



WashingtonTechnology

2008 Top 100 Executive Briefings

September 4, 2008: Focus on Government IT Energy Efficiency
Fairview Park Marriott in Falls Church, VA



Meeting the Government IT Energy Challenge: Turning Crisis into Opportunity

The federal government is one of the largest energy consumers in the world. However, skyrocketing costs have elevated energy efficiency from a preferred to mission-critical contracting specification. This presents a tremendous opportunity for savvy government IT contractors that can provide cost-effective solutions to meet government's ever-demanding energy management challenges.



7:00 – 8:00 am Registration and breakfast

8:00 – 8:20 am Welcome

Nick Wakeman, Editor in Chief, Washington Technology

Energy Efficiency Market Trends and Opportunities

J. Catherine Kunz, Partner, Crowell & Moring LLP



8:20 – 9:00 am Top 100 Opening Keynote: Maximizing Key Opportunities to Capture Contracts and Save Your Customer Money

Woody Hall, Vice President of Information Technology Strategy and Chief Information Officer, General Dynamics Information Technology



Ranking No. 6 on *Washington Technology's* 2008 Top 100 list of federal prime contractors, General Dynamics knows what it takes to compete and win new business in the government market. Plus, they've leveraged their industry partnerships and energy management expertise to capture contracts that have demonstrated significant ROI for agencies.

Learn how energy management presents a growing opportunity for industry partners that can meet ever-expanding government challenges. In addition, gain insight into critical pain points and hidden opportunities that can translate into big wins for your business.

9:00 – 9:50 am Solutions That Work: Leveraging Energy Expertise for Win-Win Partnerships with Government Customers

Today's government technology implementations offer a variety of benefits to help agencies effectively manage energy costs, saving taxpayers money and freeing up essential funds for projects that support their missions.

Hear directly from contracting experts with first-hand knowledge of solutions that work and top technologies that are making an impact across government. In addition, get tips for navigating the cultural policies and procedures agencies have in place to meet mandates and ensure successful—and energy efficient—deployments.

9:50 – 10:30 am A Government Perspective: Ensuring Your Energy Expertise is Recognized and Translated into Contract Wins

Holly Elwood, Headquarters Lead, EPEAT Program, U.S. Environmental Protection Agency

EPEAT is a system to help purchasers in the public and private sectors evaluate, compare and select desktop computers, notebooks and monitors based on their environmental attributes. EPEAT also provides a clear and consistent set of performance criteria for the design of products, and provides an opportunity for manufacturers to secure market recognition for efforts to reduce the environmental impact of its products.

Learn what it takes to earn your products star recognition for your energy management achievements. Plus, gain insight into new standards and initiatives driving the adoption of energy efficient technology across government, with tips on problem areas where contractors can save the day.

For more information about *Washington Technology's* September 4 Executive Briefing on Energy Efficiency, contact Amy Fisher, Executive Director of Media Market and Events at (703) 876-5148 or afisher@1105govinfo.com.