

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.

CNN Money.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 of golf 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, she Hosted *Government Contracting Weekly*, prior to the Sunday morning Power Block on W*USA- TV9, the Washington DC affiliate of CBS. She is currently a National Golf Course Rater for *GolfWeek*.

Hilary's top ranked 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 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 served as James Martin & Co.'s (now Headstrong) Vice President of Global Marketing and was a member of the firm's Executive Board. She has held other executive positions at leading firms including Beers & Cutler, PLC (the largest DC regional accounting firm) and 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), US Chamber of Commerce, United Professional Sales Association, American Marketing Association, National Press Foundation, PGA Merchandise Show, Information Technology Services Marketing Association, Society for Marketing Professional Services, Greater Washington Board of Trade, Microsoft's Annual Marketers Conference, Legal Marketing Association, Commercial Real Estate Women (CREW), and Women in Technology (WIT), among others.

Hilary has competed in the US Women's Southern Amateur and has won 3 Club Championships. She 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* and Smart CEO. 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 serves 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), American Air Museum in Britain, the March of Dimes and the British American Business Association (BABA).

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.



Hilary speaking at a national event.