated Vulnerability Assessments (JSIVA) team formed following the 1996 attack on Khobar Towers, Saudi Arabia (now under the Defense Threat Reduction Agency), and ones used by the Department of Energy to conduct vulnerabilities assessments of their nuclear facilities. The techniques have been refined into easy to understand procedures and

effective check lists which allow informed decisions to be made at the conclusion of the assessment. All aspects are considered to ensure a thorough review is conducted providing meaningful conclusions at the completion of the assessment. The seminar is led by a retired antiterrorism expert who began assessments over 30 years ago.

### **Standard Practices and Procedures Manual made simple**

Do you have a facility clearance? Do you operate a Sensitive Compartmented Information Facility (SCIF)? Would you like to? If you are a Facility Security Officer (FSO), Contractor Special Security Officer (CSSO) or Program Security Officer (PSO) one of the most important and frustrating jobs you have is putting together and maintaining the Standard Practices and Procedures Manual (SPPM). These written procedures are not only a contract requirement, but define the way your company will implement the security requirements set forth in the contract security specifications for the duration of the contract and potential follow-on contracts. What if you are an FSO or CSSO by default? What if you have the job as "other duties as assigned" and you are really a software engineer or Human Relations Director who doesn't have time to research and write an SPPM?

We have the answer. This one-day seminar will provide the outlined format and most of the words required for you to customize an SPPM to suit your individual requirements and corporate profile. It won't be too much or too little and should be approved by your customer the first time it is submitted. It will comply with the National Industrial Security Program Operating Manual (NISPOM) and can be tailored to suit SCIF and Special Access Program unique requirements as long as they can be done in an unclassified document. Company specific consulting services are also available.

### **System Security Plans**

Do you have a new classified contract with the Department of Defense and it has specific requirements for processing data using automated information systems and you can't start work until you have an approved System Security Plan (SSP)? You're not alone. This happens to small businesses entering the realm of DOD classified operations on a daily basis. Do you know the difference between certification and accreditation?

GI<sup>2</sup> has the answer. This one-day seminar will provide the outlined format and most of the words required for you to customize an SSP to suit your individual requirements and corporate profile. It won't be too much or too little and should be approved by your customer the first time it is submitted. It will comply with the National Industrial Security Program Operating Manual (NISPOM) and can be tailored to suit SCIF and Special Access Program unique requirements as long as they can be done in an unclassified document. Classified annexes can be added to the format as required. Company specific consulting services are also available.

## **HANDS-ON 1-DAY SECURITY WORKSHOPS**

The following seminars are provided to assist attendees in the completion of their Security Clearance applications and to develop the necessary Plans and Procedures, in accordance with the Director of Intelligence Directives (DCID) and the National Industrial Security Program Operating Manual (NISPOM).

For classes geared towards the security clearance applications, attendees are required to bring a list of pertinent information that will be used to complete an online application. The instructors will assist attendees in completing every section of the application with the intent that the attendee will complete a ready-to-submit application upon completion of the class.

For classes geared towards developing operational plans and procedures, a generic online template will be provided to each attendee. Attendees will be required to bring their company's pertinent information to be included in the appropriate portions of the plan / procedure of the template. The instructors will assist and explain each section to the attendees with the intent that, upon completion of the workshop, each attendee will have a completed plan and/or procedure ready for implementation.

### **Completing the Security Clearance Documentation**

The workshop assists individuals in completing the Standard Form (SF) 86 to obtain his/her security clearance. A checklist of required information will be provided to each attendee to bring to the class. The class instructor will assist attendees in completing each section of the application, providing guidelines and clarification for questions that may arise. The intent of this workshop is to have a read-to-submit application upon completion of the class.

### **Obtaining a TS/SCI Clearance**

This workshop focuses on the completion of the SF 86 security clearance application for attendees pursuing a top-secret security clearance. The workshop addresses the entire SCI process including taking a polygraph and other pertinent aspects pertaining to special access.

### **Developing your Company's Standard Practices and Procedures (SPP)**

In conjunction with the System Security Plan (SSP), all companies possessing a security clearance is required to have Standard Practices and Procedures (SPP) to implement and manage their security practices.

This workshop provides a generic online template from which attendees can develop and customize to fit their specific Company requirements. Attendees are required to bring their company's pertinent information to be included in the appropriate portions of the plan. Instructors will provide assistance and explanations for each section to ensure that each attendee is able to have a completed draft upon completion of the class, which at a minimum should include the Security processes and procedures to safeguard classified information, procedures in the event intrusion is detected and the roles and responsibilities of team members assigned to information security tasks.

### **Developing your Company's System Security Plan (SSP)**

Systems Security Plans have become an important part of infrastructure planning and management as increasing number of security threats and vulnerabilities occur. Developing a security strategy to support a new product or system can help you identify threats and take steps to lock down your product or system.

This workshop provides a generic online template that incorporates industry standards and best practices, from which attendees can develop and customize to fit their specific Company requirements. Attendees are required to bring their company's pertinent information to be included in the appropriate portions of the plan. Instructors will provide assistance and explanations for each section to ensure that each attendee is able to have a completed draft upon completion of the class, which at a minimum should include:

- The system(s) to be secured;
- Access controls to be implemented that govern access to the secured system(s);
- Security for system(s) backups;
- Vulnerability testing results;

It is important to note that completion of the SSP requires input from different teams within the company including engineering and development, product management, operations, and IT security.