



U.S. General Services Administration



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

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

Schedule Title:

69-Training Aids & Devices &ACQ. Serv.

FSC:

6930/U008

Contract number:

GS-02F-0112T

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

Contract period:

June 7, 2007 thru June 6, 2012

Contractor's name, address and phone number:

E. Larsen Enterprises, Inc. (ELE)

7549 Douglas Drive North

Brooklyn Park, MN 55443

763-560-4197

1-800-635-4780

763-560-9627-Fax

Contractor's Internet address/web site:

www.earnie.com

Business size:

Small Business, Woman owned

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CUSTOMER INFORMATION:

- 1a. **Special Item Number/s Awarded:**
FSC 6930 & U008 - 27-300, Prepared Audio & Visual Instructional Materials
27-400, Instructor-Led training & web Based Training
Excludes the mandatory GS-1102 contracting curriculum
- 1b. See pricing below.
- 1c. Hourly rates: Not applicable
2. Maximum order: \$1,000,000
3. Minimum order: \$100
4. Geographic coverage: 48 contiguous states and Alaska, Hawaii and Puerto Rico
5. Point of production: Minneapolis, Minnesota in Hennepin County
6. Discount from list prices: Prices shown are NET prices. Basic discounts have been deducted.
7. Quantity Discounts: 2% off for the Train-the-Trainer quantity discount of 2 or more during an annual period
8. Prompt payment terms: Net 30 Days
- 9a. Government Credit Cards: accepted
- 9b. Government Credit Cards: accepted
10. Foreign items: Not applicable
- 11a. Time of delivery: 30 days
- 11b. Expedited Delivery: All items are available for expedited delivery if in stock
- 11c. Overnight and 2-day delivery: All items are available for overnight and 2-day delivery
If in stock
- 11d. Urgent Requirements: All items are available for urgent requirements if in stock
12. F.O.B.: 48 contiguous states and Alaska, Hawaii and Puerto Rico

- 13a. Ordering address: E. Larsen Enterprises, Inc. (ELE)
7549 Douglas Drive North
Brooklyn Park, MN 55443
- 13b. Ordering procedures: Faxed to 763-560-9627
14. Payment address: E. Larsen Enterprises, Inc. (ELE)
7549 Douglas Drive North
Brooklyn Park, MN 55443
15. Warranty provision: Any defective video may be returned for a new one
16. Export packing charges: Not applicable
17. Government Credit Card: accepted
18. Terms and conditions of rental: Not applicable
19. Terms and condition of installation: Not applicable
20. Terms and condition of repair: Not applicable
- 20a. Term and conditions for other services: Not applicable
21. List of service and distribution points: Not applicable
22. List of participating dealers: Not applicable
23. Preventive maintenance: Not applicable
- 24a. Special attributes: Not applicable
- 24b. 508 compliance information: www.earnie.com
25. DUNS number: 164156572
26. Registration in CCR: Renewed until 3/2/08

Special Item Number(s) (SINs) Offered:

27-300

27-400

B.3 NORTH AMERICA INDUSTRY CLASSIFICATION SYSTEM (NAICS) CODES AND SIZE STANDARDS

The following chart describes the NAICS for each Special Item Number under this solicitation. For further guidance on size standards see FAR 19.102.

SIN	SIN DESCRIPTION	NAICS	SIZE (in millions)
27-300	Instructional Audio Visual/Media Kits	423490	6.5
		333319	6.5
27-400	Instructor Led Training & Web Based Training	611310	6.5
		611512 (Flight Training)	23.5
		611410 (Business Training)	6.5
		611710 (Prof/Mgmt Training)	6.5

C.2.26 552.211-78 COMMERCIAL DELIVERY SCHEDULE (MULTIPLE AWARD SCHEDULE) (FEB 1996)

- (a) Time of Delivery for services. The Contractor shall deliver or perform services in accordance with the terms negotiated in the agency's order. The contractor shall not propose in excess of his standard commercial delivery or performance times to agencies without giving notice to the Ordering Officer of his intent to do so.
- (b) Expedited Delivery Times. For those items that can be delivered quicker than the delivery times in paragraph (a), above, the Offeror is requested to insert below, a time (hours/days ARO) that delivery can be made when expedited delivery is requested.

ITEM OR GROUP OF ITEMS Expedited delivery time (Special Item No. of nomenclature)	(Hours/Days ARO)
<u>27-300</u>	<u>7-10 days if in stock otherwise 30 days</u>
<hr/> <u>27-300</u>	<hr/> <u>Overnight or 2-day if in stock</u>

- (c) Overnight and 2-Day Delivery Times. Ordering activities may require overnight or 2—day delivery. The Offeror is requested to annotate its price list or by separate attachment identify the items that can be delivered overnight or within 2 days. Contractors offering such delivery services will be required to state in the cover sheet to its FSS price list details concerning this service.

C.2.32 552.232-74 INVOICE PAYMENTS (SEP 1999)

- (a) The due date for making invoice payments by the designated payment office is:
 - (1) For orders placed electronically by the General Services Administration (GSA) Federal Supply Service (FSS), and to be paid by GSA through electronic funds transfer (EFT), the later of the following two events:

(i) The 10th day after the designated billing office receives a proper invoice from the Contractor. If the designated billing office fails to annotate the invoice with the date of receipt at the time of receipt, the invoice payment due date shall be the 10th day after the date of the Contractor's invoice; provided the Contractor submitted a proper invoice and no disagreement exists over quantity, quality, or Contractor compliance with contract requirements.

(ii) The 10th day after Government acceptance of supplies delivered or services performed by the Contractor.

(2) For all other orders, the later of the following two events:

(i) The 30th day after the designated billing office receives a proper invoice from the Contractor. If the designated billing office fails to annotate the invoice with the date of receipt at the time of receipt, the invoice payment due date shall be the 30th day after the date of the Contractor's invoice; provided the Contractor submitted a proper invoice and no disagreement exists over quantity, quality, or Contractor compliance with contract requirements.

(ii) The 30th day after Government acceptance of supplies delivered or services performed by the Contractor.

(3) On a final invoice, if the payment amount is subject to contract settlement actions, acceptance occurs on the effective date of the contract settlement.

(4) Taxpayer Identification Number (TIN).

TIN: 41-1536081

Commercial Price List with Established Catalog Prices

Please refer to our electronic Commercial Catalog effective 6/30/05 and published at <http://www.earnie.com>.

Pricelist for Courses (Services)

SIN	Course	GSA Rate
27-400	LIFE MANAGEMENT PROGRAM (FOR END USERS)	\$ 599.46
27-400	LIFE MANAGEMENT PROGRAM (FOR TRAIN THE TRAINER)	\$ 1,460.88

Course Descriptions

Life Management Program for End Users

SIN 27-400

The Life Management Program is a course designed to (1) teach a system of understanding the living patterns that have led us to be "stuck", and (2) provide the tools to move out of and beyond that fixation. The primary purpose of the Life Management course is to learn the Life Management System. You can apply this System to whatever area of your life causes you discomfort or in which you feel you are "spinning your wheels". You can do this whenever you are ready to do so. The goal of Life Management is primarily educational in nature.

Course Objectives:

- Internalize a model of recovery beyond addiction
- Identify the difference between Stage I (arresting the addiction) and Stage II (dealing with life skill issues that must be faced and learned if recovery is to continue)
- A five-track model of Stage II recovery will be presented
- Focus
- Principles and Models
- Family of Origin
- Habit
- Stage II Recovery
- Participants will apply this model to their own lives

Target Audience:

The Life Management Program is for anyone who wants to understand their living patterns and provide tools of healing and growth. We believe the continuing support of recovering people trained in using the same tools can be of unlimited value to you. Life Management is not a group therapy experience.

Prerequisites:

There are no prerequisites for this course. Life Management is a group effort. Each individual in a group to a great extent relies on every other individual in that group to come prepared, open and willing to honestly share. It is in that atmosphere of honest sharing that trust is ignited and it is within the loving warmth of trust that healing is achieved.

Life Management Program for Train the Trainer (Professionals)

SIN 27-400

Functional Responsibility:

- Internalize a model of recovery beyond addiction
- Identify the difference between Stage I (arresting the addiction) and Stage II (dealing with life skill issues that must be faced and learned if recovery is to continue)
- A five-track model of Stage II recovery will be presented
- Focus
- Principles and Models
- Family of Origin
- Habit
- Stage II Recovery
- Participants will apply this model to their own lives

Minimum Education: Training plus experience in the field.

Pricelist for Products

All prices are F.O.B Destination, delivery to all fifty states and the District of Columbia.

SIN	Item Number	Item Description	GSA Rate	Country of Origin
27-300	V140	Stage II Recovery (4)	\$226.69	USA
27-300	V120	Stage II Recovery Pt1 & Pt2 (2)	\$163.22	USA
27-300	V101	Stage II Recovery, Part 1	\$90.68	USA
27-300	V102	Stage II Recovery, Part 2	\$90.68	USA
27-300	V103	Relationships	\$90.68	USA
27-300	V104	Working a Program	\$90.68	USA
27-300	V250	Recovery Issues (5)	\$385.37	USA
27-300	V201	Relapse	\$90.68	USA

SIN	Item Number	Item Description	GSA Rate	Country of Origin
27-300	V202	Family	\$90.68	USA
27-300	V203	Doing 4th & 5th Steps	\$90.68	USA
27-300	V204	Seeking and Finding...Spirituality	\$90.68	USA
27-300	V205	Unresolved Anger	\$90.68	USA
27-300	V430	High Level Recovery (3)	\$231.22	USA
27-300	V401	Five Myths That Sabotage Recovery	\$90.68	USA
27-300	V402	Dealing With Denial	\$90.68	USA
27-300	V403	Kissing Guilt & Shame Goodbye	\$90.68	USA
27-300	V530	Lift Up Your Heart (3)	\$231.22	USA

SIN	Item Number	Item Description	GSA Rate	Country of Origin
27-300	V501	Building Self-Confidence	\$90.68	USA
27-300	V502	Overcoming Fear	\$90.68	USA
27-300	V503	Dealing With Discouragement	\$90.68	USA
27-300	V640	Step by Step Series (4)	\$308.30	USA
27-300	V601	Taking Personal Responsibility-Fighting the Good Fight	\$90.68	USA
27-300	V602	Avoiding the Slips-Working a Program of Inches	\$90.68	USA
27-300	V603	Building Up Our Self-Esteem -- Where Giants Walk	\$90.68	USA
27-300	V604	Rage Is Optional - Learning to Deal With Our Rage and Anger	\$90.68	USA
27-300	V705	Domestic Violence (4)	\$308.30	USA

SIN	Item Number	Item Description	GSA Rate	Country of Origin
27-300	V701	Where Abusers Come From	\$90.68	USA
27-300	V702	How Abusers Think	\$90.68	USA
27-300	V703	How Abusers Create The Next Generation	\$90.68	USA
27-300	V704	How to Break The Patterns of Criminal Think and Acting	\$90.68	USA
27-300	V320	Secrets of Successful Relationships	\$158.68	USA

Price Justification

The proposed GSA prices are, at first glance, equal to those offered to the company's most favored customer. When one takes into account the fact that we (i) are offering free, destination shipping, (ii) are willing to ship our products to each small center (rather than the applicable regional warehouse), and (iii) customers buying through our GSA Schedule contract are not required to buy a specific volume in order to get our best pricing, our GSA pricing is actually better than that offered to our most favored customer. Further:

- We are a small, woman-owned business.
- The federal government (specifically the Veterans Administration) is currently paying full price for our products.

STAGE II RECOVERY VIDEO SERIES

- VIDEO 1: **"Stage II Recovery - Part 1"**
In this video, we learn to understand the basics of Recovery - what we must do to understand ourselves in order to enjoy a rich and fulfilling existence.
Time: 24:30
©1985 V101
- VIDEO 2: **"Stage II Recovery - Part 2"**
In this video, we learn how to identify and correct learned self-defeating behaviors such as caretaking, people-pleasing and workaholism to become more successful individuals.
Time: 35:00
©1985 V102
- VIDEO 3: **"Relationships"**
In this video, we learn the dynamics of healthy and unhealthy relationships and how to prosper in intimacy.
Time: 27:15
©1985 V103
- VIDEO 4: **"Working A Program"**
In this video, we learn that the only way to get well and stay well is a consistent program that involves dialogue, positive redirection, proper nutrition and other daily and weekly practices - This tape outlines a program and show its benefits in recovery.
Time: 31:00
©1985 V104

RECOVERY ISSUES VIDEOS SERIES

- VIDEO 1: **"Relapse"**
In this program Earnie makes it abundantly clear that, although "slips" or relapses are serious, they are not fatal. The point in this session is that relapse will not occur if we work a tight, effective program. Earnie shows how to work an effective program, how to do the 10th step and stay accountable for behaviors that could result in relapse.
©1989 Time: 34:15 V201
- VIDEO 2: **"Family"**
Much of what work done in treatment is about breaking through the denial that comes from the guilt, shame, and pain of broken family relationships. In this program, Earnie offers the group a balance between keeping one's head in treatment and developing the skills to rebuild family relationships and make them healthy and lasting.
©1989 Time: 34:00 V202
- VIDEO 3: **"Doing a 4th and 5th Step"**
Earnie calls the 4th and 5th steps the "freedom steps". Over the years Earnie Larsen has heard thousands of 5th steps. What he shares in this tape are methods of doing the best possible 4th and 5th steps.
©1989 Time: 32:30 V203
- VIDEO 4: **"Seeking and Finding Your Higher Power"**
In this tape Earnie strives to get across the importance of Steps 1, 2 and 3. The ability to turn our lives over to a power greater than ourselves. Not having had the experience of trusting or counting on someone being there for us becomes the primary spiritual obstacle. Earnie invites the group to build on the treatment experience as a beginning place to trust a power greater than ourselves...The Higher Power.
©1989 Time: 34:30 V204
- VIDEO 5: **"Unresolved Anger"**
Sparks fly when we look at the hurt and rage that has victimized us in the past. If unresolved anger is not dealt with during recovery, relapse often occurs. Working with this video program will ultimately bring release from the bondage that creates the want to abuse one's self in the first place.
©1989 Time: 33:00 V205

THE HIGH LEVEL RECOVERY VIDEO SERIES

VIDEO 1: **"Five Myths That Sabotage Recovery"**

In this video, we learn five mental mistakes that threaten high level recovery:

- * what "Myths" are...
- * what the five mistakes are...
- * what healthy "shoulds" are.

Time: 28:54

©1991 V401

VIDEO 2: **"Dealing With Denial"**

In this video, we learn the importance of dealing with life issues that remain for the addict after the addiction has been arrested:

- * every addict is always co-dependent...
- * Denial of these co-dependent issues invites relapse...
- * Denial easily leads to switched addictions in recovery.

Time: 29:26

©1991 V402

VIDEO 3: **"Kissing Guilt & Shame Goodbye"**

In this video, we learn the nature and power of guilt to limit the quality of recovery:

- * what guilt is and is not...
- * how to recognize guilt when a shame attack strikes...
- * sure fire methods of avoiding falling prey to guilt.

Time: 28:57

©1991 V403

A word about format of these videos:

We have been told that the main customers of these videos primarily use these tapes in place of lectures. Their interest is to present a solid half-hour of content without interaction of participants. For this reason, all of these titles are approximately 30 minutes of straight lecture.

LIFT UP YOUR HEART VIDEO SERIES

VIDEO 1: **"Building Self-Confidence"**

In this video, we learn why Self-Confidence is the treasure house of successful living:

- * what constitutes Self-Confidence...
- * the key to building Self-Confidence...
- * how to maintain a healthy Self-Confidence once it is attained.

Time: 29:19

©1991 V501

VIDEO 2: **"Overcoming Fear"**

In this video, we learn how to understand and overcome Fear in its many faces:

- * the definition of Fear...
- * the key in confronting old, learned Fear responses to reality...
- * how to diminish the power of Fear to control our lives.

Time: 28:22

©1991 V502

VIDEO 3: **"Dealing With Discouragement"**

In this video, we learn to recognize the signs of Discouragement and how to avoid Discouragement's powerful pull:

- * why Discouragement must always be confronted along the journey of growth...
- * the several causes of Discouragement...
- * specific powerful strategies in overcoming Discouragement.

Time: 29:00

©1991 V503

A word about format of these videos:

We have been told that the main customers of these videos primarily use these tapes in place of lectures. Their interest is to present a solid half-hour of content without interaction of participants. For this reason, all of these titles are approximately 30 minutes of straight lecture.

DOMESTIC VIOLENCE VIDEOS SERIES

VIDEO 1: "WHERE ABUSERS COME FROM"

This program speaks directly to the client's heart. A life long habit of violence dulls the recognition of violence and abuse. Violence and abuse simply become normal. This program takes the client back to the time when they were the victims of abuse and forcefully states, as it was wrong for someone to abuse you so it is wrong for you to abuse anyone else, especially those who love and depend on you. The sharing of the women emphasizes this point with great emotional power.

Time: 28:30

C 2000 V701

VIDEO 2: "HOW ABUSERS THINK"

Violence is a habit. At the heart of every habit is a truth learned by harsh experience. This program leads the client to identify the source of this criminal, cognitive impairment. Using the client's own experience of abuse as a starting point, they are led logically and systematically to understand through structured graphs how they perpetuate this habit of violence and abuse. The client is strongly challenged to confront this habit and put an end to it. The women's sharing powerfully attests to the damage done by the men who abuse them in a manner and to a depth as only victims can.

Time: 31:19

C 2000 V702

VIDEO 3: "HOW ABUSERS CREATE THE NEXT GENERATION"

Violence and abuse are generational. The fact of this generational conditioning to violence and abuse is stressed in this program. The point is strongly made that the next generation of abusers, with all the negative consequences that imply, is being created now at the hand of the client watching this program. Their responsibility for ending this cycle of destruction being visited on their children is clearly and strongly stated. Sharing of the women again greatly strengthens the point of the damage done to children by domestic violence.

Time: 29:07

C 2000 V703

VIDEO 4: "HOW TO BREAK THE PATTERNS OF CRIMINAL THINKING AND ACTING"

Habits, both good and bad are acquired through repetition. Being willing to face the presence and power of this habit and choosing another course can only accomplish breaking of the habit of abuse. Concrete structures and models are provided to accomplish both the cognitive restructuring and behavior modification to both break the habit of abuse and begin creating new habits of respect and control. The women's sharing both challenges and encourages the men to pursue this course of recovery.

Time: 30:06

C 2000 V704

SECRETS TO SUCCESSFUL RELATIONSHIPS

There is an abundance of materials on the market about relationships. Books, Videotapes and Audiotapes. Most of them are very long on theory and rather thin on what you need to do. With the thousands of people that Earnie works with across the country in Seminars and through some of the personal counseling that he does, Earnie finds that people aren't interested in psychology degrees. What they are looking for, because their life hurt, is help. "What can I concretely, specifically do to make things better."

That's what this video is all about!

Healthy relationships don't fall ready made from heaven. Like any other work of human artistry, it takes effort. Knowing what you are doing. The more we understand what our relationships are about and the more conscious effort we are willing to put into our relationships, the better our chances will be of getting what we want.

Four Programs total time 3 hours and 9 minutes

The four programs with a guidebook are delivered to you on two VHS or DVDs.

C 1989

V320

CORPORATE INFORMATION

E. Larsen Enterprises, Inc.
7549 Douglas Drive North
Brooklyn Park, MN 55443

41-1536081

1-800-635-4780
763-560-4197
763-560-9627-fax

FINANCIAL REPORT

DUNS NUMBER: 164156572

NAICS ANNUAL SALES CLASSIFICATION

Sin: 27-300 Prepared Audio & Visual Instructional Materials

NAICS code	VIDEOS	423490
	LIFE MANAGEMENT PROGRAM	611430

Yes, our company is a small business

DUNS NUMBER

DUNS NUMBER: 164156572

DESIGNATION OF PERSON TO SIGN OFFER

Paula Larsen
Secretary-Treasurer

CENTRAL CONTRACTOR REGISTRATION

Renewed until 3/2/08

VETS-100 REGISTRATION

Filed 2/20/07 & copy included plus electronic copy on back-up
OMB NO: 1293-005

GS-02F-0112T

PROMPT PAYMENT DISCOUNT

Net 30 days.

DOMESTIC AND OVERSEAS DELIVERY

Contractor will provide domestic delivery only

AUTHORIZED NEGOTIATORS

Negotiator #1

Paula Larsen
Secretary-Treasurer
763-560-4197
info@earnie.com

Negotiator #2

Earnie Larsen
President
763-560-4197
info@earnie.com

CONTACT FOR CONTRACT ADMINISTRATION

Paula Larsen
Secretary-Treasurer
7549 Douglas Drive North
Brooklyn Park, MN 55443
763-560-4197
Info@earnie.com

Fax: 763-560-9627

ORDERING INFORMATION

Order By Fax: 763-560-9627

Paula Larsen
7549 Douglas Drive North
Brooklyn Park, MN 55443
763-560-4197

Postal address for mail orders:

Paula Larsen
7549 Douglas Drive North
Brooklyn Park, MN 55443

PAYMENT INFORMATION

E. Larsen Enterprises, Inc
Attn: Paula Larsen
7549 Douglas Drive North
Brooklyn Park, MN 55443

PLACE OF PERFORMANCE

None

REPRESENTATIONS AND CERTIFICATIONS

ORCA

- a) Definition-women-owned small business concern
51% woman owned & operation controlled by a woman
- b) Federal ID number or TIN:
41-1536081
Corporate entity (not tax-exempt)
Offeror is not owned or controlled by a common parent
- c) Woman-owned small business concern

Number of Employees	Average Annual Gross Revenues
50 or fewer	\$1 million or less

TRADE AGREEMENTS (PG 17)

NONE