

**GENERAL SERVICES ADMINISTRATION  
Federal Supply Service**

**Authorized Federal Supply Schedule Price List**



On-line access to contract ordering information, terms and conditions, and up-to-date pricing are available through GSA Advantage!<sup>™</sup>, a menu-driven data base system. The INTERNET address for GSA Advantage!<sup>™</sup> is [www.GSAAdvantage.gov](http://www.GSAAdvantage.gov).

**The Professional Services Schedule (PSS)  
Federal Supply Group: 00CORP**



Meeting Services, Inc.

Conferences Seminars Events  
Perfecting the Event Experience

**MEETING SERVICES, INC**  
**3505 VERNON WOODS DR.**  
**SUMMERFIELD, N C 27358**  
**Phone: 336-451-0553**  
**Fax: 336-644-6205**  
[cindy@mservinc.com](mailto:cindy@mservinc.com)  
[www.meetingservicesinc.com](http://www.meetingservicesinc.com)

Contract Number: 47QRAA19D0074

Socio Economic: **Small business**  
**SBA Certified Small Disadvantaged business**  
**Women Owned business**  
**8(m) Certified**

**Period Covered by Contract: April 19,2019 to April 18,2024**



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Greensboro, NC • Baltimore, MD, • Washington, DC

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## CUSTOMER INFORMATION

- 1a. Table of awarded special item number(s), SINS.

**541 1000 Other Direct Costs (ODCs) are expenses other than labor hours  
541-4D Conference, Events and Tradeshow Planning Services Disaster and  
SINs 00CORP-500 Order-Level Materials (OLMs)  
Recovery SINS 541-1000RC and 541-4DRC and 00CORP-500RC**

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

Lowest price unit: **Registration Center Manger \$35.96 – per hour  
Please see page 6 for labor categories and hourly rates.**

- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item.

2. Maximum order. **\$1,000,000**

3. Minimum order. **\$100**

4. Geographic coverage (delivery area). **Domestic Only, 50 states, DC, Territories**

5. Point(s) of production: **Summerfield (suburb of Greensboro) NC. Additional Offices in Washington, DC, Dallas, TX, Jacksonville, FL, Pittsburgh, PA, Chicago, IL.**

6. Discount from list prices or statement of net price. Prices listed are GSA net, discount deducted

7. Quantity discounts.

**\$100,000 - \$250,000 1%**

**\$250,000 - \$999,999 2%**

**\$1,000,000 and above 2.5%**

**Applicable to Labor only.**

• **GSA#: 47QRAA19D0074**      **Cage Code: 1X6R4**

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8. Prompt payment terms. **Net 30 Days** Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold. Government purchase cards are accepted.
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. Government purchase cards are accepted above micro-purchase threshold.
10. Foreign items (list items by country of origin).
- 11a. Time of delivery. **24 hours**
- 11b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery.
- 11c. Overnight and 2-day delivery. **The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery. Overnight delivery is available.**
- 11d. Urgent Requirements. **The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery. Urgent requirements are possible. Please contact the contractor with requirements.**
12. F.O.B. point(s). **Destination**
- 13a. Ordering address(es).
- Meeting Services, Inc.  
3505 Vernon Woods Drive  
Summerfield, NC 27358**
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment address(es).
- Meeting Services, Inc.  
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15. Warranty provision. – **standard commercial warranty**
16. Export packing charges, if applicable.
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). Contact Contractor

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18. Terms and conditions of rental, maintenance, and repair (if applicable). **N/A**
19. Terms and conditions of installation (if applicable). **N/A**
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). **N/A**
- 20a. Terms and conditions for any other services (if applicable) **N/A**
21. List of service and distribution points (if applicable). **N/A**
22. List of participating dealers (if applicable). **N/A**
23. Preventive maintenance (if applicable). **N/A**
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). **N/A**
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/) .
25. Data Universal Number System (DUNS) number. **135395783**
26. Notification regarding registration in in System for Award Management (SAM) database  
**MSI is actively registered in SAM. CAGE Code: IX6R4**

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GSA Pricing inclusive of IFF

ESCALATION RATE					
Labor Category (e.g. Job Title/Task)	04/19/2018- 04/18/2019	04/19/2019 - 04/18/2020	04/19/2020 - 04/18/2021	04/19/2021 - 04/18/2022	04/19/2022 - 04/18/2023
Managing Director	\$186.12	\$189.84	\$193.63	\$197.51	\$201.46
Program Director	\$123.32	\$125.79	\$128.31	\$130.87	\$133.49
Program Manager	\$110.63	\$112.84	\$115.10	\$117.40	\$119.75
Technical Director	\$123.32	\$125.79	\$128.31	\$130.87	\$133.49
Meeting Coordinator	\$70.73	\$72.15	\$73.59	\$75.06	\$76.56
Registration Center Manager	\$35.37	\$36.07	\$36.79	\$37.53	\$38.28

LABOR CATEGORIES	DESCRIPTION	EXPERIENCE REQ
<b>Managing Director</b>	Managing Director will provide expertise and guidance for programs under the Program Director/Managers' direction. The Managing Director serves as the industry expert and will offer direction on all programs under their assignment. They will oversee the overall successful execution of and manage of task orders as well as any contractual matters between MSI and the government agency. The Managing Director will be widely recognized as an expert in their field and are actively involved in the furthering of the industry through involvement in one or more influential organizations. This involvement will facilitate this person(s) being well versed in current issues, challenges, trends, or requirements for field of expertise.	This position requires a minimum of 15 years of experience in the meeting planning industry. B.S./B.A. or equivalent experience and expertise in related field in contract management, meeting planning, events management, trade show coordination and program development and execution. Two (2) years' experience is equivalent to one (1) year of education (i.e. eight (8) years' experience is equivalent to a Bachelor's degree Industry certifications applicable to line of business CMP, CGC, CGMP, or PMP. Demonstrated commit to industry via involvement in associations and education endeavors, publication in industry trade materials
<b>Program Director</b>	Responsible for managing and overseeing work performance on one or more projects. Holds primary responsibility for planning, managing, and overseeing work efforts of project team personnel, determining and monitoring project schedules and budgets, and/or ensuring compliance with all contract and project requirements and quality standards. Serves as primary interface with customer. Demonstrates skills in the scope of work encompassed by the project, provides technical guidance to the project team in performance of the work, and provides quality review of all work products.	Minimum ten (10) plus years of experience is required in a technically related function. B.S./B.A. or equivalent experience and expertise in meeting planning, conference logistics, program management, team oversight and onsite management. Two (2) years' experience is equivalent to one (1) year of education (i.e. eight (8) years' experience is equivalent to a Bachelor's degree Industry certifications of CMP, CGC, CGMP, or PMP. Demonstrated commit to industry via involvement in associations and education endeavors, publication in industry trade
<b>Technical Director</b> Including the following specialties: Audio Visual Technical director Website Technical Director Graphic Technical Director - Writer/Editor	Provides direct support to consultants and other personnel engaged in consulting activities. Must have two years' experience in related fields (audio visual service, website development or composing and producing technical documentation with specialized experience. Must demonstrate the ability to work independently or under minimal direction from others. Must have proven abilities in client and program support functions.	Minimum five (5) years of experience with one (1) year experience in related field of audio visual, website development or writer/editor. B.A. or equivalent experience. Two (2) years' experience is equivalent to one (1) year of education (i.e. eight (8) years' experience is equivalent to a Bachelor's degree).

<b>Program Manager</b>	Responsible for providing management oversight and planning of pre, on-site, and post meeting /conference activities; budgeting; delegation of conference tasks to staff; and negotiating and contracting with hotels and vendor for related services. Ensuring that the objectives of each task are met according to applicable regulations and standards and within the proposed cost and time frame. Responsible for liaison with client senior staff.	Minimum five (5) years of applicable experience which includes at least one (1) year of meeting/conference /exhibit experience or subject matter expertise and one (1) year of supervisory or management experience. B.S./B.A. or equivalent experience. Two (2) years' experience is equivalent to one (1) year of education (i.e. four (4) years' experience is equivalent to an Associate's degree.)
<b>Meeting Coordinator</b>	Acts as support personnel for meeting activities. Duties may include such activities as: preparing and shipping event materials; on site assistance at events; processing registrations, preparing letters of confirmation; developing charts and tables; preparing name badges, tents, certificates, etc. for speakers, presenters and participants; duplicating and distributing event materials; setting up conference meeting rooms; implementing meeting evaluation procedures; and aiding in the completion of documentation of participant attendance.	Minimum one (1) year of applicable experience. A.A./A.S. degree or equivalent experience. Two (2) years' experience is equivalent to one (1) year of education (i.e. four (4) years' experience is equivalent to an Associate's degree.)
<b>Registration Center Manager</b>	Acts as support personnel for meeting activities. Duties may include such activities as: management of database, processing of registrations, and contact with participants regarding conference details and any related issues. Preparing name badges, tents, certificates, etc. for speakers, presenters and participants; duplicating and distributing event materials; implementing meeting evaluation procedures; and aiding in the completion of documentation of participant attendance. Preparation of financial documentation for all conference related revenues and expenses. Acts as support personnel for meeting activities. Provides travel coordination to meeting attendees. Contacts Traveler, makes travel arrangements, issues ternary, processes travel requests and reimbursements.	Minimum one (1) year of applicable experience in meeting planning, conference registration services and event logistics. A.A./A.S. degree or equivalent experience. Two (2) years' experience is equivalent to one (1) year of education (i.e. four (4) years' experience is equivalent



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Pricing for SIN 541-1000-Other Direct Cost  
 This offers a sampling of audio-visual pricing. A customized plan is  
 developed for each requirement.

SIN(s) PROPOSED	SUPPORT PRODUCT/ LABOR (ODCs)	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	CEILING PRICE/RATE OFFERED TO GSA (including IFF)
541-1000	Photographer	task	\$370.28
541-1000	Food and Beverage	task	\$165,859.80
541-1000	Ground Transportation	per	\$1,005.04
541-1000	Laptop Rental	Unit 1	\$370.28
541-1000	LCD Projector	Unit 1	\$396.73
541-1000	Mixing console	Unit 1	\$132.24
541-1000	Roll Cart	Unit 1	\$52.90
541-1000	Amplifier	Unit 1	\$79.35
541-1000	Screen	Unit 1	\$68.77
541-1000	Podium Microphone	Unit 1	\$47.61
541-1000	Wireless Mouse	Unit 1	\$21.16
541-1000	Laser Pointer	Unit 1	\$21.16
541-1000	Confidence Monitor	Unit 1	\$105.79
541-1000	Speakers	Unit 1	\$79.35
541-1000	Wireless Microphones	Unit 1	\$190.43
541-1000	Wireless Lavalier	Unit 1	\$190.43
541-1000	Floor Microphones	Unit 1	\$21.16
541-1000	Trans converter	Unit 1	\$158.69
541-1000	Overhead projector	Unit 1	\$42.32
541-1000	Flip Chart	Unit 1	\$38.09
541-1000	visualizer	Unit 1	\$211.59
541-1000	Audience Response System	per day	\$211.59
541-1000	Audience Response Participant Input Devise	per unit - per day	\$10.58
541-1000	DVD	Per Unit	\$52.90

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**Meeting Services Inc.**

**Corporate Capabilities Statement**

Please visit our website: [www.meetingservicesinc.com](http://www.meetingservicesinc.com)



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## MSI OVERVIEW

MSI began operating in 2001 with the aim of assisting our clients in planning events. Our goal was to minimize the stress and frustration for our clients by effectively managing the details for them. We offer a flexible approach that combines teamwork with proven methodologies to bring our customers world-class event planning services.

*MSI's approach is a true team effort, where each member's talents complement the others to produce successful high-quality events.*

Meeting Services, Inc. (MSI) is a certified small, disadvantaged, woman-owned, SBA 8(m) certified organization. MSI has built strong relationships in the hospitality industry and is known as a leader in federal government meetings. MSI's expertise includes extensive knowledge in course development, program implementation and logistical support.

**Our Vision:** Planning Efficient, Effective Events

**Our Mission:** Providing the highest quality services to the industry we love.

**Our Values:** Make a difference in the lives of our clients and in the professionalism of our industry.

### Services Designed For Your Success

- Site Selection
- Logistical Planning
- Onsite Management
- Speaker and Vendor Coordination
- Financial Management of Program

### Our Clients

U.S. Geological Survey  
Federal Aviation Administration  
Department of Defense  
Federal Trade Commission  
United States Air Force Reserve  
Yellow Ribbon Program

MSI's commitment to event excellence and comprehensive understanding of requirements creates a powerful value proposition for our clients.

We appreciate the opportunity to provide our capabilities for consideration. With our depth of experience across numerous federal agencies, we stand ready to deliver quality service and have the desire to be of service to your agency.

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## WHY MSI?

The MSI team is committed to supporting government programs and understands the nature of federal guidelines.

Specifically, MSI has:

- *Experience in event management* – Selecting MSI exhibits knowledge of the meeting industry. MSI conducts meetings on a global level and has the relationships to provide support through our network. We demonstrate an understanding of local culture and business processes in international meetings. This provides our clients with instant access to numerous markets which reduces risk and translates into cost savings. Our unparalleled network and benefit to our clients.
- *Directly applicable past performance* – MSI has extensive past experience. Our team members have experience working with multiple stakeholders on similar projects such as Air Force Reserve Yellow Ribbon, U.S. Geological Survey, Federal Aviation Administration, and Department of Defense - Office of the Secretary of Defense.
- *Depth of infrastructure and disciplined management to support multiple events* – MSI is fully resourced as evidenced by the numbers of personnel available to perform. The personnel are supported through proven work flow processes that allow for the establishment of personal relationships and the ability to offer 24-hour service and immediate response to requirements.
- *Fiscally sound* – MSI is fully resourced to support requirements and will ensure the integrity of the program by prompt payment of all conference related expenses. As MSI has supported varied size programs, we are uniquely familiar with the costs and requirements to successfully execute government programs. MSI holds an excellent rating with Dunn and Bradstreet and is a debt free organization.
- *Proven logistical conference practices* – MSI's core competency is meeting management. We are broad based in capabilities and can focus our team on the specific requirements of each Task Order. MSI's has a proven track record and processes in effectively managing events as a team.

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## THE MSI DIFFERENCE

### MSI Overall Management and Operational Systems

MSI functions as a part of our clients' teams and actively participates in all required meeting and planning sessions. We seek methods for cost containment and increasing efficiencies related to every aspect of the planning and excursion process.

MSI infrastructure ensures appropriate managerial and administrative support through sound business practices, policies, procedures, and financial management. This stability is crucial to the successful delivery on task orders.

MSI utilizes an established program management approach that allows program managers to maintain a program's quality standards via teams and systems. The project management system encompasses a streamlined comprehensive methodology to facilitate effective, efficient management of all Team MSI projects. Components of the system include the **Program Oversight Team (POT)**, the **Organizational Funding System (OFS)**, the **Project Management System (PMS)**, and programs within the **Corporate Operational Infrastructure (COI)**.

Established organizational processes, communication processes, human resource components, management tools, and an established corporate culture all contribute to the project's outcome. MSI's corporate culture embodies a vision, mission, and values that foster cooperation, teamwork, and planning.

### Program Oversight Team

The Program Oversight Team works under the direction of Ms. Cindy Smith, President of MSI. Ms. Smith will be responsible for every aspect of identifying resources for each task order (TO). Ms. Cindy Smith will identify and engage the personnel resources to support the unique needs of the individual TO. Once members are identified then a Task Order Team is built to deliver the individual requirements. The delivery items are based on our joint proposal which establishes a realistic project timeline, and is accomplished within an established project budget.



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### Organizational Funding System

MSI is a debt free company. Our foundation of fiscal responsibility is to ensure we operate with a sufficient cash flow basis that allows us to fully fund all our undertakings and ensure contingencies are in place for financial stability.

On our team, MSI has a CPA firm that provides an accountant in our office for monthly financial requirements as well as reviews corporate financials, cash flow analysis and over fiscal health of the company on a quarterly basis. MSI's records are audited annually.

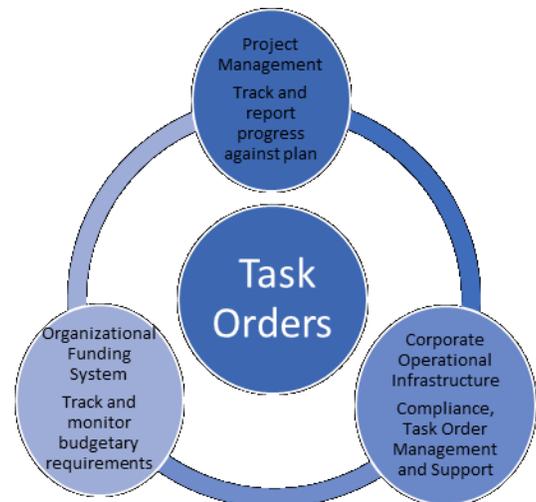
### Project Management System

The Program Management System is a fundamental part of the system to manage the flow of the Tasks Order requirements. One of the tools of the PMS is an application that can be used to assign and monitor TO activities, track and implement change orders, determine resource allocations, meet reporting requirements, and track other project elements to ensure efficient use of all resources from the members of MSI.

The result will be ample resources to fulfill TOs.

Processes within the **Corporate Operational Infrastructure** such as the compliance and contracts functions will be used to assist Ms. Smith, serving as Managing Director, to work within the programmatic and financial parameters established by MSI and those required by each TO.

The Managing Director will work internally with human resources, compliance, and contract functions to identify team member resources and oversee the execution of any contracts required by each TO.



### MSI's Contracting Options and Task Order Management

MSI offers a variety of contracting options including SBA certified 8(m)-woman owned, small disadvantaged business and GSA AIMS Schedule. MSI meets contracting requirements for federal agencies and offers high quality services at reasonable rates, while assisting to meet an agencies contracting business goals.

As an experienced Prime Contractor, MSI will provide:

- Overall program management oversight
- POC for contract administration matters
- Task Order Oversight System (TOOS)

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MSI uses an approved Task Order Oversight System (TOOS) to track all open task order-related activities and finances. The TOOS is an integral part of MSI's operations and is critical to ensuring the level of quality established for all MSI TOs is maintained during all phases of delivery. MSI's Contract Administrator ensures TO milestones are completed on time and within budget. Any exceptions to project milestones and budget will require detailed explanations, justifications, and approvals.

TOOS Model: The Program Manager develops the response to the request. The TO's scope, project milestones, project plan, budget, and communication and tracking of the task order is determined and submitted for award. Upon award, the Managing Director confirms the resources committed in the proposal and reaffirms the delivery schedule. The TO team identifies potential risks and develops strategies to either mitigate the risks or develop different approaches to address the risks should they become an issue during the TO delivery.

Overall TO progress reports are provided on a regular basis by the Program Manager to ensure resources are provided. The TO team has the opportunity to ask questions, provide input and feedback, and determine whether the TO is progressing as planned. All phases of the TOOS can be reviewed continually to improve efficiency and maximize funds and resources allocated.

## OUR SERVICES

### MSI's Core Competency

The following will provide an overview our skill sets and prove processes which have allow MSI to become a leader in our industry. MSI offers a proven process for pre-planning and on-site management. Upon completion of the venue selection process, MSI initiates the planning process to ensure that all required tasks are completed at a minimum on-time if not before deadlines. This process allows for identification of any areas which may need to be adjusted to ensure the success of the program.

### Pre-Planning Services

Our custom "Planning Guide" is used for all events. This guide covers each step of the program's progress. The focal points of the guide include:

- Program Director designation – offers guaranteed 24/7 access to one point of contact
- Event Requirements regarding dates and venue
- Specifics of Particular Event
- Room Rate (single/double, triple, and quad) along with cutoff date and extensions
- VIP arrangements
- Meeting Space allocations and set ups, times and specifics (air-wall opening and closing, refresh times)
- Audio Visual Requirements for all Sessions and Office spaces
- Menus for all meal functions, with special attention regarding dietary restrictions
- Parking – complimentary parking, reduced rate, alternative parking options
- Internet access in sleeping rooms, meeting space

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The Planning Guide serves as the governing document to provide detailed information for the onsite staff as they carry out the tasks and requirements of the contract. It is our experience that communication amongst all person resources, as well as with the venue management, is crucial and critical. Here is a sampling of our planning guide:

PLANNING GUIDE FOR AFRC YELLOW RIBBON EVENTS

CONTRACT EVENT MANAGERS (CEM)

The CEM is the pivotal contact person to Yellow Ribbon (YR) Staff and guides YR Staff through the process of the successful fulfillment of each YR Event.

At the point of event assignment, Team PPL will present the CEM with the site Contract and the Statement of Work Requirements. The CEM will contact the host hotel for a Site Planning Visit. During this visit, particular attention will be directed to the flow of the space from an attendee's perspective, the childcare room locations and their compliance with minimum requirements, nearby restaurants and attractions.

Each U.S. Air Force Reserve Command (AFRC) will have an individual CEM to review their requirements for each event.

THE EVENT REQUIREMENTS

The specific information required for entry into the TOMS (Team PPL's fully automated meeting management tool) includes:

DATA FIELD DESCRIPTION	DATA
YR Event Workshop Date and Time	March 15-17, 2013
Event Type	Yellow Ribbon
Team PPL CEM Contact Name	Cindy L. Smith
AFRC Contact Name	Major Washington
YR Event Workshop Start Date	March 15, 2013
YR Event Workshop End Date	March 17, 2013
Expected Number of Attendees (adults / Children w/ ages 0-5 and 6-12)	350
Hotel Vendor Name	Norfolk Waterside Marriott
Meeting City and State	Norfolk VA

Meeting Space:

Registration - Presidential Foyer: 6 x 6 foot tables with chairs and trash cans (Friday - Saturday). - Water station: Registration is from 3-5 on Friday

Information Fair: Hampton Roads Foyer: 27 tables 2 chairs and trash can each. Internet access for 5-10 vendors. - water station

Command Post- Jefferson (commencing Thursday, February 14, 2013 at 7 am) - set up conference - 4 tables on perimeter - refrigerator/microwave. Internet for office. Water station. 12. 333333. Please ensure all items are in place and function by 7 am on Thursday.

Counseling Room-Monroe - Set up as one (1) round with 5 chairs, water and glasses, box of tissues.

CHILD CARE ROOM DETAILS:

Childcare Rooms shall be available as follows:	YES	NO	COMMENTS
Friday from 1700 - 2100		x	
Saturday from 0700 - 1600	x		
Evening hours from 1730-2100 when requested (optional)		x	
Sunday from 0630 - 1200	x		
Childcare Rooms Furniture Set-up shall be based on the needs of the event childcare providers and AFRC YR staff to include, but not limited to:			
Infant equipment	x		
Portable refrigerator for bottles	x		
Tables and Chairs	x		
Tissues and Water stations.	x		

AUDIO VISUAL REQUIREMENTS

Communications Strategy

Our strategic approach to communications and dissemination is relatively straightforward. Developing a good plan that powerfully connects your objectives with a dynamic set of messages and vehicles is our objective.

Site Sourcing

MSI is well known in the meeting planning and management industry. We have developed professional relationships with every major hotel chain, convention and visitors bureaus as well as locally owned private properties in many locations. These relationships are built on years of experience, membership in national organizations that include hoteliers, and through visiting hotels and convention centers in search of the right fit for our clients. MSI has a direct connection and relationships with hotel chain national sales offices. These relationships assist tremendously when searching for hotel properties especially when the meeting program has the need for extensive space, is on a conservative budget, and has special safety concerns. All of these issues come into play with events hosted by government agencies which are under the public microscope and operate on very conservative budgets.

*MSI was sensitive to my concerns for attendee safety and my commitment to selecting a quality venue for my agency that wouldn't raise any eyebrows in the eyes of the public and also fit within my lean budget.*

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Meeting Services, Inc. subscribes to CVENT, an online global event venue directory with over 150,000 venues. CVENT serves as an additional team working for your project. Through its extensive online presence, subscribers like MSI are able to post meeting or event requirements. In turn, venues who meet the specifications are able to respond. CVENT generates user friendly reporting tools that facilitate easy comparison of venues for compatibility with our contract or task order specifications. As this process is automated, we are able to expedite the process and allow for a rapid turnaround time on site selection requirements. CVENT is a magnificent asset to the MSI arsenal of resources. The use of this technology coupled with strong relationships with major hotel chain national sales representatives and convention and visitors bureaus allows MSI to provide the best value and variety of options to programs we manage. **Site Selection**

We offer proven buying power for top quality properties at highly competitive costs for all your conference requirements. MSI offers the option of providing professional meeting planning services without cost to your organization. We are able to obtain a fee (commissionable rate) from the host property, which allows us to provide our services without cost to your agency.

Our first-hand experience at many established facilities, coupled with our professional assessment of new ones, allows us to pinpoint the sites and properties that best match your needs. We summarize all critical information in an easy-to-read synopsis. We highlight those features of prospective locations and facilities that will make a strong contribution to the participant and the event's success. When making recommendations, we offer careful consideration to your culture, program requirements, the particular objectives of the event, and any preferred locations or facilities already identified.

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## CORPORATE RESPONSIBILITY

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Cindy Smith, Owner of MSI, has had the pleasure of being of service to federal government agencies since 1996. Our wide range of experience within the federal government sector offers us unique perspectives on the requirements and considerations involved in the management of federal government conferences. We acknowledge the importance of optics and public opinion in travel and also accommodations involving the federal government and we will ensure proper policies and decisions are considered. Our goal is to ensure our clients conferences, meetings, and events pass the "Washington Post" test. We work closely with our clients to ensure compliance on every level.

### **Hotel Negotiations and Contract Analysis**

Our library of standardized contracts and addenda clauses can limit contract objections, reduce financial liability, and ultimately achieve enhanced service levels. With our knowledge of industry performance standards, we are fully equipped for the contract review process. Our unique electronic template contracts, in partnership with the major hotel chains, have been developed from our knowledge and experience in the industry. Using these tools, negotiations will be expedited while assuring that no important detail is overlooked.

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### Event Logistics Advance Planning

**Logistical planning** — MSI offers a team that thrives on the details which are critical to the success of your programs. These programs are a direct reflection on your organization. MSI guards this fact by ensuring every aspect of your program is carefully and thoughtfully executed.

MSI reviews, delivers, and adjusts the planned logistical delivery on a daily basis. Our team understands the dynamic changes in event management and the need to consider revised approaches from plan.

### Meeting Set Up

Regardless of the size of the event, proper planning and room set up are key to the overall success. MSI has extensive experience to ensure your event is positioned to succeed.



### Website Development

MSI will create a website where we will post the conference agenda, details about the contracted hotel, information on the surrounding area, and other conference details as they are confirmed. This is also where attendees will be able register online. MSI will develop, manage, host, and maintain the online registration and payment system that will link through the workshop website.

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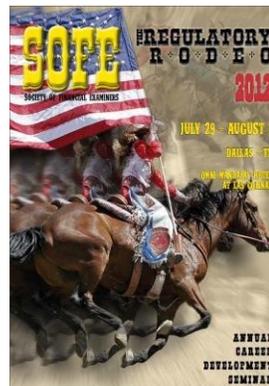
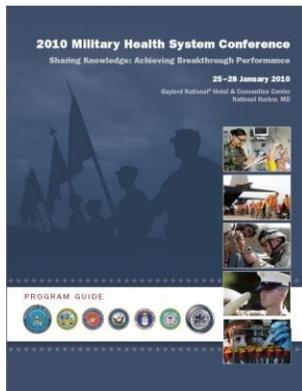
Follow these links for a sampling of our website design and development:

[www.EPPForum2014.com](http://www.EPPForum2014.com)  
<http://faa.meetingservicesinc.com/>

## Event Materials

MSI will provide a master copy of all finished electronic and printed artwork and the electronic files producing the meeting proceedings, agenda, and other publications in conjunction with the meeting. MSI uses the Microsoft Office Suite for documents and spreadsheets.

MSI has demonstrated expertise in the assembly, reproduction and distribution of event materials including binders, packets, nametag, signs, promotional items as well as the production of conference proceedings. MSI has provided conference proceedings for FAA International Safety Forum and the USGS Landsat /LGSOWG#40 Workshop, Bali Indonesia. Additionally, our graphic design and website development departments enable us to provide high quality materials for your participants.



## Registration

As your contractor, MSI offers the most flexibility with the registration process. We have the capability to develop a secure online registration system that allows for customization of the website as well as reporting. We will also be able to set up profiles for various registration categories (ex. Employee, VIPs, Contractor, Speaker, etc.), special needs required to participate, and more. MSI accepts payment by credit card, check or Purchase Order.

Upon successful completion of the on-line registration, each registrant receives an electronic confirmation and any relevant instructions and information as developed by MSI and the hosting agency.

Registration updates will be provided to the client weekly until two weeks prior to the event. At that time, they will be sent daily unless otherwise noted. Updated information will be provided for the website as details become available.

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### Vendor coordination

Through years of experience and industry contacts, MSI has the ability to offer suggested vendors and/or research vendors to fit a current requirement as well as management of vendor requirements and relationships for your programs.

### Speaker Coordination

The delivery of presentations is key in the success of your program. MSI offers expertise in speaker management and support. Our background includes a variety of agencies and organizations with a range of requirements for speaker coordination to include: biographical and presentation data collection, travel arrangements, capture and coordination of audio visual requirements and on-site speaker management. MSI works directly with speakers on their requirements to ensure the most value realized from your investment in the program.

FAA Administrator's International Safety Forums	Over 40 Speakers included International Dignitaries, Corporate CEOs and FAA Management. Presentations were collected, shared with interpreters, and uploaded to SharePoint.
FAA AST Commercial Space Transportation Conference	Upon FAA's confirmation of speaker selection, MSI coordinated speaker logistics and presentation collection for 36 speakers
FAA New Technology Conference	Upon FAA's confirmation of speaker selection, MSI coordinated all speaker logistics and presentation collection for over 25 speakers. MSI also managed the production of the presentations throughout the plenary sessions. Presentations were uploaded to SharePoint for dissemination to all attendees.
FAA Asia Pacific 1 <sup>st</sup> and 2 <sup>nd</sup> Annual Meetings	Assisted in collection of presentations and production for plenary sessions.
FAA Aviation Fatigue Management Symposium	Upon FAA's confirmation of speaker selection, MSI coordinated all speaker logistics and presentation collection for 32 speakers. Presentations in final form were uploaded to SharePoint for dissemination to attendees.
FAA Western Hemisphere Conference and Operators Standardization Conference	Upon FAA's confirmation of speaker selection, MSI coordinated all speaker logistics and presentation collection for 22 speakers. Presentations in final form were uploaded to SharePoint for dissemination to attendees.
Society of Financial Examiners	4 day conference coordinated all speaker logistics and presentation collection for 85 speakers in the banking and insurance industry
US Geological Survey	coordinated all speaker logistics and presentation collection for 15 speakers as well as recorded sessions for transcription

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## Status Reports

MSI provides Monthly Progress Report (MPR) identifying each task over and covering the below items which provide the foundation of strong administration of the award to MSI. The MPR is customized for each contract and typically includes:

- A summary of the main deliverables along with their individual status
- Challenges identified and suggested solutions
- A forecast by month of the anticipated burn rate in labor hours and ODC amounts for each open task order
- Custom reporting to show burn rate by individual task order as required
- Summary of the award to demonstrate performance to the contract year
- Outstanding task orders and their status in the decision process
- Other items as required by the COTR

All task orders will be managed by the Managing Director for oversight and delivery. The PM will be responsible for the creation of each task's budget and for tracking progress and ensuring compliance with budget.

All MPR meetings with the COTR and Contracting Officer are held in person or via internet-enabled meeting tool. Each Task Order will receive a MSI internal meeting identification number for tracking and billing purposes to quickly report on any charges of labor or ODC amounts against the Task Order. MSI manages numerous contracts and has strong standard procedures that benefit our clients while also allowing for customization of the reporting process.

Project Status Management - Our project management plan is founded in the documentation and adherence to milestones and deliverables. At the beginning of every project, we develop a detailed milestones and deliverables plan which outlines tasks to be accomplished, time line for completion, and party responsible. This is a living document that matures throughout the planning and execution process. It has been highly effective in the management of complex events and in communication to all parties of the current status, any issues, proposed and approved resolutions as well as a gauge for where we stand overall in the process.

Monthly Cost Report - MSI provides a detailed cost report by the 15<sup>th</sup> of every month which will outline status on the following:

- Summary of costs incurred by task order and line item
- Cumulative costs incurred to date
- Funds budgeted and remaining to be expensed to date on the task order
- A narrative report of expenditures noting any which are 10% above or below the budgeted amounts
- Costs by labor categories, labor rates, travel by task order and line item
- Detail of ODCs incurred with full supportive documentation



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### **On-site management**

The trained professionals of MSI stand ready to offer innovative, cost containing solutions through a hands-on management approach for your events.

MSI professionals will be onsite to ensure that events operate as planned. The lead Program Director will follow-through on all of the pre-planning efforts by continuing to be the lead onsite for the entire event. When MSI utilizes a team approach to pre-planning, this same team will be the onsite managers for the program. We find that this is imperative to providing the best onsite experience for our clients. Our team proactively confirms all prior arrangements and stays in constant communication with the facility's staff. Our personnel will ensure that the quality of service secured from each supplier, including the hotel, meets our expectations, and exceed yours.

In the absence of a clear onsite plan, the best pre-planning efforts can be a waste. An effective plan will outline communications for attendees, the event planning team, and the staff.

### **Onsite Registration**

MSI offers onsite registration services for pre-registered and onsite registration requirements. Our electronic process allows for the management of payments, production of name badges and provisions for receipts to the attendees. Our onsite specialists will be able to handle general registration questions as well as any name badge changes or other inquiries.

MSI offers onsite registration services for pre-registered and onsite registration requirements. MSI will provide onsite specialists who will be able to handle general registration questions as well as any name badge changes or other inquiries. Onsite personnel will begin service to the Meeting starting one (1) day before for coordination and pre-conference meetings with the hotel staff and will continue through the duration of the event.

MSI will assemble and label registration packets including documents, agendas, tent cards, and if necessary, meal coupons in folders along with other registration items provided by CMS.



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## Post-Event Management

We provide post conference review offering a reflective overview to provide critical snapshots of effectiveness, successes, and areas for improvement for the betterment of your programs. Our role post-conference includes the following:

- Prepare conference Reports
- Prepare conference Registration Reports as previously described
- Compile an Attendee List.
- Process Final Reports shall be provided to the CMS electronically within 5 business days following the conclusion of the conference
- Debrief Meeting
- Facilitate a discussion of lessons learned
- Identify improvement areas prior to the conference debrief meeting and provide suggestions on how to improve services the following year
- CMS will identify an improvement area annually at the debrief meeting and will submit a plan within 30 days outlining how to improve services
- Review and compile all collected attendee survey data
- Manage requests from CMS for support

## Evaluations

Our staff will provide event attendees with evaluations to obtain input on the results of the event. We will collect evaluations following the event.

## Post event Correspondence

In the execution of our task orders for FAA, USGS and association clientele, we have provided post conference electronic and paper evaluations as well as Speaker Thank you letters. MSI ensure that all correspondence are approved by POC and represent CMS in the best possible position.

## Financial management and competency

MSI's depth of experience and talents bring actionable reporting and cost effective, innovative approaches to budgetary considerations and financial accountability of your programs.

MSI will provide full and accurate accounting of all conference related expenses with comparison of actual expense and the budgeted expenses by line item. This process will be completed in a spreadsheet form which all for ease of comparison and overall standing of the conference financials.



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### Project Closeout and Lessons Learned Report

MSI will submit a Lessons Learned Report no later than 30 days before the completion of a contract. This report will highlight areas that were successful, those that need to be addressed for future task orders and issues that arose along with resolutions deployed. MSI's philosophy is based on our Victory Loop strategy:



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## MANAGEMENT AND KEY PERSONNEL

Ms. Cindy Smith will be the Managing Director of Meeting Services, Inc. MSI's philosophy is based on relationship-centered delivery of our services. Our team prides itself in working alongside our clients in a cooperative approach which allows us to be of service to our clients and support their goals and missions.

Name	Proposed Role	Summary of Qualification
<b>Key Personnel</b>		
Ms. Cindy Smith, CMP,CGMP, CGC	Managing Director	<p>Ms. Smith's expertise includes extensive knowledge in course development and program implementation. She has experience in logistical coordination and program management for conferences hosted throughout the U.S. and internationally. She has successfully executed programs for the Secretary of Defense throughout South America, Europe and Asia. Additionally, she has coordinated programs internationally for the Dept. of Defense AFRICOM, Federal Aviation Administration and US Geological Survey. For the past three years, she has served as a teaming partner for the Air Force Reserve Yellow Ribbon programs and developed the planning guides, milestones documents and executed programs throughout the United States for the program.</p> <p>She served as a program developer and instructor for the pilot sessions offered by Society of Government Meeting Professionals for an industry certification for government meeting planners. She was involved in the structure of the program, development, and writing of the content of the course materials, and instruction of sessions to leaders in the federal government sector. This program offers a certification to successful participants and is the highest such designation in the government meeting planning industry.</p>
Ms. Renee Spivey, CGMP	Program Manager /Meeting Coordinator	<p>Ms. Spivey has extensive background as a conference planning, presentation specialist, and project manager. She is proficient in communication design, production, data management and collaborative software applications. She has provided services on various government and private industry contracts including AFR Yellow Ribbon, FAA Administrator's International Aviation Safety Forums, FAA Commercial Space Transportation Conferences, Preempt Corp, Gary A. Johnson Company, Organization Twenty-One, Inc. and Meeting Services Inc (MSI). Her work with MSI has been extensive and spans more than a dozen years. She is a graduate of the George Washington University School of Business, Event Management Program, and she has earned the designations of Certified Government Meeting Professional and Government Virtual Events Producer.</p>
Ms. Deborah Wilborn, CGMP	Meeting Coordinator	Ms. Wilborn is a Certified Government Meeting Professional



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Name	Proposed Role	Summary of Qualification
	Registration Manager	(CGMP) with over fifteen years' experience in professional meeting planning and administration. Ms. Wilborn's expertise in the areas of database management and information execution is exceptional. In addition, she serves as a Senior Meeting Manager for conferences in a range of 50-400. Her skill set offers excellent opportunity for project management, logistical tracking, database development and implementation, on-site management and post conference review.
Alphonso McKnight	Technical Director	Mr. McKnight has extensive experience in the production of highly technical programs and multimedia production. His years in the industry have included development of presentations, video and data development, teleconferences, technical support and management of on-site technicians. Mr. McKnight is a certificated audience response system technician. Mr. McKnight excels in client relationship. He possesses excellent communication and technical skills.

### Fostering the Future of our Industry

MSI serves as an advocate in our industry for standards of performance and levels of professionalism. As such, our team members are actively involved in numerous organizations and hold multiple certifications.



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### Team MSI - Partnering for Success and Cost Savings

MSI believes as a small business that partnering with likeminded professionals to provide quality services at competitive prices ensures best value for our clients. Each organization with whom we partner must operate with a “whatever it takes” mentality with regards to delivery for our clients and a strong basis in customer service founded philosophy.

One example of our partnering efforts is our relationship with an audio visual company that has successfully delivered cost saving audio visual support and equipment to government agencies as well as associations.

Since 1998, our partnership with Media Support has provided quality AV support, knowledgeable and efficient IT support, and a team of professionals who are dependable, ready to travel, and will be focused on the project. We have teamed up to deliver exceptional service to Department of Health and Human Services, Centers for Medicare for the past ten years. This requirement has entailed support of training sessions for Medicare and Medicaid Inspectors. These sessions are highly technical and involve the use of audience response systems. Our team provides technical expertise for the development of materials for use with the audience response systems, management of the system in sessions and delivery of data post conference. We also provide all required audio visual equipment for the sessions. This contract requires 60+ sessions per year at locations throughout the United States.

Prime Contractor	
 Meeting Services, Inc.	Meeting Services, Inc. (MSI) is a small, disadvantaged, woman-owned, 8(a) and 8(m) (SBA Woman Owned Business Certification) and has been in business since 2001. MSI has built strong relationships in the hospitality industry and is known as a leader in federal government meetings and has received multiple BPA and IDIQ contracts.
Sub-contractors	
Media Support	Media Support services is a small disadvantaged minority owned audio visual firm with a proven experience in providing quality affordable audio visual expertise to numerous federal government agencies. Meeting Services Inc. and Media Support have teamed on major projects for Department of Health and Human Services to provide audio visual support for over 60 programs a year for Centers for Medicare and Medicaid for the past ten years.



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## SAMPLE OF ACCOMPLISHMENTS

MSI stands ready to deploy our resources for the effective and efficient management. MSI successfully services a number of federal agencies in a similar capacity. MSI has experience with BPA's and IDIQs with Federal Aviation Administration, U.S. Geological Survey, Federal Trade Commission and Departments of Health and Human Services – Centers for Medicare and Medicaid. MSI has held IDIQ's with FAA, Office of the Comptroller of Currency, USDA Graduate School, Department of Defense for several departments including, Office of the Secretary of Defense, POW/MIA, Undersecretary of Policy, and AFRICOM. MSI has served as a subcontractor on Air Force Reserve Command Yellow Ribbon Program, G20 Summit, and Military Health Systems Conferences.

A sampling of MSI federal contracts is provided to show MSI's proven track record of success. Our collective knowledge and experience reduces risk and ensures a successful experience for our clients.

Organizational	
<b>Project Name:</b>	Air Force Reserve Yellow Ribbon
<b>Government Agency or Organization:</b>	Department of Defense
<b>Project Description:</b>	<p><b>Scope of Work / Approach</b></p> <p>AFR Pre and Post Deployer's and their families attend Yellow Ribbon programs to receive value information, skills and sessions to prepare for the deployment or address reintegration.</p> <p>While MSI served as a subcontractor, we have held an integral role in the development of planning procedures, child care management and accountability, on-site management and post session review and billing.</p> <p>AFR Yellow Ribbon provides two to three sessions per month for the past three years. MSI has successfully managed on average 60% of these sessions.</p> <p>Number of Attendees: 250-1500 participants            Conference Duration three days (over weekend)</p> <ul style="list-style-type: none"> <li>□ Preplanning with AFR POC and team members</li> <li>□ Preplanning with host hotel and child care provider</li> <li>□ Coordinated logistics arrangements</li> <li>□ Coordinated meals, lodging, and transportation</li> <li>□ Coordinated audio visual requirements including supplying support personnel onsite for sessions.</li> <li>□ Managed budgetary aspects of the project</li> </ul> <p><b>Results</b></p> <p>Effectively and efficiently managed over 40 AFR Yellow Ribbon Events during the past three years. Received high marks in review from Yellow Ribbon team on MSI's abilities and services. MSI performed some site selection services and worked independently of the prime contractor on the events we managed on-site.</p>



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<b>Project Name:</b>	Landsat Ground Station Operators Working Group (LGSOWG)
<b>Government Agency or Organization:</b>	U.S. Geological Survey
<b>Project Description:</b>	<p>MSI coordinated logistical arrangements for a conference of approximately 60 international participants in Bali in support of the Landsat Ground Station Operators Working Group (LGSOWG)</p> <p>This past performance is representative of MSI's ability to coordinate numerous elements of a highly technical meeting in a condensed time schedule. Management of this project involved working in close cooperation with the counter part of USGS in Bali. MSI performed the site selection process, contracted with the selected property, coordinated food functions both on-site at the hotel and at offsite venues, managed the registration process and provide for the transcription of sessions with participants for whom English was not a primary language. MSI provided on-site management and post conference support of the transcription process.</p> <p>Despite challenges with the delivery method of audio taping provided by USGS for the transcription, MSI successfully delivered the contract requirements on-time and at budget MSI negotiate in other areas of the contract to prevent and cost overruns due to additional hours required in transcription.</p> <p>Result: Successfully managed the translation of meeting notes from recordings with participants for whom English was a third or fourth language. Initiated cost containment measures to allow the conference to finalize below budget</p>
<b>Project Name:</b>	Joint Civilian Orientation Conference
<b>Government Agency or Organization:</b>	Department of Defense
<b>Project Description:</b>	<p>Scope of Work / Approach Attendance at these conferences is highly competitive and requires nomination by a high ranking government official. Participants must complete the nomination process and only 50 of the more than 200 nominated for each JCOC are accepted. Participants range from CEOs, major corporate presidents, dignitaries, celebrities, and those who serve as a pillar of influence in their respective communities. DoD provides this program as an introduction in the operation and daily life in the military. Coordination of these conferences is a testament to MSI's ability to facilitate events in numerous international locations with high level personnel, in both the government and the private sector. It deserves to be noted that the JCOC 74 was planned in the short span of only five (5) weeks. JCOC 74 visited the Pacific Command in Hawaii, Guam, Manila and Okinawa. JCOC 75 visited the District of Columbia, Guantanamo, Rio, Bogota, Cartagena, Honduras, Key West, and Miami. JCOC 76 visited the District of Columbia, Greece, Spain, Italy, England and Germany.</p>



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	<p>Number of Attendees: 100 – 150 each JCOC Conference Duration 2-3 weeks each JCOC</p> <ul style="list-style-type: none"> <li>□ Coordinated logistics arrangements for groups of individuals selected to participate</li> <li>□ Coordinated meals, lodging, and transportation for multiple week span with multiple international locations</li> <li>□ Managed budgetary aspects of the project</li> <li>□ Facilitated events in numerous international locations with high level personnel in both the government and the private sector</li> </ul> <p><b>Results</b>          Effectively negotiated and managed logistics for conference arrangements which were required in a short turnaround time frame and involved multi locations in several different countries within a compressed schedule.</p>
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#### Client Testimonials

MSI offers by far the best performance of any contractor I have worked with in my 32 years with the Federal Government.

They provide exceptional service are extremely organized, provided seamless execution, have the ability to find options for requirements at very competitive pricing.

John McGraw, Retired Federal Aviation Administration

*Ms. Smith and her firm have been providing event planning services to the Society of Financial Examiners for 10+ years. The society's annual Career Development Seminar is our group's largest annual function held to promote education and networking opportunities for State Financial Examiners around the country. Approximately 500 individuals attend this program which covers three and a half days and features approximately 80 educational sessions. For the past two years, I have been the CDS Chairman and worked directly with Ms. Smith in the planning and execution of this event. I have also been Chairman of the Future Sites Committee for the past three years, which is the group responsible for selecting future sites for the program*

*– Ms. Smith also supports this group with site evaluation and selection.*

*We have found Ms. Smith's services to be of the highest quality. Her experience and dedication to our group have been invaluable over the years and we could not contemplate running our process without her assistance. Over the past 10 years, we have gone out to bid on the event planning services several times and upon comparison of the cost, expertise and service levels provided, we have renewed our relationship with Ms. Smith each time.*

*In the event planning process, her expertise and experience have proven to be very valuable in the site selection, hotel negotiation and coordination process. We are assured that we received the best possible deal with the properties we select including deep discounts, locking in advance pricing at current year levels, and numerous concessions from the hotel properties, area visitor bureaus and event venues due to Ms. Smith's contacts and negotiation skills.*

*We continue to be very satisfied with the services provided by Ms. Smith and her team and would highly recommend her services to other organizations without hesitation.*

*Richard J. Nelson, Society of Financial Examiners*