

MDB, Inc. is a Service-Disabled Veteran-Owned Small Business (SDVOSB) consulting firm offering expertise in business and organizational improvement, information technology, policy analysis, research, advertising, outreach, and integrated marketing. With a company philosophy of “Doing Well by Doing Good,” MDB helps government agencies, not-for-profit and for-profit organizations shape and execute effective, comprehensive models for improvement and change in the areas of environmental health, homeland security, telecommunications, under-represented populations, and occupational safety and health.

MDB performs its primary federal government contracting through Professional Services Schedule contract number GS-00F-0001S, and is eligible to provide Mission Oriented Business Integrated Services (MOBIS), Advertising and Integrated Marketing Services (AIMS), General Purpose Commercial Information Technology Equipment, Software and Services (IT), and Environmental Services under SINs C132-51(RC), 541-1(RC), 541-2(RC), 541-3/541-3(RC), 541-4F/541-4F(RC), 874-1(RC), and 899-1(RC).

The contract period is from 18 January 2015 through 17 January 2020. If you would like to request services from MDB, Inc. please contact:

MDB, Inc.  
 1101 Connecticut Avenue, NW, Suite 550  
 Washington, DC 20036  
 202.331.0060 | 202.331.0044 FAX

MDB, Inc.  
 2525 Meridian Parkway, Suite 50  
 Durham, NC 27713  
 919.794.4700 | 919.287.2901 FAX

[info@michaeldbaker.com](mailto:info@michaeldbaker.com)  
[www.michaeldbaker.com](http://www.michaeldbaker.com)

**CUSTOMER INFORMATION**

**1a. Professional Services Schedule Awarded Special Item Numbers (SINs):**

C132-51(RC)	Information Technology Professional Services
541-1(RC)	Advertising Services
541-2(RC)	Public Relations Services
541-3/541-3(RC)	Web Based Marketing Services
541-4F/541-4F(RC)	Commercial Art and Graphic Design Services
874-1(RC)	Integrated Consulting Services
899-1(RC)	Environmental Consulting Services

**1b. Pricelist:** Included

**1c. Job Descriptions:** Included

**2. Maximum Order Threshold:** \$1,000,000; for orders above \$1,000,000, please contact MDB, Inc. for further information.

**3. Minimum Order:**  
**Professional Services Schedule:** \$100

**4. Geographic Coverage:** Domestic and Overseas

**5. Points of Production:** Same as company address

**6. Prices Shown in Catalogue:** Net prices

**7. Quantity Discounts:** Government net prices (discounts already deducted)

**8. Prompt Payment Terms:** Net 30 days

**9. Government Commercial Credit Card:** Yes, under the \$3,000 micropurchase threshold

**10. Foreign Items:** None

**11a. Time of Delivery:** Specified on the Task Order

**11b. Expedited Delivery:** Contact MDB, Inc.

**11c. Overnight and 2-Day Delivery:** Contact MDB, Inc.

**11d. Urgent Requirements:** Contact MDB, Inc.

**12. F.O.B. Points:** Destination

**13a. Ordering Address:**

MDB, Inc.  
 1101 Connecticut Avenue, NW, Suite 550  
 Washington, DC 20036  
 Michael D. Baker, President

202.331.0060 + 202.331.0044 FAX  
[info@michaeldbaker.com](mailto:info@michaeldbaker.com) + [www.michaeldbaker.com](http://www.michaeldbaker.com)

## CUSTOMER INFORMATION (CONTINUED)

**13b. Ordering Procedures:** For services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules))

**14. Payment Addresses:**

*Check/U.S. Mail*  
 MDB, Inc.  
 1101 Connecticut Avenue, NW, Suite 550  
 Washington, DC 20036

*Wire Transfer*  
 Contact MDB, Inc. for further information

**15. Warranty Provision:** Contractor's standard commercial warranty

**16-24. Terms and Conditions:**  
 Not applicable

**25. Data Universal Number System (DUNS) Number:** 04-244-1001

**26. Central Contractor Registration:**  
 MDB, Inc. is registered in the CCR Database

**27. Uncompensated Overtime:** MDB has a policy regarding uncompensated overtime.

## PROFESSIONAL SERVICES SCHEDULE: GS-00F-0001S

GSA PRICING

Labor Categories SINs C132-51(RC): Information Technology Professional Services; 541-1(RC): Advertising Services; 541-2(RC): Public Relations Services; 541-3/541-3(RC) Web Based Marketing Services; 541-4F/541-4F(RC) Commercial Art and Graphic Design Services; 874-1(RC): Integrated Consulting Services; 899-1(RC): Environmental Consulting Services.	Schedule	Year 11 1/18/2015 - 9/30/2015	Year 12 10/1/2015 - 9/30/2016	Year 13 10/1/2016- 9/30/2017	Year 14 10/1/2017- 9/30/2018	Year 15 10/1/2018- 1/17/2020
Administrative	MOBIS	\$48.33	\$50.26	\$52.27	\$54.36	\$56.54
Production Assistant	MOBIS	\$70.55	\$73.37	\$76.31	\$79.36	\$82.53
Program Manager	MOBIS	\$307.23	\$319.52	\$332.30	\$345.59	\$359.42
Project Manager	MOBIS	\$269.29	\$280.06	\$291.26	\$302.91	\$315.03
Research Analyst I	MOBIS	\$126.97	\$132.05	\$137.33	\$142.82	\$148.54
Research Analyst II	MOBIS	\$157.09	\$163.37	\$169.91	\$176.70	\$183.77
Research Associate	MOBIS	\$88.05	\$91.57	\$95.23	\$99.04	\$103.01
Senior Program Manager	MOBIS	\$321.80	\$334.67	\$348.06	\$361.98	\$376.46
Senior Research Analyst	MOBIS	\$165.96	\$172.60	\$179.50	\$186.68	\$194.15
Senior Strategic Counsel	MOBIS	\$424.14	\$441.11	\$458.75	\$477.10	\$496.18
Subject Matter Expert	MOBIS	\$217.78	\$226.49	\$235.55	\$244.97	\$254.77
Writer/Editor	MOBIS	\$126.97	\$132.05	\$137.33	\$142.82	\$148.54
Database Administrator	IT	\$130.86	\$136.09	\$141.54	\$147.20	\$153.09
IT Specialist II	IT	\$146.56	\$152.42	\$158.52	\$164.86	\$171.45
IT Specialist III	IT	\$188.96	\$196.52	\$204.38	\$212.55	\$221.06
IT Specialist IV	IT	\$256.47	\$266.73	\$277.40	\$288.49	\$300.03
IT Support Staff II	IT	\$83.74	\$87.09	\$90.57	\$94.20	\$97.96
Senior Graphic Designer	IT	\$162.25	\$168.74	\$175.49	\$182.51	\$189.81
Systems Engineer	IT	\$141.31	\$146.96	\$152.84	\$158.95	\$165.31
Communications Project Manager	AIMS	\$214.18	\$222.75	\$231.66	\$240.92	\$250.56
Multi-Media Project Manager	AIMS	\$126.40	\$131.46	\$136.71	\$142.18	\$147.87
Production Assistant, Logistics Coordinator	AIMS	\$62.34	\$64.83	\$67.43	\$70.12	\$72.93
Senior Communications Consultant	AIMS	\$262.41	\$272.91	\$283.82	\$295.18	\$306.98
Senior Communications Specialist I	AIMS	\$124.94	\$129.94	\$135.14	\$140.54	\$146.16
Policy Analyst	Environmental	\$75.72	\$78.75	\$81.90	\$85.17	\$88.58
Senior Consultant	Environmental	\$248.99	\$258.95	\$269.31	\$280.08	\$291.28
Senior Policy Analyst	Environmental	\$155.58	\$161.80	\$168.28	\$175.01	\$182.01
Senior Scientist	Environmental	\$183.88	\$191.24	\$198.88	\$206.84	\$215.11

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

## MOBIS LABOR CATEGORY DESCRIPTIONS

### Administrative

**Minimum/General Experience:** 3 years secretarial/administrative experience.

**Functional Responsibility:** Responsible for administrative tasks that include travel arrangements, records control, ensuring training materials are printed and shipped, and developing complex spreadsheets for tracking project information. Compiles, types, revises, combines, edits, prints, and stores correspondence, memos, reports and other documents. Provides scheduling and coordination for meetings, conferences, and training sessions.

**Minimum Education/Experience:** GED or HS Diploma

### Production Assistant

**Minimum/General Experience:** 2 years of experience.

**Functional Responsibility:** Responsible for providing a variety of functions to project team, including research support, project documentation and reporting, client relations, account management administrative support.

**Minimum Education:** Bachelor's degree

### Program Manager

**Minimum/General Experience:** 15 years of professional-level experience in project management and strategic business management consulting.

**Functional Responsibility:** The Program Manager provides leadership and overall technical direction, formulates and enforces work standards and solves complex technical, administrative, and management problems. Manages and directs the professional and technical personnel involved in the activities of the contract. Serves as the primary contact with Government personnel managing the overall contract or Task Order. Responsible for all program cost and quality controls. Monitors the management of staff and budgets. Works with the Project Manager(s) and Subject Matter Expert(s) to define requirements, evaluate project outcomes, advise all project staff and components, evaluate the effectiveness of the contract.

**Minimum Education:** Master's degree

### Project Manager

**Minimum/General Experience:** 10 years of experience in the design and management of related business improvement and consulting projects.

**Functional Responsibility:** The Project Manager is responsible for all aspects of project performance, and provides overall direction to all project activities and personnel. Establishes project expectations with the customer, manages staff and project budget to tasks and deliverables, works with the Program Manager to define consulting and project requirements. Formulates and enforces work standards, assigns project schedules, reviews work, and communicates policies and organizational goals and objectives to all project personnel. Evaluates project outcomes and provides analysis to Program Manager.

**Minimum Education:** Master's degree

### Research Analyst I

**Minimum/General Experience:** 4 years of experience in implementing project plans. Experience in overseeing project tasks to completion.

**Functional Responsibility:** Supports integration of project plan and ancillary efforts, including product production and multi-media support document production. Provides planning and implementation support to project team.

**Minimum Education:** Master's degree

### Research Analyst II

**Minimum/General Experience:** 5 years of experience.

**Functional Responsibility:** Offers both research and implementation support for all levels of business improvement plans and other client requirements. Analyzes complex issues and provides recommendations.

**Minimum Education:** Master's degree

### Research Associate

**Minimum/General Experience:** 2 years of relevant work experience.

**Functional Responsibility:** Performs research under the supervision of project manager. Assists with defining, conducting, and executing the goals of the task order.

**Minimum Education:** Bachelor's degree

### Senior Program Manager

**Minimum/General Experience:** 15 years of professional-level experience in analyzing and auditing policy and regulations. Experience includes providing expert counsel and testimony regarding the relationship of policy, regulations, and appropriate business practices. Must be able to serve as expert witness and issue spokesperson.

**Functional Responsibility:** The Senior Program Manager provides executive-level leadership and overall technical direction. In addition to the roles listed for the Program Manager, serves as expert witness and issue spokesperson. Serves as the primary contact with executive-level personnel. Provides business consulting, meeting facilitation, and other high-level requirements. Balances potentially conflicting and difficult objectives to meet the client's expectations. Provides senior level analysis of policy and research applications to business improvement and consulting services.

**Minimum Education:** Master's degree in business management, issue area, or engineering

### Senior Research Analyst

**Minimum/General Experience:** 6 years of experience in the design and implementation of strategic business and operational improvement plans, 1 to 2 years of specific planning and design experience.

**Functional Responsibility:** Supports the development and implementation of strategic planning models and projects. Provides high-level research and analysis on "best practices" and incorporates findings into project plans. Researches complex scientific or other highly technical issues.

**Minimum Education:** Master's degree

### Senior Strategic Counsel

**Minimum/General Experience:** 20 years of experience in providing the most senior-level strategic counsel and consultation to federal agencies, non-profits, and organizations within the corporate sector.

**Functional Responsibility:** Provides high-level, proven, innovative business improvement solutions. Designs analytical models for reviewing and assessing organizational structures and processes. Offers analysis and data review to support design of improvement strategies and models. Interacts with executive-level officials within and outside of client organizations. Offers strategic analysis and recommendations on complex issues.

**Minimum Education:** Master's degree

### Subject Matter Expert

**Minimum/General Experience:** 6 years of experience.

**Functional Responsibility:** Oversees and evaluates program design and integration options. Provides content-specific support to program manager and project team. Participates in developing client-specific strategic business plans and offers expert review of project outcomes.

**Minimum Education:** Master's degree

### Writer/Editor

**Minimum/General Experience:** 4 years of experience in researching, writing and editing project-related technical documentation, with specific experience preferred. Produces high quality papers, spreadsheets, e-mail, and Web-enabled applications.

**Functional Responsibility:** Prepares and edits complex technical materials to support project deliverables and output. Translates scientific issues for understanding by a non-science audience. Reviews written materials and recommends revisions or changes in scope, format, content, and methods of reproduction and binding.

**Minimum Education:** Master's degree

## INFORMATION TECHNOLOGY (IT) LABOR CATEGORY DESCRIPTIONS

### Database Administrator

**Minimum/General Experience:** 4 years of related experience.

**Functional Responsibility:** Serves as a member of a project team with tasks involving the management of existing or development of new databases. Provides high level technical expertise in the use of database management systems concepts. Evaluates and recommends available database management products and services to support validated user requirements. Defines file organization, indexing methods, and security procedures for specific user applications. Conducts database design, development, installation, configuration, management, backup and recovery, synchronization, and monitoring. Performs programming and scripting for both servers and clients. Provides support to application developers in designing and performance tuning of databases.

**Minimum Education:** Bachelor's degree

### IT Specialist II

**Minimum/General Experience:** 4 years of experience.

**Functional Responsibility:** Works as part of a team on the design, development, implementation, and maintenance of software applications and systems for projects, using current technologies and software. Has experience with a diverse set of languages and software applications. Serves as liaison to project director and other task leaders, as well as administrative management. Utilizes structured system development life cycle processes for planning, managing and documenting project activities. Interacts with project sponsors, with a focus on customer service and understanding of client expectations and needs. Utilizes best practices in conducting project work. May serve as the task leader on projects.

**Minimum Education:** Bachelor's degree

### IT Specialist III

**Minimum/General Experience:** 6 years of experience or related specialized training.

**Functional Responsibilities:** Directs the design, development, implementation, and maintenance of software applications and systems for projects, using current technologies and software. Has experience with a diverse set of languages and software applications. Assumes increasing levels of responsibility for work groups on projects of greater complexity. Follows best practices in conducting project work. Utilizes structured system development life cycle processes for planning, managing and documenting project activities. Provides project with technical expertise gained through formal education and diverse IT project experience. May serve as project director (PD) or task leader on projects.

**Minimum Education:** Bachelor's degree

### IT Specialist IV

**Minimum/General Experience:** 15 years of experience in electronic support system design and development and web development.

**Functional Responsibility:** Senior IT Specialist who acts as consultant to senior management. Develops and applies advanced concepts and techniques and develops solutions to complex problems requiring a high degree of ingenuity and innovation. Provides guidance on the design, development, implementation, and maintenance of software applications and systems for projects, using current technologies and software. Has experience with a diverse set of languages and software applications. Utilizes structured system development life cycle processes for planning, managing and documenting project activities. Provides project with technical expertise gained through formal education and diverse IT project experience. Follows best practices in conducting project work. May serve as senior technical advisor, project director (PD), or task leader on projects.

**Minimum Education:** Bachelor's degree

### IT Support Staff II

**Minimum/General Experience:** 2 years of experience.

**Functional Responsibilities:** Serves as a member of a project team with duties involved in the receipt, development, storage, control, and distribution of all project related data. Collects data in accordance with plans developed by others. Verifies and analyzes data to identify trends and relationships. Drafts reports of findings along with related documentation. Provides required support for project administration and deliverables, including but not limited to contract management, logistics management, data processing, and document publishing. Works under direction of Project Director, Project Manager, or Task Leader.

**Minimum Education:** Bachelor's degree

### Senior Graphic Designer

**Minimum/General Experience:** 20 years of applied experience in multi-media graphic design.

**Functional Responsibility:** Senior Graphic Designer specializes in development and concept of client's project. Serves as a member of a project team to provide creative direction, technical knowledge, and expertise to projects and junior staff on the application of multimedia graphic design, production, and support. Utilizes all multi-media applications and materials and has an advanced knowledge of printing processes and procedures.

**Minimum Education:** Bachelor's degree

### Systems Engineer

**Minimum/General Experience:** 4 years of experience.

**Functional Responsibility:** Serves as a member of a project team to administer information system development and testing. Duties may include business case development, requirements and data analysis, appraising and presenting solutions, database design, network design, programming, testing, and implementation. May provide guidance and assistance to junior team members.

**Minimum Education:** Bachelor's degree in Information Systems, Engineering, Computer Science or other related technical discipline. Experience may not substitute for degree.

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## AIMS LABOR CATEGORY DESCRIPTIONS

### Communications Project Manager

**Minimum/General Experience:** 15 years of relevant experience.

**Functional Responsibility:** Manages the day-to-day activities of project. Oversees all activities of project staff. Provides oversight on accounting procedures and billing practices. Experienced in managing and executing marketing, media, and public information services projects. Demonstrated ability to independently plan, conduct, and lead extensive research and analysis resulting in products of significant impact. Capable of managing multitask projects of high complexity. Sets parameters for optimum utilization of resources and personnel, and directs task execution at all levels to meet work plan schedules and task objectives within budget constraints. Provides primary interface with client management personnel regarding strategic issues. Possesses technical and management expertise and command of associated analytical disciplines. Delivers presentations and leads strategic client meetings.

**Minimum Education:** Bachelor's degree

### Multi-Media Project Manager

**Minimum/General Experience:** 4 years of relevant experience.

**Functional Responsibility:** Oversees multi-faceted visual communications program area. Heads development of strategic integrated visual product and service strategy. Meets regularly with project manager to discuss performance, propose initiatives, and establish priorities. Coordinates technical issues in relation to design, (i.e., page structure and image optimization) and special needs. Oversees the creation of interactive sites and Web pages as well as print materials.

**Minimum Education:** Bachelor's degree

### Production Assistant, Logistics Coordinator

**Minimum/General Experience:** 2 years of experience.

**Functional Responsibility:** Serves as the primary facilitator of all communications. Provides any necessary administrative and logistical support. Applies software and computer applications to produce timely and accurate standard and nonstandard documents. Performs clerical and secretarial tasks. Efficiently and accurately reproduce final products by copying, collating, and binding.

**Minimum Education:** Bachelor's degree

### Senior Communications Consultant

**Minimum/General Experience:** 15 years of relevant experience.

**Functional Responsibility:** Provides oversight for multiple client engagements by managing several multi-faceted programs and creating overarching vision. Responsible for overseeing an integrated management structure, which evaluates overall performance. Meets with program manager to discuss performance, initiatives, and priorities.

**Minimum Education:** Bachelor's degree

### Senior Communications Specialist I

**Minimum/General Experience:** 6 years of relevant experience.

**Functional Responsibility:** Provides creative elements for all project-related materials, including print, electronic, and Web-based products. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of visual communications/graphic services. Provides support for technical issues in relation to design, (i.e., page structure and image optimization,) and knowledge of usability, demonstrating an understanding of special needs.

**Minimum Education:** Bachelor's degree

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## ENVIRONMENTAL LABOR CATEGORY DESCRIPTIONS

### Policy Analyst

**Minimum/General Experience:** 3 years of relevant experience.

**Functional Responsibility:** Conducts and supports research and analysis on client issues. Drafts policy reports and other deliverables as needed.

**Minimum Education:** Bachelor's degree

### Senior Consultant

**Minimum/General Experience:** 10 years of relevant experience.

**Functional Responsibility:** Plans, conducts and supervises projects of major significance, necessitating proven management skills and knowledge. Provides expert oversight for multiple client engagements by managing several multi-faceted programs and creating overarching vision. Responsible for overseeing an integrated management structure, which evaluates overall performance. Meets with Program Manager to discuss performance, initiatives, and priorities.

**Minimum Education:** Bachelor's degree

### Senior Policy Analyst

**Minimum/General Experience:** 7 years of relevant experience.

**Functional Responsibility:** Conducts and supports original research and analysis on client issues. Develops, implements, and manages the production and distribution of policy portfolio and products. Drafts policy reports and other deliverables as needed. Supplies technical advice and counsel to other professionals. Originates and applies new and/or unique methods, approaches, and procedures to client issues. Manages consultative process.

**Minimum Education:** Bachelor's degree

### Senior Scientist

**Minimum/General Experience:** 7 or more years of work experience in the scientific arena.

**Functional Responsibility:** Identifies, reviews, evaluates, and interprets published scientific data and provides scientific oversight services to clients. Works independently under minimum supervision and serves as a team leader for other scientists, risk assessors, toxicologists, biologists, etc. Develops proposals for and manages: complex human health risk and toxicological assessments, research studies, environmental programs, exposure assessments, waste characterization and source reduction studies, pollution prevention initiatives, and the review of remediation technologies based on client needs. Presents relevant information at conferences, client meetings, and through scientific publications. Provides expert opinion to legal or quasi-legal proceedings. Ensures that health and safety policies and procedures are followed.

**Minimum Education:** Master's degree in Environmental Science or other related technical discipline. Experience may not substitute for degree.

## EXPERIENCE & DEGREE SUBSTITUTION

The requirements for education and experience are a guide to the types of experience and educational background of typical personnel in each labor category.

Education and experience may be substituted for each other, as set forth herein. Experience exceeding the minimum shown may be substituted for education, and education exceeding the minimum shown may be substituted for experience. In addition, certifications, professional licenses, and vocational technical training may be substituted for experience or education.

### Degree/Experience Equivalency\*

Degree	Experience Equivalents	Other Equivalents
Associate's	2 years relevant experience	Professional certification or license
Bachelor's	Associate's degree + 2 years relevant experience, or 4 years of relevant experience	Professional certification or license
Master's	Bachelor's degree + 2 years relevant experience or 6 years of relevant experience	Professional certification or license
Doctorate	Master's degree + 2 years relevant experience, or Bachelor's degree + 4 years of experience, or 8 years of relevant experience	

\* Successful completion of higher education which has not yet resulted in a degree may be counted as 1 year of experience for each year of college completed.

### ACCESSING MDB, INC.

The following organizations may place orders with MDB, Inc.'s Professional Services Schedule with Management, Organizational and Business Improvement Services (MOBIS), Advertising & Integrated Marketing Solutions (AIMS), and/or Environmental Services (ES) through the U.S. General Services Administration (GSA) Federal Supply Schedule (FSS):

- Executive Agencies
- Other Federal Agencies
- Mixed-ownership Government corporations
- Government Contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1
- Other activities and organizations authorized by statute or regulation to use GSA as a source of supply

### TO PLACE AN ORDER

To obtain GSA services, agencies may work with approved GSA contractors such as MDB, Inc. For orders under \$3,000, agencies can simply place an order with their contractor of choice. The following procedure is used to place orders above \$3,000:

1. Customer prepares Statement of Work describing work to be accomplished
2. Customer conducts a "best value" review of at least three GSA contractors
3. Customer selects awardee
4. Awardee undertakes work and invoices customer directly