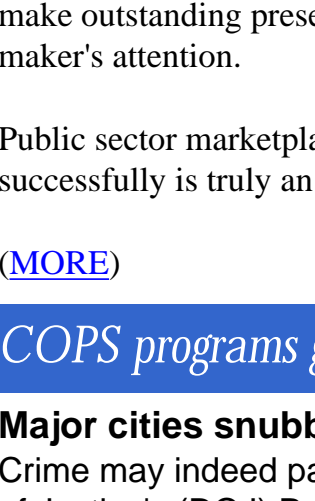


## You're finally sitting in front of a government decision-maker... now what?



**Mary Scott Nabers**  
President/CEO  
Strategic Partnerships, Inc.

Most good government sales execs spend lots of time strategizing about how to schedule appointments with public sector decision-makers. It's not that easy. And, to the dismay of many, the meetings do not always go well.

Having a great product or service offering does not guarantee a positive reception with government officials. It takes more...and primarily it takes an understanding of what type of presentation is expected. Competition is intense so it is critically important to make outstanding presentations once you've captured a government decision-maker's attention.

Public sector marketplaces are very lucrative...but learning to maneuver them successfully is an art.

[\(MORE\)](#)

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## COPS programs get \$1 billion; some surprises noted

### Major cities snubbed; funds go to areas with high crime, funding shortages

Crime may indeed pay. At least it appears that way regarding the distribution of some of the U.S. Department of Justice's (DOJ) Recovery Act funding announced this week. When \$1 billion in funds administered by DOJ's Community Oriented Policing Services (COPS) through its COPS Hiring Recovery Program was announced, four of the nation's major cities - Houston, New York, Pittsburgh and Seattle - were not on the list to receive funding intended to increase policing boots on the ground and avoid law enforcement officer layoffs. DOJ chose for funding those cities that faced serious budgetary problems and those that have relatively high crime rates.

Cities such as New York got a double whammy. First off, the city's budget is not dominated by red ink. And the city has a relatively low crime rate. The city's prospects also were probably hindered because it had received nearly \$30 million in federal funds for its police force earlier this year. DHS officials, too, are expected today, Wednesday, to announce that New York City will receive approximately \$35 million in other stimulus funds that can be used to hire police officers. The money, part of the DHS transit security grant program, would allow the city to hire nearly 125 recruits.

Officials report that some 7,200 state and local agencies applied for federal funding for more than 39,000 officer positions, representing requests totaling \$8.3 billion. Only 1,046 law enforcement agencies from each of the 50 states were funded and will be provided 100 percent of the approved salary and benefits for 4,699 officers for three years. Police departments receiving the grants will then be required to retain the grant-funded positions for a fourth year.

Among the big winners? California got \$211 million to fund 109 entities and 649 officers. Among the bigger awards in that state were \$19.7 million to Oakland for 41 positions, \$16.5 million to San Francisco to fund 50 officers, \$16.2 million to Los Angeles for 50 positions and \$10.2 million to Fresno for 41 spots. Florida was awarded \$87.8 million for 66 entities that include 428 officers. Miami was the largest allocation with \$11 million to fund 50 officers. Jacksonville drew \$9.2 million for 50 officers. Ohio garnered \$79 million for 47 entities and 336 officers, including \$13.5 million to Cincinnati for 50 officers, \$12.7 million to Columbus for 50 officers and \$11.7 million to Cleveland for 50 officers. Texas earned \$36 million in funding for 31 entities and 196 officers. San Antonio got the largest piece of the pie with \$10.3 million for 58 officers, followed by Dallas with \$8.8 million for 50 officers and Arlington with \$6 million for 31 officers.

To view the complete list by state and city, click [HERE](#) and look under "Recent Reports."

## 'Race to the Top'

### States, schools to compete for \$4.35 billion in school reform dollars

The race is on - to capture part of the \$4.35 billion in American Recovery and Reinvestment Act competitively awarded grant funds to states and school districts for innovative programs that will initiate school reforms. Calling the competition the "Race to the Top," money will be awarded competitively to programs that: better prepare students for success in college and the workplace; recruit, develop, reward and retain good teachers and school principals; build data systems that measure student success and show teachers and principals how to improve school practices; and turn around low-performing schools.

The goal of the program is to initiate reform, reward excellence and improve the country's schools. Another \$5.6 billion in U.S. Department of Education-administered funds will also be distributed for additional grants that support the federal administration's reform priorities. Draft regulations on each of the programs are expected to be released by the Department of Education in the coming weeks. Federal officials are hopeful states will draw from all of the programs to integrate the funding into their own programs that will institute reform.

Other funding includes:

**Investing in Innovation Fund** - \$650 million to support partnerships to start or expand research-based programs to improve student outcomes.

**Teacher Incentive Fund** - nearly \$300 million to expand performance pay for teachers and other ways to reward educators for better student achievement and to encourage teachers into working with poor, minority and disadvantaged students.

**Statewide Longitudinal Data Systems program** - \$315 million to expand data systems to track student achievement and link their achievement daily to teachers and principals.

**Title I School Improvement Grants** - \$3.5 billion to help states reform struggling schools and implement models to turn around low-performing schools.

Regulations will be finalized and grants accepted this fall, with the first round of awards early in 2010. The second round of applications will be in June 2010 with awards in September of that year.

## Airports awarded funding for closed-circuit TV systems

### Projects aimed at increasing safety for airport facilities, employees

Several airports across the United States have been named recipients collectively of \$7.7 million in Recovery Act funding through the U.S. Department of Homeland Security (DHS) to install closed circuit television systems to provide additional airport security and aid emergency response efforts. Sharing the funds are Cincinnati/Northern Kentucky International, Ronald Reagan Washington National, Spokane International, Gerald R. Ford International and Boise, Idaho, airports.

These television systems are part of Transportation Security Administration (TSA) and airport security operations being used in hundreds of airports throughout the country. They are installed to increase safety for airport facilities and employees. TSA has worked with more than 60 airports in the United States to expand these networks.

Four Recovery Act-funded projects that include inline baggage handling systems have been awarded with \$62 million for technology upgrades at Orlando International, Jackson Hole, Philadelphia International and San Francisco International airports. The Recovery Act committed more than \$3 billion for homeland security projects through DHS and the General Services Administration. Of that, \$700 million has been earmarked for screening checked baggage and another \$300 million is set aside for checkpoint explosives detection technology.

## Follow the money

### Four states, territories to share \$54 million in State Energy Program funds

Another \$54 million in Recovery Act funding is headed to four states and territories as part of the U.S. Department of Energy's State Energy Program allocations. The funds will be used for energy efficiency and renewable energy projects in Nevada, Rhode Island, Vermont and Wisconsin.

The funds are available for energy audits, building retrofits, education and training efforts, transportation programs to increase the use of alternative fuels and hybrid vehicles and new financing methods that will promote energy efficiency and renewable energy investments. The funds announced this week are part of the \$3.1 billion total allocated from the Recovery Act for the State Energy Program nationwide. The funds are allocated at both the state and local level to create green jobs and address state energy priorities. Among the proposals funded with this round of money are commercial and industrial energy efficiency projects, a revolving loan or grant program for public-serving nonprofits or government institutions to initiate energy efficiency projects and investments in businesses that manufacture clean energy products and components.

To view the state awards and what they will be used for, click [HERE](#) and look under "Recent Reports."

## Rural business development grant funds awarded

In an effort to start or expand businesses in rural communities nationwide, the U.S. Department of Agriculture this week announced the award of \$15.3 million in funding from the American Recovery and Reinvestment Act. The funds will support 145 business development projects in rural areas through the Rural Business Enterprise Grant program.

The funds can be used for business expansions, education and training, community development and technical assistance. They will allow businesses to access capital needed with start-up or working capital loans, building and plant renovations, transportation improvements, project planning and other business expenses.

The money is expected to spur economic development in rural areas. In addition to the funding announced this week, another \$16 million has been raised from other sources for these 145 projects.

The South Georgia Tech College earned three awards: \$99,999 for its commercial driving program, \$75,000 for its nursing program and \$75,000 for its criminal justice/enforcement academy. In Virginia, the Industrial Development Authority of Danville was awarded \$99,000, while economic and industrial development organizations in Port Isabel, Hidalgo, Mercedes and La Feria, Texas, were all awarded grants of \$300,000 each.

For a complete list of recipients of the funding, click [HERE](#) and go to "Recent Reports."

## Health care professionals training to benefit from \$200 million

Up to 8,000 students and credentialed health care professionals seeking training in the industry may qualify for part of \$200 million in Recovery Act funding announced this week. The funds, to be administered by the U.S. Department of Health and Human Services, can be used for grants, loans, loan repayment and scholarships to expand health care professionals' training. The funds are part of a bigger \$500 million set aside for HHS' Health Resources and Services Administration (HRSA) to address workforce shortages.

The health care industry continues to suffer a shortage of professionals and this money is expected to increase training capabilities for the 8,000 credentialed and would-be professionals by the end of fiscal year 2010. The funding will be allocated as follows:

- **\$80.2 million** for scholarships, loans and loan repayment awards to students, health professionals and faculty. Some \$39 million will be targeted to nurses and nurse faculty, \$40 million to disadvantaged students in a variety of health professions and \$1.2 million to health professions faculty from disadvantaged backgrounds;

- **\$50 million** in grants to health professions training programs to buy equipment to expand programs and improve training quality;

- **\$47.6 million** to support primary care training programs - residents, medical students, physician assistants, dentists and individuals, many of whom will practice in underserved areas;

- **\$10.5 million** to strengthen the public health workforce through public health traineeships and increases in the number of individuals trained through preventive medicine and dental public health residencies;

- **\$10.2 million** to increase health professions workforce diversity; and

- **\$1.5 million** to support state professional licensing boards' efforts to reduce barriers to telemedicine.

The funds will be competitively awarded, some as early as in the next several months.

## Funds announced today will be used for loans to develop rural businesses

Applications are being accepted for part of the \$1.7 billion Recovery Act funds dedicated to help spur business activity and economic growth in rural communities throughout the United States. The funds will be available through the U.S. Department of Agriculture (USDA) Rural Development's Business and Industry Guaranteed Loan program. Those eligible to apply include cooperative organizations, corporations, partnerships, nonprofits, federally recognized Indian tribes, public entities and individuals.

Applications will be accepted until Sept. 15, 2010, or until all funds are expended. Recovery Act funding will be available through Sept. 30, 2010. For information on eligibility criteria and application assistance, click [HERE](#) for a listing of all state Rural Development offices.

Projects approved in the past include a \$3.48 million guaranteed loan to a sawdust company in Wisconsin to refinance the costs of real estate improvements and to buy equipment to expand business operations. A Pennsylvania potato processing company was granted a \$4.9 million loan to develop an 86-acre site, construct the facility, purchase new machinery and equipment and assist with start-up costs. The funds are targeted to creating and retaining quality jobs and serving difficult to reach populations and areas hardest hit by the current economic downturn.

## Stimulus news briefs

### Government contracts still coming in lower than expected

Many government entities are getting more bang for their buck than they anticipated. The Recovery Act funding provided a boost to the economy and jobs, but the fact that many of the bids are coming in lower than expected is providing an added bonus.

Businesses bidding on government projects are so eager for business that in some cases they are bidding 15 percent below expected costs. The result is that the savings can be applied to even more projects. Early in the distribution of Recovery Act funding, bids were as much as 20 to 40 percent lower than expected. But now that the money is flowing, the bids are edging upward. But, they still are coming in below original estimates.

### Recovery Act funding means 23 more scientists, researchers for program

Twenty-three additional participants will become part of the National Institutes of Health Fogarty International Center's Clinical Research Training Scholars and Fellows Program. The additional funding from the American Recovery and Reinvestment Act will allow them to fill jobs as early career scientists and increase the number of researchers and clinicians working in the global health field. Some \$3 million will be spread over 18 months to fund the participants.

Vanderbilt University's Institute for Global Health, which administers the scholars program managed by Fogarty, will be the beneficiary of the funds. The program includes a year of clinical research with a mentor at research sites in the developing world. There will be 13 research and 10 advanced research fellows. They will become employees of Vanderbilt University and other American institutions.

In addition to research, the new fellows will present training workshops both in the United States and abroad.

### ASU offering training for Recovery Act construction contractors

Saying federally mandated reporting and financial requirements have caused hesitation among construction contractors seeking to cash in on government contracting opportunities created by the Recovery Act, Arizona State University is offering help. ASU's Alliance for Construction Excellence is geared toward training businesses on how to secure funds from the stimulus bill. Training sessions cover reporting, accounting and transparency, American materials purchase requirements and civil rights compliance.

### Nevada governor seeks to hire 'stimulus czar'

Nevada Gov. Jim Gibbons wants to make sure every "I" is dotted and every "t" crossed as his state prepares to spend close to \$2 billion in Recovery Act funds. So he's proposing hiring a "stimulus czar" with \$500,000 in state contingency funds. The funding was not budgeted so Gibbons is asking the legislature's Interim Finance Committee to provide the money from its contingency funds. The proposal would have to be reviewed by lawmakers on the committee after passing muster with the State Board of Examiners, which Gibbons chairs.

### Los Alamos National Laboratory gets funds for cleanup efforts

More than \$200 million in American Recovery and Reinvestment Act funds are headed to the Los Alamos National Laboratory for environmental cleanup efforts of Cold War-era buildings set for demolition. More than 20 nuclear buildings and structures on a site at the laboratory are slated for demolition, a former plutonium research and processing facility. The money - a total of \$212 million - will also be used to help clean up the lab's first waste disposal pits used in the mid- to late-1940s.

The lab has allocated \$45 million of the funds for water monitoring wells and other activities to ensure compliance with a state order that set up benchmarks for cleanup and monitoring of Manhattan Project and Cold War-era sites.

## What the states are doing

University of California Davis School of Medicine will be the recipient of \$1.6 million in Recovery Act funding for six research projects already under way. The funds support university research cooperatively with the National Institutes of Health. The programs funded include a study of alternative therapies for Parkinson's disease and research into cancer, viral infection and traumatic brain injuries.

Projects to enhance energy efficiency in state-owned buildings and facilities will be funded from \$22 million Massachusetts has received in federal stimulus funds. State officials expect to install solar photovoltaic systems at state-owned building and to fund other projects that reduce fossil fuel consumption and greenhouse gas emissions. The solar panels are expected to be installed at state colleges and universities, the Boston Convention and Exhibition Center and Logan International Airport.

Infrastructure projects in Augusta County, Virginia, have already passed the \$2 million mark in federal stimulus dollars spending. Some of the projects funded include adding solar panels to a power wastewater treatment plant and pumping stations, bridge repair on state highway and other solar panel projects.

Underperforming schools in the San Diego Unified School District in California will share \$9 million in stimulus funds, but exactly how the money will be used has not been determined. More than two-dozen schools will be encouraged to create classes with smaller student-teacher ratios and hire the teachers needed to serve the classrooms. The district also was among the first in the nation to use stimulus money to retrofit school buses with pollution control devices. The district used \$160,000 in stimulus funds to retrofit 10 buses.

Health care workers and workers in other high-growth industries in Kansas will benefit from federal stimulus funds for training. The Shawnee County health center in Topeka has both the public clinic and county health department

Scholes International Airport in Galveston, Texas, will rehabilitate the electrical system and lighting on its airfield with the \$2 million in federal stimulus funding it is set to receive. Also, the McAllen, Texas, airport has been granted \$5.4 million to rehab a runway, while the Kerrville airport will receive \$5 million toward reconstruction of a taxiway.

More than 9,000 youth in Pennsylvania will have summer jobs thanks to funding going to the Pennsylvania Summer Youth Employment Program. The statewide program was funded by \$34.5 million, which goes to local workforce boards to provide job training and education service to unemployed workers and young adults ages 14-24.

The Pajaro Valley Unified School District in California is already looking at having to cut programs to make budget ends meet, but still has to decide what to do with \$1.6 million in federal stimulus funds. School officials want the money put toward deficits rather than restoring programs that were cut. Others are hopeful the board will put some of the funding into the adult education program, whose funding was reduced \$600,000 by the state.

Officials in Baltimore, Maryland, plan to help commercial property owners in blighted neighborhoods to renovate their building facades. Some \$800,000 in stimulus money will be used for a grant program for that purpose throughout the city.

Displaced workers in Ponte Vedra Beach, Florida, will be trained with stimulus funds as solar energy installation and maintenance technicians. The training will be done by a solar technology dealer that was awarded a grant from stimulus funds.

Now that Gov. Sarah Palin has stepped down, Alaska lawmakers are expected to override her previous veto of \$28 million in federal stimulus funds. The money can be used to create more energy efficient buildings, power weatherization projects, loans and grants for energy efficient projects, street lighting upgrades and public education programs. Lawmakers have until Sept. 30 to apply for the money Palin had refused.

In Fayette County, Ohio, commissioners have applied for nearly \$90,000 in Recovery Act funds to repair a sewage treatment system serving low- to moderate-income homeowners. The funds are distributed by the Ohio Environmental Protection Agency. Homeowners who qualify are being asked to submit their applications as early as possible. Up to 75 percent of the cost of the sewage system repair would be paid by stimulus funding, with the remaining 25 percent to be paid by the homeowner.

Three new transportation projects in Georgia will be funded by \$8.6 million in Recovery Act funds. More than \$4 million of that amount will be for bridges in Cook County and intersection improvements in Pierce County. The third project is in Pike County in central Georgia. All three projects should begin this fall.

New cafeteria equipment to help improve lunch programs will soon be headed to Michigan in low-income areas. Some \$2.5 million in stimulus funds will be split among 167 schools in more than 100 districts throughout the state. Most of the grants are for \$25,000 or less.

## Other national news

### DHS announces YouTube Channel, updated Web site

Seeking to enhance its Web presence, the U.S. Department of Homeland Security (DHS) recently launched the [DHS YouTube Channel](#) and announced the redesign of its Web site. The effort also is aimed at increasing transparency and providing accurate and timely information to the public.

The YouTube Channel will feature videos of events, speeches, public service announcements, etc. The newly reorganized Web site, [DHS.gov](#), will address counterterrorism, border security, enforcement of immigration laws, disaster preparedness and response and Department unification and has been redesigned to be more user-friendly so site visitors can easily find the information they are seeking.

### Cash for Clunkers program unveiled to help car buyers

Comically called "Cash for Clunkers," the U.S. Department of Transportation's Car Allowance Rebate System (CARS) kicked off this week with a promise of giving motorists up to \$4,500 toward a new, more environmentally friendly vehicle when trading in their older model that uses more fuel.

The buyer incentive program is geared toward purchasing new-car buyers to purchase of new fuel-efficient vehicles. Consumers can receive a \$3,500 or \$4,500 discount from a new car dealer when they trade in their old vehicle for a qualified new one. The trade-in must be a passenger vehicle less than 25 years old with a combined city/highway fuel economy of 18 miles per gallon or less, must be drivable and must have been insured for the previous 12 months. The rebate is in effect until Nov. 1 or until the money runs out. For more information on the CARS program, click [HERE](#).

### Program funds projects for geonomics-enabled research

Seven projects relating to geonomics-enabled research are being funded by the U.S. Department of Agriculture (USDA) and the U.S. Department of Energy (DOE) under a program begun in 2006. Some \$6.3 million will be awarded for research leading to the improved use of plant feedstocks for biofuel production. Officials say homegrown energy crops will help decrease the nation's dependence on foreign oil.

DOE will fund four projects with a total of \$4 million and USDA will fund the remaining three with \$2.3 million. The initial funding will support research projects for up to three years.

To view the entities receiving the awards and for more information on each, click [HERE](#) and look under "Recent Reports."

## Calendar of events

### DOE Webcast today addresses renewable energy economic impact

The U.S. Department of Energy (DOE) will host a Webcast for state and local officials on "How to Estimate the Economic Impacts from Renewable Energy." The Webcast is part of DOE's Technical Assistance Project offerings on the use of a DOE tool to estimate the economic impacts from electric power projects, including renewable energy generation. The Webcast will be today, Wednesday, from 3 to 4:15 p.m. EDT and will feature Gail Mosey and Eric Lanz from the DOE National Renewable Energy Lab. Attendees will learn how to use an online economic model - called Jobs and Economic Development Impacts (JEDI) - to predict the economic development impacts of renewable energy in their states. The Webcast is free but attendees must register in advance to obtain a link for the presentation and the call-in phone number. For more information and to register, click [HERE](#).

### Webinar addresses FOA for turbine drivetrain testing facility

The U.S. Department of Energy's Wind and Hydrogen Technologies Program is sponsoring a one-hour Webinar tomorrow, Thursday, at 11 a.m. EDT. The Webinar will discuss the currently open Funding Opportunity Announcement (FOA) entitled, "Recovery Act: Large Wind Turbine Drivetrain Testing Facility." The program will include a brief overview of the FOA and a question and answer session using questions provided in advance. The project is for the design and construction of a large dynamometer facility for testing 5 to 15 MW rated drivetrains, with supporting systems, and the operation and maintenance of these facilities for the benefit of wind stakeholders nationwide. The proposed facility can be new construction or involve the design and modification of an existing building suitable for electrical, mechanical and other physical needs associated with a dynamometer test stand. To join the Webinar, [REGISTRATION](#) is required in advance. Participants will be provided with the Webinar URL and conference call-in number once registration is complete.

## Don't miss out on another issue!

Many of our subscribers forward this newsletter to co-workers and associates. If you are not a subscriber, but would like to continue receiving this free newsletter each week, please click [HERE](#) to subscribe.

## All 50 states have own recovery Web sites

All 50 of the states and the District of Columbia now have their own "recovery" sites where citizens can track where ARRA dollars are being spent in their respective states. The states are charged with ensuring accountability and transparency in how the funds are spent and their Web sites show the projects being funded and the amount of ARRA funds allocated. For links to each of the state and District of Columbia recovery Web sites, [HERE](#).

## The American Recovery and Reinvestment Act

The American Recovery and Reinvestment Act is an unprecedented infusion of \$787 billion into a flailing United States economy. The ARRA is designed to create or save millions of jobs and to address pressing needs throughout the country, from education to infrastructure. To view the bill as passed by the U.S. House and Senate and signed by President Barack Obama, [HERE](#).

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