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EXECUTIVE SUMMARY

19 March 2008

(U) Society of American Military Engineers - Baltimore (U) (MCMR-SD).

The USAMRMC OSBP Associate Director and Deputy Associate Director were invited to participate in the US Army Corps of Engineers, Baltimore District Society of American Military Engineers conference. A presentation was provided to the audience entitled "Marketing Your Products, Services or Business Solutions to Program Managers and Procurement Officials." This presentation reinforced fundamental marketing issues that are critical in doing business with the US Army.

This particular conference was attended by over 250 engineers, many that are either prospective or current contractors seeking to establish strategic business relationships with the USAMRMC and Fort Detrick community.

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