

MOVE COMMUNICATIONS

INSPIRING BRANDS for the GREATER GOOD

GENERAL SERVICES ADMINISTRATION

FEDERAL SUPPLY SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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>

SCHEDULE TITLE: Advertising & Integrated Marketing Solutions (AIMS) FSC Group: 541

CONTRACT NUMBER: GS-07F-019CA

CONTRACT PERIOD: Oct 23, 2014 – Oct 22, 2019

CONTRACTOR: MOVE Communications, Inc.
804 Phoenix Drive
Ann Arbor, MI 48108
Phone: 734-973-0100 Fax: 734-973-0150
www.movecommunications.com

BUSINESS SIZE: Small Women-Owned Business

SOCIOECONOMIC INDICATORS: Women Owned business, Small Disadvantaged Business, Economically Disadvantaged Women-Owned Small Business, Women-Owned Small Business

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CUSTOMER INFORMATION

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

SIN	DESCRIPTION
541 1	Advertising Services
541 3	Web-Based Marketing Services
541 5	Integrated Marketing Services
541 4B	Video/Film Production
541 4C	Exhibit Design and Implementation Services
541 4F	Commercial Art and Graphic Design Services
541-1000	Other Direct Costs

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: N/A

1c. HOURLY RATES: See below for price list

2. MAXIMUM ORDER*: \$1 million per SIN

*Ordering activities may request a price reduction at any time before placing an order, establishing a BPA, or in conjunction with the annual BPA review. However, the ordering activity shall seek a price reduction when the order or BPA exceeds the simplified acquisition threshold. Scheduled contractors are not required to pass on to all schedule users a price reduction extended only to an individual ordering activity for a specific order or BPA.

3. MINIMUM ORDER: \$1,000.00

4. GEOGRAPHIC COVERAGE: Worldwide

5. POINT(S) OF PRODUCTION: N/A

6. DISCOUNT FROM LIST PRICES: *GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.*

7. **QUANTITY DISCOUNT(S):**
2% >\$100,000 (labor only)
3% > \$350,000 (labor only)
4% >\$1,000,000 (labor only)
8. **PROMPT PAYMENT TERMS:** Net 30 Days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9.a **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9.b **Government Purchase Cards are NOT accepted above the micro-purchase threshold.**
10. **FOREIGN ITEMS:** None
- 11a. **TIME OF DELIVERY:** In accordance with purchase order
- 11b. **EXPEDITED DELIVERY:** None offered
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** None offered
- 11d. **URGENT REQUIRMENTS:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** MOVE Communications
804 Phoenix Dr.
Ann Arbor, MI 48108
- 13b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3
14. **PAYMENT ADDRESS:** Same as contractor address
15. **WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. **EXPORT PACKING CHARGES:** N/A
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:**
(Any thresholds above the micro-purchase level may be inserted by contractor.)
18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):**
N/A
19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE
LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content,
energy efficiency, and/or reduced pollutants):** N/A
- 24b. **SECTION 508 COMPLIANCE FOR EIT:** as applicable
25. **DUNS NUMBER:** 151411048
26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT
(SAM) DATABASE:** Contractor has an Active Registration in the SAM database.

SIN(s)	LABOR CATEGORY	UOI	PRICE (including IFF)
All	Strategist / Planner	Hour	\$145.09
All	Sr. Account Executive	Hour	\$104.29
All	Account Executive	Hour	\$86.15
All	Account Coordinator	Hour	\$45.35
All	Creative Director	Hour	\$122.42
All	Senior Writer	Hour	\$117.88
All	Writer	Hour	\$90.68
All	Art Director	Hour	\$99.75
All	Graphic Designer	Hour	\$81.61
All	Project Manager	Hour	\$112.85
All	Project/Print Coordinator	Hour	\$68.01
All	Proofreader	Hour	\$64.08
541-3 541-5	Web Developer	Hour	\$90.68
541-3 541-5	Technical Design/Interface	Hour	\$104.29
541-4B 541-5	Producer	Day	\$881.61
541-4B 541-5	Director	Day	\$1,027.71
541-4B 541-5	Director of Photography	Day	\$1,148.11
541-4B 541-5	Videographer / Cinematographer	Day	\$761.71
541-4B 541-5	Grip / Gaffer	Day	\$524.13
541-4B 541-5	Production Assistant	Day	\$190.43
541-4B 541-5	Sound Technician	Day	\$618.66
541-4B 541-5	Teleprompter Operator	Day	\$618.66
541-4B 541-5	Make-up/Script	Day	\$476.08
541-4B 541-5	Digitize - post-production	Hour	\$95.22
541-4B 541-5	Editing - post-production	Hour	\$192.70
541-4B 541-5	Graphics / Motion Effects - post-production	Hour	\$240.25
541-4B 541-5	Encoding / Authoring - post- production	Hour	\$176.33

OTHER DIRECT COSTS (ODCs)

SIN(s)	SUPPORT PRODUCT/ LABOR (ODCs)	UOI	CEILING PRICE (including IFF)
541-1000	High Definition Camera Package	Day	\$755.67
541-1000	Lighting Package	Day	\$503.78
541-1000	Teleprompter	Day	\$352.64
541-1000	Studio Rental	Day	\$1,360.20
541-1000	Talent Agency Fee	Hour	\$151.13
541-1000	Voice Talent	Event	\$403.02
541-1000	Stock Music	Drop	\$130.98
541-1000	Studio Recording	Hour	\$251.89
541-1000	Audio Post / Sweetening	Hour	\$267.00

LABOR CATEGORY DESCRIPTIONS

Strategist/Planner:

Functional Responsibility: Develops, coordinates, executes, and manages short and long-term strategic communications plans for clients; ensures that effort across all content providers, creative consultants, market research consultants, and the production team is aligned with market initiatives that provide results; determines the most cost-effective means of achieving the client goals; provides quality assurance for all program elements; manages contractual relationship with the client and maintains authority to apply company resources to any project; present at top-level planning and strategy sessions.

Education: MA/MBA or equivalent

Experience Requirements: 10 years communications and marketing experience

Senior Account Executive:

Functional Responsibility: Services the client by managing, recommending, prioritizing, and developing plans that align with the client's particular marketing projects; identifies and analyzes customer needs and satisfaction; interfaces with the production team to ensure a focused effort is applied to the overall marketing plan; reviews marketing strategies and goals that reflect the image, brand, and messaging of the client.

Education: BS/BA or equivalent

Experience Requirements: 7 years communications and marketing experience

Account Executive:

Functional Responsibility: Services the client by managing and developing plans that align with the client's particular marketing project; identifies and analyzes customer needs and satisfaction; interfaces with the production team to ensure a focused effort is applied to the overall marketing plan.

Education: BS/BA or equivalent

Experience Requirements: 3 years communications and marketing experience

Account Coordinator:

Functional Responsibility: Responsible for organizing marketing projects by coordinating schedules, tasks, and meetings to ensure client satisfaction and project completion; assists the Account Executive in maintaining a productive and profitable relationship with assigned clients; maintains a high level of awareness with client activities to help ensure that the scope of the project is maintained.

Education: BS/BA or equivalent

Experience Requirements: 1 year communications and marketing experience

Creative Director:

Functional Responsibility: Works with clients to understand their business goals and related audience needs, then develops creative ideas that persuade an audience; based on an approved idea, helps create content, art, and features that reflect the image, brand, and messaging of the client; analyzes the end user/audience information and functional needs to help create an emotional experience; works with the project team to create website maps, schematics, process maps, feature lists, mockups, visual specification, and working prototypes.

Education: MFA/MA or equivalent

Experience Requirements: 7 years marketing and creative experience

Senior Writer:

Functional Responsibility: Works with team members and clients to create messages for all media types; creates and edits text/narrative that reflects the marketing strategy and objectives of the client; writes documents and scripts for media-based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and website production.

Education: BS/BA or equivalent

Experience Requirements: 7 years writing experience

Writer:

Functional Responsibility: Works under the supervision of the Senior Writer or Creative Director; interacts with team members and clients to create messages for all media types; creates and edits text/narrative that reflects the marketing strategy and objectives of the client; writes documents and scripts for media-based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and website production.

Education: BS/BA or equivalent

Experience Requirements: 3 years writing experience

Art Director:

Functional Responsibility: Coordinates and develops all collateral materials to create a cohesive look for print, web, and multimedia; interfaces with the client and the project team to keep all creative production on schedule while meeting the expectations of the client; ensures quality control and cost control throughout the entire creative process; oversees the design work produced by the Graphic Designer.

Education: BS/BA or equivalent

Experience Requirements: 5 years marketing and creative experience

Graphic Designer:

Functional Responsibility: Provides creative illustration for print, web, and multimedia projects; creates original graphic design and/or illustration, as well as using stock photos and clip art; interfaces with clients and project leaders to determine scope of project and the best medium; assures that quality products are delivered on time and within budget.

Education: BS/BA or equivalent

Experience Requirements: 3 years marketing and creative experience

Project Manager:

Functional Responsibility: Guides all program elements from start to finish to ensure the project meets or exceeds client expectations; serves as the primary point of contact with the client, making sure that the client is up to date on project status and overall progress; serves as the key point of contact for internal departments including marketing strategy, creative services, information technology, and production; creates schedules and tasks for each project and coordinates assignments that ensures the integration of client direction and feedback; provides status reports to the internal team on a weekly basis and facilitates communication among internal team members.

Education: BS/BA or equivalent

Experience Requirements: 5 years project management experience

Project/ Print Coordinator:

Functional Responsibility: Assists in leading the project team and coordinating the project; effectively prepares and delivers all project deliverables and production of all necessary documentation; works on project elements according to the agreed standards and deadlines; provides ongoing evaluation of project activities/events and reporting on project progress to the Project Manager.

Education: BS/BA or equivalent

Experience Requirements: 2 years project coordination experience

Proofreader

Functional Responsibility: Reviews all documents for spelling, grammar, readability, kerning, leading, and spacing of the document, in accordance with the Gregg Reference Manual.

Education: BS/BA or equivalent

Experience Requirements: 2 years proofreading/editing experience

Web Developer:

Functional Responsibility: Designs, constructs, maintains, and codes web-based applications; builds and integrates databases in several platforms; repairs and upgrades applications.

Education: BS/BA or equivalent

Experience Requirements: 2 years web development experience

Technical Designer/ Interface:

Functional Responsibility: Creates design prototypes, including graphic design, site navigation, and layout of content for web sites and web-based application; ensures the layout of the content is accessible, logical and easy to navigate; develops visual concepts that match the messaging and the image of the client.

Education: BS/BA or equivalent

Experience Requirements: 3 years web design experience

Producer:

Functional Responsibility: Manages the day-to-day operations of the complex multimedia projects that involve mediums such as video, print, and broadcast; provides ongoing evaluation of project activities/events and reporting on project progress to the Account Team.

Education: BS/BA or equivalent

Experience Requirements: 5 years multimedia production experience

Director:

Functional Responsibility: Oversees the artistic, dramatic and technical elements of the video; visualizes the script by guiding the technical crew and actors in the fulfillment of that vision; directs the shooting timetable to meet deadlines; works with the film crew to organize frame shots; ensures that all team members involved in the film production are working towards an identical artistic vision for the completed project.

Education: BS/BA or equivalent

Experience Requirements: 5 years multimedia production experience

Director of Photography (for Video and Film):

Functional Responsibility: Chooses the appropriate camera, lights, lenses, and film to capture the best motion picture images that reflect the brand and messaging of the client; interacts with the production team and account executives to ensure quality of the overall photography process.

Education: BS/BA or equivalent

Experience Requirements: 5 years videographer experience

Videographer/Cinematographer:

Functional Responsibility: Operates the camera during video/film production; interacts with the Director and Director of Photography to provide the technical and artistic results; provides advice on how to properly frame each shot as well as lighting and special lenses or filters for artistic effects.

Education: BS/BA or equivalent

Experience Requirements: 3 years film production experience

Grip/ Gaffer:

Functional Responsibility: Oversees the lighting equipment, cabling, and general organization of production equipment. Handles power distribution and load management.

Education: Associates degree or equivalent

Experience Requirements: 5 years field production experience

Production Assistant:

Functional Responsibility: Works with Production team in setup, teardown, and loading of equipment. Aids Grip/Gaffer in placement of lighting and other production equipment. Runner for miscellaneous production needs. Manages craft services.

Education: Associates degree or equivalent

Experience Requirements: 1 year field production experience

Sound Technician:

Functional Responsibility: Manages audio and sound environment. Provides microphones, cabling, and all necessary sound equipment. Provides Videographer with an audio feed.

Education: BS/BA or equivalent

Experience Requirements: 5 years audio production experience

Teleprompter Operator:

Functional Responsibility: Operates teleprompter for on-camera talent. Manages script changes, provides Producer with final script.

Education: Associates degree or equivalent

Experience Requirements: 3 years field production experience

Makeup/Script:

Functional Responsibility: On-site makeup artist for on-camera talent. Works with Director of Photography to provide the optimal visual appearance of on-camera talent. Takes notes during production regarding best takes, and other performance notes.

Education: Cosmetology license, Associates degree or equivalent

Experience Requirements: 3 years professional cosmetology and general production experience

TASK – Digitize, post production:

Functional Responsibility: Assistant Editor assists the Video Editor in organizing and archiving raw video files, preparing them for editing.

Education: BS/BA or equivalent

Experience Requirements: 2 years video editing experience

TASK – Editing, post production

Functional Responsibility: Video Editor organizes and archives raw video files, preparing them for editing. Editor then edits video files to create a cohesive video piece, following the storyline provided by the Producer. Hourly rate includes labor of Video Editor and equipment used in basic edit suite.

Education: BS/BA or equivalent

Experience Requirements: 5 years video editing experience

TASK – Graphics/Motion Effects, post production

Functional Responsibility: Motion Effects Artist creates 3-D and animated graphics to be superimposed into videos. This includes special effects, color adjustment, and motion effects.

Education: BS/BA or equivalent

Experience Requirements: 5 years graphics/animation experience

TASK – Encoding/Authoring:

Functional Responsibility: Digital Media Artist performs final editing functions such as digitizing, authoring and encoding.

Education: BS/BA or equivalent

Experience Requirements: 2 years digital media experience

ABOUT US

In a cluttered world, it takes a lot to capture attention. Minds today are bombarded with images and verbiage quicker than thoughts can be formed about them. In the war of branding, it's survival of the fittest. Brands that grab your attention and make an impression are the only ones that succeed. That's where we come in. At MOVE, we believe that every organization has a brand. Some need help identifying it. Others need a better way to show it to the world. MOVE has been helping clients successfully develop and build their brands for over three decades. We specialize in establishing attention-seeking brands that attract clients and increase profit.

OUR SERVICES

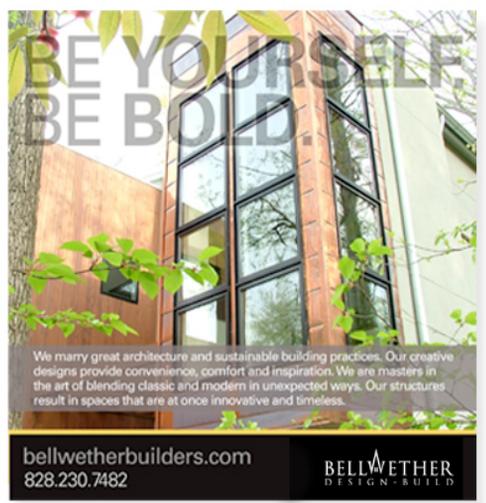
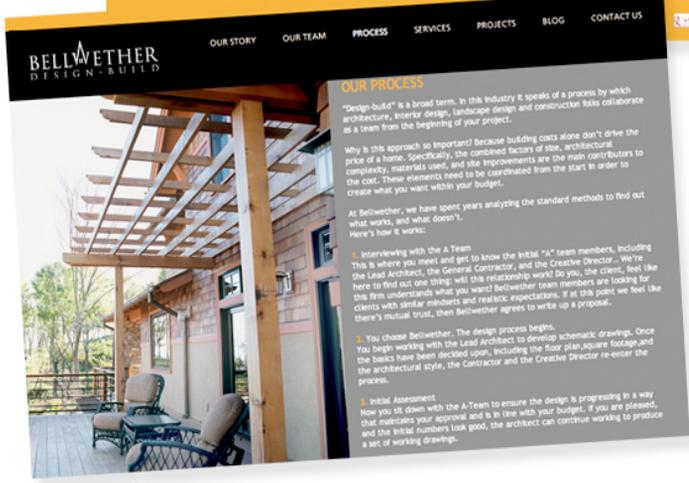
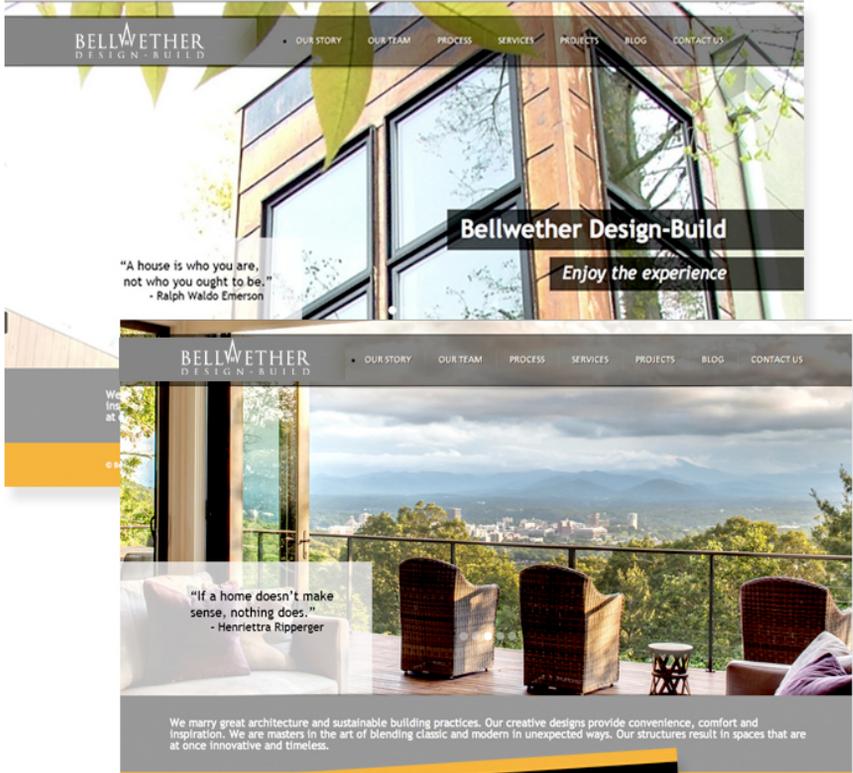
Don and Carol Hart founded Hart Productions, an award-winning television, radio and video production company in 1984. During the digital media revolution of the '90s, Hart Media Group was born. In 2002 our name changed again to MOVE Communications – a marketing and branding agency – to reflect our ever-broadening scope of work. Today, MOVE is a fully integrated marketing agency offering a host of strategic, creative and award-winning production services for web, video, print and live events. And we're still on the move.

OUR PROCESS

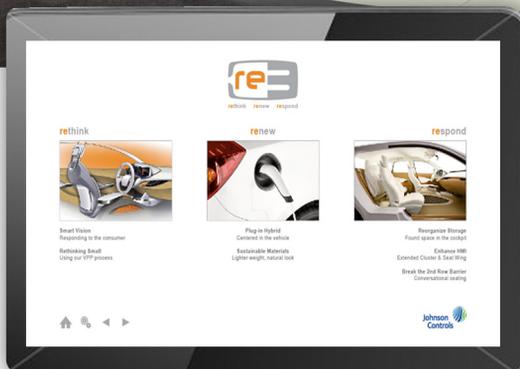
At MOVE, we start each new project at the beginning, collaborating with clients to strategically develop and build their brands from initial concept onward. For some, brand communication needs will include digital marketing, such as a new website or social media. For others a more traditional marketing approach, including print ads and direct mail, may work best. Still other companies may benefit from a combination of both digital and traditional approaches. MOVE has the creative resources and expertise to help you plan and execute a customized marketing strategy that will best move your business ahead.



BELLWETHER DESIGN-BUILD



JOHNSON CONTROLS: RE3



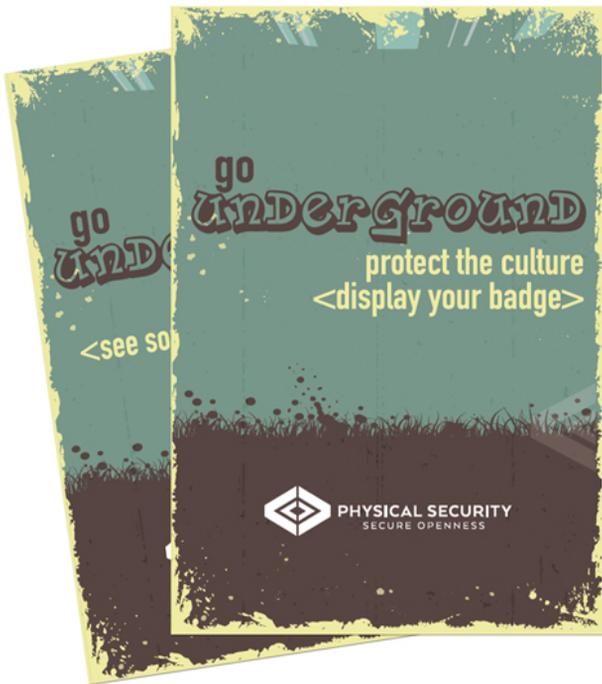
FACEBOOK: PHYSICAL SECURITY



facebook.



PHYSICAL SECURITY
SECURE OPENNESS



JOHNSON CONTROLS



GUIDESTREAM FINANCIAL

**GuideStream
Financial**
Helping You Navigate Life's Currents

Get the help you need to navigate life's currents ...

What is Changing

Our Name
Our new name reflects a heightened determination, on our part, to provide you with the informed guidance you require to meet your financial goals.

Our Reporting
As a Registered Investment Advisor (RIA), GuideStream Financial will provide you with account statements that are easier to read and easier to understand.

Our Accessibility
As GuideStream Financial, our clients will have more and easier access to their account statements and performance data. This transparency is evident in all that we do. And our new website at www.guidestreamfinancial.com will make accessibility even simpler.

What Stays The Same

Our Mission
Our mission has not changed, we exist to provide comprehensive financial planning and investment management from a Christian stewardship perspective. The mission keeps our client best interests at the forefront of our advice and actions.

Our People
For years, our team of advisors has built friendships, fellowship, and accountability with our clients. That is not changing. The same individuals who you've come to rely on will be here to serve you, just as they have always been.

Our Ownership
Since its inception in 1999, King Trust has been wholly owned by The Free Methodist Foundation (FMF). As GuideStream Financial, the organization continues to be wholly owned by the FMF.

**GuideStream
Financial**
Helping You Navigate Life's Currents

Mark Olson, CIMA
President

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8050 Spring Arbor Rd - P.O. Box 580 - Spring Arbor, MI 49283
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A Free Methodist Foundation Company

questions?

ARE YOU WONDERING?
How should I plan for my future?
Am I saving enough?
Have I made the right investment choices?
Am I on course for retirement?
How do I care for the people and causes that are important to me?
Will I run out of money?

These are not simple questions, nor are they questions that go away if ignored. At GuideStream Financial, we believe successful financial planning and investing starts with a rich exploration and understanding of your personal goals. What do you care about? What do you want to accomplish during your life? How do you imagine your legacy beyond your lifetime? Taking the time to answer these questions is essential...and part of our service is guiding you through that process.

"We Respect Investment Advice and Fiduciary of The Free Methodist Foundation"

**GuideStream
Financial**

Helping You Navigate Life's Financial Currents

guidance strategy

impact

WHAT IMPACT WILL YOUR LIFE HAVE ON THE LIVES OF OTHERS?

We each seek a life of significance, a life of lasting worth. And worth measured in dollars is just part of the equation. Worth is measured primarily by the impact your life has on the lives of others. Your family and your community can be significantly enhanced by the good planning and sound investments you make along the way. No matter what stage of life you're in, now from single and just starting out, retired with grandchildren, everyone can engage in financial planning and see results.

"Our passion is to assist people of all ages in reaching their financial goals and building meaningful legacies with their lives."

strategy

TRACK
Track throughout the seasons like world events seem to swirl in. Do something in reaction to firm plan and remind you to not let the world in which we live rule.

legacy

**GuideStream
Financial**
Helping You Navigate Life's Currents

Home | Life's Currents | Your Course | Retirement | About Us | Contact | News

Helping You Navigate Life's Financial Currents

We manage financial resources, by taking everything about you into account.

Helping You Navigate Life's Financial Currents

No two people are alike and no two financial plans should be. That's why at GuideStream Financial, we customize each plan to meet the needs of each individual we're advising. So you can be assured that your select investment strategies will allow you to fulfill your personal financial goals. We'll be there to guide you all along the way.

**GuideStream
Financial**

Contact us today to begin the conversation at 517-750-2727. Email us at info@GuideStream.com or visit us at www.GuideStream.com

WASHTENAW FOOD HUB



JOHNSON CONTROLS: POWER OF ONE

The Power
of One

