

**General Services Administration
Federal Acquisition Service
Authorized Federal Acquisition 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: <http://www.gsaadvantage.gov>

Advertising & Integrated Marketing Solutions (AIMS)

FSC Group: 541

GS-07F-0437W

For more information on ordering from Federal Acquisition Schedules, click on the FAS Schedules button at: <http://www.fss.gsa.gov>

Contract Period: May 19, 2010 – May 18, 2015



**Synergy Enterprises Incorporated
8757 Georgia Avenue, Suite 1440
Silver Spring, MD 20910
Telephone: (240) 485-1700
Fax: (240) 485-1717
www.seiservices.com**

Contract Point of Contact:
Robert Statts, Contract Specialist
Synergy Enterprises Incorporated
8757 Georgia Avenue, Suite 1440
Silver Spring, MD 20910
Telephone: (240) 485-1700 x3920
Fax Number: (240) 485-1717
Email: contractservices@seiservices.com

Business Size / Status: Small Disadvantaged, Woman-Owned Small Business (WOSB)

Prices shown herein are NET (discount deducted).

Pricelist current through Modification #PA-0010, dated July 10, 2014



Contract Holder



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GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs):
(Please refer to Page #5 for a more detailed description)

| 1b. Lowest Priced Model Number and Lowest Price: | <u>SIN</u> | <u>CATEGORY</u> | <u>PRICE</u> |
|--|------------|------------------|--------------|
| | ALL | Office Assistant | \$29.61 |

1c. Hourly Rates: Labor Rates, Hourly

2. Maximum Order: \$1,000,000.00 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog / pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement, (2) offer the lowest price available under this contract, or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule in accordance with FAR 8.404.

3. Minimum Order: \$100.00

4. Geographic Coverage: Domestic, 50 states, Washington, DC, Puerto Rico

5. Point of Production: Silver Spring, MD (Montgomery County)

6. Discount from List Price: Prices listed are GSA Net, discount deducted.

7. Quantity / Volume Discounts: 1.0% for Labor Orders at or above \$400,000
Note: No volume discounts offered on ODCs

8. Prompt Payment Terms: Net 30 days. Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

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

9b. Government Purchase Cards are NOT accepted above the micro-purchase threshold.

10. Foreign Items: None

11a. Time of Delivery: As specified on task order and mutually agreed upon.

11b. Expedited Delivery: As specified on task order and mutually agreed upon.

11c. Overnight and 2-Day Delivery: Overnight and 2-day delivery are available. Contact the Contractor for rates.

11d. Urgent Requirement: 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. F.O.B. Point: Destination

13a. Ordering Address: Synergy Enterprises Incorporated
Attn: Contracts Department / GSA Orders
8757 Georgia Avenue, Suite 1440
Silver Spring, MD 20910

- 13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment Address: Synergy Enterprises Incorporated
Attn: Ella Brown, Accounting Supervisor
8757 Georgia Avenue, Suite 1440
Silver Spring, MD 20910
Phone: (240) 485-1700 x1981
15. Warranty Provision: Standard Commercial Warranty
16. Export Packing Charges: Not Applicable
17. Terms & Conditions of Government Purchase Card Acceptance (any thresholds above the micro-purchase level): Government-wide purchase card is NOT accepted for orders above the micro-purchase threshold. No additional discounts are given for purchase cards.
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 lists 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. Preventative maintenance: 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 information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/
25. Data Universal Number System (DUNS) Number: 131331261
26. Synergy Enterprises Incorporated *is* registered in the System for Award Management (SAM) database.

SYNERGY ENTERPRISES INCORPORATED LABOR CATEGORIES AND GSA PRICING

| Special Item Numbers (SIN) | Labor Category Title | GSA Net Price (IFF Inclusive) |
|-----------------------------------|-------------------------------|--------------------------------------|
| ALL | Project Director III | \$ 126.55 |
| ALL | Project Director II | \$ 121.63 |
| ALL | Project Director I | \$ 115.87 |
| ALL | Project Manager V | \$ 99.76 |
| ALL | Project Manager IV | \$ 96.07 |
| ALL | Project Manager III | \$ 92.10 |
| ALL | Project Manager I | \$ 82.79 |
| 541-4D | Senior Conference Manager III | \$ 72.24 |
| 541-4D | Senior Conference Manager II | \$ 67.25 |
| 541-4D | Senior Conference Manager I | \$ 58.66 |
| 541-4D | Meeting Manager III | \$ 50.48 |
| 541-4D | Meeting Manager II | \$ 46.72 |
| 541-4D | Meeting Manager I | \$ 40.73 |
| 541-4D | Meeting Coordinator II | \$ 36.91 |
| 541-4D | Meeting Coordinator I | \$ 32.32 |
| 541-4F | Communications Manager | \$ 95.71 |
| 541-4F | Senior Writer / Editor | \$ 109.68 |
| 541-4F | Writer / Editor | \$ 70.53 |
| 541-4A | Research Associate | \$ 54.84 |
| 541-4A | Research Analyst | \$ 36.46 |
| ALL | Office Assistant | \$ 29.61 |
| 541-4F | Graphic Designer III | \$ 82.57 |
| 541-4F | Graphic Designer II | \$ 74.54 |
| 541-4F | Graphic Designer I | \$ 65.32 |
| 541-3 | IT Director | \$ 135.84 |
| 541-3 | IT Manager | \$ 130.98 |
| 541-3, 541-4A, 541-4D | Senior Application Developer | \$ 120.17 |
| 541-3, 541-4D | Senior Programmer | \$ 104.49 |
| 541-3, 541-4D | Web Developer | \$ 88.82 |
| 541-3, 541-4A | Database Specialist VI | \$ 95.62 |
| 541-3, 541-4A | Database Specialist IV | \$ 79.10 |
| 541-3, 541-4A | Database Specialist I | \$ 52.83 |

**SYNERGY ENTERPRISES INCORPORATED OTHER DIRECT COSTS
SIN 541-1000**

| Support Product / Other Direct Cost | Unit of Issue | GSA Ceiling (NTE) Price |
|--|--------------------------------|--------------------------------|
| AV Equipment and Services | Per Event | \$ 147,403.43 |
| Decorations and Furnishings | Per Event | \$ 75,017.69 |
| Giveaways | Per Event | \$ 20,380.29 |
| Honoraria | Per Person / Per Meeting | \$ 4,493.70 |
| Catering Services | Per Event | \$ 370,978.06 |
| Meeting Room Rentals | Per Event | \$ 25,760.08 |
| Meeting Site Network / Phone Rental | Per Event | \$ 2,945.63 |
| Conference Book Printing and Binding | Per Conference | \$ 25,694.62 |
| Participant List Books Printing and Binding | Per Conference | \$ 11,880.04 |
| Participant Nametags | Per Meeting | \$ 3,355.78 |
| Photography Services | Per Session | \$ 2,359.19 |
| Photographic Prints | Per Session | \$ 1,403.16 |
| Press Release / Media Services | Per Release | \$ 24,551.06 |
| Signage and Banners | Per Event | \$ 12,632.34 |
| Teleconferencing | Per Project / Month | \$ 6,782.04 |
| Webinar Transcription | Per Webinar (<95 minutes) | \$ 739.21 |
| Transcription; Court Reporting, Transcription and Word Processing | Per Day | \$ 4,465.62 |
| Translation Services | Per Task | \$ 9,259.06 |
| Closed Captioning | Per Video (1.5 hrs content) | \$ 1,786.25 |
| Video Production Services | 1 Video Shoot | \$ 32,667.83 |
| Overnight Air Shipping | Per Shipment | \$ 296.97 |
| Event Site Shipping, Handling and Storage | Per Day | \$ 2,870.35 |
| Courier Services | Per Delivery | \$ 1,123.91 |
| Ground Freight | Per Shipment | \$ 5,090.23 |
| Webinars | Per Campaign | \$ 65,268.80 |
| Black and White Photocopies | Per Copy | \$ 0.11 |
| Color Photocopies | Per Copy | \$ 0.28 |

CONTRACT OVERVIEW

GSA awarded Synergy Enterprises Incorporated GSA Federal Acquisition Schedule contracts for Advertising & Integrated Marketing Solutions (AIMS). The contract numbers is GS-07F-0437W. The current contract period is May 19, 2010 – May 18, 2015. GSA may exercise a total of up to three additional 5-year option periods. The contract allows for the placement of Firm Fixed Price task orders using the labor categories and ceiling rates defined in the contract.

CONTRACT SCOPE

The contractor shall provide all resources including personnel, management, supplies, services, materials, equipment, facilities and transportation necessary to provide a wide range of professional services as specified in each task order.

Services specified in a task order may be performed at the contractor's facilities or the ordering agencies' facilities. The government will determine the contractor's compensation by any of several different methods (to be specified at the task order level) e.g., a firm-fixed price for services with or without incentives, labor hours or time-and-material.

The Special Item Numbers (SINs) available under these contracts provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. Synergy Enterprises Incorporated has been awarded a contract by GSA to provide services under the following SINs:

- 541-3 / 541-3RC, Web-Based Marketing Services
- 541-4A / 541-4ARC, Market Research and Analysis
- 541-4D / 541-4DRC, Conference, Events and Tradeshow Planning Services
- 541-4F / 541-4FRC, Commercial Art and Graphic Design Services
- 541-1000 / 541-1000RC, Other Direct Costs

A full description of each SIN definition and examples of the types of work covered by the SIN are provided below.

SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS

541-3 / 541-3RC, Web-Based Marketing Services: Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web-based tasks: Website design and maintenance services; search engine development; e-mail marketing; interactive marketing; web-based training; webcasting; video conferencing via the web; Section 508 compliance, including captioning services; online media management; and activities related to web based marketing services. Media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

541-4A / 541-4ARC, Market Research and Analysis: Services include, but are not limited to: Customizing strategic marketing plans; branding initiatives; creating public awareness of products, services, and issues; targeting market identification and analysis; establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies; conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results; establishing call centers (in relation to services provided under this schedule).

541-4D / 541-4DRC, Conference, Events and Tradeshow Planning Services: Services include the making of all necessary arrangements for conferences, seminars and trade shows. Event-marketing services may include but are not limited to the following services for a show, event and/or booth: Project Management; coordination and implementation of third party participation; collection management of third party payment for participation; liaison support with venue; audiovisual and information technology support; topic and speaker identification; site location research; reservation of facilities; on-site meeting and registration support; editorial services; automation and telecommunications support; design and editing productions; mailing and other communication with attendees including pre-post meeting mailings/travel support and computer database creation.

541-4F / 541-4FRC, Commercial Art and Graphic Design Services: Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to: developing conceptual design and layouts; providing copywriting and technical writing services; creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork).

541-1000 / 541-1000RC, Other Direct Costs: All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

LABOR CATEGORY DESCRIPTIONS

Synergy Enterprises Incorporated (SEI)'s commercial practices include the education / experience substitutions identified below. In order to be consistent with commercial practices, SEI requests to incorporate its commercial education / experience methodology to all GSA labor categories.

Experience Substitution Methodology:

| | | |
|--|--------|------------------|
| H.S. Diploma + 4 years additional experience | Equals | Bachelors Degree |
| Bachelors Degree + 2 years additional experience | Equals | Masters Degree |
| Masters Degree + 3 years additional experience | Equals | PhD |

Education Substitution Methodology:

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| A Ph.D. may be substituted for 3 years of required experience with a Masters Degree or 5 years with a Bachelors Degree. |
| A Masters Degree may be substituted for 2 years of required experience with a Bachelors Degree. |
| A Bachelors Degree may be substituted for 4 years of required experience with a H.S. Diploma. |

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| Project Director III |
| Minimum/General Experience: 9 years total work experience and experience managing multiple tasks or projects. Must have experience supervising other personnel. Must have experience in overall project leadership and cooperation with the client. Federal project leadership experience required. |
| Functional Responsibility: Serves as project principal investigator or director to conceive, design, evaluate and otherwise lead multiple large projects. Oversees other project managers and other full- or part-time project staff, subcontractors, project schedules, resources and budgets, risk management activities, and deliverable management. Prepares project plans including schedules with multiple milestones and bills of materials. Responsible for ongoing communication with the client, any subcontractors, and successful completion of projects. Responsible for quality assurance programs designed to evaluate project performance. |
| Minimum Education: Masters Degree in a social sciences discipline such as education, psychology, public administration, or extensive experience in research, applied research or policy and project direction. |

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| Project Director II |
| Minimum/General Experience: 7 years total work experience and experience managing multiple tasks or projects. Must also have experience supervising other personnel. Must have experience in overall project leadership and cooperation with the client. Federal project leadership experience required. |
| Functional Responsibility: Serves as project principal investigator or director to conceive, design, evaluate and otherwise lead large and/or multiple small or medium projects. Oversees other project managers and other full or part time project staff, subcontractors, project schedules, resources and budgets, risk management activities, and deliverable management. Prepares project plans including schedules with multiple milestones and bills of materials. Responsible for ongoing communication with client, any subcontractors, and successful completion of projects. Responsible for quality assurance programs designed to evaluate project performance. |
| Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, public administration, or extensive experience in research, applied research or policy and project direction. |

| Project Director I |
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| Minimum/General Experience: 5 years total work experience as well as experience managing multiple tasks or projects. Must have experience supervising other personnel. Must have experience in overall project leadership and cooperation with the client. Federal project leadership experience required. |
| Functional Responsibility: Serves as project director to conceive, design, evaluate and otherwise lead large and/or multiple small projects. Oversees other full or part time project staff, subcontractors, project schedules, resources and budgets, risk management activities, and deliverable management. Responsible for ongoing communication with the client, any subcontractors, and successful completion of projects. Responsible for quality assurance programs designed to evaluate project performance. |
| Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, public administration, Four additional years of work experience or extensive experience in research, applied research or policy directly related to the project can be substituted for Bachelors. |

| Project Manager V |
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| Minimum/General Experience: 5 years total work experience and 4 years experience managing tasks or projects (at least one year managing multiple tasks/projects). Must have a minimum of 3 years experience supervising other personnel. Must have experience in project leadership and cooperation with the client. |
| Functional Responsibility: Serves as project manager to conceive, design, evaluate and otherwise lead large or multiple small projects. Oversees full or part time project staff, subcontractors, project schedules, resources and budgets, risk management activities, and deliverable management. Prepares project plans including schedules with multiple milestones and bills of materials. Responsible for ongoing communication with the client, any subcontractors, and successful completion of projects. Responsible for quality assurance programs designed to evaluate project performance. |
| Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, public administration, or extensive experience in research, applied research or policy and project direction. |

| Project Manager IV |
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| Minimum/General Experience: 4 years total work experience and 3 years experience managing tasks or projects. Must have a minimum of 2 years experience supervising other personnel. Must have experience in project leadership and cooperation with the client. |
| Functional Responsibility: Serves as project manager to conceive, design, evaluate and otherwise lead medium-sized projects. Oversees full or part time project staff, subcontractors, project schedules, resources and budgets, risk management activities, and deliverable management. Prepares project plans including schedules with multiple milestones and bills of materials. Responsible for ongoing communication with the client, any subcontractors, and successful completion of projects. Responsible for quality assurance programs designed to evaluate project performance. |
| Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, public administration, or extensive experience in research, applied research or policy and project direction. |

| Project Manager III |
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| Minimum/General Experience: 3 years total work experience and 2 years experience managing tasks or projects. Must have a minimum of 1 year experience supervising other personnel. Must have experience in project leadership and cooperation with the client. |
| Functional Responsibility: Serves as project manager to conceive, design, evaluate and otherwise lead small to medium-sized projects. Oversees full or part time project staff, subcontractors, project schedules, resources and budgets, risk management activities, and deliverable management. Prepares project plans including schedules with multiple milestones and bills of materials. Responsible for ongoing communication with the client, any subcontractors, and successful completion of projects. Responsible for quality assurance programs designed to evaluate project performance. |
| Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, public administration, or extensive experience in research, applied research or policy and project direction. |

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| Project Manager I |
| Minimum/General Experience: 2 years total work experience and 1 year experience managing tasks or projects. Must have a minimum of 1 year experience supervising other personnel. Must have experience in project leadership and cooperation with the client. |
| Functional Responsibility: Serves as project manager to conceive, design, evaluate and otherwise lead small projects. Oversees full or part time project staff, subcontractors, project schedules, resources and budgets, risk management activities, and deliverable management. Prepares project plans including schedules with multiple milestones and bills of materials. Responsible for ongoing communication with the client, any subcontractors, and successful completion of projects. Responsible for quality assurance programs designed to evaluate project performance. |
| Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, public administration, or extensive experience in research, applied research or policy and project direction. |

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| Senior Conference Manager III |
| Minimum/General Experience: 6 years of experience managing conferences, meetings, seminars, trade shows or other similar events for government and commercial customers. Must have managed one conference of more than 1,000 participants and several conferences of 250 or more participants. Must have experience managing events in variety of geographical settings and involving a wide variety of topics. Must have experience developing agenda for professional conferences and meetings and knowledge of the Federal Travel Regulations. Must have experience leading teams to successfully meet customer objectives re meetings and conferences. Must have demonstrated exceptional written and oral communication skills. |
| Functional Responsibility: Reports to project manager or project director. Performs a wide range of conference and meeting activities including any or all of the following: responsible for all planning aspects of conferences and meetings and then day-to-day management of all event operations; serves as lead person in development of most event agenda, works closely with customer, and leads development of work plan preparation and implementation; manages implementation of all logistics support activities including travel, accommodations, meeting facilities, refreshments, audiovisual equipment and other supplies or equipment as necessary; leads negotiations for contracts for hotel and any onsite contractors; implements quality control procedures for pre-and post-meeting logistical and meeting documentation; manages welcome desk, distribution of material onsite, and reconciles final bills with hotel and onsite contractors; oversees prompt payment of reimbursements, honorariums, and other fees; assist in preparation of progress reports; and supervises meeting logistics staff. |
| Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, or history or Bachelors in public administration, management, or hotel operations. Four additional years of directly related conference management experience or a Certified Meeting Planner (CMP) certification can be substituted for Bachelors. |

Senior Conference Manager II

Minimum/General Experience: 5 years experience managing conferences, meetings, seminars, trade shows, or other similar events for government and commercial customers. Must have managed several conferences of 250 or more participants. Must have experience managing events in a variety of geographical settings and involving a wide variety of topics. Must have experience developing agenda for professional conferences and meetings and knowledge of the Federal Travel Regulations. Must have experience leading teams to successfully meet customer objectives re meetings and conferences. Must have demonstrated exceptional written and oral communications skills.

Functional Responsibility: Reports to project manager or project director. Performs a wide range of conference and meeting activities including any or all of the following: responsible for all planning aspects of conferences and meetings and then day-to-day management of all event operations; serves as lead person in development of most event agenda, works closely with customer, and leads development of work plan preparation and implementation; manages implementation of all logistics support activities including travel, accommodations, meeting facilities, refreshments, audiovisual equipment and other supplies or equipment as necessary; leads negotiations for contracts for hotel and any onsite contractors; implements quality control procedures for pre-and post-meeting logistical and meeting documentation; manages welcome desk, distribution of material onsite, and reconciles final bills with hotel and onsite contractors; oversees prompt payment of reimbursements, honorariums, and other fees; assist in preparation of progress reports; and supervises meeting logistics staff.

Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, or history or Bachelors in public administration, management, or hotel operations. Four additional years of directly related conference management experience or a Certified Meeting Planner (CMP) certification can be substituted for Bachelors.

Senior Conference Manager I

Minimum/General Experience: 4 years experience managing conferences, meetings, seminars, trade shows, or other similar events for government and commercial customers. Must have managed at least one conference of 250 or more participants. Must have experience managing events in a variety of geographical settings and involving a wide variety of topics. Must have experience developing agenda for professional conferences and meetings and knowledge of the Federal Travel Regulations. Must have experience leading teams to successfully meet customer objectives re meetings and conferences. Must have demonstrated exceptional written and oral communications skills.

Functional Responsibility: Reports to project manager or project director. Performs a wide range of conference and meeting activities including any or all of the following: responsible for all planning aspects of conferences and meetings and then day-to-day management of all event operations; serves as lead person in development of most event agenda, works closely with customer, and leads development of work plan preparation and implementation; manages implementation of all logistics support activities including travel, accommodations, meeting facilities, refreshments, audiovisual equipment and other supplies or equipment as necessary; leads negotiations for contracts for hotel and any onsite contractors; implements quality control procedures for pre-and post-meeting logistical and meeting documentation; manages welcome desk, distribution of material onsite, and reconciles final bills with hotel and onsite contractors; oversees prompt payment of reimbursements, honorariums, and other fees; assist in preparation of progress reports; and supervises meeting logistics staff.

Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, or history or Bachelors in public administration, management, or hotel operations. Four additional years of directly related conference management experience or a Certified Meeting Planner (CMP) certification can be substituted for Bachelors.

Meeting Manager III

Minimum/General Experience: 5 years experience managing conferences, meetings, seminars, trade shows, or other similar events for government and commercial customers. Must have experience managing events in a variety of geographical settings and involving a wide variety of topics. Must have knowledge of the Federal Travel Regulations. Must have experience leading teams to successfully meet customer objectives re meetings and conferences. Must have demonstrated written and oral communications skills.

Functional Responsibility: Reports to Senior Conference Manager, project manager, or project director. Performs a wide range of conference and meeting activities for conferences with up to 200 attendees including any or all of the following: responsible for all planning aspects or conferences and meetings and day-to-day management of all event operations; works closely with customer, and leads development of work plan preparation and implementation; manages implementation of all logistics support activities including travel, accommodations, meeting facilities, refreshments, audiovisual equipment and other supplies or equipment as necessary; leads negotiations for contracts for hotel and any onsite contractors; implements quality control procedures for pre-and post-meeting logistical and meeting documentation; manages welcome desk, distribution of material onsite, and reconciles final bills with hotel and onsite contractors; oversees prompt payment of reimbursements, honorariums, and other fees; assist in preparation of progress reports; and supervises meeting logistics staff.

Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, or history or Bachelors in public administration, management, or hotel operations. Four years of directly related conference management experience or a Certified Meeting Planner (CMP) certification can be substituted for Bachelors.

Meeting Manager II

Minimum/General Experience: 2 years experience managing conferences, meetings, seminars, trade shows, or other similar events for government and commercial customers. Must have experience managing events in a variety of geographical settings and involving a wide variety of topics. Must have knowledge of the Federal Travel Regulations. Must have experience leading teams to successfully meet customer objectives re meetings and conferences. Must have demonstrated written and oral communications skills.

Functional Responsibility: Reports to Senior Conference Manager, project manager, or project director. Performs a wide range of conference and meeting activities for conferences with up to 100 attendees including any or all of the following: responsible for all planning aspects or conferences and meetings and day-to-day management of all event operations; works closely with customer, and leads development of work plan preparation and implementation; manages implementation of all logistics support activities including travel, accommodations, meeting facilities, refreshments, audiovisual equipment and other supplies or equipment as necessary; leads negotiations for contracts for hotel and any onsite contractors; implements quality control procedures for pre-and post-meeting logistical and meeting documentation; manages welcome desk, distribution of material onsite, and reconciles final bills with hotel and onsite contractors; oversees prompt payment of reimbursements, honorariums, and other fees; assist in preparation of progress reports; and supervises meeting logistics staff.

Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, or history or Bachelors in public administration, management, or hotel operations. Four years of directly related conference management experience or a Certified Meeting Planner (CMP) certification can be substituted for Bachelors.

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| Meeting Manager I |
| Minimum/General Experience: 1 year experience managing conferences, meetings, seminars, trade shows, or other similar events for government and commercial customers. Must have experience managing events in a variety of geographical settings and involving a wide variety of topics. Must have knowledge of the Federal Travel Regulations. Must have experience leading teams to successfully meet customer objectives re meetings and conferences. Must have demonstrated written and oral communications skills. |
| Functional Responsibility: Reports to Senior Conference Manager, project manager, or project director. Performs a wide range of conference and meeting activities for small conferences (up to 50 attendees) including any or all of the following: responsible for all planning aspects or conferences and meetings and day-to-day management of all event operations; works closely with customer, and leads development of work plan preparation and implementation; manages implementation of all logistics support activities including travel, accommodations, meeting facilities, refreshments, audiovisual equipment and other supplies or equipment as necessary; leads negotiations for contracts for hotel and any onsite contractors; implements quality control procedures for pre-and post-meeting logistical and meeting documentation; manages welcome desk, distribution of material onsite, and reconciles final bills with hotel and onsite contractors; oversees prompt payment of reimbursements, honorariums, and other fees; assist in preparation of progress reports; and supervises meeting logistics staff. |
| Minimum Education: Bachelors Degree in a social sciences discipline such as education, psychology, or history or Bachelors in public administration, management, or hotel operations. Four years of directly related conference management experience or a Certified Meeting Planner (CMP) certification can be substituted for Bachelors. |

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| Meeting Coordinator II |
| Minimum/General Experience: 2 years of experience in supporting technical or educational planning and coordinating conferences and meetings. Experience in coordinating travel activities and communications with conference or meeting attendees. Experience in coordinating hotel logistics and arrangements. |
| Functional Responsibility: Participates in the planning and implementation of meetings, conferences, focus groups, and other meeting-related activities. Assists in providing full coordinating support for conferences and meetings of any size. Manages logistical arrangements for meetings and conferences. Handles all forms of communications with attendees to conferences and meetings. |
| Minimum Education: High school diploma. |

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| Meeting Coordinator I |
| Minimum/General Experience: 1 year of experience in supporting technical and educational planning and coordinating conferences and meetings. Experience in coordinating travel activities and communications with conference or meeting attendees. |
| Functional Responsibility: Assists in the planning and implementation of meetings, conferences, focus groups, and other meeting-related activities. Assists in providing full coordinating support for conferences and meetings of any size. Helps implement complex logistical arrangements for meetings and conferences. Handles all forms of communications with attendees to conferences and meetings. |
| Minimum Education: High school diploma or GED. |

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| Communications Manager |
| Minimum/General Experience: 6 years experience in communication services management, including but not limited to art direction or as a managing editor. Experience in writing and editing for publication. Proficiency in software such as Microsoft Office applications (Word, PowerPoint, Excel, MS Access, Publisher). Strong organizational and project management skills and efficient time and task management skills, including the ability to meet simultaneous deadlines while producing high quality work. |
| Functional Responsibility: Responsible for managing a staff of communications specialists, including providing overall leadership for a team of graphic designers, writers, and editors; conducting performance evaluations and guiding individual professional development plans for staff; overseeing budgets for projects assigned to the Communication Services Department; and developing and monitoring processes for scheduling, staffing, task management, and quality assurance that produce consistently excellent, innovative, and timely results. Also responsible for writing and editing, including performing developmental and substantive editing of materials for national publication, authoring and coauthoring articles and reports for clients, and editing and writing sensitive documents for the corporation. |
| The Communications Manager also serves as a liaison between the Communication Services Department and other departments and divisions and addressing challenges as they arise, collaborates with other members of the company to build and continuously improve corporate structures and processes. |
| Minimum Education: Masters degree in communications, social science, or related discipline, doctorate preferred. A Bachelors Degree and four additional years of experience can be substituted for Masters Degree. |

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| Senior Writer / Editor |
| Minimum/General Experience: 5 years writing and editing experience and/or specialized experience including demonstrated experience in creating, editing, and proofreading documents, including technical documents. |
| Functional Responsibility: Researches, writes, and edits materials for related reports, manuals, briefs, proposals, instructional material, catalogs, technical publications, and software and hardware documentation. Revises text and recommends changes in scope, format, and content to ensure conformance with established standards. May edit, standardize, and make changes to material prepared by other writers. Performs final quality assurance on all materials. Edits user's manuals, special reports and studies, or any other customer deliverables and documents. Coordinates work and supervises other editor/writers as required when working on large projects. |
| Minimum Education: Masters Degree in English, Literature, or a related discipline. |

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| Writer / Editor |
| Minimum/General Experience: 2 years writing and editing experience and/or specialized experience including: demonstrated experience in creating, editing, and proofreading documents, including technical documents. |
| Functional Responsibility: Reports to Senior Editor/Writer or Communications Manager. Researches, writes, and edits materials for related reports, manuals, briefs, proposals, instructional material, catalogs, technical publications, and software and hardware documentation. Revises text and recommends changes in scope, format, and content to ensure conformance with established standards. May edit, standardize, and make changes to material prepared by other writers. Performs final quality assurance on all materials. Edits user's manuals, special reports and studies, or any other customer deliverables and documents. |
| Minimum Education: Bachelors Degree in English, Literature, or a related discipline required. |

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| Research Associate |
| Minimum/General Experience: 1 year experience in research, data collection, and analysis. Knowledge of SPSS preferred but not required. Strong organizational skills and attention to detail. Proficiency with Microsoft Office 2003 and 2007 applications including Word, Excel, and PowerPoint. |
| Functional Responsibility: Responsible for the determination of research activities and best course of action for accomplishing objectives, as well as, analysis of project-related activities. Development of workshop packets, fact sheets, and newsletters. Coordination of questionnaire development activities and analysis and reporting of study findings. Drafting of summary reports and papers. Other data analysis using Excel, Access, and/or SPSS. May oversee Research Analysts as necessary. |
| Minimum Education: MA/MS in a social science field. Ph.D. preferred. BA/BS plus four additional years of experience may be substituted for a MA/MS. |

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| Research Analyst |
| Minimum/General Experience: 1 year experience in research, data collection, and analysis. Knowledge of SPSS preferred but not required. Strong organizational skills and attention to detail. Proficiency with Microsoft Office 2003 and 2007 applications including Word, Excel, and PowerPoint. |
| Functional Responsibility: Responsible for research related to client projects. Research may include Internet searches, conducting telephone or in-person interviews, administering surveys, and taking notes at meetings or during field observations. Data entry and analysis activities, such as transcription of focus group notes, thematic analysis of interviews, and survey data analysis using Excel, Access, and/or SPSS; work product (e.g., reports, tools) creation support (online and print); and other administrative support tasks as requested, such as organizing and maintaining electronic files, and scheduling meetings and interviews. |
| Minimum Education: BA/BS in a social science field. |

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| Office Assistant |
| Minimum/General Experience: 1 year experience performing a variety of clerical support functions. Experience includes maintaining schedules, performing complex word processing functions, producing final documents and other formal project deliverables, acquiring and maintaining supplies and equipment, and performing a variety of other routine and non-routine administrative support functions. Required to use judgment and initiative in problem solving. |
| Functional Responsibility: Maintains project, team, and individual schedules of activities. Provides support to meetings, training courses, development of contract deliverables, completion of proposals, and other project-related activities. Develops draft and final correspondence, documents, briefings and other materials using software tools such as word processors and graphics presentations packages. Assists in the preparation of management plans and reports. Performs other routine administrative support tasks including making copies, processing mail and other distribution, maintaining files, and ordering and maintaining office supplies. Frequently performs tasks concurrently. |
| Minimum Education: High school diploma or GED is required. |

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| Graphic Designer III |
| Minimum/General Experience: 5 years experience in computer and desktop publishing applications such as Microsoft Office, including Word, Excel, and PowerPoint, and Publisher, WordPerfect, MacDraw, Corel Draw, Canvas, Adobe Illustrator, PhotoShop, etc.. Requires some experience in developing drawings, tables, and illustrations in accordance with applicable government and industry documentation standards. |
| Functional Responsibility: Prepares computer graphic images for all types of materials including conference supporting materials, contract deliverables, standard operating procedures, manuals, brochures, books, periodicals, catalogs, pamphlets, sales and marketing literature and web sites. Coordinates graphic production scheduling and support from outside vendors and ensures that graphic projects are completed on time, within budget, and to user's satisfaction. Supervises other Graphic Designers when working on large projects. |
| Minimum Education: Bachelors Degree in art is required. Associates Degree in art plus two additional years of experience can be substituted for Bachelors. |

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| Graphic Designer II |
| Minimum/General Experience: 3 years experience in computer and desktop publishing applications such as Microsoft Office, including Word, Excel, and PowerPoint, and Publisher, WordPerfect, MacDraw, Corel Draw, Canvas, Adobe Illustrator, PhotoShop, etc.. Requires some experience in developing drawings, tables, and illustrations in accordance with applicable government and industry documentation standards. |
| Functional Responsibility: Prepares computer graphic images for all types of materials including conference supporting materials, contract deliverables, standard operating procedures, manuals, brochures, books, periodicals, catalogs, pamphlets, sales and marketing literature and web sites. Coordinates graphic production scheduling and support from outside vendors and ensures that graphic projects are completed on time, within budget, and to user's satisfaction. Supervises other Graphic Designers when working on large projects. |
| Minimum Education: Bachelors Degree in art is required. Associates Degree in art plus two additional years of experience can be substituted for Bachelors. |

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| Graphic Designer I |
| Minimum/General Experience: 1 year experience in computer and desktop publishing applications such as Microsoft Office, including Word, Excel, and PowerPoint, and Publisher, WordPerfect, MacDraw, Corel Draw, Canvas, Adobe Illustrator, PhotoShop, etc.. Requires some experience in developing drawings, tables, and illustrations in accordance with applicable government and industry documentation standards. |
| Functional Responsibility: Prepares computer graphic images for all types of materials including conference supporting materials, contract deliverables, standard operating procedures, manuals, brochures, books, periodicals, catalogs, pamphlets, sales and marketing literature and web sites. |
| Minimum Education: Associates Degree in art required, four year degree in art is preferred. Three additional years of experience can be substituted for a 2-year degree. |

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| IT Director |
| Minimum/General Experience: 10 years management experience in ADP services. Must have experience supervising other personnel. Must have strong organizational and project management skills and efficient time and task management skills, including the ability to meet simultaneous deadlines while producing high quality work. |
| Functional Responsibility: Oversees IT staff across contracts and allocates necessary resources. Responsible for formulating and enforcing work standards, assigning contractor schedules, reviewing work discrepancies, supervising contractor personnel and communicating policies, purposes, and goals of the organization to subordinates. Shall be responsible for the overall contract performance and shall not serve in any other capacity. Performs enterprise-level system planning using Microsoft Windows 2003 server, SQL. |
| Minimum Education: Masters Degree in Computer Science, Information Systems, Engineering, Business or related discipline. BS and 4 years additional experience or Industry certification and 6 years additional experience can be substituted for Masters. |

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| IT Manager |
| Minimum/General Experience: 8 years management experience in ADP services. Must have experience supervising other personnel. Must have strong organizational and project management skills and efficient time and task management skills, including the ability to meet simultaneous deadlines while producing high quality work. |
| Functional Responsibility: Serves as a backup to IT Director. Responsible for overseeing IT staff work on specific projects and providing Quality Assurance. Allocates staff and IT resources which have been assigned to a project and ensures that project deadlines are met. |
| Minimum Education: Masters Degree in Computer Science, Information Systems, Engineering, Business or related discipline. BS and 4 years additional experience or Industry certification and 6 years additional experience can be substituted for Masters. |

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| Senior Application Developer |
| Minimum/General Experience: 5 years total work experience creating both desktop and online applications. |
| Functional Responsibility: Performs the analysis, design, coding, testing, and acceptance of data-driven Desktop and Web Applications used to support meetings and conferences. May perform internet administration tasks for informational Web sites. Utilizes web based software such as Java, HTML, .NET, etc. in the building of software suites to ensure standardization and 508 compliance. Works independently to develop and ensure content of web page is in accordance with client requirements. Experienced with relational databases, text retrieval systems, and object repositories. Performs administration of internet-based database systems as necessary. |
| Minimum Education: BS in Computer Science, Information Systems, Engineering, Business or related discipline. Industry certification and 1 year additional experience can be substituted for BS. |

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| Senior Programmer |
| Minimum/General Experience: 3 years of relevant subject matter specialized experience. |
| Functional Responsibility: Applies, as appropriate, activity and data modeling, transaction flow analysis, internal control and risk analysis and modern business methods and performance measurement to support Web applications used for meetings, conferences, advertising, and data collection. Techniques using JAVA, .NET, VBscripts, Microsoft SQL server, and/or Oracle. Provides technical expertise and guidance in the determination of technical and data architectures, definition of user requirements, and prototyping of systems. Reports to IT Director and works with staff members to perform quality work and meet contract and task schedules and deliverables. |
| Minimum Education: BS in Computer Science, Information Systems, Engineering, Business or related discipline. Industry certification can be substituted for BS. |

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| Web Developer |
| Minimum/General Experience: 5 years total work experience developing websites. |
| Functional Responsibility: Performs routine web development assignments to support meetings and conferences, advertising, and data collection. Designs sites using software such as Microsoft .NET, CSS, PHP, or Macromedia ColdFusion. Works with other staff members to ensure Section 508 compliance. |
| Minimum Education: BS in Computer Science, Information Systems, Engineering, Business or related discipline. Industry certification can be substituted for BS. |

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| Database Specialist VI |
| Minimum/General Experience: 3 years experience in programming and DBMS design, analysis, and implementation. Must have some experience providing IT support (e.g., database support, trouble shooting, computer based demonstrations) to large conferences. Experience includes areas such as network interfaces, database trouble shooting, data manipulation techniques, computer programming, forms development, and documentation and training. |
| Functional Responsibility: Responsible for, or assists in, development, implementation, administration and documentation of databases and related supporting products for use in large conferences to store, secure, select, and retrieve information. Ensures that designed systems provide sufficient controlled avenues for access to and update of the database, and provides interface protocols and tools. Ensures the currency, accuracy, and integrity of the database and other conference management IT tools and products, assesses the performance of databases, and oversees adaptive and corrective maintenance. |
| Minimum Education: Masters Degree in Computer Science, Information Systems or other related scientific or technical discipline. A related industry certification (such as Microsoft Certified IT Professional: Database Administrator) plus four years of experience or eight years of experience can be substituted for Masters. |

Database Specialist IV

Minimum/General Experience: 3 years experience in programming and DBMS design, analysis, and implementation. Must have some experience providing IT support (e.g., database support, trouble shooting, computer based demonstrations) to large conferences. Experience includes areas such as network interfaces, database trouble shooting, data manipulation techniques, computer programming, forms development, and documentation and training.

Functional Responsibility: Responsible for, or assists in, development, implementation, administration and documentation of databases and related supporting products for use in large conferences to store, secure, select, and retrieve information. Ensures that designed systems provide sufficient controlled avenues for access to and update of the database, and provides interface protocols and tools. Ensures the currency, accuracy, and integrity of the database and other conference management IT tools and products, assesses the performance of databases, and oversees adaptive and corrective maintenance.

Minimum Education: Bachelors Degree in Computer Science, Information Systems or other related scientific or technical discipline. A related industry certification (such as Microsoft Certified IT Professional: Database Administrator) or can be substituted for a four year degree.

Database Specialist I

Minimum/General Experience: 1 year experience in programming and DBMS design, analysis, and implementation. Must have some experience providing IT support (e.g., database support, trouble shooting, computer based demonstrations) to meetings and conferences. Experience includes areas such as network interfaces, database trouble shooting, data manipulation techniques, computer programming, forms development, and documentation and training.

Functional Responsibility: Responsible for, or assists in, development, implementation, administration and documentation of databases and related supporting products for use in meetings and conferences to store, secure, select, and retrieve information. Ensures that designed systems provide sufficient controlled avenues for access to and update of the database, and provides interface protocols and tools. Ensures the currency, accuracy, and integrity of the database and other conference management IT tools and products, assesses the performance of databases, and oversees adaptive and corrective maintenance.

Minimum Education: Bachelors Degree in Computer Science, Information Systems or other related scientific or technical discipline. A related industry certification (such as Microsoft Certified IT Professional: Database Administrator) can be substituted for a four year degree.

BRIEF COMPANY OVERVIEW



SYNERGY ENTERPRISES, INC.

Your Partner for Innovation and Excellence

www.seiservices.com



ABOUT US

We are a team of dedicated individuals who bring subject matter expertise, customized technology tools, and award-winning communications services to projects that connect and strengthen people, programs, communities, and countries. Our unwavering focus is on providing excellence and innovation to every client on every project.

Founded

Since its creation in 2003, this woman-owned business has grown to become the small business partner of choice for complex teams working on high-profile/high-stakes projects that bring positive outcomes to neighborhoods across the country and around the world.

AT A GLANCE

- Founded in May 2003
- Woman-Owned Small Business
- Washington Technology Top 14 8(a) Contractor, 2008
- Small Business Administration DC Metropolitan Area Small Business Person of the Year, 2009
- GovCon Executive and Contractor of the Year Top 5 Award, 2010
- Telly Award, 2012
- National Association of Government Communicators Blue Pencil and Gold Screen Awards, 2013, 2014
- AVA Digital Gold Awards and Honorable Mention, 2014

CORPORATE EXECUTIVES

Prachee J. Devadas, *President/CEO*
pdevadas@seiservices.com
(240) 485-1700, Ext. 1702

Christine Hartley, *Vice President*
chartley@seiservices.com
(240) 485-1700, Ext. 1712

Staff

Our award-winning graphic designers, digital media experts, science and plain-language writers/editors, and nationally recognized subject matter experts sit on appointed boards and panels, serve as university-level professors and expert trainers, and are published internationally.

Secure Data Center

Our information technology (IT) network and customized applications have attained system certification and accreditation and have been granted Authority to Operate, which enables us to host and maintain government Web sites.

OUR SERVICES

We help clients advance initiatives locally, nationally, and internationally by offering the following services:

Policy and Program Implementation and Planning—Research and Evaluation, Expert Review Management, Restricted-Access Electronic Forums Design, Program Development and Management, Survey Design Methodologies, Best Practice Implementation, Policy Planning, Portfolio Analysis

Management Consulting and Logistics—International Event Planning and Facilitation, Gap Analysis, Standard Operating Procedures Design and Training, Systems Improvement, Peer Review Support, Grants Management, Technical Assistance, Workforce Development, Campaign Promotion

Statistical Data Visualization, Analysis, and Reporting—Data Collection, Management, Analysis, and Storage; Infographic and Animation Design; Geographic Information Systems (GIS); Statistical Table and Report Design; Interactive Wiki Knowledge Base

E-Learning, Web Tool, and Application Development—Section 508 Compliance, Multiplatform and Multiscreen Design, Privacy and Security Protection, Customizable Information Architecture, Wireframe Development, Code Generation

Multimedia Communications—Publication Development and Production, Video and Social Media Profile Development, Graphic Design, Plain-Language and Science Writing, Style Editing, 2-D and 3-D Animation, Social Networking, Quality Assurance Reviews

IT Integration—Requirements Gathering, Code Generation, System Integration and Testing, Hosting and Maintenance, User Training, Search Engine Optimization, Information Security Management, Risk/Information Systems Control

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SYNERGY ENTERPRISES, INC.

Your Partner for Innovation and Excellence

www.seiservices.com

PRODUCTS/SERVICES SNAPSHOT

U.S. Department of State, U.S.-Middle East Partnership Initiative (MEPI), Near Eastern Affairs Bureau: Synergy provides important support for MEPI's efforts to support civil society groups, political activists, and business leaders in their efforts for political and economic reform, government transparency, and accountability projects. We developed and host the e-Grants System, a customized IT solution to streamline MEPI's grants management process. Synergy designed, developed, and hosts a tri-lingual (French, English and Arabic) Application Submission Web site for MEPI's Regional Offices and Embassies with a built-in training and instruction tool to guide applicants on the submission process. We also provide a range of conference planning, multilingual translation, and resource development services to support MEPI and its various projects and initiatives. For example, Synergy developed and hosted an electronic registration system and multilingual Web site for the Broader Middle East and North Africa Initiative meetings in Jordan and Morocco and for the 2012 9th Forum for the Future held in Tunis, Tunisia. We also provided planning, logistics, and on-site management of this important international conference.



U.S. Department of Education (ED), Policy and Program Studies Service, Asia-Pacific Economic Cooperation (APEC): APEC is a forum for 21 Pacific Rim Member Economies that seeks to promote free trade and economic cooperation throughout the Asia-Pacific region. Synergy provides support to APEC in the areas of content management and Web hosting, design, and development services for the APEC Knowledge Bank and Wiki Web sites; and conference planning and logistical support for U.S. participation in APEC Human Resource Development Working Group (HRDWG) projects focused on Education, Labor and Social Protection, and Capacity Building. Our staff also provides research, writing, and editing services to support the development of research papers, Wiki articles, and white papers on topics relevant to APEC economies for dissemination to the HRDWG and government officials. Synergy technical and administrative staff attend HRDWG meetings and provide support to the U.S. Delegation through note taking and reporting, and the presentation of research findings from APEC activities. Additionally, Synergy provides full support for meetings held in the United States, to include identifying meeting venues, arranging travel for sponsored participants, translation and interpretation services, and providing on-site support to meeting hosts and delegates.



ED, Student Achievement and School Accountability Programs (SASA): Synergy is partnering with SASA to develop comprehensive technical assistance and support tools for state and local directors of various federal education programs that SASA monitors. The centerpiece of this effort is a SASA technical assistance Web site that is fully compliant with all Federal design and accessibility guidelines. Synergy is working closely with SASA directors to conceptualize and create the Web site, which will support program directors in state and local education agencies who are responsible for implementing, monitoring, and supporting various Title I, Title III, and homeless programs. This Web site will feature online training modules, reader-friendly informational products, and program-specific technical assistance tools and resources.



Synergy also provides consulting, technical assistance, note-taking, reporting, and logistical support for Federal compliance monitoring events conducted by phone and on site with state education agency officials responsible for administering and monitoring Elementary and Secondary Education Act flexibility regarding specific requirements of the No Child Left Behind Act.

CLIENTS WE SERVE

- Local and Federal Agencies
- Universities
- Federal, State, and Local Education Agencies
- Community-Based Health Associations
- Treatment Providers
- Federal, State, and Local Health Agencies and Associations
- Foundations and Private Organizations
- The White House

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CAGE CODE: 3GS77

CONTRACT VEHICLES

GSA MOBIS Schedule 874
GS-02F-0022X: 874-1 & 874-7

GSA AIMS Schedule 541
GS-07F-0437W: 541-3, 541-4D,
541-4F, 541-4A, 541-1000

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