

# Local ad firm awarded GSA BPA with up to \$25 million value

Gallagher & Gallagher Inc. announced that it and another team member successfully won a U.S. General Services Administration (GSA) contract.

The Blanket Purchase Agreement (BPA) contract the company shares has a total value of up to \$25 million over a five-year period.

Under this BPA, task orders can be issued where Gallagher & Gallagher Inc. will assist GSA in performing event planning, public outreach, training, public relations and plan developments.

The BPA is accessible to all GSA business lines.

In the past few months, Gallagher & Gallagher Inc. has successfully rolled out: the GSA FAS Launch Celebration, the GSA Conference & Celebration for VETS GWAC, and the GSA SmartPay 2 Kickoff Conference.

Gallagher & Gallagher Inc. has completed each of the projects assigned on time, on or under budget and with positive results. The firm is also presently performing work on a GSA public outreach task order.

Gallagher & Gallagher Inc. has been on the GSA schedule since 1999, and was among the first of 20 firms in the nation to be awarded the GSA AIMS



*In her own words...*

## *Daisy Gallagher on 'How I did it.'*

*'Never, never give up.'*

Local ad and marketing professional, Daisy Gallagher just won a \$25

million contract with the federal government. Many small businesses try for years to crack this sometimes confusing market. The *Business Journal* asked Gallagher for the secret to her success.

Here's what she said:

I believe it has been continuous persistence. It is not an easy road, neither is 17 years of longevity in business, especially for a woman in one of the most competitive industries led by men and in a rural town.

I have been consistently marketing to the government arena for close to 15 years, building up our past performance. I have personally attended government workshops, seminars, expos and taken advice from PTAC (the Procurement Technical Assistance Center at the NEPA Alliance), SBA (Small Business Administration), SCORE (Service Corps of Retired Executives), GSA (General Services Administration) and others along the way. I have listened to them.

I am consistently educating myself and never stop learning. I have attended Harvard Business School to keep abreast and ahead of my industry trends. I am currently enrolled in Villanova's masters' program for project management in IT/IS because the government has this high on its radar screen when seeking to

award proposals. This is in addition to my own

long history of education and experience.

I have been on the road commuting back and forth to D.C. for many years. As many contracts as we have won, we probably have lost. We did it the hard way — we didn't have grants or funding for procurement and we were a small business.

No one gave us \$1 million and said, "OK. Here. Put this toward equipment, resources and economic development."

As a woman in business it has been even more difficult to travel the road less traveled upon. I put in my own resources for a long period of time until I finally was able to receive an SBA line of credit. It was extremely frustrating when businesses that were not even in my area were being handed grants and loans from my area's economic arm, yet we were here longer and with a history of success.

It is very easy to become frustrated and to give up when you fail and failure can only lead to two things: You stop or you learn.

When you move forward, you then become more determined to succeed. It is costly and disheartening when challenges arise in business, make no mistake about it — and many have been there. This is especially true when you are in the minority, however, it is more costly if you give up on your dreams and not follow through and perhaps set an example or make the path easier for others along the way.

I believe Winston Churchill said it best, "Never, never, give up!" ■

(Advertising Integrated Marketing Services) schedule.

"After 17 years in business and more than a decade in government contracting arena, we cannot put into words the excitement and the gratitude we feel to be given this opportunity to perform at this level," said Daisy Gallagher, CEO/founder of Gallagher & Gallagher Inc. "It is truly an example of what government contracting can mean in the growth of small business and economic development."

"There are many dedicated and talented people at GSA," said Gallagher, "We are delighted to work alongside them on initiatives."

The company has been successfully performing government contracting for various federal agencies for more than a decade. "We are especially proud to be working with an agency that took into consideration our longevity and past performance as a contractor on many initiatives over the years, including our past performance with GSA as a consideration for this award," Gallagher said.

The firm has offices in Washington, D.C., Stroudsburg, Scranton and New York City. ■