



Alabama Procurement Technical Assistance Center Program

Your Resource to Winning Government Contracts.

www.al-ptac.org

Introduction to GSA Schedules – Montgomery

Wednesday, January 26, 2011

7:30 AM - 11:30 AM

Country Inn and Suites - Montgomery East

Montgomery, Alabama

Only **\$119**

(regularly \$139 - discount only available until 1/11)

***Receive an additional half off discount when you use this code at registration: ALPTAC**

Federal agencies spent more than \$385 billion in contract dollars during FY2010. The GSA Schedule program is a vital procurement tool for the federal government as well as a potential source of nearly limitless revenue for GSA Schedule vendors. However, winning a Schedule award can be a complex, time consuming and costly process and, it simply isn't the right fit for every business.

Presenters:

- Myron Cowell – Director of Sales, EZGSA
- Myron Cowell has twelve years of experience in the government consulting field and has expert qualifications in all areas of the federal marketplace, including GSA Schedule awards/renewals, government registration requirements (CCR, ORCA, NAICS codes), government contract management and federal sales strategies. After joining EZGSA as Senior Sales Manager in 2003, Mr. Cowell was promoted to Director of Sales in 2006.
- As Director of Sales, Mr. Cowell serves as the primary point of contact for prospective clients that are interested in selling their products and services to the federal government via the GSA Schedule. Mr. Cowell also travels throughout the United States as a representative of EZGSA at seminars, trade shows and networking events.
- Prior to EZGSA, Mr. Cowell worked for Infinity Consulting Group and Glotel, Inc., where he held Senior Account Manager positions in sales and recruiting. He was responsible for negotiating contracts, developing relationships with distributors and managing the company's sales organizations. Mr. Cowell began his career at Telco Communications Group after earning a B.S. at Towson University in Maryland.

Topics:

- What is the GSA?
- What is the GSA Schedule?
- Who buys from GSA Schedules?

"The Alabama SBDC Network is funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Mrs. Lindsey Hammel, Box 870396, Tuscaloosa, AL 35487-0396 or 1-800-825-7232."



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- Getting your GSA Schedule
- The Contract
- The Award Process
- What to look for in a GSA Schedule Consultant
- Administrative Requirements
- Sales and Marketing

Schedule:

7:30am - 8:00am Registration and Networking

8:00am - 11:30am Seminar - Introduction to GSA Schedules

Location:

Country Inn and Suites - Montgomery East

5155 Carmichael Road

Montgomery, Alabama 36106

334-270-3223

More hotel information: [Country Inn and Suites](#)

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