

NORTH AMERICAN MANAGEMENT

ADVERTISING & INTEGRATED MARKETING SOLUTIONS SERVICES

CONTRACT NUMBERS: GS-00F-0018W - Small Business

General Services Administration Authorized
Federal Supply Schedule Price List

CONTRACT PERIOD: April 1, 2010 to March 31, 2015

2111 Eisenhower Avenue, Suite 300
Alexandria, VA 22314
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Advertising & Integrated Marketing Solutions Services

CONTRACT PERIOD: April 1, 2010 to March 31, 2015

CONTRACT MANAGEMENT: Ric Murphy, President
2111 Wilson Boulevard, Suite 323
Arlington, VA 22201
Tel: 703.812.8822
Fax: 703.812.8152
E-mail: rmurphy@nambco.com

CONTRACT ADMINISTRATION: Ric Murphy, President

BUSINESS SIZE: Small Disadvantaged

CUSTOMER INFORMATION:

1. Contract Numbers:

GS-00F-0018W - Special Items Numbers
? C520-14 Auditing Services (Small Business Set Aside)
? C541-3 Web Based Marketing Services (Small Business Set Aside)
? C541-4D Conference, Events and Tradeshow Planning Services (Small Business
Set-Aside)
? C541-4E Commercial Photography (Small Business Set-Aside)
? C541-4F Commercial Art and Graphic Design Services (Small Business
Set-Aside)

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 U.S. Government agencies are providing support services.
5. Point(s) of Production: Arlington, 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 will 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: 1% 20 days, 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 Wilson Boulevard, Suite 323
Arlington, VA 22201
14. Payment Address: North American Management,
2111 Wilson Boulevard, Suite 323
Arlington, VA 22201
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. Year 2000 Compliant: Yes
25. Environmental Attributes: N/A
26. Central Contractor Registration Database.
North American Management is registered in the Central Contractor Registration (CCR) database.

DESCRIPTION OF SERVICES

North American Management was awarded FSC Class: Part 1, Advertising and Integrated Marketing Solutions, which encompass the following.

Advertising Services (Small Business Set-Aside)

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components: advertising objective determination, message decision/creation, media selection, outdoor marketing and media services, broadcast media (radio, TV and public service announcements), media planning, media placement services, advertising evaluation, related activities to advertising services.

DESCRIPTION OF SERVICES

Public Relations Services

Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories: executing media programs, conducting press conferences, scheduling broadcast and/or print interviews, press, public relations and crisis communications, media training, and training of agency personnel to deal with media and media responses, media alerts, press clipping services.

Web Based Marketing Services (Small Business Set-Aside)

Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web based tasks: website design and maintenance

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services, search engine development, e-mail marketing, interactive marketing, web based training, web casting, video conferencing via the web, Section 508 compliance, including captioning services, on-line media management, media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

Market Research and Analysis

Services include, but are not limited to: customizing strategic marketing plans, branding initiatives, creating public awareness of products, services, and issues, targeting market identification and analysis, establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies, conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results.

Commercial Art and Graphic Design Services (Small Business Set-Aside)

Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to: developing conceptual design and layouts, providing copywriting and technical writing services, creating sketches, drawings, publication designs, and typographic layouts, and furnishing custom or stock artwork (including electronic artwork).

DESCRIPTION OF SERVICES

Video/Film Production

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to: writing, directing, shooting, arranging for talent/animation, narration, music and sound effects, duplication, distribution, video scoring, and editing.

Exhibit Design and Implementation Services

Making all necessary arrangements for exhibits in various venues (museums, malls, tradeshows, etc.) may be required. The key components within the category include, but are not limited to: conceptualizing, designing and producing exhibits and their accompanying materials, preview set-up and dismantling of exhibit property, cleaning, prepping, and storing exhibit property for future use, shipping exhibit property to and from designated site(s), media illumination services.

Conference Events and Tradeshow Planning Services

Services include the making of all necessary arrangements for conferences, seminars and trade shows. Event-marketing services may include but are not limited to the following services for a show, event and/or booth: project management, coordination and implementation of third party participation, collection management of third party payment for participation, liaison support with venue, audiovisual and information technology support, topic and speaker identification, site location research, reservation of facilities, on-site meeting and registration support, editorial services, automation and telecommunications support, design and editing productions, mailing and other communication with attendees including pre-post meeting mailings/travel support and computer database creation.

Commercial Photography Services (Small Business Set-Aside). Photography services under this SIN may be used for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other media. Services may include but are not limited to: black and white, color photography, digital photography, aerial

photography, architectural photography, still photographs, field and studio photography, related services such as photo editing and high-resolution scans.

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

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. 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.

Business 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. 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

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. . 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..

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. 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.

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. 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.

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. . 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.

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. 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.

PRINCIPAL SOFTWARE ANALYST

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. Reviews and analyzes computer printouts and performance indications to locate code problems. Modifies program to correct errors by correcting computer codes. 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.

Producer

Performs needs, functional, logical, and technical analyses; feasibility studies; cost-benefit studies; lifecycle analysis; briefings and presentations; report writing; and post-implementation evaluations. Conducts risk assessments, and helps compile data and resources that will be needed for project completion. Develops benchmarks. Coordinates with the Project Manager and COR to ensure user agency requirements are satisfied. 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.

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. High School Diploma with at least one year of directly related experience.

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

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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. Bachelor's degree in applicable discipline, with 10 years directly related experience. Approximately 85 to 95% of time is minimally allocated to client projects.

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. 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

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. Bachelor's degree in applicable discipline. with 5 - 7 years directly related experience. Approximately 95 to 100% of time is minimally allocated to client projects.

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. 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.

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. 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.

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

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presentations, report writing, and post-implementation evaluations for information management projects. Bachelor's degree in applicable discipline, with 10 years directly related experience. Approximately 85 to 95% of time is minimally allocated to client projects.

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. 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.

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. Reviews and analyzes computer printouts and performance indications to locate code problems. Modifies program to correct errors by correcting computer codes. 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.

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. 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

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. 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.

* North American Management is an equal opportunity employer and complies with all federal and state requirements.

NORTH AMERICAN MANAGEMENT'S
HOURLY LABOR RATES

Commercial Job Title

GSA Approved Hourly Rate

Year

2010 -2011

Year

2011 - 2012

Year

2012-2013

Year

2013 - 2014

Year

2014 - 2015

Administrative Specialist

44.70

46.04

47.42

48.85

50.31

Business Analyst

60.64

62.46

64.33

66.26

68.25

Business Consultant

107.78

111.01

114.34

117.77

121.31

Meeting Planner

100.09

103.09

106.18

109.37

112.65

Graphics Specialist

62.55

64.43

66.36

68.35

70.40

Managing Principal Consultant

240.20

247.40

254.82

262.47

270.34

Principal Business Consultant

200.17

206.18

212.36

218.73

225.29

Production Assistant

41.99

43.25

44.55

45.89

47.26

Program Manager

73.86

76.08

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78.36
80.71
83.13
Programmer
75.55
77.82
80.15
82.56
85.03
Programmer Analyst
64.22
66.15
68.13
70.18
72.28
Project Director
178.11
183.45
188.95
194.62
200.46
Project Manager
146.27
150.66
155.18
159.83
164.63
Senior Consultant
98.59
101.55
104.60
107.73
110.97
Senior Director of Delivery
154.15
158.77
163.54
168.44
173.50
Technology Specialist
141.66
145.91
150.28
154.79
159.43
Web Multimedia Design Master
114.52
117.95
121.49
125.13
128.89
Web Programmer
65.05
67.01
69.02
71.09
73.22

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

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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 Ric Murphy, President at 703.812.8822 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.

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