



Federal Supply Service
*Authorized Federal Supply Schedule
Catalog of Services and Price List*

Mission Oriented Business Integrated Services (MOBIS)

Federal Supply Schedule 874

Contract Number: **GS02F0165X**

Contract Period: **May 18, 2011 through May 17, 2016**

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www.cookross.com

Business Size: Certified Woman-Owned Small Business (WOSB)

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: <http://www.gsaadvantage.gov>.

For more information on ordering from Federal Supply Schedules, go to the GSA Schedules home page at:
<http://www.gsa.gov/schedules>.

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Customer Information

1a. Awarded Special Item Numbers:

SIN 874-1: Consultation Services

SIN 874-2: Facilitation Services

SIN 874-3: Survey Services

SIN 874-4: Training Services

SIN 874-5: Support Products

SIN 874-7: Program and Project Management

SIN 874-9: Off-the-Shelf and Customizable Print Training Devices

1b. Price List: See **Appendix A** and **Appendix C** for Price Lists.

1c. Labor Category Descriptions: See **Appendix B** for Labor Category Descriptions.

2. Maximum Order Threshold: \$1,000,000.

3. Minimum Order: \$100.

4. Geographic Coverage (Delivery Area): Worldwide.

5. Point of Production: Cook Ross, 8630 Fenton St, Suite 824, Silver Spring, MD 20910

6. Discount from List Prices: All prices listed are net prices.

7. Quantity Discounts: The discount is based upon annual sales and the orders funded value at the time of award. All prices listed are NET.

- **Orders ranging from \$0 to \$100K receive 1% discount.**
- **Orders ranging between \$100K to \$300K receive a 1.5% discount.**
- **Orders ranging between \$300K to \$600K receive a 2% discount.**
- **Orders exceeding \$600K receive a 2.5% discount.**

8. Prompt Payment Terms: 2% discount for prompt payment (i.e., net 30 days).

9. Acceptance of Government Credit Cards: Government credit cards will be accepted for orders above or below the micro-purchase threshold.

10. Foreign Items: Not Applicable.

11a. Time of Delivery: Specified in each task order.

11b. Expedited Delivery: Items available for expedited delivery are noted in this price list.

11c. Overnight and 2-Day Delivery: Items available for overnight and 2-day delivery are noted in this price list.

11d. Urgent Requirements: Agencies may contact Cook Ross for urgent requirements.

12. F.O.B. Points(s): Destination.

13a. Ordering Address:

Cook Ross, Inc.

8630 Fenton Street, Suite 824

Silver Spring, MD 20910

Attention: Contracts*

Tel# 301.565.4035

www.cookross.com

email: Info@cookross.com

Please mail to the attention of the Contract Administrator identified in the task order proposal.

13b. Ordering Procedures: Information on Blanket Purchase Agreements (BPAs) ordering procedures for supplies and services are found in Federal Acquisition Regulation (FAR) 8.405-3. Information on BPAs ordering procedures for supplies and services and a sample BPA can be found at the GSA Schedule homepage at <http://www.gsa.gov/schedules>.

14. Payment Address is as Follows:

Payment via Wire Transfer

Financial Institution:

Name of Bank: SunTrust

9-Digit ABA routing number: See invoice

Telegraphic abbreviation: PNB

Account number: See invoice

ACH Payments:

Cook Ross, Inc.

Name of Bank: SunTrust

9-Digit ABA routing number: See invoice

Account number: See invoice

Payment via Check/U.S. Mail

Cook Ross Inc.

8630 Fenton St, Suite 824

Silver Spring, MD 20910

15. Warranty Provision: Not applicable.

16. Export Packing Charges: Not applicable.

17. Terms and Conditions of Government Purchase Card Acceptance: Government Commercial Credit Cards will be acceptable for payments. Bank account information for wire transfer payments will be shown on the invoices.

18. **Terms and Conditions of Rental, Maintenance, and Repair:** Not applicable.
19. **Terms and Conditions of Installation:** Not applicable.
20. **Terms and Conditions of Repair Parts Indicating Date of Parts Price List and Any Discounts from List Prices:** Not applicable.
- 20a. **Terms and Conditions for Any 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. **Section 508:** If applicable, Section 508 compliance information on Electronic and Information Technology (EIT) supplies and services will be addressed on a task order basis. The EIT standards can be found at www.Section508.gov.
25. **Data Universal Numbering System (DUNS) Number:** 606237725
26. **Central Contractor Registration (CCR) Database:** Cook Ross, Inc. is registered in the Central Contractor Registration (CCR) Database.

MOBIS Catalog of Services Offered by Cook Ross Inc.

Cook Ross Inc. is a nationally recognized, certified small, woman-owned consulting firm. Founded in September 1989, Cook Ross provides training and consulting services related to Diversity, Leadership, Teambuilding, Customer Service, and Strategic Planning. We have developed programs to support people in their own personal and professional transformation by creating videos, CD-Rom trainings, and web based education for our clients.

As we have grown so has our client list. Household names in virtually every business category have turned to Cook Ross to make their organizations more productive. We developed the ability not only to cross over barriers in industries, and to take the best practices from one to enhance the performance of others. Our work has spread around the country and around the globe. We have worked throughout the United States, and in Canada, Europe, Asia, South America, Africa, Central America, the Caribbean, and Eastern Europe.

For over 20 years, Cook Ross has demonstrated significant experience and is happy to have served leading names in virtually every enterprise category. If you can be "known by the company you keep," then we are well-known indeed. All of our clients have something in common: An enthusiasm for excellence and a commitment to people. We have demonstrated our ability to manage significant innovation and growth while meeting our client's needs.

Our work in Exploring Unconscious Bias moved to new heights with the partnership of Fannie Mae and Freddie Mac. We launched the Effective Leadership Institute in partnership with Leadership Greater Washington. We keynoted presentations at events hosted by SHRM, George Mason University, and Johns Hopkins University. Leslie Traub led a year-long train-the-trainer program for Food Lion that integrated cultural competence into all facets of their retail and managerial functions. Howard Ross continued his monthly radio appearances on The Kojo Nnamdi Show on National Public Radio and received a lifetime service award from Operation Understanding. We assisted Case Western University in advancing their diversity and inclusion efforts and travelled to Switzerland to begin the planning of a new global program for advancing high-potential women leaders.

Cook Ross offers products and services in the following SIN categories covered in the GSA MOBIS Federal Supply Schedule to include:

SIN 874-1: Consultation Services

SIN 874-2: Facilitation Services

SIN 874-3: Survey Services

SIN 874-4: Training Services

SIN 874-5: Support Products

SIN 874-7: Program and Project Management

SIN 874-9: Off-the-Shelf and Customizable Print Training Devices

MOBIS Catalog of Services (cont.)

874 1 Consulting Services -

Providing expert advice, assistance, guidance or counseling in support an agency's mission-oriented business functions. Services covered by this SIN are:

- Management or strategy consulting
 - Program planning, audits, and evaluations
 - Studies, analyses, scenarios, and reports relating to an agency's mission-oriented business programs or initiatives, such as defense studies, tabletop exercises or scenario simulations, educational studies, regulatory or policy studies, health care studies, economic studies, and preparedness studies
 - Executive/management coaching services
 - Customized business training as needed to successfully perform/complete a consulting engagement
 - Policy and regulation development assistance
 - Expert Witness services in support of litigation, claims, or other formal cases
 - Advisory and assistance services in accordance with FAR 37.203
- Financial audits are covered under GSA Schedule 520, Financial and Business Services, are not allowed under this SIN. The term "consulting" as defined herein does not include staff augmentation.

874 2 Facilitation Services -

Providing facilitation and related decision support services for agencies engaged in collaboration efforts, working groups, or teams. Services covered by this SIN are:

- Defining, refining, and resolving disputes, disagreements, and divergent views (excluding EEO disputed)
- Leading or facilitating group briefings and discussions, enabling focused decision-making
- Recording discussion content and related facilitation support services
- Debriefing stakeholders
- Preparing and providing draft and final reports relating to the facilitated issues

874 3 Survey Services -

Providing surveys relating to mission-oriented business issues. Assisting with or performing all phases of the survey process. Services covered by this SIN are:

- Survey planning, design, and development
- Pretest/pilot surveying Assessing reliability and validity of data
- Conducting/administering surveys
- Analyses of quantitative and qualitative survey data
- Production of reports related to the survey
- Briefings of results to stakeholders

MOBIS Catalog of Services (cont.)

874 4 Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration -

Providing commercially-available off-the-shelf training and/or educational courses that are delivered via an Instructor-led (i.e. traditional classroom setting or conference/seminar) and/or web-based (i.e. Internet/Intranet, software packages and computer applications) system. Courses shall have a defined course title, length of time (i.e. hours, days, semesters, etc.), description of material to be taught (i.e. syllabi, table of contents, etc.), and whether materials are included (i.e. books, pamphlets, software, etc.). Support materials not included may be offered on SIN 874-5. Proposed professional services shall be in support of planning, creating, and/or executing test administration, learning management, customized subject matter specific training and/or educational courses that are delivered via an instructor-led (i.e. traditional classroom setting or conference/seminar) and/or web-based (i.e. Internet/Intranet, software packages and computer applications) system. At minimum, proposed professional services in support of planning, creating, and/or executing a customized course(s) shall include labor categories (i.e. Subject Matter Experts (SMEs), Program Managers, Project Managers, Research Assistant, Technical Specialist, etc.), subject matter(s), and methodology(ies) to be used.

874 5 Support Products -

Providing support products used in support of services offered in SINs 1 through 4, 6, 7 and 99. They can include: workbooks, training manuals, slides, videotapes, CDs, DVDs, software programs (excluding licenses), etc. Any support products offered must be supplied in conjunction with services offered herein and cannot be sold as "stand alone" products.

874 7 Program and Project Management -

Providing services to assist agencies in planning, initiating, managing, executing, and closing out mission-oriented business programs and projects. Services included are: Project leadership and communications with stakeholders; project planning and scheduling; earned value management support; project management, including performance monitoring and measurement; reporting and documentation associated with project/program objectives; stakeholder briefings, participation in required meetings, and related project support services; program integration services; and project close-out services. All services must be provided and performed under the supervision and/or management of the contractor's Project Manager or Program Manager. Orders for services under this SIN without an accompanying Program/Project Manager labor category are prohibited. The primary purpose and preponderance of work for any project awarded under this SIN must be for professional business services. Services covered by other GSA Schedules shall only be included in the project scope if they are directly related to the successful accomplishment of the project and are incidental to the overall effort. It is the responsibility of the Contracting Officer placing the order to make this determination.

MOBIS Catalog of Services (cont.)

874 9 Off-the-Shelf and Customizable Print, Audio, and Visual Instructional Training Devices -

Providing Off-the-Shelf Training Devices: Proposed training devices shall be commercially-available off-the-shelf training devices available as stand alone or ancillary to other services being offered on this schedule. They can include software programs, teaching machines and devices, simulators such as driving simulators, flight simulators, etc., prepared printed instructional material, medical models and simulators, prepared audio and visual instruction material and multimedia program kits.

Appendix A: Labor Rates

The following Labor Rates applicable to:

- SIN 874-1:** Consultation Services;
- SIN 874-2:** Facilitation Services;
- SIN 874-3:** Survey Services;
- SIN 874-4:** Training Services;
- SIN 847-7:** Program and Project Management

GSA Hourly Labor Rates

Labor Category Title	4% increase for each Option Year				
	Base Year	Opt Year 1	Opt Year 2	Opt Year 3	Opt Year 4
Principal	\$700.00	\$728.00	\$757.00	\$787.00	\$819.00
Subject Matter Expert	\$540.00	\$561.00	\$583.00	\$607.00	\$631.00
Consultant Level 3	\$800.00	\$832.00	\$865.00	\$900.00	\$936.00
Consultant Level 2	\$550.00	\$572.00	\$595.00	\$619.00	\$643.00
Consultant Level 1	\$400.00	\$416.00	\$433.00	\$450.00	\$468.00
Technical Writer	\$350.00	\$364.00	\$379.00	\$394.00	\$409.00
Facilitator Level 3	\$800.00	\$832.00	\$865.00	\$900.00	\$936.00
Facilitator Level 2	\$550.00	\$572.00	\$595.00	\$619.00	\$643.00
Facilitator Level 1	\$400.00	\$416.00	\$433.00	\$450.00	\$468.00
Business Development/Pgm Mgr	\$225.00	\$234.00	\$243.00	\$253.00	\$263.00
Project Manager	\$180.00	\$187.00	\$194.00	\$202.00	\$210.00
Assessment Manager	\$450.00	\$468.00	\$487.00	\$506.00	\$526.00
Course/Curriculum Designer	\$450.00	\$468.00	\$487.00	\$506.00	\$526.00
Products Technician	\$225.00	\$234.00	\$243.00	\$253.00	\$263.00
Administrative Support	\$54.00	\$59.00	\$61.00	\$64.00	\$66.00

Note: All prices include GSA's Industrial Funding Fee (IFF)

Appendix B: MOBIS Labor Category Descriptions

Principal

Description: Has extensive knowledge and experience in content areas. Provides thought leadership and drives the content for offerings. Balances and manages multi-project engagements ensuring alignment on all individual project themes and objectives for overall success. Utilizes a proven innovative approach to address business needs of client organizations.

Experience & Education: At least 15 years of extensive client/industry experience; Specialist in multiple functional/industry domains; Demonstrated leadership of consulting engagements in areas such as Organizational Development, Diversity & Inclusion, Cultural Competency, Leadership Development & Facilitation

Subject Matter Expert

Description: Senior expert with extensive knowledge and experience in the designated content area. Provides insight and advice concerning the strategic direction of the proposed service or tool. Provides high-level vision to project consultants, facilitators, project managers to ensure objectives are met.

Experience & Education: At least 15 years of combined progressive consulting and line business experience in the private and public sectors

Consultant Level 3

Description: Responsible for providing systems based training and consulting to individuals and organizations in addressing opportunities for personal and organizational growth. This executive level consultant can diagnose organizational bottlenecks in the realm of diversity and inclusion, and can craft and implement systems levels interventions to bring the organization to its next level of culture development. The senior consultant can establish assessment protocols, provide executive coaching, craft strategic plans, and can build customized leadership development programs for grades 11-15 and at the SES level.

Experience & Education: At least 15 years of combined progressive consulting and line business experience in the private and public sectors. Proven track record of results designing and leading high-level strategic leadership development and organizational interventions. Minimum of B.A. required. Masters or PhD highly recommended.

Consultant Level 2

Description: Responsible for teaching diversity, inclusion and leadership related competencies as a means to address personal, interpersonal and organizational challenges. Primary responsibility is to craft and deliver customized and off the shelf programs to in-tact teams and cohort groups, while translating program concepts to real life situations of the leaders in the room.

Experience & Education: At least 9 years of combined progressive consulting and line business experience in the private and public sectors. Proven track record of results designing and leading diversity, inclusion and leadership development and organizational interventions. Minimum of B.A. required. Masters highly recommended.

Appendix B: MOBIS Labor Category Descriptions (Continued)

Consultant Level 1

Description: Responsible for teaching diversity, inclusion and leadership related competencies as a means to address personal, interpersonal and organizational challenges. Primary responsibility is to deliver customized and off the shelf programs to in-tact teams and cohort groups, while translating program concepts to real life situations of the leaders in the room.

Experience & Education: At least 3 years of combined progressive consulting and line business experience in the private and public sectors. Proven track record of results designing and leading diversity, inclusion and leadership development and organizational interventions. BA/BS in a related discipline.

Technical Writer

Description: Develops, writes, and edits material for reports, manuals, briefs, proposals, instruction books, catalogs, and related technical and administrative publications concerned with work methods and procedures, and installation, operation, and maintenance of machinery and other equipment. Expert user of tools used to produce documentation (i.e., MS Word, Excel, VISIO, and PowerPoint). Automates functions within tools, if appropriate. Interviews production and engineering personnel and reads journals, reports, and other material to become familiar with product technologies and production methods. Reviews published materials and recommends and develops revisions or changes in scope, format, content, and methods of reproduction and binding. Maintains records and files of work and revisions. Selects photographs, drawings, sketches, diagrams, and charts to illustrate material. Assists in laying out material for publication. Arranges for typing, duplication and distribution of material. May write speeches, articles, and public or employee relations releases. May edit, standardize, or make changes to material prepared by other writers or plant personnel.

Experience & Education: At least 4 years of experience in technical writing and editing. B.A. or B.S. degree

Facilitator Level 3

Description: Responsible for providing systems based training and consulting to individuals and organizations in addressing opportunities for personal and organizational growth. This executive level consultant can diagnose organizational bottlenecks in the realm of diversity and inclusion, and can craft and implement systems levels interventions to bring the organization to its next level of culture development. The senior consultant can establish assessment protocols, provide executive coaching, craft strategic plans, and can build customized leadership development programs for grades 11-15 and at the SES level.

Experience & Education: At least 15 years of combined progressive consulting and line business experience in the private and public sectors. Proven track record of results designing and leading high-level strategic leadership development and organizational interventions. Minimum of B.A. required. Masters or PhD highly recommended.

Appendix B: MOBIS Labor Category Descriptions (Continued)

Facilitator Level 2

Description: Responsible for teaching diversity, inclusion and leadership related competencies as a means to address personal, interpersonal and organizational challenges. Primary responsibility is to craft and deliver customized and off the shelf programs to in-tact teams and cohort groups, while translating program concepts to real life situations of the leaders in the room.

Experience & Education: At least 9 years of combined progressive consulting and line business experience in the private and public sectors. Proven track record of results designing and leading diversity, inclusion and leadership development and organizational interventions. Minimum of B.A. required. Masters highly recommended.

Facilitator Level 1

Description: Responsible for teaching diversity, inclusion and leadership related competencies as a means to address personal, interpersonal and organizational challenges. Primary responsibility is to deliver customized and off the shelf programs to in-tact teams and cohort groups, while translating program concepts to real life situations of the leaders in the room.

Experience & Education: At least 3 years of combined progressive consulting and line business experience in the private and public sectors. Proven track record of results designing and leading diversity, inclusion and leadership development and organizational interventions. BA/BS in a related discipline.

Business Development / Program Manager

Description: Provides oversight and executive level management for all contracts/programs currently in process. Responsible for ensuring principals and senior level management within Cook Ross are aware of the program status for each contract in operation. Manages multiple contracts often times at multiple locations, ensures quality standards are being met, project tasks are completed, and assigns resources as needed to ensure proper contract performance.

Experience & Education: Minimum of 10 years experience. Proven track record of successfully executing and delivering projects. Bachelors Degree.

Project Manager

Description: Responsible for providing day-to-day guidance and direction to the project, manages development and delivery deadlines, interacts with the client to ensure that all project components are addressed in a timely manner and that contractual obligations are fulfilled. Organizes and schedules the delivery team, and conducts after action review to ensure full satisfaction of both the client and the delivery team.

Experience & Education: Bachelors degree and a minimum of 2 years of project management experience.

Appendix B: MOBIS Labor Category Descriptions (*Continued*)

Assessment Manager

Description: Responsible for administering the Cultural Competence Leadership Indicator, the Intercultural Development Indicator, and the Benchmarks 360 to a variety of users. Responsible for establishing an customized process for multi-rater feedback that is appropriate to the client system, and providing constructive, actionable feedback to participants in either a one to one setting, or a group setting. Must be able to create a safe space for personal development, be expert in delivering feedback in a constructive manner, and be knowledgeable of a range of developmental activities for developing leadership competencies.

Experience & Education: At least 10 years of progressive experience in the public and private sector. Certified in all assessment tools. Minimum of B.A. required. Masters or PhD highly recommended.

Course / Curriculum Designer

Description: Responsible for working directly with senior level clients to set the project strategic curriculum. Oversees the project team toward desired outcomes to achieve results for clients. Ensures project objectives are delivered in the context of industry best practices. Develops new knowledge and capabilities derived from a broad range of cross industry/functional experiences within commercial clients.

Experience & Education: Generally over 15 years of significant experience in multiple domains across a broad range of clients; Held consulting or leadership positions in major private or public organizations in areas such as Business Strategy, Manufacturing and Supply Chain Strategy, IT Architecture Strategy, Platform Strategy, Go-to Market Effectiveness, Global Sourcing Strategy, and Innovation Strategy.

Products Technician

Description: Provides service and support for all products. Plays a pivotal role in ensuring the successful operation of all products being used by clients. Contributes to and enhances the quality and efficiency of customer support for all current projects. Has an in-depth knowledge of all products and services.

Experience & Education: 4 years of experience in a products and technology environment. Minimum B.S. required.

Administrative Support Staff

Description: Support the program management staff in the preparation of deliverables, internal reports, briefings, and reports associated with the project being supported.

Experience & Education: Minimum of a HS Diploma.

EXPERIENCE & DEGREE SUBSTITUTION

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

Education and experience may be substituted for each other. Each year of relevant experience may be substituted for one year of education, and vice versa. In addition, certifications, professional licenses, and vocational technical training may be substituted for experience or education.

Degree/Experience Equivalency*

Degree	Experience Equivalence	Other Equivalence
Bachelors	Associate degree + 2 years relevant experience, or 4 years relevant experience	Professional certification
Masters	Bachelors + 2 years relevant experience, or Associates + 4 years relevant experience	Professional certification + 2 years relevant experience or Professional license
Doctorate	Masters + 2 years relevant experience, Bachelors + 4 years relevant experience	Professional license + 2 years relevant experience

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

Appendix C: Products

The following products and prices are applicable to:

SIN 874-5: Support Products Rates

SIN 874-9: Off-the-Shelf and Customizable Print, Audio, and Visual Instructional Training Devices

GSA Rates

Deliverable Items Displayed in Unit Price for the Base Year	
1. Cultural Competency Posters	See Below
a. 1 – 4 sets	\$47.95 ea
b. 5 – 9 sets	\$42.95 ea
c. 10+	\$37.95 ea
2. White Paper: Reinventing Diversity	See below
a. Print	\$17.95ea
b. eBook	\$14.95ea
c. Cultural Communication Guide	See Below
a. 1 - 149 books (print version)	\$11.50 ea
b. 150 – 499 books (print version)	\$11.25 ea
c. 500 – 999 books (print version)	\$10.50 ea
d. 1,000 – 1,999 books (print version)	\$9.00 ea
e. 2,000 + books (print version)	\$8.25 ea
f. eBook	\$9.95 ea

Note: All prices include GSA's Industrial Funding Fee (IFF). FOB destination for United States including Alaska, Hawaii, and Puerto Rico. Expedited, overnight and 2-day shipping rates are determined by FedEx zone address.

Quantity Discounts (based upon annual sales of the order's funded value at the time of award):

- Orders ranging from \$0 to \$100K receive a 1% discount
- Orders ranging between \$100K to \$300K receive a 1.5% discount
- Orders ranging between \$300K to \$600K receive a 2% discount
- Orders exceeding \$600K receive a 2.5% discount