

NEWS RELEASE

Contact: Amy Cameron

Email: AmyCameron@Targetgov.com

Phone: 866-579-1346

For Immediate Release

**National Business Development Expert Gloria Larkin is a Featured Speaker  
at [American Express Summit for Success](#)**

*Washington DC Event Smashes Barriers for Businesses in the Federal Government Marketplace.*

Linthicum Heights, MD. -- June 17, 2018 – TargetGov announces that its President & CEO, Gloria Larkin will be co-presenting the session “[Marketing Your Business in the Government Contracting Space](#)” at the American Express Summit for Success on June 26, 2018 at the Renaissance Washington DC Hotel. This one-day event covers topics such as how to market businesses, as well as new rules and regulations that affect businesses in today’s changing business environment.

“The American Express Summit for Success is a unique event because of its focus on business growth strategies and tactics for the government marketplace. I am honored to be a speaker and will focus on the tips and tools our clients have used to win over \$4.3 billion in federal contracts in just the last six years!” says Ms. Larkin.

Ms. Larkin is joined by Michele Ruiz, President of Ruiz Strategies, and Cesar Nadar, President of X Corp Solutions. Their joint session will teach businesses how to set themselves apart with powerful capability statements and memorable elevator pitches.

This session is one of four break-out session times each with three or four presentations. There are also Meet the Mentor roundtables, networking opportunities, contract connections meetings and keynote speakers. This nationally attended event is a must-attend for businesses in growth mode.

**About American Express OPEN:**

The American Express OPEN for Government Contracting program provides free events, resources, mentoring and networking opportunities to help small and mid-sized businesses get the insight and experience they need to do business with the world's largest customer: the U.S. government. For more information visit: <https://www.americanexpress.com/us/small-business/openforum/events/open-government-contracting-summit-success/>

### **About TargetGov:**

TargetGov is celebrating its 21st year as a nationally-recognized consulting firm providing national support, consulting and training for federal government procurement related business development and marketing services. In just the last five years, TargetGov's proprietary *FAST™* **Process** clients have won over \$4 billion in federal contracts. Visit [www.targetgov.com](http://www.targetgov.com) for additional information.

### **About Gloria Larkin:**

Gloria Larkin, President, CEO and Founder of TargetGov, is a nationally-recognized government contracting marketing and business development expert. She has been interviewed on MSNBC, and quoted in the Wall Street Journal, Forbes, USA Today, INC Magazine, Entrepreneur Start-ups Magazine, and Government Executive magazine.

Gloria Larkin serves as the Educational Foundation Chair Emeritus of the Board of Directors and is the past National Procurement Committee Co-Chair for Women Impacting Public Policy (WIPP), a non-partisan organization representing over 6,200,000 women nationwide.

She is the author of the books, "The Basic Guide to Government Contracting" and "The Veterans Business Guide: How to Build a Successful Government Contracting Business" now in its fourth printing. She has received numerous accolades including: The U.S. Small Business Administration's Women in Business Champion for Maryland 2010, Enterprising Women magazine's 2010 Enterprising Women of the Year honoree, one of Maryland's Top 100 Women in 2010, 2007 and 2004, and Maryland's Top 100 Minority Business Enterprises in 2008 and 2006.