



GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*[®], a menu-driven database system. The INTERNET address *GSA Advantage!*[®] is: GSAAdvantage.gov

Schedule for Multiple Award Schedule
Federal Supply Group: Professional Services
Contract Number: 47QRAA20D006Q

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

Contract Period: May 22, 2020 through May 21, 2025

Contractor: AD & Resources, LLC d.b.a. Strategic Results
101 Lakeforest Blvd STE 390
Gaithersburg, MD 20877 2611

Business Size: Small Business, Women Owned Small Business, Small Disadvantaged Business concern, Economically Disadvantage Women-Owned Small Business, Women Owned Business.

Telephone: 240-477-5097
FAX Number: 443-451-7256
Web Site: <http://www.strategicresults.com>
E-mail: anne@strategicresults.com
Contract Administration: Anne Dunne, Managing Director

Pricelist current through Modification #PO-0001, effective **May 22, 2020**.

CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

SIN	Recovery	SIN Description
541430	541430RC	Graphic Design Services
541611	541611RC	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
541810ODC	541810ODCRC	Other Direct Costs for Marketing and Public Relations Services
561920	561920RC	Conference, Meeting, Event and Trade Show Planning Services
OLM	OLMRC	Order Level Materials

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. See below.

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. See below.

2. Maximum Order: \$1,000,000.00

3. Minimum Order: \$100.00

4. Geographic Coverage (delivery Area): Worldwide

5. Point(s) of production (city, county, and state or foreign country): Same as company address

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted).

7. Quantity discounts: None

8. Prompt payment terms: 0.5%, Net 15 days. 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 up to the micro-purchase threshold:
Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Yes

- 10. Foreign items (list items by country of origin):** None
- 11a. Time of Delivery (Contractor insert number of days):** Specified on the Task Order
- 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 list that have expedited delivery: Contact Contractor
- 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: Contact Contractor
- 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: Contact Contractor
- 12. F.O.B Points(s):** Destination
- 13a. Ordering Address(es):** Same as Contractor
- 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):** Same as company address
- 15. Warranty provision.:** Contractor’s standard commercial warranty.
- 16. Export Packing Charges (if applicable):** N/A
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor
- 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/.

25. Data Universal Numbering System (DUNS) number: 959989914

26. Notification regarding registration in System of Award Management (SAM) database: Registered

27. Final Pricing:

The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

SIN(s)	Labor Category	Min EDU	Min EXP	GSA Price (w/IFF)
541430	Copywriter	Bachelor's	2	\$81.97
541430	Designer/Illustrator	Bachelor's	2	\$82.94
541430	Photographer	Bachelor's	3	\$81.97
541430	Sr. Designer/Illustrator	Bachelor's	4	\$92.58
541611	Data Analyst	Master's	4	\$131.43
541611	Junior Level Consultant	Bachelor's	2	\$51.37
541611	Project Manager	Bachelor's	4	\$116.09
541611	Senior Level Consultant	Master's	5	\$123.28
541611	Subject Matter Expert	Master's	8	\$154.12
541611	Technical Program Manager	Master's	8	\$229.99
561920	Logistics Coordinator I	Bachelor's	2	\$80.22
561920	Managing Director	Master's	10	\$114.59
561920	Marketing Coordinator	Bachelor's	5	\$80.22
561920	Meeting Planner	Bachelor's	1	\$91.69
561920	Print/Graphics	Bachelor's	2	\$80.22
561920	Project Director	Bachelor's	15	\$107.72
561920	Writer/Editor	Bachelor's	5	\$80.22

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

Labor Category Descriptions

SIN 541430

Copywriter

Functional Responsibilities: The Copywriter is responsible for brainstorming, creating, and transforming ideas into words for articles, scripts, publications, and pamphlets. Works with designers and PMs to develop a clear communication strategy among team members. Create and present storyboards of ideas. Work with art directors to create ideas and write clear and persuasive copy. Update digital media with timely content. Perform search engine optimization techniques. Oversee media campaigns from production to completion. Coordinates communication between project team and client in an effective and organized manner.

Minimum Education: Bachelor's

Minimum Experience: 2 years

Designer/Illustrator

Functional Responsibilities: The Designer/Illustrator executes graphic and commercial art design with creativity and clarity. Integrates art concepts across the board for consistency in all aspects of the project. Employs various and appropriate mediums to communicate ultimate message. Works with project team to ensure that graphics accurately represent client's needs.

Minimum Education: Bachelor's

Minimum Experience: 2 years

Photographer

Functional Responsibilities: The Photographer manages all photographic services from purchasing of equipment to scheduling photo shoots. Employs extensive knowledge of photographic equipment, materials and techniques used in contemporary photography. Determine desired images and picture composition; and select and adjust subjects, equipment, and lighting to achieve desired effects. Digitally enhances and improves images to suit the design needs of the project team.

Minimum Education: Bachelor's

Minimum Experience: 3 years

Senior Designer/Illustrator

Functional Responsibilities: The Senior Designer/Illustrator develops concepts for graphic design/commercial arts as per client's needs. Utilizes extensive experience to communicate complex ideas through simple graphic representation. Responsible for overseeing design process and development of design. Must be creative and detail oriented.

Minimum Education: Bachelor's

Minimum Experience: 4 years

SIN 541611

Data Analyst

Functional Responsibilities: The Data Analyst develops plans for project or study guidelines that outline research procedures to be followed; plans schedule according to variety of methods to be used, availability and quantity of resources, and number of project personnel; conducts research, utilizing institutional libraries, archives, electronic resources, and other sources of information to collect, record, analyze, and evaluate facts or patterns; discusses findings with other personnel to evaluate validity of findings; and aids in preparation of reports for publication in technical journals, for presentation to agency sponsor, or for use in further applied or theoretical research activities. Proficiency in Internet usage and MS Office highly desirable.

Minimum Education: Master's

Minimum Experience: 4 years

Junior Level Consultant

Functional Responsibilities: The Junior Level Consultant performs research tasks of some technical complexity, applying standard and established theories, concepts, and techniques; examples of tasks include designing/ developing methods of data collection; collecting data; analyzing, interpreting, and summarizing data using a variety of modeling and computer programming techniques; and prepares chapters of project reports in an organized, clear manner and in the proper format. Work is performed under general supervision of the PM or more experienced researchers.

Minimum Education: Bachelor's

Minimum Experience: 2 years

Project Manager

Functional Responsibilities: The PM meets with client to learn about program; determines program objectives; develops work plan to implement an evaluation study; must have experience in assessment, measurement, and/or educational evaluations; effective communication and presentation of results is necessary; knowledge of assessment methodology, educational research design, student learning outcomes, and information and computer systems are required. A strong proficiency in MS Office package highly desirable as well as familiarity with qualitative data analysis software packages

Minimum Education: Bachelor's

Minimum Experience: 4 years

Senior Level Consultant

Functional Responsibilities: The Senior Level Consultant possesses a strong foundation of strategic designs and specialized knowledge in the areas of implementation strategic business solutions. The Senior Level Consultant is qualified to perform such tasks as: lead project teams to implement analysis for client organizations; creates work plans and define tasks in the area of strategic implementation teams; provides detailed analysis of solution requirements; uses structured problem solving frameworks to define, analyze, and develop alternative solutions to business problems; and develops Solution implementation roadmaps.

Minimum Education: Master's

Minimum Experience: 5 years

Subject Matter Expert

Functional Responsibilities: The Subject Matter Expert (SME) is an expert in field or discipline. Demonstrates an in-depth knowledge of specific field of expertise. Knows and directs experience with the application of procedures, and with the test and evaluation of operational requirements relative to specific field of expertise. This individual provides subject matter expertise and may offer advice on how to develop theoretical or empirical models pertaining to projects or programs; this includes aiding in research design, methodology, and practice.

Minimum Education: Master's

Minimum Experience: 8 years

Technical Program Manager

Functional Responsibilities: The Technical Program Manager plans and supplies technical advice and counsel to other professionals, especially on more complex tasks. Has advanced level knowledge of the broad scope of scientific and business research and the ability to originate and apply new and unique methods and procedures. Prioritize requirements and define scope to meet market needs in a timely manner given available resources. Develop, maintain, and distribute (as appropriate) standard project management deliverables for the successful launch of new products and services, including: implementation plan, project schedule, project budget and variances, issues & action items log, meeting minutes, risks assessment and contingencies. Partner with internal and external development teams to deliver on time and with the quality required. Serve as the product owner in Agile / SCRUM development process; write user stories, groom the backlog, and lead sprint planning. Anticipate problems and complications, and formulate solutions so as not to impede the progress of the project

Minimum Education: Master's

Minimum Experience: 8 years

SIN 561920

Logistics Coordinator I

Functional Responsibilities: The Logistics Coordinator I's responsibilities include assisting in the development of event plans, implementation of event plans, assigning tasks to support staff and preparing reports on the outcome of events. Identify vendors and manage ordering and distribution of collateral materials. Manage travel arrangements and project related shipping, receiving, and inventory management. Create and maintain regular event status reports and post-event recap / debrief reports

Minimum Education: Bachelor's

Minimum Experience: 2 years

Managing Director

Functional Responsibilities: The Managing Director manages operational planning, execution, and evaluation of multifaceted programs and/or projects. Oversees fiscal, operational, administrative, and human resources management of the program; serves as principal point of representation and liaison between Project Managers (PMs) or coordinator and customer. Also, provides day-to-day technical/professional guidance and leadership as appropriate to the area of expertise.

Minimum Education: Master's

Minimum Experience: 10 years

Marketing Coordinator

Functional Responsibilities: The Marketing Coordinator primarily focuses on promoting business, company name, and services. Duties include advertising, market research, and sustainability. Develop strategic marketing initiatives and activities. Implement marketing plans that include print, broadcast and online content. Create branded advertising campaigns, and support the marketing and design teams by coordinating and collating content. Setup tracking systems for marketing campaigns and online activities. Conduct market research to identify marketing opportunities and negotiate media coverage. Organize and streamline service offerings into user-friendly concepts. Simplify complex data into a user-friendly format such as graphs, charts and other visual aids for clients and management. Must possess organizational and communication skills.

Minimum Education: Bachelor's

Minimum Experience: 5 years

Meeting Planner

Functional Responsibilities: The Meeting Planner conducts client interviews, preplans, develops agendas, and facilitates meetings. Manages all tasks associated with a meeting or event, and the development and implementation of mechanisms to improve coordination and communication. Arranges the details and logistics of meetings and conferences. Contacts hotels and other facilities to obtain meeting rooms and accommodations. Negotiates contracts with hotels and facilities. Ensures that the facilities meet the specifications and obtains necessary supplies and refreshments. Attends conferences to resolve onsite problems in person. Tracks expenditures to ensure meeting/conference is done within budget. Reviews billing information from meeting locations, travel vouchers from speakers/consultants, and supervises the development of a meeting report, if required. Assists in the development of written materials and presentations. Ideally possesses Certification in Meeting Planning.

Minimum Education: CMP/ Bachelor's

Minimum Experience: 1 year

Print/Graphics

Functional Responsibilities: The Print/Graphic provides technical support in the specialized performance areas including materials design and development and website design. Responsible for the execution of production design requests and will work closely with the web developer to ensure that designs are implemented properly on the website.

Minimum Education: Bachelor's

Minimum Experience: 2 years

Project Director

Functional Responsibilities: The Project Director has corporate responsibility for oversight of individuals or teams assigned to the planning and management of conferences, meetings, and events, including client liaison; schedule development; vendor liaison and management; facility liaison; and development and implementation of automated systems support.

Minimum Education: Bachelor's

Minimum Experience: 15 years

Writer/Editor

Functional Responsibilities: The Writer/Editor provides onsite writing and editing support. Develops verbiage for client websites that captures essence of client for target conference audience. Responsible for curating fresh, relevant, and informative content. Direct creation of new content, craft and refine ideas, cultivate sources, report, and write. Oversees social media, graphics, and a web production. Brainstorms new stories, series, concepts, themes, and formats as needed. Checks documents for spelling, grammar and content problems.

Minimum Education: Bachelor's

Minimum Experience: 5 years

Education/Experience Substitutions:

Labor category minimum requirements - Matches PPT			Substitutions				
SIN 541430							
Labor Category	Min Edu	Min Exp	PhD	Masters	Bachelors	Associate	High School
Copywriter	Bachelor's	2	0	0		4	6
Designer/Illustrator	Bachelor's	2	0	0		4	6
Photographer	Bachelor's	3	0	1		5	7
Senior Designer/Illustrator	Bachelor's	4	0	2		6	8
SIN 541611							
Labor Category	Min Edu	Min Exp	PhD	Masters	Bachelors	Associate	High School
Data Analyst	Master's	4	2		6	8	10
Junior Level Consultant	Bachelor's	2	0	0		4	6
Project Manager	Bachelor's	4	0	2		6	8
Senior Level Consultant	Master's	5	3		7	9	11
Subject Matter Expert	Master's	8	6		10	12	14
Technical Program Manager	Master's	8	6		10	12	14
SIN 561920							
Labor Category	Min Edu	Min Exp	PhD	Masters	Bachelors	Associate	High School
Logistics Coordinator I	Bachelor's	2	0	0		4	6
Managing Director	Master's	10	8		12	14	16
Marketing Coordinator	Bachelor's	5	1	3		7	9
Meeting Planner	CMP / Bachelor's	1	0	0		3	5
Print/Graphics	Bachelor's	2	0	0		4	6
Project Director	Bachelor's	15	11	13		17	19
Writer/Editor	Bachelor's	5	1	3		7	9