

*Kirsten Fedewa & Associates*

For Immediate Release: Thursday, July 23, 2009  
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**MARK SCHROEDER OF TUNNELL GOVERNMENT SERVICES TO BE  
FEATURED SPEAKER AT 'BUSINESS OF POLITICS' CONFERENCE  
ON THURS., JULY 23, 2009**

SILVER SPRING, MD – Mark R. Schroeder, Sr. Vice President of Tunnell Government Services Inc., a subsidiary of Tunnell Consulting, will be a featured speaker at the 'Business of Politics' Summit sponsored by the prominent Campaigns and Elections's *Politics* Magazine in Washington, D.C, on Thursday, July 23, 2009.

"This is not your typical Campaigns & Elections seminar," said Jordan Lieberman, publisher of *Politics* Magazine. "As a whole, our industry has a serious need for more top-tier experts like Mr. Schroeder. His participation is an important step toward supporting and growing our community."

Schroeder is among a handful of successful industry leaders – including the best marketing executives, industry veterans, PhD's and attorneys – who were chosen to present their views on major developments in the industry, said Lieberman.

Schroeder, who leads Tunnell's efforts to bring highly successful organizational improvement consulting techniques into the federal government, will make his remarks at approximately 9:15 a.m. ET.

Schroeder will share his insights on how businesses can keep pace with the rapidly changing marketplace and find ways to grow and transform themselves to succeed in an uncertain economy.

"I'm looking forward to discussing how our accelerated transformation practice can help businesses and government organizations – of all sizes – with a multi-step process to improve mission results," said Schroeder.

Schroeder said Tunnell Consulting delivers a dramatic team-based approach to client projects, integrating some 45 years of expert knowledge to design and implement the right solutions. "Our Transformation Practice area is geared to help the senior government leader and others dramatically improve operational excellence and results," he said.

Schroeder also leads the transformation practice that draws upon his 20 years of large scale organizational change experience. He has been a practice leader for Accelerated Corporate Transformation at Price Waterhouse Coopers LLC. The chief change executive at several [Fortune](#) 100 companies and he has taught organizational

development and leadership development at three major universities. He specializes in a broad spectrum of change strategies' including Accelerated Government Transformation (AGT), organizational redesign, mergers and acquisitions, process reengineering, and performance measurement

Founded in 1962, Tunnell Consulting is a consulting firm that serves many of the world's leading life sciences professional services firms, and, since 1994, has also supported the U. S. government on critical projects and strategic initiatives, often in areas of urgent public concern.

In view of the new challenges to government presented by both the new administration and the national crisis the country now faces, Schroeder said Tunnell has decided to expand its organizational transformation services to government agencies as well.

“While there are substantial differences between government and commercial organizations, many of the same principles apply. We believe that we can contribute to the success of government in meeting the challenges of the 21st century, and we want to do our part,” said Schroeder.

The invitation-only Business of Politics Summit will be held on July 23, 2009 at the offices of Penn, Schoen & Berland Associate's corporate office in Washington, D.C.

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