



## GovMark COUNCIL

*Building Government IT Marketing Community*

### FOR IMMEDIATE RELEASE

**Contact:**

Lauren Fischer  
GovMark Council  
703-883-9000 ext. 110  
lfischer@govmarkcouncil.org

**Fifth Annual GovMarks Awards: DLT Solutions Honored with Best Overall Campaign**  
*General Dynamics Information Technology, Lexmark International, and Oklahoma Interactive*  
*Win GovMark Awards for Excellence in IT Government Marketing*

**Alexandria, Virginia, July 13, 2010** - [GovMark Council](#), a not-for-profit forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology and Telecommunications (IT&T) market, today announced the winners of the GovMarks Awards, an annual program which honors the industry's best marketing campaigns.

The GovMark Council presented six awards, three of which recognize programs focused on reaching Department of Defense, Federal Civilian, and state and local government IT decision makers. In addition, GovMark Council recognized the "Best Creative Marketing Program," for creative excellence, the "Best Partner Marketing Program," a new award for outstanding partner programs, and the "Best Overall Marketing Program". A panel of eight independent judges from both the public- and private-sector ranked the nominations.

Award winners are as follows:

**Best Overall Marketing Program**

- DLT Solutions – "Red Hat 'Federal IT on a Budget' Program"

**Best Department of Defense (DoD) Marketing Program**

- General Dynamics Information Technology – "Editorial Roundtables: Enabling Dialogue with Key Customers"

**Best Federal Civilian Marketing Program**

- Lexmark Government Solutions – "Government Printing Report"

**Best State & Local Government Marketing Program**

- Oklahoma Interactive – OK.gov's "Next Time, Pay Online: PayOnline.OK.gov"

**Best Creative Marketing Program**

- Oklahoma Interactive – OK.gov’s “Go Green Oklahoma Campaign and eRecycle Event at the State Capitol”

**Best Partner Marketing Program**

- DLT Solutions – “Red Hat ‘Federal IT on a Budget’ Program”

“We are excited to be honored with GovMark’s Best Partner Marketing and Best Overall awards in this year’s program,” said Christine Schaefer, DLT Solutions vice president, marketing. “By working with Red Hat, MeriTalk, and a collection of other partners, we were able to execute a program that delivered real value to Federal IT decision makers. Our partners provided a critical ingredient in making the ‘Federal IT on a Budget’ Program a success. I’d like to thank this year’s judges, and the Council, for bringing us together to share best practices and honor cutting-edge campaigns.”

“Difficult times bring out exceptional creativity,” said Stephen W.T. O’Keeffe, GovMark Council executive director. “Working with ever-tighter budgets, tech marketers are challenged to differentiate their offerings, and critically, to deliver tangible leads. This year, we received more nominations from both government and industry than in any year in the past. The GovMark Council applauds the 2010 GovMarks winners.”

**About the GovMark Council**

The GovMark Council is a forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology (IT) market. The GovMark Council provides members with quarterly educational programs, proprietary research reports, and opportunities to interact with other senior-level industry IT marketing professionals. Visit the GovMark Council online at [www.govmarkcouncil.com](http://www.govmarkcouncil.com).