GENERAL SERVICES ADMINISTRATION

FEDERAL ACQUISITION SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is http://www.gsaadvantage.gov

Federal Supply Schedule 00CORP Professional Service Schedule

Special Item No. 541 4F-Commercial Art and Graphic Design Services
Special Item No. 541 4G-Challenges and Competitions Services
Special Item No. 541 4D-Conference, Events and Tradeshow Planning Services
Special Item No. 541 4E-Commercial Photography Services
Special Item No. 541 4B-Video / Film Production
Special Item No. 541 4C-Exhibit Design and Implementation Services
Special Item No. 541 4A-Market Research and Analysis
Special Item No. 541 1-Advertising Services
Special Item No. 541 3-Web Based Marketing Services
Special Item No. 541 2-Public Relations Services
Special Item No. 541 5-Integrated Marketing Services

CONTRACT NUMBER: GS-00-F-049GA

CONTRACT PERIOD: November 21, 2016 through November 20, 2021

PRICELIST CURRENT THROUGH: Award

For more information on ordering from this Federal Supply Schedule contract, please visit: www.gsa.gov/schedules

CONTRACTOR: **Pathways 2 Solutions, Inc.**
1604 Crockett Hills Boulevard
Brentwood, TN 37027

Tel: 703-409-5125
Web: http://pw2s.com

CONTRACTOR'S POINT OF CONTACT FOR CONTRACT ADMINISTRATION:

Michael Jones, President

Tel: 703-409-5125
E-mail: mike@pathways2solutions.com

BUSINESS SIZE: **S Corporation, Small Business, Service Disabled Veteran Owned, Small Disadvantaged Business, Veteran-Owned Business**

CONTRACTOR INFORMATION

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

541 1	*Advertising Services*
541 2	*Public Relations Services*
541 3	*Web Based Marketing Services*
541 4A	*Market Research and Analysis*
541 4B	*Video / Film Production*
541 4C	*Exhibit Design and Implementation Services*
541 4D	*Conference, Events and Tradeshow Planning Services*
541 4E	*Commercial Photography Services*
541 4F	*Commercial Art and Graphic Design Services*
541 4G	*Challenges and Competitions Services*
541 5	*Integrated Marketing Services*

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH AWARDED SIN:

See Appendix A

1c. HOURLY RATES (Services only): *See Appendix A*

NOTE: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire 00CORP The Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

2. MAXIMUM ORDER THRESHOLD: *$1,000,000*

3. MINIMUM ORDER THRESHOLD: *$100.00*

4. GEOGRAPHIC COVERAGE: *Domestic delivery*

5. POINT(S) OF PRODUCTION: *Brentwood, TN*

6. DISCOUNT FROM BEST MARKET RATE: *GSA Net Prices can be found in Pricing Matrixes (below). Negotiated discounts have been applied and the Industrial Funding Fee has been added.*

7. QUANTITY DISCOUNT(S): *None*

8. PROMPT PAYMENT TERMS: *Net 30*

9.a Government Purchase Cards shall be accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards may be accepted above the micro-purchase threshold. *Contact contractor for limit.*

10. FOREIGN ITEMS: *None*

11a. TIME OF DELIVERY: *Determined at task level*

11b. EXPEDITED DELIVERY: *Determined at task level*

11c. OVERNIGHT AND 2-DAY DELIVERY: *Determined at task level***.**

11d. URGENT REQUIRMENTS: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the Contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: *Destination*

13a. ORDERING ADDRESS: *Pathways 2 Solutions, Inc. 1604 Crockett Hills Boulevard, Brentwood, TN 37027*

13b. ORDERING PROCEDURES: *Ordering Activities shall use the ordering procedures described in Federal Acquisition Regulation 8.405-3 when placing an order or establishing a BPA for supplies or services. The ordering procedures, information on Blanket Purchase Agreements (BPA's) and a sample BPA can be found at the GSA/FSS Schedule Homepage (www.fss.gsa.gov/schedules).*

14. PAYMENT ADDRESS: *Pathways 2 Solutions, Inc. 1604 Crockett Hills Boulevard, Brentwood, TN 37027*

15. WARRANTY PROVISION: *Standard Commercial*

16. EXPORT PACKING CHARGES: *None*

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: *None*

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): *Not Applicable*

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): *Not Applicable*

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): *Not Applicable*

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): *Not Applicable*

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): *Not Applicable*

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): *Not Applicable*

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): *Not Applicable*

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): *Not Applicable*

24b. SECTION 508 COMPLIANCE FOR ELECTRONIC AND INFORMATION TECHNOLOGY (EIT): *Compliant. The EIT standards can be found at: www.Section508.gov/.*

25. DUNS NUMBER: *078729908*

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: *Contractor has an active registration in the System for Award Management (SAM) database.*

Appendix A

GSA PRICING

LABOR CATEGORY TITLE	SITE	GSA PRICES YEAR 1 *(11/21/16 – 11/20/21)*
Account Coordinator	Contractor Facility	$40.28
Account Coordinator	Customer Facility	$38.27
Account Executive (media planner/buyer)	Contractor Facility	$65.14
Account Executive (media planner/buyer)	Customer Facility	$61.88
Account Supervisor/Deputy PM	Contractor Facility	$98.32
Account Supervisor/Deputy PM	Customer Facility	$93.40
Assistant Business Manager	Contractor Facility	$32.58
Assistant Business Manager	Customer Facility	$30.95
Assistant Conventions Coordinator**	Contractor Facility	$40.28
Assistant Conventions Coordinator**	Customer Facility	$38.27
Business Manager	Contractor Facility	$98.32
Business Manager	Customer Facility	$93.40
Contract Manager	Contractor Facility	$54.51
Contract Manager	Customer Facility	$51.79
Conventions Coordinator**	Contractor Facility	$54.51
Conventions Coordinator**	Customer Facility	$51.79
Data Analyst	Contractor Facility	$95.02
Data Analyst	Customer Facility	$90.27
Fulfillment Technician**	Contractor Facility	$29.62
Fulfillment Technician**	Customer Facility	$28.14
Graphic Production Manager	Contractor Facility	$71.07
Graphic Production Manager	Customer Facility	$67.52
Graphics Design	Contractor Facility	$71.07
Graphics Design	Customer Facility	$67.52
Information Technology Manager	Contractor Facility	$71.07
Information Technology Manager	Customer Facility	$67.52
Inventory Control Manager	Contractor Facility	$33.74
Inventory Control Manager	Customer Facility	$32.06
Management Supervisor/Program Manager	Contractor Facility	$111.36
Management Supervisor/Program Manager	Customer Facility	$105.78
Market Data Manager	Contractor Facility	$71.07
Market Data Manager	Customer Facility	$67.52
Production Manager	Contractor Facility	$71.07
Production Manager	Customer Facility	$67.52
Production Technician**	Contractor Facility	$50.33
Production Technician**	Customer Facility	$47.81
Public Relations (PR) Account Coordinator	Contractor Facility	$80.41
Public Relations (PR) Account Coordinator	Customer Facility	$76.39
Public Relations (PR) Account Executive	Contractor Facility	$103.18
Public Relations (PR) Account Executive	Customer Facility	$98.03
Public Relations (PR) Account Manager	Contractor Facility	$123.32
Public Relations (PR) Account Manager	Customer Facility	$117.16
Public Relations (PR) Account Specialist	Contractor Facility	$169.57
Public Relations (PR) Account Specialist	Customer Facility	$161.10
Purchasing Manager	Contractor Facility	$71.07

LABOR CATEGORY TITLE	SITE	GSA PRICES YEAR 1 *(11/21/16 – 11/20/21)*
Purchasing Manager	Customer Facility	$67.52
Secretary**	Contractor Facility	$33.74
Secretary**	Customer Facility	$32.06
Senior Account Executive	Contractor Facility	$98.32
Senior Account Executive	Customer Facility	$93.40
Senior Business Manager	Contractor Facility	$120.39
Senior Business Manager	Customer Facility	$114.38
Senior Public Relations (PR) Account Supervisor	Contractor Facility	$183.78
Senior Public Relations (PR) Account Supervisor	Customer Facility	$174.59
Senior Web Developer	Contractor Facility	$105.47
Senior Web Developer	Customer Facility	$100.20
Warehouse Manager	Contractor Facility	$37.89
Warehouse Manager	Customer Facility	$36.00

***Labor Categories that are subject to the Service Contract Act.*

<u>NOTE</u>: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire 00CORP The Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

Appendix B

LABOR CATEGORY DESCRIPTIONS

1. Account Coordinator

Minimum Education: Bachelor's degree or equivalent experience

Minimum Years' Experience: 1+ years' experience in a marketing environment requiring concurrent management of multiple projects

Functional Responsibilities: Gather data to support Senior Account Executive in developing reports, plans and strategies, maintain client files, assist in preparing briefing minutes, and assist in obtaining information and approvals to perform internal and external conference program management; Assist in execution of public relations, sponsorship programs and promotions and tie-ins; Coordinate development of media section that effectively coordinates with all Client's advertising partners and efforts

2. Account Executive (media planner/buyer)

Minimum Education: Bachelor's degree or equivalent experience

Minimum Years' Experience: 3+ years of media planning and buying experience w/multiple projects. Experience managing junior account personnel

Functional Responsibilities: Oversee assigned media planning and buys for client; provide market and statistical analysis forecast; coordinate cost estimates and maintain project, budget, and schedule; review/approve production materials to run as media and monitor client approval; direct staff in emerging media mediums and channels; establish relationships with media outlets and vendors of various media outlets; and develop plans, press releases and editorials.

3. Account Supervisor/Deputy PM

Minimum Education: Bachelor's degree or equivalent experience

Minimum Years' Experience: 3+ years of strategic account or project management experience w/multiple projects. Experience managing junior account personnel.

Functional Responsibilities: Responsible for overall management with authority to make timely decisions and commit company resources; Oversee management team and ensure quality of all output; Ensure continuous communication among team members to meet client marketing goals; Coordinate and authorize estimates and cost proposals; and Establish short-term strategic direction and work with Management Supervisor on long-term strategic direction

4. Assistant Business Manager

Minimum Education: Associate's degree or equivalent experience

Minimum Years' Experience: 1+ year's business experience

Functional Responsibilities: Maintain financial records, prepare periodic direct-labor reports, and submit invoices and maintain direct-labor system, update budget-tracking system, generate financial reports, and analyze expense reports

5. Assistant Conventions Coordinator

Minimum Education: High School Diploma or GED equivalent

Minimum Years' Experience: 1+ years' experience providing conference and event support and relevant training

Functional Responsibilities: Manage all arrangements required for hosting conferences and for participating in external conferences and coordinating multiple exhibits at conventions across the U.S.; Ensure all appropriate brochures, pamphlets, posters, videos, Web sites, and other related marketing support items are provided for off-site marketing events; Provide on-site conference and event support and serve as contact for logistics problems that cannot be solved by the exhibitor help desk

6. Business Manager

Minimum Education: Associate's degree or equivalent experience

Minimum Years' Experience: 3+ years business experience with progressive management responsibilities for all areas of finance

Functional Responsibilities: Manage group that performs accounts payable and accounts receivable functions; Forecast financial performance and perform financial reporting, tax, payroll, job cost, and cash management functions; Evaluate controls for managing cash and investments; Manage employee-benefits and human resources functions

7. Contract Manager

Minimum Education: Associate's degree or training in Government contract administration

Minimum Years' Experience: 5+ years Government contract administration

Functional Responsibilities: The contract manager's task is to ensure consistent management of the client's proposals and contracts. This generally includes oversight of the contract management process, as well as development of specific standards for bidding and submission, contract negotiations and document management. The contract manager's role in the contract development process requires close collaboration with various client's units, including operations, project management, account management, and finance. The contract manager may prepare contract cost estimates; negotiate contracts on behalf of the client with Contracting Officer. They approve all purchase orders, billable expenses and invoices; Analyze actual versus negotiated labor per requirement to ensure compliance with contract specifications; and may be responsible for training and monitoring client conduct in regards to Government ethics regulations and inherently governmental functions.

8. Conventions Coordinator

Minimum Education: High School Diploma or GED equivalent

Minimum Years' Experience: 2+ years' experience w/conference hosting and event planning; demonstrated ability to coordinate all facets of conference exhibits; specialized training when required (i.e. CDL)

Functional Responsibilities: Oversee management for hosting conferences and mobile events; participate in external conferences and coordinate multiple exhibits at conventions across the U.S.; Ensure all appropriate brochures, pamphlets, posters, videos, Web sites, and other related marketing support items are provided for off-site marketing events; Provide on-site conference and event support and serve as contact for logistics problems that cannot be solved by the exhibitor help desk

9. Data Analyst

Minimum Education: Associate's degree or equivalent experience

Minimum Years' Experience: 3+ years' experience in data processing

Functional Responsibilities: Gather and analyze performance metric data for client; Compile data in report format for client records; Interpret results to determine client return on investment and establish marketing trends

10. Fulfillment Technician

Minimum Education: High School Diploma or GED equivalent

Minimum Years' Experience: 1+ years' experience in warehousing/shipping operations

Functional Responsibilities: Provide logging, assembly, packaging and timely shipment of exhibit and display materials, brochures, promotional items, recruiter presentation items, and award program items; Provide shrink-wrapping as appropriate and applying labels to ensure proper delivery and facilitate tracking of shipments

11. Graphic Production Manager

Minimum Education: Associate's degree or equivalent experience

Minimum Years' Experience: 3+ years' experience in graphics production management

Functional Responsibilities: Manage completion of high-quality design materials for client products; oversee conceptualization and development of creative promotional materials supporting clients programs

12. Graphics Design

Minimum Education: Associate's degree or equivalent experience

Minimum Years' Experience: 3+ years' experience in graphics design

Functional Responsibilities: Complete high-quality design materials for client products; Conceptualize and develop creative promotional materials supporting clients programs

13. Information Technology Manager

Minimum Education: Bachelor's Degree or Certified Network Integrator & Technology Administration or demonstrated equivalent experience

Minimum Years' Experience: 3+ years' experience in IT industry with focus on advertising and marketing related campaign technology integration

Functional Responsibilities: Provide overall responsibility for client technology requirements (related to marketing and advertising), including use of a robust digital marketing strategy, planning, input and technical expertise for multiple programs; oversee client websites ensuring they are fully linked with tracking tools to validate client ROI, provide a marketing presence on the internet website design and maintenance services, search engine development and optimization, email marketing, interactive marketing, online media management, web-based training, web casting, video conferencing via the web, print ads or direct mailings with a QR scan code or the use of 3D photography in a displays, posters or video that enables users to experience and receive an agencies message. Additionally, maintain Section 508 compliance, including captioning services.

14. Inventory Control Manager

Minimum Education: High School Diploma or GED equivalent

Minimum Years' Experience: 3+ years' experience in a warehouse environment with progressive responsibilities in inventory handling and processing

Functional Responsibilities: Receive, issue, move, transfer, and stock counts; Supervise fulfillment technicians, ensure quality control for all outbound shipments, maintain accurate inventory, and manage inventory database; Provide monthly usage figures and shipping status for inventory

15. Management Supervisor/Program Manager

Minimum Education: Bachelor's degree or equivalent experience

Minimum Years' Experience: 10+ years of strategic account or project management experience managing multiple projects. Experience managing senior account personnel

Functional Responsibilities: Provide senior management to client account team; Establish and maintain strategic-marketing focus to meet all client goals and objectives; Establish effective lines of communication and ensure that all team members are informed of revisions and updates as they affect the strategy of the client account; Assist overall direction of the client's mobile marketing programs; Maintain relationships with corporate partners and client staff

16. Market Data Manager

Minimum Education: High School Diploma or GED equivalent

Minimum Years' Experience: 2+ years' experience in marketing data management support

Functional Responsibilities: Research and recommend venues that have common demographics within the PWS; Review trade publications and analyze industry trends to determine effectiveness of ongoing marketing initiatives and resource allocations for the client advertising programs; Collect/Analyze data collected from various trade shows

17. Public Relations (PR) Account Coordinator

Minimum Education: Bachelor's Degree in PR or a related field or equivalent experience

Minimum Years' Experience: 1-year public relations experience, or 2 internships

Functional Responsibilities: Assist PR Account Manager in preparing/implementing public relations program components including media contacts, special event coordination, writing press releases and research; Maintain client status and budget reports; Coordinate materials for client presentations and assist in strategic/creative brainstorming sessions

18. Public Relations (PR) Account Executive

Minimum Education: Bachelor's Degree in PR or a related field or equivalent experience

Minimum Years' Experience: 2+ years public relations experience, or similar, non-agency setting

Functional Responsibilities: Implement account activities including media events, press conferences/briefings, and media tours; Serve as a day-to-day contact for project with client and junior staff; Develop full range of written materials including press releases, byline articles, speeches, client correspondence and reports; Monitor internal status of jobs and due dates, and advise senior team members of developments

19. Public Relations (PR) Account Manager

Minimum Education: Bachelor's Degree in PR or a related field or equivalent experience

Minimum Years' Experience: 4+ years public relations experience including project management

Functional Responsibilities: Responsible for planning, coordinating and implementing client programs and activities; Ensure all programs are strategically on target with client objectives; Monitor account activities including special events, media relations and program implementations; Develop online and social media programs, leveraging special events, media relations and content for media and outreach programs; Develop and manage account plans and budget, report status to client

20. Public Relations (PR) Account Specialist

Minimum Education: Bachelor's Degree in PR or a related field or equivalent experience

Minimum Years' Experience: 5+ years public relations experience, 2+ years supervisory experience

Functional Responsibilities: Develop client programs, strategic planning and staff development; Provide strategic guidance to clients on an ongoing basis and anticipate client needs; Responsible for account financials including budget allocation and control, monitoring billable hours and client billing; Manage athlete/talent specific components and oversee media interviews and speaking arrangements

21. Production Manager

Minimum Education: High School Diploma or GED equivalent

Minimum Years' Experience: 3+ years of production management experience

Functional Responsibilities: Determine appropriate subcontractors to assist in and orchestrate the fabrication, maintenance and geographic position of exhibits, websites, CD-ROM, and programming; Oversee production of all marketing training materials for clients

22. Production Technician

Minimum Education: High School Diploma or GED equivalent

Minimum Years' Experience: 1+ years' experience working in a graphics design environment

Experience working with design programs and printing equipment

Functional Responsibilities: Provide Print on Demand Room support including printing support of marketing materials and operation of digital printers and laminator; Use IT based direct mail and certificate maker, apply vinyl graphics, and ensure printers are in a state of readiness and adequate print supplies are available

23. Purchasing Manager

Minimum Education: High School Diploma or GED equivalent

Minimum Years' Experience: 3+ years purchasing management experience

Functional Responsibilities: Develop and manage supply accounts, acquire and maintain vendor relationships, and ensure delivery of quality, mission-focused products; Locate vendors, sources, and products as part of supply chain to fulfill client requirements for promotional and marketing campaigns; Monitor Quality Control measures for production of client products

24. Secretary

Minimum Education: High School Diploma or GED equivalent

Minimum Years' Experience: 1+ years' experience

Functional Responsibilities: Provide administrative support including correspondence, travel arrangements, file maintenance and clerical support

25. Senior Account Executive

Minimum Education: Bachelor's degree or equivalent experience

Minimum Years' Experience: 3+ years of strategic account or project management experience managing multiple projects Experience managing junior account personnel

Functional Responsibilities: Provide senior management to client account team; Establish and maintain strategic marketing focus to meet all of the client's goals and objectives; Manage day-to-day operations including support and communications

26. Senior Business Manager

Minimum Education: Bachelor's degree, or 10+ years' equivalent business experience

Minimum Years' Experience: 5+ year's business experience

Functional Responsibilities: Design, develop and maintain client business systems; Review, analyze and evaluate client program needs; Manage cost reimbursement client accounts; Manage performance strategies and objectives for client programs; Provide financial and performance reporting

27. Senior Public Relations (PR) Account Supervisor

Minimum Education: Bachelor's degree in PR or a related field or equivalent experience

Minimum Years' Experience: 7+ years' experience of agency or corporate public relations experience; Strategic PR account management experience

Functional Responsibilities: Provide senior-level media relations planning and supervision on client account team; Provide specialized expertise in one or more service areas; Develop strategy for implementing successful client media relations programs; Establish effective communication among account team, client and external media partners; Provide strategic guidance to clients on an ongoing basis and anticipate client needs; Coordinate and authorize estimates and most proposals

28. Senior Web Developer

Minimum Education: Bachelor's degree or equivalent experience

Minimum Years' Experience: 4-5 years' experience, or 5 years development experience

Functional Responsibilities: Provide overall responsibility for client web-based applications, including design, build and managing websites; Ensure programs are up to date with current IT marketing trends; Create websites that provide a marketing presence on the Internet

29. Warehouse Manager

Minimum Education: High School Diploma or GED equivalent

Minimum Years' Experience: 3+ years' experience in managing warehouse/shipping operations

Functional Responsibilities: Oversee warehousing and maintenance of inventory management of exhibits, display materials, RPIs and brochures; Ensure logging, packaging and timely shipment of all exhibits, kiosks and displays; Tracking all shipments and maintain real-time tracking and materials database