

Upcoming Webinar with "Go-To-Guy" Timberlake

"Find Needs, Not Opportunities." Strategy to Business Development: Jumping to the Front of the Line Webinar

February 24, 2026, 10:00 am - 11:30 am

Most companies in federal contracting neglect a key competitive differentiator: talking to Customers, not just Buyers. Everyone joins the hunt when RFIs, RFPs, or RFQs drop. The trick is knowing about the Customers, their objectives, and their current and future needs before those requirements reach the contracting office.

Based on 40 years of practitioner-developed principles, this session shows what information develops leads, when business development happens, and how market research positions you ahead of competitors and opportunities. That's jumping to the front of the line.

About Our Speaker

"Go-To-Guy" Timberlake is the face and voice of The American Small Business Coalition (The ASBC) and is focused on creating and facilitating programs like Ethical Stalking for Government Contractors®, which has helped and continues to help companies thrive in federal contracting by changing their mindsets and rewriting their scripts.

Register by February 23, 2026: <https://cupgaco.ecenterdirect.com/events/932>. For more information contact Dr. Pricilla Robertson at robertson@pennwest.edu or 724-938-5881.

