

STRELMARK

BUSINESS DEVELOPMENT CONSULTANTS

Perfect for corporate or association events, attendees of Hilary's Business Golf keynote presentations learn how to increase business through her unique approach to building strategic relationships on the golf course. While highly inspirational and motivational, her sessions are both tactical and practical. She is consistently ranked the top speaker at national events.

CNNMoney.com
FORTUNE

Business Golf Statistics

92% say golfing is a good way to make new business contacts.

More than 50% of executives say golf is the most valuable activity to get to know business associates and clients well, beating out a business lunch or dinner, an overnight business trip, a night out drinking and a resort meeting.

45% believe playing golf makes clients more likely to give you business.

59% say the way a person plays golf is very similar to the way he or she conducts business.

"Business golfers do not play like the pros; they are business executives first and foremost. Advancing their careers and growing their business comes first; business golf is a great means to that end. But importantly, not the other way around like the golf industry."

Hilary Fordwich

"Executives and professionals who aren't golfing are giving up a hugely powerful career advancing tool," says Hilary Fordwich, President of Strelmark. Applying her unique combination of business development expertise and golf experience to deliver a session providing inspiration and guidance for executives on how to gain and retain clients via Business Golf.

Fordwich, the former head of business development at KPMG and other global firms, knows first-hand the importance golf is in growing business careers. For executives, and those on the ladder moving up, golf is a valuable and usually under-leveraged asset. For business-owners and leaders, likewise, business golf is key to winning new contracts and clients.

Fordwich is the Former Host of *Government Contracting Weekly* on CBS's local affiliate, W*USA TV-9. She has been featured on PGA Sunday, lectured on *Golf for Business and Life*, a PGA-sponsored program at the University of Maryland Graduate Business School and is an avid golfer.

She has been a regular commentator on ABC NewsChannel 8's "Capital Golf Weekly" and *The Washington Post's* "MetroTalk." She competed in the 2003, 2004 and 2005 US Women's Southern Amateur and has won three Club Championships. She currently rates golf courses for *GolfWeek Magazine*.



Hilary Fordwich & Jack Nicklaus, post President's Cup interview for Hilary's On Course on ABC's Capital Golf Weekly on WJLA

Business Golf 101 (Audience= New or novice golfers)

- How to Leverage Golf to Gain and Retain Clients
- How to Balance Golf and Family Life
- "Playing" Career Advantages with Golf
- How to Host and When to Play in Tournaments

"I have worked in the golf business for 13 years as a PGA Golf Professional, most recently overseeing all levels of the business and all facets of golf as First Assistant Golf Professional with Congressional Country Club and current Head Golf Professional with Rehoboth Beach Country Club. Over the years I have attended many seminars pertaining to the game and business of golf, but I never envisioned the relationship between the business world and the golf world and how they interface. Hilary invited me to attend one of her seminars pertaining to Business Golf. I thought the concept was intriguing, wanting to learn more. Hilary's Business Golf session was exceptionally interesting and informative. It was not long into her presentation that it became obvious, she is not only a very accomplished amateur golfer, but is also very successful in the business world. She used her expertise and experience to relate her information to her audience. She captivated every member of the audience. I have to admit part way through her presentation, I found myself taking notes on her talk. Working for so many years in the golf business, I thought I had heard everything about golf, but her presentation was new, refreshing and very informative. She opened up new horizons. She was also recently a panelist at a PGA Sponsored event and was far and away the best they offered."

--- Charlie Schuyler, PGA, Head Golf Professional, Rehoboth Beach Country Club



"Many years ago I heard Hilary's 'Business Golf' presentation. It was not only exceptionally good with excellent insights and tangible suggestions for how to leverage golf to further business but it was memorable and so powerful that it was the catalyst for me, as a non-golfer at that time, to enter the golf industry. If it wasn't for hearing Hilary I wouldn't be where I am today. Additionally she inspired me to get my young daughter into golf, she is now playing on her college team as a result." --- Susan Smith Feaster, Chief Executive Officer, Ryder Cup France, US Partners



Business Leaders on Hilary Fordwich

"Hilary's Business Golf presentation was not only insightful and informed, it was enjoyable. She readily offers her golf and business leadership experience with enough brevity to keep everyone's attention."

Hilary recognized that her audience would be diverse, and thus challenging to a speaker, but managed to hold the group's attention and inspire an array of conference attendees. I hope to have her share her expertise further."

William Mundy, Senior Vice President, Cardinal Bank

"Our business is dedicated to individual sales service. We chose Hilary because we realized the importance of mixing business and golf and doing it correctly. Hilary provided the tool of a golf setting having revenue for clients while still having fun. Hilary's seminar was beneficial because it resonated golf at all levels, the novice golfer, intermediate and the seasoned golfer. She hit on all levels — everyone felt they got something out of her presentation, especially as it pertains to business and golf. I recommend Hilary to any association. Her presentation was dynamic and left everyone energized."

Bryan Lambert, President, United Sales Professionals of America

Hilary Fordwich Bio

A proven global business development leader with a career spanning more than 30 years and expertise that includes building practices, client firms and her own successful consulting firm.

Combining her media and BD background, Hilary's keynotes are perfect for corporate or association events where attendees learn how to increase business through her unique approach to building strategic relationships. While highly inspirational and motivational, her sessions are both tactical and practical.

Hilary Hosted *Government Contracting Weekly* on W*USA--- TV9, the Washington DC affiliate of CBS. She is currently Contributor to, *The 19th Hole* Golf Radio Show for CBS Radio WJFK 106.7, a National Golf Course Rater for *GolfWeek*.

Hilary served as head of global business development for international accounting and consulting firm KPMG where she worked for over a decade in a number of the firm's offices including Manhattan, Long Island, and Washington as well as overseas in Amsterdam.

Stateside, she has held other high---level positions at leading firms including Beers & Cutler, PLC (the largest DC regional accounting firm)

where she directed marketing and technology provider James Martin & Company (now Headstrong) as Vice President of Global Marketing and a member of the firm's Executive Board. Hilary has also served as Managing Director at Qorvis Communications, LLC, a full service PR, IR, and Public Affairs firm.

In addition to speaking and working with Fortune 1000 professional service firms Hilary has presented at leadership, trade, and professional conferences for multiple organizations. Her extensive keynotes include The World Congress, (NCMA), the US Chamber of Commerce, United Professional Sales Association, Women in Technology (WIT), the American Marketing Association, National Press Foundation, the PGA Merchandise Show, the Information Technology Services Marketing Association, Greater Washington Board of Trade, Commercial Real Estate Women (CREW), Microsoft's Annual Marketers Conference, the Legal Marketing Association, and the Society for Marketing Professional Services, among others.

A 9---handicap golfer who competed in the US Women's Southern Amateur and has won 3 Club Championships, Hilary was a business and golf expert on ABC's *Capital Golf Weekly* as a regular commentator of "*Hilary's On Course*" as well as *Golfing with Hilary*" on Washington Post Radio's Metro Talk, 107.7FM. She also lectured and helped design the curriculum for the University of Maryland's "*Golf for Business and Life*" program, a PGA sponsored 3---credit course offered to graduate business students.

Hilary has written a monthly expert opinion column on business development for the *Washington Business Journal*. Her advice has been featured in the *Washington Post*, *The New York Times*, *CNN Fortune*, *Chicago Tribute*, *NPR's Marketplace*, *USA Network*, *CBS Market--- Watch*, *Legal Times*, *AOL Sports*, *The Wall Street Journal*, *CareerBuilder.com*, and many other national and regional media outlets.

Hilary services on the boards of The First Tee, Easter Seals and Junior Achievement and holds many leadership positions with a number of organizations including, the Northern Virginia Technology Council (NVTC), the Leukemia Foundation, American Air Museum in Britain, the March of Dimes, the British American Business Association (BABA), and the Special Olympics.

Born in England, she became a US citizen in 1982 and graduated Magna Cum Laude from UVA at Mary Washington College. She resides with her three children in the Washington, DC area.



Future of Business Golf Data & Business Golf Case Study

High net worth professional business women constitute a huge opportunity for the growth of golf via Business Golf as a way for these HNWI to further their professional careers. These women, heretofore, are not necessarily either interested in golf or recognize its power. Female pros aren't in a position to make the "business pitch" to business women since the message needs to come from a successful female executive who has a proven business track record complete with the leveraging of Business Golf. Sponsoring Hilary's Business Golf Speaking Tour is the opportunity to own this vast and growing market segment.

Not only do women constitute the majority of all professionals for the future, the current business golf demographic is decreasing.

Key Facts for Growth

Women make up 53% of all entry-level professional employees in the largest US industrial corporations*

Women comprise 61% of all accountants and auditors in the US*

*McKinsey Research

Business Golf Speaking Tour for Professional Women

The perfect pitch for golf products, and those associated with the golf industry, is from a highly successful female business development executive consultant and professional speaker. Hilary Fordwich has extensive business credibility for professional service firms* such as those in law, accounting, consulting IT, engineering and architecture and is also an avid and successful golfer. As you will see from her bio, she headed global business development for KPMG, founded her own successful consulting firm 12 years ago, has had a TV show (ABC) & radio show (Washington Post radio) on Business Golf and currently is a Contributing Editor on *The 19th Hole Golf Radio Show at CBS Radio WJFK 106.7 The Fan*.

Positioning

Hilary delivers a powerful series targeted to HNWI female executive groups providing convincing content as to *why*, and then *how* to leverage golf for business.

Non-golfers do not see, nor are even exposed to, all the many business & personal reasons Hilary identifies as reasons to pursue golf. Every professional service firm has a women's initiative and all professional associations have women's divisions. Females are being recruited above and beyond 50%* in all professional fields to major professional service firms. Females are being recruited above and beyond 50% in all professional fields to major professional service firms. Statistically females will be making decisions regarding discretionary and business development dollars, whether to or not leverage golf.

Case Study

Commercial Real Estate Women (CREW) Washington, DC Chapter recognized that their male counterparts were leveraging golf for business so they decided to...

- 1st year – CREW aimed to hold a golf tournament but so few women signed up (5), it was canceled.
- 2nd year – CREW tried to hold a golf clinic. However, so few women signed up (11), it was canceled.
- 3rd year – CREW retained Hilary to speak at their regularly scheduled luncheon meeting.

RESULTS: Out of 135 attendees 85 signed up for a clinic. Every one of the 85 needed golf equipment and golf apparel. Testimonials: <http://www.strelmark.com/tag/business-golf-2/>



Sponsorship & ROI

HNWI women who start golfing purchase new golf products, equipment and clothing. Just as in sponsoring golf professionals, it makes sound sense to sponsor a professional speaker series targeted at high net worth business women to convince them to enter the golf market to grow their careers or businesses.

Sponsorship Opportunity Series Sponsor

Includes

*5 Speaking Engagements with an estimated
1000 potential purchasers of golf equipment
and products*

Sample of Benefits

*Representative making introductory remarks
at event*

*Representatives attending event to
meet & sell to attendees*

*Advertising in brochures or programs
for the speaking engagements*

Logos on invitations & emails

Logo on all pre-event mailings

Logo on Press Kits

Logo on websites promoting event

Seating for Sponsor's VIPs at all events

Signage at all events

Visit our website for more details
<http://www.strelmark.com>

Facts

Attendees at Hilary Fordwich's speaking engagements:

- High Net Worth Individuals (HNWI)
- Female executives interested in the game of golf, ready to purchase golf equipment, clothes etc.
- Females approx. 25-55 years of age
- Female business professionals

Number of speaking engagements Hilary Fordwich delivers each year?

- She speaks at to executive audiences see list:
<http://bit.ly/events-speaker>

How many attendees at each speaking engagement?

- Average 100 - 250 attendees per engagement

Speaking engagement duration?

- 85% of Hilary's engagements are formal settings in conference or meeting room settings.
- 15% of Hilary's engagements are on the golf course itself.
- The length of Hilary's speeches range from 1 or 2 hours or on course/tournament events.