

NORTH AMERICAN MANAGEMENT'S
General Services Administration
Authorized Federal Supply Schedule Price List



Professional Services Schedule

Contract Numbers: GS-00F-0009P

NORTH AMERICAN MANAGEMENT

Professional Services Schedule

CONTRACT NUMBERS: GS-00F-0009P

**General Services Administration Authorized Federal
Supply Schedule Price List**

CONTRACT PERIOD: April 1, 2015 – October 15, 2018

2111 Eisenhower Avenue, Suite 300
Alexandria, VA 22314
Tel: 703.812.0200
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Website: www.namgt.com
LinkedIn: www.linkedin.com/company/north-american-management
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CONSOLIDATED SCHEDULE

CONTRACT PERIOD: April 1, 2015 to October 15, 2018

CONTRACT MANAGEMENT: Ric Murphy, President
2111 Eisenhower Avenue, Suite 300
Alexandria, VA 22314
Tel: 703.812.0200 Fax: 703.812.0599
E-mail: ric.murphy@namgt.com

CONTRACT ADMINISTRATION: Ric Murphy, President

BUSINESS SIZE: Small Disadvantaged

DUNS NUMBER: 92-6385121

CERTIFIED: ISO 9001-2008

CUSTOMER INFORMATION:

1. **Contract Number: GS-00F-0009P**

Special Items Numbers

- C132-51, C132-51 RC Information Technology Professional Services
- C132-51STLOC
- 520-01, 520-01 RC Program Financial Advisor
- 520-02, 520-02 RC Transaction Specialist
- 520-03, 520-03 RC Due Diligence and Support Services
- 520-07, 520-07 RC Financial & Performance Audits
- 520-08, 520-08 RC Complementary Audit Services
- 520-11, 520-11 RC Accounting
- 520-12, 520-12 RC Budgeting
- 520-13, 520-13 RC Complementary Financial Management Services
- 520-22, 520-22 RC Grants Management Support Services
- 541-01, 541-01 RC Advertising Services
- 541-02, 541-02 RC Public Relations Services
- 541-3, 541-3 RC Web Based Marketing Services
- 541-4A, 541-4A RC Market Research and Analysis
- 541-4D, 541-4D RC Conference Management
- 541-4E, 541-4E RC Commercial Photography Services
- 541-4F, 541-4F RC Commercial Art and Graphic Design Services
- C595-21, C595-21 RC Human Resource Services, EEO Services
- 874-1, 874-1 RC Integrated Consulting Services
- 874-4, 874-4RC Training Services
- 874-6, 874-6RC Acquisition Management Support

2. **Maximum Order Limitation:**

The maximum total dollar value of any order placed under this contract will be \$1,000,000 except for requirements exceeding the maximum order limitation according to Clause I-FSS-125 (October 1997).

3. **Minimum Order:** \$100.00
4. **Geographic Coverage:** North American Management will only furnish domestic services in the 50 United States of America, or such foreign countries, territories, and/or where US Government agencies are providing support services.
5. **Point(s) of Production:** Alexandria, VA
6. **Discount/Pricing:** Prices Shown herein are net prices (additional discounts may be provided)
7. **Quantity/Volume Discounts:** 1% for orders over \$500,000; an additional ½% for orders over \$1,000,000.
- 7a. **Media Buying Commission:** North American Management will not use for the Government the commercial practice of charging media commissions on media buys. North American Management will charge the government by projects in the same manner it charges for other services under the labor categories. Any commissions provided by media placement with either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whatever the ordering agency prefers.
- 7b. **Other Direct Cost (ODCs):** Awarded Other Direct Cost are comprised of the descriptions and are directly applicable to the services provided. Agency orders may alter the type, quality and timing of each component and thus result in a lower/higher price for specific requirements. The agency is advised that based on the specific task identified at the task order level, Clause 552.238-75 Price Reductions may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded ODCs as specified above without a modification to this contract.
8. **Prompt Payment:** Net 30
9. **Government Commercial Credit Card:** North American Management agrees to accept the government commercial credit Card for purchases over \$2,500, and under \$2,500 with no additional discount.
10. **Foreign Items:** Not Applicable
- 11a. **Time of Delivery:** Will adhere to the delivery schedule as specified by the agencies purchase order.
- 11b. **Expedited Delivery:** Contact the contractor for expedited delivery.
- 11c. **Overnight and 2-Day Delivery:** Contact contractor for rates for overnight and 2-day delivery.
- 11d. **Urgent Requirements** Contact contractor for faster delivery or rush requirements.
12. **F.O.B Point(s):** Destination

- | | | |
|-----|--|--|
| 13. | Ordering Address: | North American Management
2111 Eisenhower Avenue
Alexandria, VA 22314 |
| 14. | Payment Address: | North American Management
Accounts Receivables
2111 Eisenhower Avenue
Alexandria, VA 22314 |
| 15. | Warranty Provision: | Contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract. |
| 16. | Export Packing Charges: | N/A |
| 17. | Terms and Conditions of Government Purchase Card Acceptance (Any Thresholds Above The Mircopurchase Level): | N/A |
| 18. | Terms And Conditions of Rental, Maintenance And Repair: | N/A |
| 19. | Terms And Conditions of Installation: | N/A |
| 20. | Terms And Conditions of Repair Parts, Etc: | N/A |
| 21. | List Of Service And Distribution Points: | N/A |
| 22. | List Of Participating Dealers: | N/A |
| 23. | Preventive Maintenance: | N/A |
| 24. | Central Contractor Registration Database. | North American Management is registered in the Central Contractor Registration (CCR) database. |

DESCRIPTION OF SERVICES

INFORMATION TECHNOLOGY SERVICES AND TRAINING



North American Management offers a full range of IT and system integration and Information Technology Professional Services to meet the needs of Federal agencies and managers. North American Management services can be customized to address specific IT service requirements within a systems integration framework. North American Management has developed the service offerings in to the following areas to include resources and facilities management, database planning and design, systems analysis and design, network services, programming, millennium conversion services, conversion and implementation support, network services project management, data/records management, and subscriptions/publications (electronic media), and other services including the following:

- FPDS Code 4012 Training Course For Information Technology Services and Training
- FPDS Code D301 Resources and Facilities Management
- FPDS Code D302 Database Planning and Design
- FPDS Code D306 System Analysis and Design
- FPDS Code D307 Network Services
- FPDS Code D308 Programming
- FPDS Code D316 Network Services' Project Management
- FPDS Code D317-1 Data/Records Management
- FPDS Code D399 Other Information Technology Services, not elsewhere classified

Sample Listing of Additional Courses

ADMN 110 – Administrative Assistants' Seminar	ADMN 210 – Time Management	ADMN 220 – Managing Multiple Tasks	ADMN 230 – Managing Stress	ADMN 310 – Excellence in Customer Service
ADMN 420 – Making Meetings More Effective	ADMN 320 – Managing Conferences	COMM 105 – Communicating Effectively	COMM 220 – Public Speaking	COMM 410 – Assertiveness Training
EEO 110 – Introduction to EEO Programs	EEO 210 – Basic EEO Counseling	EEO 310 – EEO for Supervisors & Managers	EEO 450 – Advanced EEO Counseling	EEO 500 – Investigating Discrimination Complaints
EEO 630 – Managing Diversity	EEO 650 – Accommodating Those with Disabilities	HUMN 105 – Introduction to Human Resource Management	HUMN 201 – Staffing Positions	HUMN 305 – Employee Review
HUMN 320 – Employee Relations	HUMN 350 – Employee Disputes	HUMN 410 – Career Planning	HUMN 425 – Planning for Retirement	HUMN 510 – Internal Consulting
HUMN 650 – Reductions-in-Force	MGMT 110 – Management Functions and Styles	MGMT 115 – Developing Leadership Skills	MGMT 320 – Empowering Staff	MGMT 350 – Sexual Harassment Awareness
MGMT 401 – Achieving Business Benefits from Internet Technology	MGMT 410 – Achieving Business Benefits from Client/Server Technology	MGMT 501 – Change Management Workshop	MGMT 510 – How to Make Business Process Reengineering Work	MGMT 512 – The Role of IT Function in Business Process Reengineering
MGMT 601 – Information Resource Management	MGMT 610 – Information Strategy Planning	MGMT 710 – Managing the Data Warehouse Commitment	MGMT 712 – Data Analysis and Modeling	ORG 210 – Introduction to Organizational Development
ORG 235 – Program/Management Analysis	ORG 240 – Advanced Management Analysis	ORG 250 – Organizational Change	ORG 525 – Strategic Planning	PUBL 325 – Media Relations
PUBL 450 – Government Policy Development	PUBL 550 – Freedom of Information Act	STAF 310 – Train the Trainer	STAF 420 – Employee Development	STAF 515 – Coaching to Increase Productivity

DESCRIPTION OF SERVICES

MARKET RESEARCH AND PUBLIC OPINION SERVICES

Includes media analysis and related research (e.g., customize strategic marketing plans; target audience identification; establishment of measurable marketing objectives; determine market trends & conditions; identify appropriate strategies & tactics; analyzing market trends; conduct focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results); press and public relation services (e.g., development of media messages and strategies; recommend media sources for placement of campaigns; provide media materials including but not limited to background materials, press releases, media alerts, speeches and presentations, and press kits; execute media programs that may include press conferences, distribution of press materials, scheduling broadcast print interviews, and media buying services such as instantaneous satellite services); public education and outdoor marketing media campaigns (e.g., promote public awareness and public education of Federal Government programs and services; promote agencies marketing, media, and public information efforts. Types of services include but are not limited to pamphlets, magazines, booklets, brochures, leaflets, newsletters, newspaper advertisements and catalogs. Types of services may include but are not limited to painted and/or electronic displays, posters, billboards, banners, bulletins, tear cards, balloons, skywriting, and bumper stickers. Site locations may include but are not limited to all manner of transit such as buses to include exterior and interior panels, train and subway stations, taxi tops, truck trailers and airport displays and kiosks); radio, television and public service announcement services (e.g., development of 60/30/20/15/10-second radio or television announcements, creative development of draft scripts, TV monitoring, paid advertising, media buying, recruitment advertising, television storyboards, instantaneous satellite services, news clipping services and ad tracking services); full service marketing, media and public information services (e.g., using strategically targeted marketing tactics which may include media plans and creative multimedia execution of campaigns using the following types of services, but not limited to: radio, television, outdoor advertising, web site, commercial art/graphic design, photography, trade shows/exhibits, direct mail, market research, press and public relations, conference/events planning, and videotape and film production, etc.); and direct mail services (e.g., compile, reproduce, merge/purge, track, and test mailing services and/or customize mailing lists. Types of services may include but are not limited to address list compilation, addressing services, warehousing/clearinghouse services and mail advertising services including direct mail and postage).



ADVERTISING SERVICES

Includes web site design and maintenance (e.g., create, develop, administer, and/or enhance existing website designs including any accompanying graphics/documents; updates; maintenance); press and public relations (e.g., development of media messages and strategies; recommend media sources for placement of campaigns; provide media materials including but not limited to background materials, press releases, media alerts, speeches and presentations, and press kits; execute media programs that may include but are not limited to press conferences, distribution of press materials, scheduling broadcast print interviews, and media buying services such as instantaneous satellite services); public education and outdoor marketing and media campaign (e.g., promote public awareness and public education of Federal Government programs and services; provide outdoor marketing services that will promote agencies marketing, media, and public information efforts.

DESCRIPTION OF SERVICES

PUBLIC RELATIONS SERVICES

Includes market research; media analysis; web site design and maintenance; trade shows, exhibits, conferences and events; press and public relations; public education and outdoor marketing/media services; radio, television and public service announcements; full service marketing, media and public information services; direct mail services; commercial photography services; commercial art and graphics design; and videotape and film production services. **The following items are set aside for Small Businesses:** Web site design and maintenance; Trade shows/exhibits and conference/event planning services; Commercial photography services.

FINANCIAL SERVICES (EXCLUDING CREDIT CARD)

Includes accounting services; asset management; budgeting; financial management training; financial management systems (e.g., assess and improve financial management systems, conduct A-127 system compliance reviews, conduct other system assessments to improve operating efficiency, etc.); financial planning and performance measurement; financial reporting and analysis; other financial management services (e.g., technical assistance related to managerial cost accounting or other special financial areas of interest, assist in financial policy formulation and development, conduct special cost studies, assist with quality assurance efforts, perform bench marking, etc.); and outsourcing activities such as billing services, payroll processing, application processing, claims processing, grant application management, loan application management, inventory management, and other financial management activities. Also includes program financial advisors to include overall program management and staff development of marketing plans for an asset sale, review sales reports, conduct post sale analyses, and review credit reform analyses; transaction specialists to perform valuation, management, restructuring, and/or disposition of various assets - secured and unsecured notes, premiums, revenue streams, and other receivables; due diligence and support services; loan and other asset servicing to monitor, service, maintain, and occasionally re-finance Government-held loans such as bank loans, single family and multifamily project mortgage loans, education loans, small business loans, agricultural loans, premiums, etc.; equity monitoring and transaction administration; and professional legal services in support of financial asset services. **The following items are set aside for Small Businesses:** Financial Management Related Training Services.



HUMAN RESOURCE SERVICES, EEO SERVICES



Includes a variety of EEO services such as investigation of complaints (single or multiple issues);, alternative dispute resolution; training; consulting; on-line reporting systems; reference materials; analysis; recommendations; and EEO counseling. Also includes a variety of human resource services such as planning; recruitment and internal placement; pre-employment screening; position classification; personnel actions; training; employee assistance; employee relations; outplacement; review and integration services; and workers compensation.

**SELECT POSITION QUALIFICATIONS FOR
SELECT JOB TITLE DESCRIPTIONS***

Contractor personnel assigned to tasks under this contract meet or exceed the experience, education, or other background requirements set forth in the appropriate paragraph of this section.

Title	Qualification
Administrative Specialist/ Administrative Support	Performs clerical and administrative tasks such as word processing, spreadsheet development, typing, and filing. Assists in the production and preparation of deliverables. Maintains schedules, schedules meetings, takes minutes and prepares meeting notes. <i>High School degree in applicable discipline. with 2 – 5 years directly related experience. Approximately 95 to 100% of time is minimally allocated to client projects.</i>
Business Analyst/ Management Analyst	Performs detailed analysis, develops alternative solutions, designs business solutions, conducts feasibility studies, develops implementation plans, performs project management, performs implementation tasks, conducts testing and insures results. <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project</i>
Business Consultant	Consults with clients to define needs or problems. Conducts analyses of current operational policies, procedures, and processes. Provides expertise in the design, development, and installation of total quality systems for client organizations, as well as business process reengineering, performance measurement, benchmarking, and complex analysis. . <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project..</i>
Graphics Specialist	Determines content and placement of client issues in electronic and print media. Provides a full range of services including press and media relations, research, special products, development, maintenance of press files, and content analysis. Serves as liaison to news outlets, generating and responding to media interest to ensure client issues are presented in an accurate and timely manner. Writes and distributes press releases, makes day-book entries, prepares Op/Ed pieces, and drafts news stories. Monitors trends and provides recommendations. As required, arranges press conferences, briefings, and interviews, and coordinates and manages editorial boards. For both national and international media, conducts media training for client subject-matter experts. As required, serves as client spokesperson for routine issues. <i>Bachelor's degree in applicable discipline. with 2 – 5 years directly related experience. Approximately 95 to 100% of time is minimally allocated to client projects.</i>
Managing Principal Business Consultant	Senior corporate manager responsible for overall direction, coordination, and evaluation of major business units. Provides high-level expert guidance and expertise to single or multiple projects. Serves as Senior Change Management Consultant. Manages complex organizations and teams by integrating skills into client-focused, object-oriented consulting solutions. Integrates technical solutions into the business process reengineering requirements and translates concepts into operational improvements and systems. . <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project and/ or on an as needed bases.</i>
Meeting Planner	Conducts client interviews, preplans, develops agendas, and facilitates meetings. Provides expertise in all session types and facilitates groups through complex detail-oriented processes to help the client define the problem, map an approach, and achieve meeting objectives. Provides group management skills and expertise in all facets of the meeting to include its content, processes, and technical subject matter. Possesses extensive consulting experience. <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project.</i>
Performance	Supports requirements definition, business process improvement, and business design activities.

Title	Qualification
Specialist	Provides insight and experiences from related projects. Develops surveys, conducts interviews, and frames problems for analysis and decision-making. Develops feasibility and cost-benefit studies, lifecycle analysis, briefings and presentations, report writing, and post-implementation evaluations for information management projects. <i>Bachelor's degree in applicable discipline, with 10 years directly related experience. Approximately 85 to 95% of time is minimally allocated to client projects.</i>
Principal Business Consultant	Senior consultant who analyzes, plans, directs, and coordinates the activities of designated projects to ensure that project goals and objectives are accomplished within prescribed timeframes and funding parameters. Provides management, organizational, and business improvement services to include visioning, business and information strategy planning, total quality management, organizational design/efficiency, cost-benefit analysis, change management, and business process reengineering solutions. <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project and/or on an as needed bases.</i>
Production Assistant	Performs administrative management tasks such as word processing, spreadsheet development, administrative typing, and filing. Helps produce and prepare deliverables. Maintains schedules, schedules meetings, takes minutes, and prepares meeting notes. <i>High School Diploma with at least one year of directly related experience.</i>
Program Manager	Creates, implements, directs, and manages daily operations and budget in accordance with established project plan and in compliance with customer requirements. Responsible for maintaining current status of ongoing programs, capturing all data and current project status, preparing information briefings, supervising preparation and maintenance of weekly and monthly management report books, and developing current standard operating procedures. Responsible for assisting in the development of road-based information communications strategies and action plans based on an understanding of organizational goals and objectives. Develops information products based on target audience and budget. Supervises execution of information plan using all available media. <i>Bachelor's degree in applicable discipline, with 10 years directly related experience. Approximately 85 to 95% of time is minimally allocated to client projects.</i>
Programmer Analyst	Analyzes, reviews, and writes/rewrites programs, using workflow chart and diagram, applying knowledge of computer capabilities, subject matter, and symbolic logic. Converts detailed logical flow chart to language processible by computer. Resolves symbolic formulations, prepares flow charts and block diagrams, and encodes resultant equations for processing. Develops programs from workflow charts or diagrams, considering computer storage capacity, speed, and intended use of output data. Prepares or receives detailed workflow chart and diagram to illustrate sequence of steps to describe input, output, and logical operation. Compiles and writes documentation of program development and subsequent revisions. Revises or directs revision of existing programs to increase operating efficiency or adapt to new requirements. Consults with managerial and engineering and technical personnel to clarify program intent, identify problems, and suggest changes. Writes instructions to guide operating personnel during production runs. Prepares records and reports. <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project</i>
Programmer Analyst	Writes, analyzes, reviews, and rewrites programs that support the creation and maintenance of databases. Assists computer programmers and senior automated system developers to design and implement new systems, reports, and web sites. Configures database engines and writes queries. Implements concepts and operations from workflow charts or diagrams. Compiles and writes documentation of data structure and program development and subsequent revisions. Revises or directs revision of existing programs to increase operating efficiency or adapt to new requirements. Consults with managerial and engineering and technical personnel to clarify program intent, identify problems, and suggest changes. Assists in the writing of instructions to guide operating personnel in the use of new systems. Prepares records and reports. <i>Bachelor's degree</i>

Title	Qualification
	<i>in applicable discipline. with 5 – 7 years directly related experience. Approximately 95 to 100% of time is minimally allocated to client projects.</i>
Project Director	Manages multiple projects at diverse locations. Organizes, directs, and coordinates planning and production of all contract support activities. Manages cost, schedule, and quality of multiple projects. Meets with management personnel, contractor managers, and Federal client agency representatives. Formulates and reviews strategic plans and deliverable items, determines contract costs, and ensures conformance with standards. Assigns, schedules, and reviews work of subordinates <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project and/or on an as needed bases.</i>
Project Manager	Simultaneously plans and manages highly visible program operations, including technical support, involving multiple projects/task orders and personnel at diverse locations. Organizes, directs, and coordinates planning and execution of all program activities. Must be able to effectively interface with all levels of management. Establishes and alters management structure, as necessary, to effectively direct program activities. Meets and confers with Government management officials regarding status of specific activities, as well as problems, issues, or conflicts requiring resolution. <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project.</i>
Senior Business Consultant	Directs activities to implement and manage projects. Possesses expertise to define problems, collect data, establish facts, and draw valid conclusions. Provides leadership and technical expertise in the areas of delivering process and productivity improvement solutions, facilitating large and small groups, developing business and strategic plans, providing performance measurement and business process reengineering training, and conducting financial and cycle-time analyses. <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project.</i>
Senior Consultant	Supports requirements definition, business process improvement, and business design activities. Provides insight and experiences from related projects. Develops surveys, conducts interviews, and frames problems for analysis and decision-making. Develops feasibility and cost-benefit studies, lifecycle analysis, briefings and presentations, report writing, and post-implementation evaluations for information management projects. <i>Bachelor's degree in applicable discipline, with 10 years directly related experience. Approximately 85 to 95% of time is minimally allocated to client projects.</i>
Senior Director of Delivery	Senior consultant who analyzes, plans, directs, and coordinates the activities of designated projects to ensure that project goals and objectives are accomplished within prescribed timeframes and funding parameters. Provides management, organizational, and business improvement services to include visioning, business and information strategy planning, total quality management, organizational design/efficiency, cost-benefit analysis, change management, and business process reengineering solutions. <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project and/or on an as needed bases.</i>
Technology Specialist	Assists computer systems analysts by guiding their activities and providing answers to technical questions. Analyzes and tests computer programs or system to identify errors and ensure conformance to standard. Consults with staff and users to identify operating procedure problems. Formulates and reviews plans outlining steps required to develop programs to meet staff and user requirements. Devises flow charts and diagrams to illustrate steps and to describe logical operational steps of program. Writes documentation to describe and develop installation and operating procedures of programs. Coordinates installation of computer programs and operating systems, and tests, maintains, and monitors computer system. Reads manuals, periodicals, and technical reports to learn how to develop programs to meet staff and user requirements. Writes and revises program and system design procedures, test procedures, and quality standards.

Title	Qualification
	Reviews and analyzes computer printouts and performance indications to locate code problems. Modifies program to correct errors by correcting computer codes. <i>Bachelor's degree in applicable discipline. Graduate level work preferred with 15 years directly related experience. Approximately 10 to 15% of time is allocated to any one particular project.</i>
Training Specialist	Provides complex training programs. Assist Senior Training Specialist and supports Subject Matter Experts/ Trainers. Assigns instructors responsibility for instructional modules and exercises. Conducts rehearsals. Critiques instructor performance and provides remedial training. Provides after-action reports as required. <i>Master's degree in applicable discipline. with 7 – 10 years directly related experience. Approximately 95 to 100% of time is minimally allocated to client projects.</i>
Training Specialist II	Supervises the conduct of complex training programs. Trains and supervises instructors. Assigns instructors responsibility for instructional modules and exercises. Conducts rehearsals. Critiques instructor performance and provides remedial training. Provides after-action reports as required. <i>Master's degree in applicable discipline. with 7 – 10 years directly related experience. Approximately 95 to 100% of time is minimally allocated to client projects.</i>
Web Multimedia Design Master	Designs, develops, implements, and maintains web sites and web pages to deliver or support transition services programs. Works with and coordinates the efforts of programmers, database experts, graphic artists, and functional experts to achieve web site objectives. Participates in meetings with contract customers and other contractor personnel to identify web site requirements and preferences. Conducts testing to ensure that web sites meet all government regulations and restrictions and that the web sites operate on all relevant platforms and with all common browsers. Develops and implements necessary internet security measures to protect the site's integrity and data. <i>Bachelor's degree in applicable discipline. with 2 – 5 years directly related experience. Approximately 95 to 100% of time is minimally allocated to client projects. Approximately 95 to 100% of time is minimally allocated to client projects</i>
Web Programmer	Manages a web site by creating content, adapting existing content to a web-friendly format, creating and maintaining logical structure of the content, running web server and other related software, and performing system administration. Converts new and diverse information into a web language such as HTML. Processes images for size, resolution, and format. Researches, evaluates for content, creates, and develops multimedia presentations from inception to distribution. <i>Bachelor's degree in applicable discipline. with 2 – 5 years directly related experience. Approximately 95 to 100% of time is minimally allocated to client projects.</i>
Writer/Editor	Develops, directs, and manages the editorial aspects of internal and external communications programs. Works closely with the client and strategic planners to define communications objectives and to ensure requirements are achieved. Creates a wide variety of written materials to promote public understanding of client programs and products. Integrates risk-communications techniques to determine content, tone, and manner of communication in a high demand fast-paced environment. Develops concepts and writes copy for newsletters, press releases, brochures, TV and radio announcements, direct mail pieces, print ads, external print outlets, and online delivery including web-site content. Applies writing principles consistent with the product. Evaluates and edits copy as required. Conducts periodic trends analysis to determine audience feedback and evaluate effectiveness of the communications campaign. Possesses solid project management skills with regard to strategic and tactical writing styles. <i>Bachelor's degree in applicable discipline, with 10 years directly related experience. Approximately 85 to 95% of time is minimally allocated to client projects.</i>
* <i>North American Management is an equal opportunity employer and complies with all federal and state requirements.</i>	

SCA Matrix

SCA Eligible Contract Labor Category	SCA Equivalent Code - Title	WD Number
Administrative Specialist	01020 – Administrative Assistant	2005-2103
Writer/Editor	30461 – Technical Writer I	2005-2103
Administrative Support	01020 – Administrative Assistant	2005-2103

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the identified SCA labor categories are based on the U.S. Department of Labor WD Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

NORTH AMERICAN MANAGEMENT'S HOURLY LABOR RATES

Commercial Job Title	GSA Approved Rates			
	SINs C874-1, C874-1RC, C874-6, and C874-6RC			
	4/1/15 – 3/31/16	4/1/16 – 3/31/17	4/1/17 – 3/31/18	4/1/18 – 10/15/18
Managing Principal Business Consultant	\$186.73	\$190.09	\$193.51	\$197.00
Principal Business Consultant	\$155.61	\$158.41	\$161.26	\$164.17
Project Director	\$138.46	\$140.95	\$143.49	\$146.07
Project Manager	\$113.72	\$115.77	\$117.85	\$119.97
Technology Specialist	\$110.12	\$112.10	\$114.12	\$116.17
Senior Business Consultant	\$102.67	\$104.52	\$106.40	\$108.31
Performance Specialist	\$101.08	\$102.90	\$104.75	\$106.64
Business Consultant	\$83.79	\$85.30	\$86.83	\$88.40
Training Specialist	\$77.81	\$79.21	\$80.64	\$82.09
Associate Business Consultant	\$58.73	\$59.79	\$60.86	\$61.96
Training Specialist II	\$56.40	\$57.42	\$58.45	\$59.50
Writer/Editor	\$50.57	\$51.48	\$52.41	\$53.35
Administrative Support	\$40.46	\$41.19	\$41.93	\$42.68

Commercial Job Title	GSA Approved Rates			
	SINs C132-51, C132-51RC, C520-1, C520-1RC, C520-2, C520-2RC, C520-3, C520-3RC, C520-7, C520-7RC, C520-8, C520-8RC, C520-11, C520-11RC, C520-12, C520-12RC, C520-13, C520-13RC, C520-14, C520-14RC, C520-22, C520-22RC, C541-1, C541-1RC, C541-2, C541-2RC, C541-3, C541-3RC, C541-4A, C541-4ARC, C541-4D, C541-4DRC, C541-4E, C541-4ERC, C541-4F, C541-4FRC, C595-21, and C595-21RC			
	4/1/15 – 3/31/16	4/1/16 – 3/31/17	4/1/17 – 3/31/18	4/1/18 – 10/15/18
Administrative Specialist	\$51.22	\$52.14	\$53.08	\$54.03
Business Analyst	\$69.48	\$70.73	\$72.00	\$73.30
Business Consultant	\$123.49	\$125.72	\$127.98	\$130.28
Meeting Planner	\$114.68	\$116.74	\$118.84	\$120.98
Graphics Specialist	\$71.67	\$72.96	\$74.27	\$75.61
Managing Principal Consultant	\$186.73	\$190.09	\$193.51	\$197.00
Principal Business Consultant	\$155.61	\$158.41	\$161.26	\$164.17
Production Assistant	\$48.11	\$48.98	\$49.86	\$50.76
Program Manager	\$84.63	\$86.15	\$87.70	\$89.28
Programmer	\$86.56	\$88.12	\$89.70	\$91.32
Programmer Analyst	\$73.58	\$74.91	\$76.25	\$77.63
Project Director	\$138.46	\$140.95	\$143.49	\$146.07
Project Manager	\$113.72	\$115.77	\$117.85	\$119.97
Senior Consultant	\$112.97	\$115.00	\$117.07	\$119.18
Senior Director of Delivery	\$176.62	\$179.80	\$183.04	\$186.33
Technology Specialist	\$162.30	\$165.22	\$168.20	\$171.22
Web Multimedia Design Master	\$131.21	\$133.57	\$135.98	\$138.42
Web Programmer	\$74.54	\$75.88	\$77.25	\$78.64

Sample Training Courses

SINs C874-4 and C874-4RC: Training Course

Course Length = 1-2 days

Minimum Participants = 12

Maximum Participants = 25

Option Period 3 – Full Course Pricing

Administrative Assistants' Seminar ADMN – 110

This course is designed to instruct Administrative Assistants in methods of more efficiently accomplishing their tasks. The role of the Administrative Assistant in the organization is defined. Techniques for gaining control of everyday office tasks are demonstrated. Prioritization of tasks and accomplishing important tasks is emphasized. The role of the Administrative Assistant in facilitating change in the organization is explained. Methods of project management and oral and written communication skills are also emphasized.

Time Management ADMN- 210

This course is designed to assist participants in managing their time more effectively. Participants will analyze their current time management habits and recognize ineffective uses of time. They will learn to prioritize their time so as to more effectively address pressing concerns. Management of distractions and multiple tasks is discussed. Methods for taking control of time are demonstrated and practiced. Personal planners and organizers are introduced and discussed.

Managing Multiple Tasks ADMN- 220

This course is designed to instruct participants in methods for more effectively managing multiple tasks. Participants will learn the art of setting and tracking goals as a means to managing aspects of tasks. Prioritization of multiple tasks is stressed. Methods of effectively delegating tasks are discussed. The importance of arranging the work place to facilitate task accomplishment is emphasized. The role of confidence in handling challenges is explained and exercises for obtaining confidence demonstrated. Skills in managing long-range tasks are discussed and methods for finding shortcuts to the accomplishment of such tasks reviewed.

Managing Stress ADMN- 230

This course is designed to help participants deal more effectively with stress. Participants will learn various techniques for reducing stress, as well as methods for addressing conflict and situations prone to conflict. Participants will learn to recognize and defuse signs of stress in themselves and others. The causes of stress are addressed and techniques to address various causes are demonstrated.

Excellence in Customer Service ADMN- 310

This course is designed to instruct participants in the need for excellence in customer service and in techniques to achieve excellence. Participants will learn to identify who their customers are and the various techniques of customer service available to them. Methods of ensuring that quality service is rendered and that customers' needs are addressed are discussed. Planning is stressed as a means of offering customer service. The "difficult" customer is discussed and means of handling such persons' concerns reviewed. Finally, techniques for recovering from negative experiences with customers are discussed.

Managing Conferences ADMN- 320

This course is designed to instruct participants in methods of conference management. Initial topics include developing action plans that are realistic and establishing a conference schedule. Methods and best practices for contracting for space and speakers are discussed. The conference budget is discussed and budget management

techniques demonstrated. Distribution of printed materials is discussed with special emphasis on quality assurance. Meeting flow and post-conference activities are discussed and best practices are demonstrated.

Making Meetings More Effective **ADMN- 420**

This course is designed to assist participants in developing skills, which will make meetings more effective. Initial topics include methods of planning more effective meetings and assessing the participation of others in meetings. The roles of meeting participants are discussed and methods for assisting them in being more effective are demonstrated. Follow-up procedures on action items are emphasized. Methods for improving communication skills, especially communication of ideas to groups, are emphasized. Procedures and exercises for gaining confidence in one's meeting conducting skills are discussed. Designed for the senior to management level.

Communicating Effectively **COMM- 105**

This course is designed to improve participants' communication skills. Participants will learn to organize and structure their communications in an effective manner. They will learn to identify the ideas they wish to communicate and the most effective means to do so. Issues important to communicating in a number of different situations are discussed. Nonverbal and written communications are reviewed. The importance of addressing the audience is emphasized and various exercises for doing so are introduced.

Public Speaking **COMM- 220**

This course is designed to offer participants opportunities to obtain and practice skills in public speaking. Steps in speech preparation and delivery will be explained and demonstrated. Methods for obtaining confidence in one's abilities are discussed. Gearing speeches to specific lengths and audiences is discussed. Participants will be given opportunities to deliver numerous speeches and to receive feedback and constructive comments on their performances.

Assertiveness Training **COMM- 410**

This course is designed to assist participants in gaining skills in assertiveness. Participants will gain an understanding of what it means to be assertive and how assertiveness relates to communicating wants, needs, and feelings. The importance of soliciting, receiving, and offering feedback to the process of assertiveness is emphasized. Interacting in groups is discussed, with special emphasis on problem solving and managing conflict. Assertiveness training exercises are explained and practiced.

Introduction to EEO Programs **EEO – 110**

This course covers fundamental EEO issues for team leaders, supervisors and managers, who work closely with protected group members. Participants will learn how to address diversity issues present in the workplace. How to consider the impact of EEO laws when making decisions. Recognize and implement practices which support EEO objectives.

Basic EEO Counseling **EEO – 210**

This course is designed to for the experienced EEO counselors who know the fundamentals and want to learn more. Participants will learn about new developments in EEO laws, rules and regulations and case decisions. Identify ways of strengthening good working relationships with management, union officials and other key personnel. Apply techniques for developing workable solutions to difficult situations. Identify the kinds of records and data applicable to complaints of discrimination. Apply basic negotiation techniques to reach in-formal resolution.

EEO for Supervisors & Managers **EEO – 310**

This course is designed to assist EEO counselors, investigators and heads of complaint processing units. Participants will learn how to effectively gather relevant complaint information. Conduct necessary interviews. Produce testimony in affidavit form. Prepare the necessary report of investigation. Participants will learn how to apply EEO laws, regulations and policies. How to resolve burden of proof requirements. Analyze allegations of discrimination.

Advanced EEO Counseling **EEO – 450**

This course is designed to educate employers in their responsibilities with respect to the Americans with Disabilities Act. An introduction and explanation of the Act is provided by way of general overview. Definitions with respect to who is protected by the Act are given. The Reasonable Accommodation obligation is discussed, as well as methods for addressing obligations. The hiring process is discussed and non-discriminatory practices emphasized. Medical examinations and inquiries are discussed and the rights of disabled persons in this regard are emphasized. Finally, non-discriminatory employment practices are also discussed.

Investigating Discrimination Complaints **EEO – 500**

This course is designed to assist management in dealing with important issues of diversity in the work place. Affirmative action is distinguished from work place diversity. Managerial practices are evaluated with respect to their inclusiveness. Differences across cultures in communication practices are discussed and more effective means of cross-cultural communication demonstrated. Cultural and gender differences in work practice are discussed and effective allocation of responsibilities demonstrated. Gender equity and related issues are discussed.

Managing Diversity **EEO – 630**

This course is an opportunity for Board Members, along with their executive management team, to come together and think strategically. This course will help the Board and the Executive Team respond to changing marketplace demands and develop the right strategies to strengthen the Health Center's competitive edge, while looking at the ordinary and envisioning the extraordinary.

Accommodating Those with Disabilities **EEO – 650**

This course is designed for new Board Members and provides a succinct overview of a Board Member's legal responsibilities. Included are topics such as understanding your Health Center's policies and how to monitor them, and the relationships between the board members, executive director, staff, and the broader community. Information on what each Board Member needs to know about regulatory requirements, performance measurements, finances, and management controls.

Introduction to Human Resource Management **HUMN- 105**

This course is designed to assist Human Resource managers in maximizing their effectiveness. Initial topics include task determination and task/resource matching. Task specificity and skill sets are stressed and the matching of the two demonstrated. Task assistance is discussed with special emphasis on performance counseling and training. Performance evaluation and counseling are related to training and skill set evaluation, as well as the hiring process. The role of the Human Resource manager in today's business environment is emphasized and discussed with emphasis on information technology and management.

Staffing Positions **HUMN- 201**

This course is designed to instruct participants in basic practices of staffing. Participants are introduced to basic employment policies and practices. Methods of job analysis are introduced, as well as recruiting practices designed to find applicants meeting the job description. Participants learn methods of assessing

applicant qualifications and skills. Methods for researching references are demonstrated and best practices discussed. The issue of downsizing is introduced and discussed in the context of new directions in staffing.

Employee Review **HUMN- 305**

This course is designed to assist supervisory staff in evaluating the performance of their personnel. The purpose of personnel evaluation is defined. Potential schedules of evaluation are discussed. The three stages of evaluation: Responsibility definition, progress review, and performance evaluation are discussed and each stage is demonstrated with real-time examples. The feedback process is demonstrated and practiced. Potential evaluation plans are developed with participants, and implementation strategies designed. Best practices are discussed and open dialogue encouraged.

Employee Relations **HUMN- 320**

This course introduces participants to issues regarding the employee/agency relationship. Participants learn the importance of setting behavioral standards and the laws and regulations which may be central to the setting of such standards. Performance and conduct problems are distinguished and methods for addressing both are discussed. Consulting with supervisors on performance issues is discussed. Accommodation of disability and medical concerns is demonstrated. Probationary periods and performance management and awards are discussed. Finally, methods of addressing appeals and grievances are demonstrated.

Employee Disputes **HUMN- 350**

This course is designed to assist persons seeking to further their career plans. Steps to developing a career path are reviewed and career objectives and areas of interest are specified and defined. A clear plan of action is developed and best practices are reviewed. Resume design and interviewing techniques are discussed and practiced. Participants are instructed in identifying career opportunities and in networking in order to create opportunities.

Career Planning **HUMN- 410**

This course is designed to assist persons seeking to further their career plans. Steps to developing a career path are reviewed and career objectives and areas of interest are specified and defined. A clear plan of action is developed and best practices are reviewed. Resume design and interviewing techniques are discussed and practiced. Participants are instructed in identifying career opportunities and in networking in order to create opportunities.

Planning for Retirement Non-Government **HUMN- 425**

This course is designed to introduce participants to the issues surrounding retirement which are often not considered. The basic elements of various retirement systems are discussed. Participants learn to compute their retirement income and develop a long-term financial plan built around projected retirement incomes. The basics of the Social Security System and the legal and tax issues surrounding retirement will be discussed, with special emphasis on planning to avoid misfortune. Personal concerns of health, happiness, and security are addressed and methods of coping with difficulty demonstrated.

Internal Consulting **HUMN510**

This course is designed to instruct participants in how they can serve as a consultant to management staff within the organization. Participants are introduced to the concept of patterning with management in order to address concerns. Formal and informal contracts with management are introduced. Methods for analyzing problems and collecting relevant data reviewed and demonstrated. Methods for managing the consulting project are discussed. The principles of influencing management are reviewed.

Reductions-in-Force **HUMN- 650**

This course instructs participants in the difficulties of reductions-in-force. Participants become familiar with terms and concepts such as competitive areas and levels, retention groups and subgroups, and bumping and retreating. The retention register is introduced. Processes such as displacement, retreating, bumping, and separation are explained. Issues surrounding transfer of functions are discussed. Pay implications of reductions-in-force are reviewed. The appeals procedure and best practices for addressing appeals are discussed.

Management Functions and Styles **MGMT- 110**

This course is designed to introduce participants to various management approaches and styles. Matching the proper management style to specific situations is discussed and demonstrated. The four basic functions of management are introduced and managers' roles with regard to these functions discussed. Basic communication skills are stressed in addressing the four basic areas. Leadership concepts are discussed, especially with regard to theories of power. Group dynamics are discussed and the relevance of these dynamics to job design and assignment. Participants are instructed in group as well as individual job assignment.

Developing Leadership Skills **MGMT- 115**

This course is designed to help participants to establish what sorts of leadership skills they currently possess and what sorts of additional skills may be necessary to successful leadership in the future. The difference between Vision and Mission is discussed, as well as how effective leaders can identify and manage the right mission. Standards and philosophies of leadership are discussed with regard to outcome and performance measures as well as methods of obtaining desired leadership goals. The importance of effective leadership is discussed with respect to the challenges leaders currently face and the challenges they will likely face in the future. Finally, the factors critical to the success of effective leaders are discussed and methods for obtain leadership skills are emphasized.

Empowering Staff **MGMT- 320**

This course is designed to train management and supervisory staff in empowering techniques. Participants will learn how to help personnel to feel a part of the mission of the organization, and to gain a sense that they are important to the achieving of organizational goals. The assumptions of various models of ability are discussed with regard to how such models affect the ways in which personnel perceive their roles. Attribution theory and the importance of internal and external loci of control are discussed. Methods for encouraging personnel to develop an internal locus of control are demonstrated. The effect of empowerment on goal achievement and performance patterns is discussed. Finally, the relationship of responsibility and empowerment is discussed with respect to how this relationship can effectively enable the achievement of mission goals.

Sexual Harassment Awareness **MGMT- 350**

This course is not designed to be a technical training course in handling specific cases of harassing behavior or in filing complaints of sexual harassment. Instead, training is offered on how managers and supervisors can carry out their responsibilities to prevent and eliminate sexual harassment in the workplace. Participants in this course will obtain skills to make them more aware of behavior which may constitute harassment. Sexual harassment is defined and contrasted with other behaviors so as to provide a background against which participants can begin to understand what constitutes harassing behavior.

Achieving Business Benefits from Internet Technology **MGMT- 401**

This course introduces managers to approaches for accomplishing the integration from mainframe, client server and networking technologies to internet and intranet technologies. The following issues and

methodologies will be addressed: (1) Planning strategy carefully to define business needs and integrate the roles of the internet, client/server, and mainframe in the overall enterprise architecture; (2) Identifying real costs, benefits, and risks associated with the internet; (3) Developing a practical approach to assure that internet systems are business-driven and deliver quality information to customers, management employees and other users. (4) Redesigning associated processes in order to successfully utilize internet technology; and (5) Establishing an appropriate organizational infrastructure to utilize the internet.

Achieving Business Benefits from Client/Server Technology **MGMT- 410**

It is a prevalent belief in the information industry that downsizing and the use of client/sever technology always save money. It is as if driving a car is always more economical than mass transit. We all know that this is not true. Depending on the situation, taking mass transit can be more economical than driving a car. The crucial question is how to use the two synergistically. Transforming from a mainframe environment to a distributed environment is similar to what happened in the transportation industry during the transition from the railroad age to the era of automobiles. A similar approach is needed for orderly implementation of client/server technology. A carefully planned strategy is necessary to define business needs and integrate the roles of client/server and mainframe in the overall enterprise architecture. Real costs, benefits, and risks associated with the client/server approach must be understood and addressed. A practical approach is necessary to assure that client/server systems are business-driven and deliver quality information to management. Successful client/server deployment calls for redesigning associated processes. An appropriate organizational infrastructure is essential for a successful client/server environment.

Change Management Workshop **MGMT- 501**

This workshop introduces attendees to the most comprehensive change management methodology in the market place today. In three days, participants will step through the process of creating the specific results desired. This change system is based on time proven methods and techniques. Classical up-to-date wisdom and practices are integrated with the most scientific and technical knowledge. The lecture/workshop format focuses on integrating human change with changes in systems, strategies, and structures. This methodology integrates Business Process Reengineering, Total Quality Management, and Information Strategy Planning. Participants will walk away with a firm foundation of principles and techniques for creating the desired business results.

How to Make Business Process Reengineering Work **MGMT- 510**

Business Process Improvement under one name or another has remained a top priority for senior management. However, in-formation professionals still do not fully understand the BPI process, even though they are responsible for playing a critical role. In contrast, BPI gurus who under-stand the value of data sharing and information technology to BPI, have not been successful in bringing the two disciplines together. Another hurdle is the lack of communication between quality management advocates, information professionals and BPI specialists. Also, the need to address human resource issues is often completely ignored, causing the BPI effort to either fail, or, at best, result in quick fixes.

The Role of IT Function in Business Process Reengineering **MGMT- 512**

A primary objective of this presentation is to enable the IT professional to sell the importance of data management in the process of business transformation to senior management. Business transformation involves business process reengineering, quality management, employee empowerment, and change management. The presentation shows that data sharing and data availability are essential to accomplishing business improvement objectives. If data commonality and sharing are not ad-dressed, some of the improvements will be short-lived. This discussion will lend itself to the IT function's role definition in the coming years.

Information Resource Management **MGMT- 601**

Information Resource Management can add value by enabling significant productivity gains through enterprise-wide data sharing. Because IRM still lacks credibility in many organizations, many IRM professionals are unclear what role IRM plays in the emerging environment. As a result, Client/Server, Object-Oriented, and Data Warehouses are being planned and implemented by many organizations with little success. This seminar will provide participants with expert guidance in these three areas. Participants will learn how to develop an information architecture and deploy modern database technology, how to define policies and procedures to facilitate the development and sharing of a common information resource, and how to structure and manage a successful IRM organization. Success of IRM depends on cultural orientation. Real life experiences, drawn from several successful implementations, are reviewed to demonstrate the balance between IRM theory and practice. The seminar also reviews the latest data management tools and methodology, and provides guidance on how to incorporate them into IRM and Data Administration functions.

Information Strategy Planning **MGMT- 610**

Information Strategy Planning (ISP) is the foundation for meeting information requirements across the entire enterprise. It is a business-driven approach to achieving corporate success. This seminar explains what Information Strategy Planning is and how it forms the basis for making sound business decisions. Participants will learn how to align Information Strategy with overall Business Strategy and how to improve corporate performance through Business Reengineering and through identification of core processes. Interactive discussions and workshops are included for effective learning. Participants will learn how to utilize information technology, how to support total quality programs (TQM), and how to structure executive information and take advantage of advanced technologies such as Client/Server, wireless communication, and Inter/Intranet to meet management needs. The seminar also explains how to carry out an ISP project and how to establish criteria for measuring results while using the appropriate methodology and tools. Each major step is discussed in detail and each topic is illustrated by actual examples derived from experience in over 200 planning assignments.

Managing the Data Warehouse Commitment **MGMT- 710**

When organizations deploy new information management techniques without appropriate management, involvement, and infrastructure, returns on investment are always minimal. Sometimes these projects fail. It is, therefore, extremely important that data warehousing (DW) projects support major and crucial business needs and enlist the aid of all key members of management. In order to prove its value, data warehousing must contribute to the basic health of the organization. The urgent need for a data warehouse in almost all organizations is a result of requirements for end user access to up-to-date mission critical data. This seminar presents in businesslike, non-technical language what a data warehouse is and what it is not. It shows how to build and manage a data warehouse in a phased manner so that both enterprise learning and benefits accrue. A well-planned data warehouse project should bring about a common management-oriented business language. Our approach to building a data warehouse is simple, non-technical, and stresses the importance of management participation. This seminar also explores how to select an appropriate computing platform, how to manage data warehouses, and how to generate the requisite infrastructure (i.e. organization, policies, procedures, standards, education, training and Client Service Centers). We emphasize successful utilization of the data warehouse's offerings and services.

Data Analysis and Modeling **MGMT- 712**

In order to implement effective information resource management using the information engineering approach, an organization must implement a comprehensive method of modeling that information resource. This is a prerequisite to the development of shared data bases. The failure to develop stable subject databases will result in the failure of information system departments to respond to the increasing information

requirements of their organizations. This seminar clearly explains different levels of data modeling which play an important role during the information strategy planning (ISP), business area analysis (BAA), and design stages. This seminar takes a rigorous, high level, and detailed approach to conceptual data modeling. This combined approach to the data modeling process is critical. It will enable participants to develop a conceptual model of the data of the organization which reflects the information requirements of the organization and which will lead to stable subject databases. This is most effectively done with a team of users, systems, and data administration personnel. Roles of all participants in the modeling workshop are clearly defined. Participants will learn how to develop a top down conceptual view in the form of an entity-relationship model which reflects the organization's view of its data. Principles of data analysis are presented so participants can identify the correct relationships among the organization's data. They will learn how to develop normalized user views so that they can validate the data model from the bottom up. This seminar will teach participants how to validate the stability of the conceptual data model to assure that it will support the information requirements of the organization.

Introduction to Organizational Development **ORG- 210**

This course is designed to introduce participants to principles of organizational development. Participants will learn about various considerations which must be taken into account in order to develop effective organizational structures. Organizational definitions are stressed with respect to the roles such definitions play in structuring and building processes. Participants learn to structure processes around services which the organization provides as well as around the competencies and efficiencies of the current structure. Participants learn proper methods of organizational administration which both maximize production and reflect the philosophy of the organization.

Program/Management Analysis **ORG- 235**

This course is designed for program and management analysts, technicians and assistants who want to increase their efficiency and effectiveness on the job. The participants will learn the fundamentals of planning and preparing a valuable management analysis for an organization. How to organize an analysis. Selecting the correct fact-gathering techniques. How to use simple descriptive statistics to present data. Communication strategies on how to brief management on study findings.

Advanced Management Analysis **ORG - 240**

This course is designed for experience program and management analyst auditors and other professional who want to produce valuable studies that help organizations perform better. The participants will learn how to select the best techniques for an organizational analysis. Students learn how to focus on the organizational problems. Apply quantitative analysis methods effectively. Produce useful studies on efficiency productivity and economy. Develop workable timeline and budgets for a study.

Organizational Change **ORG- 250**

This course is designed to assist managers and staff understanding change and creating constructive, productive change processes. The participants will identify the attitudinal and behavioral competencies that will support constructive change in the organization. Interpret change in the framework of contemporary change models. Help others overcome resistance to change. Recognize how to respond to change.

Strategic Planning **ORG- 525**

This course is designed to assist participants in understanding the theory and principles of planning a course of direction including writing mission statements, strategic plans and performance measurement. The significance of customers and stakeholders. Practical tips for goal-setting. Creating and implementing.

Media Relations **PUBL-325**

This course is designed for agency or department spokespersons. Participants will be introduced to topics on the responsibilities of a public information manager: How to prepare news release and advisories, news conferences and events, the needs of the media, the preparation plan, media interview skills and formats, when the media makes a mistake, when the news is bad, and media relations during crisis situations. Emphasis will be on planning and skills development.

Government Policy Development **PUBL-450**

This course is specifically designed to address the policy-making decisions of a particular agency or agencies as they embark on a shift in public policy. The participants will discuss the cause and the effects of pending policy changes and the impact on various stakeholders, from an executive legislative and constituent's perspectives. The course emphasis will be dedicated to instill in participants techniques for independent thinking problem solving and cooperative learning and working.

Freedom of Information Act **PUBL-550**

This course is designed to assist participants in understanding the legal requirement of the act. Participants will learn which record keeping systems are subject to disclosure, which records can remain undisclosed, and how to respond fairly to the public's right to know. Students learn how to keep personal information private and how to keep corporate proprietary information private. Also taught is how to sanitize information to make it releasable, how to set up correspondence identification, and response tracking system, getting advice when it is too close to call.

Train the Trainer **STAF- 310**

This course is designed to help departmental personnel convey information and knowledge to one another. Participants will learn how to develop a personal tool kit of great training techniques. Handle audience feedback and questions with confidence. Assess whether learning has occurred. Give polished presentations. Create small group exercise to reinforce discussions.

Employee Development **STAF-420**

This course is designed to instruct participants in principles of employee development. Participants will learn about changing mission of Human Resources management in today's work place. The legal requirement with respect to employee development and career counseling are reviewed and compliance practices discussed. Needs analyses and evaluations are reviewed and compliance practices discussed. Needs analyses and evaluations are reviewed and best practices discussed. The design of training programs is discussed with special emphasis on applying results of need assessments to program design. Development of individual employees and creation of training programs for individuals is discussed. Effective methods for working in conjunction with management on employee development are reviewed. The application of training technologies to employee development is stressed.

Coaching to Increase Productivity **STAF-515**

This course is designed to improve the coaching skills of supervisors, managers, and team leaders. Skills to motivated teams of employees will be taught, as well as tactics to increase employee productivity and improve performance. Participants will learn when to use coaching in the workplace and methods of effective coaching. They will learn communication skills to be an effective coach and how to conduct a coaching intervention.

SINs C874-4 and C874-4RC: Training Course

Course Length = 2 days

Minimum Participants = 12

Maximum Participants = 25

Option Period 3 – Full Course Pricing

Commercial Job Title	GSA Approved Rates			
	SINs C874-4 and C874-4RC:			
	4/1/15 - 3/31/16	4/1/16 - 3/31/17	4/1/17 - 3/31/18	4/1/18- 10/15/18
ADMN 110 - Administrative Assistants' Seminar	\$2592.30	2638.96	2683.82	2729.45
ADMIN 210 – Time Management	\$2592.30	2638.96	2683.82	2729.45
ADMN 220 - Managing Multiple Tasks	\$2592.30	2638.96	2683.82	2729.45
ADMIN 230 – Managing Stress	\$2592.30	2638.96	2683.82	2729.45
ADMIN 310 – Excellence in Customer	\$2592.30	2638.96	2683.82	2729.45
ADMIN 320 - Making Conferences	\$2592.30	2638.96	2683.82	2729.45
ADMIN 420 - Making Meetings More Effective	\$2592.30	2638.96	2683.82	2729.45
COMM 105 - Communicating Effectively	\$2592.30	2638.96	2683.82	2729.45
COMM 220 - Public Speaking	\$2592.30	2638.96	2683.82	2729.45
COMM 410 - Assertiveness Training	\$2592.30	2638.96	2683.82	2729.45
EEO 110 - Introduction to EEO Programs	\$2592.30	2638.96	2683.82	2729.45
EEO 210 - Basic EEO Counseling	\$2592.30	2638.96	2683.82	2729.45
EEO 310 - EEO for Supervisors & Managers	\$2592.30	2638.96	2683.82	2729.45
EEO 450 - Advanced EEO Counseling	\$2592.30	2638.96	2683.82	2729.45
EEO 500 - Investigating Discrimination Complaints	\$2592.30	2638.96	2683.82	2729.45
EEO 630 - Managing Diversity	\$2592.30	2638.96	2683.82	2729.45
EEO 650 – Accommodating Those with Disabilities	\$2592.30	2638.96	2683.82	2729.45
HUMN 105 - Intro to Human Resource Management	\$2592.30	2638.96	2683.82	2729.45
HUMN 201 – Staffing Positions	\$2592.30	2638.96	2683.82	2729.45
HUMN 305 - Employee Review	\$2592.30	2638.96	2683.82	2729.45
HUMN 320 - Employee Relations	\$2592.30	2638.96	2683.82	2729.45
HUMN 410 - Career Planning	\$2592.30	2638.96	2683.82	2729.45
HUMN 425 - Planning for Retirement - Non-government	\$2592.30	2638.96	2683.82	2729.45
HUMN 350 - Employee Disputes	\$2592.30	2638.96	2683.82	2729.45
HUMN 510 - Internal Consulting	\$2592.30	2638.96	2683.82	2729.45
HUMN 650 - Reductions-in-Force	\$2592.30	2638.96	2683.82	2729.45
MGMT 110 - Management Functions & Styles	\$2592.30	2638.96	2683.82	2729.45
MGMT 115 – Developing Leadership Skills	\$2592.30	2638.96	2683.82	2729.45
MGMT 320 - Empowering Staff	\$2592.30	2638.96	2683.82	2729.45
MGMT 350 – Sexual Harassment Awareness	\$2592.30	2638.96	2683.82	2729.45
MGMT 401 – Achieving Business Benefits from Internet Technology	\$2592.30	2638.96	2683.82	2729.45
MGMT 410 – Achieving Business Benefits from Client/Server Technology	\$2592.30	2638.96	2683.82	2729.45
MGMT 501 - Change Management Workshop	\$2592.30	2638.96	2683.82	2729.45
MGMT 510 - How to Make Business Process Reengineering Work	\$2592.30	2638.96	2683.82	2729.45
MGMT 512 - The Role of IT Function in Process Reengineering	\$2592.30	2638.96	2683.82	2729.45
MGMT 601 - Information Resource Management	\$2592.30	2638.96	2683.82	2729.45
MGMT 610 - Information Strategy Planning	\$2592.30	2638.96	2683.82	2729.45
MGMT 710 - Managing the Data Warehouse Commitment	\$2592.30	2638.96	2683.82	2729.45
MGMT 712 - Data Analysis and Modeling	\$2592.30	2638.96	2683.82	2729.45
ORG 210 - Introduction to Organizational Development	\$2592.30	2638.96	2683.82	2729.45
ORG 235 – Program/Management Analysis	\$2592.30	2638.96	2683.82	2729.45
ORG 240 – Advanced Management Analysis	\$2592.30	2638.96	2683.82	2729.45
ORG 250 - Organizational Change	\$2592.30	2638.96	2683.82	2729.45
ORG 525 - Strategic Planning	\$2592.30	2638.96	2683.82	2729.45
PUBL 325 - Media Relations	\$2592.30	2638.96	2683.82	2729.45
PUBL 450 - Government Policy Development	\$2592.30	2638.96	2683.82	2729.45
PUBL 550 - Freedom of Information Act	\$2592.30	2638.96	2683.82	2729.45
STAF 310 - Train the Trainer	\$2592.30	2638.96	2683.82	2729.45
STAF 420 - Employee Development	\$2592.30	2638.96	2683.82	2729.45
STAF 515 - Coaching to Increase Productivity	\$2592.30	2638.96	2683.82	2729.45

ORDERING PROCEDURES

North American Management clients can order directly off of the GSA Federal Supply Schedule simply by submitting the procurement request to their cognizant procurement officer with the GSA contract number, statement of work, and a specific request to include North American Management in the selection for request for quote. They can even request that North American Management respond as a sole source provider under the FSS if certain circumstances warrant the justification. Award is made based upon the criteria identified in the Request for Quote and is based upon the best overall value for the government.

- Task Orders for services can now be executed within days rather than weeks and months!
- North American Management is a Small Disadvantaged Business, therefore, orders placed against the FSS result in Small Disadvantaged Owned Business credit towards your goals.

Please contact Mr. Ric Murphy, President at 703.812.0200 or at ric.murphy@namgt.com, if you have any questions regarding how to access the GSA Federal Supply Service or if we can be of service to you.