

You're On:

THE PULSE: *Tell us a little about your background and how CMT Services, Inc. came into existence:*

Annette Johnson: My career began as a Management Analyst at Computer Sciences Corporation developing resource management plans, operational and financial reports, and representing several departments as their National Flood Insurance Program (NFIP) Liaison with the Federal Emergency Management Agency (FEMA). At this point it was obvious to me that I had developed a true passion for pricing. So, this experience provided a foundation for me and ultimately led me to a position of Director of Pricing for OAO Corporation and eventually the Director of Pricing for Lockheed Martin.

As long as I can remember, I've had the desire to build and lead my own business. So one day, I decided to not just think about it, but develop a business plan and model to make it happen; except I did not have a company name – not a clue. Well, I didn't let that stop me. So, I made an appointment with Armond of Farrar & Associates, who provided support to small businesses in tax preparation and other business services – what better place to start. To make a long story short, after discussing what type of business structure—C versus S Corp, LLC, etc.—Armond asked for the name of the company and I didn't have an answer.



ANNETTE JOHNSON, **President & CEO, CMT Services, Inc.**

**Cost Proposal Development, Contracts & Acquisition,
Training, Staffing, Information Technology, and Construction Management**

So, we started brainstorming –nothing was appealing. Armond finally asked, “Annette, what are the services you want to offer?” He wrote the services down on paper as I called them out; he circled the first letter of each service and behold I had the name for the company CMT Services, Inc. While CMT is not an acronym, the name was selected by the services it offers: Consulting, Management, Technology. We have since (expanded to) add services to include Finance, Training and Construction.

THE PULSE: *What is the biggest challenge you face as woman business owner?*

Annette Johnson: All businesses and business owners face unique challenges but as a woman business owner specializing in cost proposal development, my challenge is ensuring CMT is recognized as a solution-based service provider in other industries, such as information technology.

THE PULSE: *What's your view on how entrepreneurs can use social media to help grow their business?*

Annette Johnson: Social media is affordable and takes less time to reach customers – it puts you in touch with the world by creating a two-way communication channel. This channel of communication allows you to understand where your brand, product, and competition are standing in today's market. As business owners, we need to know what is happening and the only way to figure that out is to listen. As entrepreneurs, we need to understand the critical nature of having a presence on some social media platform.

Social Media helps build new relationships and networks. It strengthens existing relationships and serves as an extension to marketing strategies. It offers unique and compelling opportunities to expand your company's footprint, and it is a dynamic tool to help build your company's brand.

THE PULSE: *What is something most small business owners would be surprised to learn about CMT Services, Inc.?*

Annette Johnson: While our client base includes several contracts with a global reach, over 90% of CMT's employees are residents of Prince George's County; and during the 2012 County election, CMT staffed 140 pollsters in three days, all with County residents.

THE PULSE: *Tell us about a current project CMT Services, Inc. is working on.*

Annette Johnson: CMT is currently working on a County-wide project, the Business Development Reserve Program (BDRP). BDRP is a pilot program established for local small businesses to gain knowledge and skills to effectively compete for County opportunities. It is a two year program

designed to provide instructional training and workshops to 50 local small businesses covering five major industries: Construction, Health, Information Technology, Non-Professional Services, and Professional Services

The program's objective is to enhance the expertise of County-based businesses thereby expanding and stimulating the tax base; and, increasing the number of viable employment opportunities for Prince George's County residents.

THE PULSE: *What is something most people don't know about you?*

Annette Johnson: I mentor small woman-owned companies in best business practices. In addition, I provide mentorship to young adults entering the business market in gaining business acumen. I'm passionate about and committed to giving back.

PRINCE GEORGE'S COUNTY Council's Corner:

Congratulations to Councilmember **MEL FRANKLIN** (District 9) for being elected the new Prince George's County Council Chair and to Councilmember **WILL CAMPOS** (District 2) for being elected Vice Chair.



Council Chair Mel Franklin



Council Vice Chair Will Campos