

The *DAI* Advisor

Learn. Transform. Achieve.



January 2012 - Issue 21



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DAI had a successful first year in our newly formed relationship with The Campagna Center. We had volunteers helping out in numerous ways, from events held at the Campagna Center to the annual golf outing and Scottish Christmas Walk to providing IT support. We also raised significant funds for the Campagna Center through our internal *Jeans for Beans* program.

This is an important partnership for DAI, not only because it allows us the chance to support such a great cause—providing assistance to the families and friends of such a wonderful organization in our own Alexandria community—but to do so as a team. Lissah Michalski, who chairs the DAI corporate responsibility committee, said “I am proud of what DAI has done as part of this program and I hope to surpass our funds raised in 2011 and drive more volunteerism in 2012.”



President's Corner

Welcome to the January edition and Happy New Year! This month, *The Suit Magazine* has an article featuring DAI! Some excerpts and a link to the full online edition can be found below. Building on our successful partnership with The Campagna Center in 2011, we will continue our support in 2012 and are developing exciting team volunteer opportunities we can support. The VA for Vets Career Fair and Expo in Washington, DC has been announced and is sure to be an outstanding Veteran outreach event. DAI team members will be on hand helping out with the day-long expo. Thank you for supporting the DAI Advisor, and remember, past editions can always be accessed via the home page of our website.



Dr. Sherilyne Dougherty
President & CEO

DAI CEO Interviewed in The Suit Magazine

DAI President and CEO, Dr. Sherilyne Dougherty, was interviewed for the January edition of *The Suit Magazine*, a New York-based publication focusing on business leadership. The article, entitled “Making the Most of Talent,” explores Dr. Dougherty’s approach to attracting and keeping top-tier employees and creating a work environment that fosters productivity, creativity and teamwork.


In the article, Dr. Dougherty suggests that employees thrive when they have a sense of ownership, and this sense is achieved by ensuring employees feel valued for their talents and contributions. “We value and reward hard work and commitment, while remaining flexible to accommodate individual circumstances and professional development desires,” she says.

Dr. Dougherty also offers advice based on her own experience growing a successful and financially sound business. Quality work is the foundation for growth. “While you may start with smaller contracts,” she says, “if you consistently perform and build trust, the small contracts evolve into larger ones.” Dr. Dougherty also discusses debt management. “We’ve managed the business over the years to be financially sound while very profitable,” she says. “We established a strong line of credit but have used it minimally. It’s simple - don’t spend what you don’t have.” Read the full article in *The Suit Magazine*’s online edition, located on their website at: www.thesuitmagazine.com.

BY WENDY CONNICK

Making the Most of TALENT

THE EXPERTS AT DAI KNOW HOW TO ENHANCE PRODUCTIVITY, EVEN WHEN BUDGETS ARE TIGHT.



The key to attracting and keeping top-tier employees is creating a top-tier working environment. Creating a supportive atmosphere can do more to make a star employee happy than a VIP parking space or even a fat bonus. And it's about more than just retaining talent; it takes work to streamline communication within a company so that the most productive ideas can flourish, and teams can work together smoothly to achieve their goals.

Dr. Sherilyne Dougherty knows this better than anyone. She's the president and founder of Dougherty & Associates (DAI), a consultancy providing services in the areas of communication, human capital and learning solutions.

Dougherty's successful small business has at its foundation a culture that fosters a sense of ownership among employees by ensuring they feel valued for their talents and contributions. “We value and reward hard work and commitment, while remaining flexible to accommodate individual circumstances and development desires,” she said. “I’ve had people tell me, ‘You don’t even know what you’ve created. This is a wonderful work environment with good pay, great benefits and interesting contracts. And you treat your people well.’ That’s the environment I want to create. Treat people like you want to be treated and you have an inspired, productive team.”

Dougherty's management approach

is working well for DAI, and the company was named one of Inc. Magazine's 5,000 fastest-growing businesses in 2010 and 2011. “The company's really grown,” she said. “We've tripled in size in the last three years, and have really begun to achieve some name recognition. We've got stability and a very strong infrastructure to support growth. And we are still growing: a 20 to 30 percent revenue growth is my goal.”

There are a number of reasons DAI is so stable. Because the company works mainly on government contracts, it hasn't been as negatively affected by the recession as many other small companies. Dougherty has also been careful to avoid one of the major pitfalls of small business ownership: overextending the business over the years to be financially sound while very profitable. We established a strong line of credit but have used it minimally. It's simple - don't spend what you don't have.”

Dougherty's advice for small businesses is to take advantage of the benefits of being a small company, instead of trying to compete with larger firms - develop relationships and team with clients while building your qualifications. “It's all about delivering quality work. Because we're small, we can't compete with the large firms. But we can certainly deliver high-quality services and ensure we never let anything slip through the cracks that's not up to our standards of quality,” she said. “So, while you may start with smaller contracts, if you consistently perform and build trust, the small contracts evolve into larger ones.”



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DAI Event Schedule Includes Benefits/Fundraisers

DAI team members have busy event schedules coming up in the next few months. While these include conferences and networking events, a number of them are poignant benefits/fundraisers for great causes. The first is Operation Jump-Start, a charity event to help the soldiers of Operation Iraqi Freedom and Operation Enduring Freedom transition to civilian careers. Donations of quality suits, gift cards and cash are collected and given to these soldiers who have given so much to us. The event will be held on January 25, 2012 at the Army Navy Club in Arlington, VA.

The second event is a BeethovenFound concert event to be held at The John F. Kennedy Center for the Performing Arts on January 27, 2012. This event, part of the organization's Feed the Hungry program, is a benefit for "Project Blessing," which supports the Lincoln Heights community of Washington, D.C. with food and clothing. BeethovenFound was created to utilize major symphony orchestras to help support people in need by organizing concerts to raise funds, provide entertainment, culture, and classical music education in a fun environment.

VA to Host Veteran Career Fair and Expo

The Department of Veterans Affairs (VA) will host a major Veteran-focused career fair and exposition to provide job opportunities, employment services and information on benefits available to Veterans. The Veteran Career Fair and Expo will take place on Wednesday, January 18, 2012, at the Walter E. Washington Convention Center, 801 Mount Vernon Place, NW, from 8:00 a.m. to 7:00 p.m.

Federal agencies, public and private sector organizations will be on hand to interview Veterans for over 600 job openings and extend tentative job offers. Veterans will be able to attend training on building resumes and interviewing and learn about small business opportunities. In addition, VA will be showcasing its VA for Vets program, which provides the most advanced online "high-tech" and "high touch" approach to recruiting, hiring, retaining, and reintegrating Veterans into civilian careers.

VA for Vets also connects Veterans and Military Service Members working at VA with coaches who provide career guidance and reintegration support. To learn more about this program, visit www.VAforVets.VA.gov.



Serco, Inc. and its partners, including *DAI*, have supported the implementation of VA for Vets and provides ongoing execution services for the initiative by providing program management, IT support, website management, career center, coaching, call center, help desk, training and communications support. Read the full news release in the News section of our website at www.dai-solutions.com.

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