

Government Contractor Staffing and Training helping prepare our Military and their Family Members for life in Foreign Countries



Carmen L. Goddin
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Interview conducted by:
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“Palmetto Partners stands out because we are here providing a great service for our country. In order for us to keep strong as a nation we look to do the very best to provide the best people and the best training atmosphere. We do this so that everyone who goes through a training course or activity are well versed and have all of the information they need to succeed at their mission.”- Carmen L. Goddin

CEOCFO: Ms. Goddin, what was the vision when you founded Palmetto Partners and where are you today?

Ms. Goddin: I have always been a patriot. I love my country. My first job was as an intern on the Hill. I have always had so much respect for our military and those government agents who put their lives on the line for our country.

I started my company in 2005, after working with many Special Forces operators and other government agency veterans. I had found a niche in the side of this business where I was an active participant in the training of these operators. I really wanted to do something to help other people to get their foot in the door with these types of positions. I had made a great many contacts through the different agencies in the D.C. area. And then people just started calling me for help in filling positions.

I was subsequently asked to be a subcontractor on a military contract with the Army back in 2010. They won the contract. I have been a subcontractor for them the past five years and things have been going very well. We just won the renewal this September.

I also work with other agencies in the D.C. area but right now the military is my biggest client.

CEOCFO: There a variety of services you provide in addition to recruiting. Are there some areas you work in more than others or types of projects you would prefer given a choice?

Ms. Goddin: Training is really the main objective of Palmetto Partners. Our main contract with the military is recruiting for role players for the military and their training. But we have been expanding provide training direct to military, government agencies and law enforcement.

CEOCFO: Is it easier for the government to outsource the training, rather than to develop a program in-house? Why is Palmetto Partners a contractor of choice?

Ms. Goddin: Working through the Small Business Administration, there is a percentage of small businesses that have to be included in some of these big contracts, so they can meet their small business requirements. Me being an economically disadvantaged small woman owned business puts me in a different category, so that I can be included in some of the best positions that are out there. I pride myself in hiring many of our veterans that are coming back from overseas that are retired, so they can utilize their skills and feel like they are a part of the community. We are also helping them learn new skills, and ways to help protect our nation.

CEOCFO: Do you find it helpful to be a woman in this marketplace or still a hindrance?

Ms. Goddin: I do not feel like it is a hindrance. I have been welcomed in all different aspects. Some people will say this is a boy's club, but I have been welcomed with open arms. Big contracts are also looking to help women in this area. There are more-and-more women owned businesses in the D.C. area than I have seen even in the past five years.

CEOCFO: You mentioned military and ex-military, but what else do you look for in your people?

Ms. Goddin: My motto for my company has been, "Integrity, trust and loyalty". I also look for hard working people, but people that I can trust and depend on.

Dependability in this business is key, because the government can change something at the drop of a dime, and you must be ready to go. Whether they cancel something or reschedule, you must be ready to go, so flexibility is important.

CEOCFO: Do you have access to the classified e material that you need to do the most effective job?

Ms. Goddin: I receive all the information I need. Working with the government and with the military, everybody is very precise. They know exactly what they want and they execute pretty much right on task.

CEOCFO: What surprised you as the business has grown, evolved and been so successful?

Ms. Goddin: There have been other opportunities and other doors that I have opened. Along with my company, I started a small non-profit where I am flying flags over the US Capitol in memory of our military service men and women. I donate them to different veteran organizations. I have just started giving a flag to every Army Special Forces team that comes home from an overseas deployment. I stated with the entire 3rd Bn of 3rd Special Forces Group at Fort Bragg.

CEOCFO: How do you decide what projects to pursue?

Ms. Goddin: It is pretty much project-by-project, but I am very open to looking at everything that comes across my desk. I do want to get further involved with the Marine Corps at Quantico, the FBI and other organizations.

CEOCFO: What does it take to do that?

Ms. Goddin: Just fixability. Every contract has a different area of expertise they require. The former special operators I employ have such a plethora of skillsets that there is not much they can't adapt to.

CEOCFO: Are you able to ramp up if many projects come your way?

Ms. Goddin: Yes, absolutely! I received a new project yesterday, and I am already at 99.9% of filling it. That goes hand-in-hand, with when you treat people well, they will come through for you.

CEOCFO: Why does Palmetto Partners stand out?

Ms. Goddin: Palmetto Partners stands out because we are here providing a great service for our country. In order for us to keep strong as a nation we look to do the very best to provide the best people and the best training atmosphere. We do this so that everyone who goes through a training course or activity are well versed and have all of the information they need to succeed at their mission.

