

Advertising and Integrated Marketing Solutions (AIMS)

Contract Number: GS-07F-0489T

General Services Administration Federal Supply Service
Authorized Federal Supply Schedule Price List

Points of Contact:

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AFYA, Inc.

Advertising and Integrated Marketing Solutions (AIMS)

Contract No.: GS-07F-0489T

Terms and Conditions

Table of Awarded Special Item Numbers (SINs): 541-3, 541-4A, 541-D, 541-4F, & 541-1000.

The Period of Performance for this contract is August 1, 2012 through July 31, 2017

PRICING: See page 26

MAXIMUM ORDER: \$1,000,000

MINIMUM: \$100

GEOGRAPHIC COVERAGE: Domestic, 50 States, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

POINT(S) OF PRODUCTION: Laurel, Maryland (Prince Georges County)

PRICES: Prices awarded under this contract and shown in the attached price list are net and all discounts deducted, and valid for all areas including worldwide.

BASIC DISCOUNT: 1.17% - 1.19%

QUANTITY DISCOUNT(S): 1% for orders over \$150,000

PROMPT PAYMENT TERMS: Net 30

Government Purchase Cards must be accepted at or below the micro-purchase threshold.

Government Purchase Cards are accepted above the micro-purchase threshold.

FOREIGN ITEMS: Not Applicable

TIME OF DELIVERY: As show on specific task orders

EXPEDITED DELIVERY: Contact Contractor's Representative

OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available. Contact the contractor for rates.

URGENT REQUIREMENTS: Agencies can contact the Contractor's Representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

FOB POINT: Destination

ORDERING ADDRESS: AFYA, Inc.
8101 Sandy Spring Road, Third Floor
Laurel, Maryland 20707

ORDERING PROCEDURES: For supplies and services, the ordering procedures, information and Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3

PAYMENT ADDRESS: Same as Contractor's ordering address

WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

EXPORT PACKING CHARGES: Not applicable

TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above the micro-purchase level)

TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICE (IF APPLICABLE): N/A

TERMS AND CONDITIONS FOR OTHER SERVICES (IF APPLICABLE): N/A

LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):

Section 508 Compliance for EIT: N/A

DUNS NUMBER: 796-13-0052

NOTIFICATION REGARDING REGISTRATION IN SYSTEM AWARD MANAGEMENT (SAM) DATABASE: Registration valid until **September 4, 2015**.

FACTOR ONE: EXPERIENCE

Section A: Overview of Corporate Experience

AFYA, Inc., (AFYA) is a health communications and marketing solutions firm with headquarters in Laurel, MD. The word "*afya*" means health in Swahili. AFYA's mission is to improve the health and well being of people globally by designing and supporting projects that promote public awareness of government initiatives in the areas of health and social services. We specialize in designing and implementing public relations, communication, and marketing campaigns for clients involved in public health and social science programs.

1. AFYA's Number of Years of Experience

Since the firm was founded in 1991, AFYA has provided professional marketing related services to both the Federal government and the commercial sector. We have become well known for our skills during this 15-year period.

2. AFYA's Size, Experience in the Field, and Available Resources

AFYA employs 40 fulltime and part-time staff and has annual revenues of \$6 million. The company has performed on more than 50 different contracts and hundreds of different task orders, most of which have involved market research, marketing and public relations, Web site design and maintenance, conference and meeting support, and graphic design services. AFYA's Federal clients have included several components within the U.S. Department of Health and Human Services (HHS), including the Administration for Children and Families, Agency for Healthcare Research and Quality, Centers for Disease Control and Prevention, Centers for Medicare & Medicaid Services, Health Resources and Services Administration, National Institutes of Health, Office of Minority Health, Office of Women's Health, and the Substance Abuse and Mental Health Services Administration. We have also served the Department of Homeland Security and the Social Security Administration. Selected commercial clients include the American Public Health Association; Henry J. Kaiser Family Foundation; Henry M. Jackson Foundation; Ketchum, Inc.; and the National Association of Professional Asian American Women; among others.

AFYA's personnel are our most valuable available resource for AIMS projects: We employ researchers to conduct market analysis and design and facilitate focus groups; creative writers to develop ad copy and promotional materials; public relations and communications specialists to develop promotional campaigns; Web site designers and graphic illustrators to design innovative Web sites; and conference and meeting staff to planned meeting, conferences, and exhibits (more than 1,000 events in our 15 years of operation). We engage consultants who are trained media specialists and communications professionals, including individuals with more than 30 years of experience in public relations and marketing. Another valuable AFYA resource is our in-house Publications and Graphics Design Center, which has all of the latest hardware and software needed to design and produce camera-ready artwork, ad copy, illustrations, and graphic designs. We perform all Web design services in compliance with Section 508 requirements governing accessibility of Government-funded Web sites for individuals with disabilities.

3. Brief History of AFYA's Activities Contributing to the Development of Related Expertise

AFYA was founded to conduct market research and perform a variety of studies, including policy and program evaluations, feasibility studies, and evaluability assessments. We became well known for our ability to reach special populations (women, children, the elderly, minorities, the economically disadvantaged, and those at high risk for certain physical disabilities). As the firm has developed, our clients have frequently asked us to help them promote their programs with these groups, by drawing on our extensive relationships with grassroots organizations and constituent groups. In response to these needs, we developed the internal capability to provide a full range of public relations, media, and press relations services; to design, promote, conduct, and evaluate a range of conferences and meetings; and to design and develop eye-catching, culturally relevant graphics and artwork. AFYA is now well known for conducting effective marketing campaigns based on the results of careful research on the knowledge, attitudes, skills, and behaviors of our target audience.

4. Information Regarding the Corporation's Organizational Structure

The figure on the following page depicts our organizational structure.

Section B: Descriptions of AFYA's Related Projects

SIN 541-3: Web-based Marketing Services, Project No. 1

Welfare Peer TA Network To Provide Meaningful Technical Assistance and Web-based Services	
1. Client Name and Point of Contact (POC)	HHS, Administration for Children and Families (ACF), Office of Family Assistance (OFA) POC: John Horejsi, ACF/OFA, 370 L'Enfant Promenade SW, Aerospace Center, 5th Floor; Washington, DC 20447 Phone: 202-401-5031, Fax: 202-205-5887, E-mail: jhorejsi@acf.hhs.gov
2. Total Dollar Amount of Completed Project	\$2,379,205
3. Project Duration	<i>Start Date:</i> September 30, 1999 <i>Original Estimated Completion Date:</i> September 16, 2004 <i>Actual Completion Date:</i> November 16, 2004
4. Detailed Project Description	Description of Assigned Task and Project Requirements: The Welfare Peer Technical Assistance (TA) Network is a national initiative sponsored by OFA. The goal of the initiative is to build linkages among national, regional, State, and community-based organizations that are working to move welfare and low-income families along the pathway to self-sufficiency through the Temporary Assistance to Needy Families (TANF) program. AFYA was asked to design, implement, and maintain the Welfare Peer TA Network. The network is a Web-based marketing and information service used for sharing information on best practices and innovations and facilitating peer-to-peer knowledge and information exchange among public agencies and private organizations involved in TANF programs. The site had to be fully compliant with Section 508 requirements to provide alternate formats for Web site users with disabilities.
5. Detailed Description of the Tasks Performed and Methodology Utilized	Tasks Performed: <ul style="list-style-type: none"> • Development and maintenance of innovative Web site to support real-time information dissemination on complex, emerging welfare-to-work issues affecting TANF program administrators and constituents • Online media management (archiving, indexing, coding) of up-to-the-minute reports • Data analysis and writing to develop agendas for Welfare Peer TA events • Production of technical resource materials, including reports, fact sheets, exercises and discussion guides, which were posted on the Web • Design, implementation, and conduct of hundreds of TA events across the country Methodology Utilized: AFYA and our subcontractor designed an innovative, easy-to-navigate Web site for reaching diverse and geographically dispersed TANF program staff. Our team of subject matter experts developed Web content that included information on State plans for welfare reform; summaries of policy relevant research; descriptions of innovative programs, best practices, and lessons learned; and information on upcoming TA events. The Web site also contains a question and answer section for interactive messaging on welfare policy topics. This feature enables States to quickly communicate with each other on how they are addressing similar challenges. AFYA regularly updated the Web site so that both participants and those unable to attend an event could access detailed meeting summaries. AFYA also provided online TA Request Forms so that site users wishing to request TA services under the contract received expedited service. Accomplishments: Through this project, AFYA helped OFA maximize use of their Internet resources. The resources available on the Web site helped a diverse group of program staff improve their program management skills, expand their knowledge base on best practices, better leverage resources, and more effectively serve TANF beneficiaries. AFYA was recognized for the firm's use of innovative, Web-based technology when the project was nominated for an Innovations in American Government Award (program sponsored by the John F. Kennedy School of Government, Harvard University).

SIN 541-3: Web-based Marketing Services, Project No. 2

Agency-Wide Technical and Professional Support for Web-based Meetings and Conferences	
1. Client Name and Point of Contact (POC)	HHS, Centers for Medicare & Medicaid Services (CMS), Center for Beneficiary Choices, Division of Partnership Development/Beneficiary Services POC: Brian Hebbel, CMS, 7500 Security Boulevard, Mail Stop C2-21-15, Baltimore, MD 21244 Telephone: 410-786-5159, Fax: 410-786-9088; E-mail: BHebbel@cms.hhs.gov
2. Total Dollar Amount of Completed Project	\$13,883,084
3. Project Duration	<i>Start Date:</i> September 30, 1994 <i>Original Estimated Completion Date:</i> September 26, 2004 <i>Actual Completion Date:</i> September 26, 2004
4. Detailed Project Description	Description of Assigned Task and Project Requirements: CMS is repeatedly challenged to fulfill the Agency's congressional mission to make information quickly and easily available to hundreds of thousands of Americans who are eligible for benefits under the Agency's numerous entitlement programs (Medicare, Medicaid, State Children's Health Insurance Program, Home Health Care, and many others). CMS tasked AFYA with providing quick-reaction Web-based marketing services as a cost-effective and efficient way to disseminate program information to constituents and to announce and promote Agency-convened conferences and meetings. The goal was to increase the number of beneficiaries who would have access to critical program information, make the information available for a longer period of time, and provide CMS with a method for quickly providing updated information following legislative change or in times of potential crisis, such as when the Agency was preparing for potential Y2K data problems. AFYA planned and convened numerous Web casts and videoconferences and designed and managed Web sites to promote CMS programs and events.
5. Detailed Description of the Tasks Performed and Methodology Utilized	Tasks Performed: <ul style="list-style-type: none"> • Design and implementation of Web-based marketing campaigns • Development and maintenance of meeting Web sites used both to promote meetings and expedite the registration process (through an online registration system designed in Microsoft Access) • Contracting for and managing vendors that supplied Internet broadcast, Webcasting and videoconferencing services • Provision of logistical support staff onsite at CMS during Web casts and videoconferences • Compliance with Section 508 requirements providing alternate formats for those with disabilities Methodology Utilized: AFYA's Web site developers, graphics designer, and writers worked together to produce and maintain Web sites that were visually appealing and easy to read and that contained complete and accurate information on all upcoming events. AFYA's Web site developer used the most appropriate technology to make navigating the site as fast and flexible as each visitor's Internet service allowed. AFYA conference managers planned and managed Web casts and videoconferences to supplement onsite meetings. AFYA communications staff ensured that all HHS clearances for Web casts and videoconferencing were properly obtained. Meeting planning staff made all preconference arrangements and ensured that participants received clear instructions and Web site URLs and links. AFYA also provided technical support, using fully trained technicians who monitored the Web casts at all times. Onsite meeting support staff provided full logistical support and trouble-shooting service during all Web events. Finally, AFYA research staff designed and analyzed evaluation forms to gain detailed input from Web cast and videoconference participants about the quality of their viewing experience and their overall level of satisfaction with the events. Accomplishments: AFYA's use of Web technology allowed staff to process registrations for simultaneous meetings more effectively than through a manual process. Moreover, Web casting and videoconferencing maximized the numbers of stakeholders attending CMS meetings as well as the quality of their participation. CMS praised AFYA for a consistent record of success on the project and, per feedback from the Agency, this success was a prime factor in CMS's decision to extend AFYA's initial 5-year contract for a second, 5-year term.

SIN 541-4A: Market Research and Analysis, Project No. 1

Marketing Support for the Regional Education About Choices in Health (REACH) Program	
1. Client Name and Point of Contact (POC)	HHS, Centers for Medicare & Medicaid Services (CMS), Center for Beneficiary Choices, Division of Partnership Development/Beneficiary Services POC: Patricia Gongloff, CMS, 7500 Security Boulevard, Mail Stop S1-20-21, Baltimore, MD 21244 Telephone: 410-786-7610; Fax: 410-786-8933; E-mail: Pgongloff@cms.hhs.gov POC: Laura Hernandez, CMS, 7500 Security Boulevard, Mail Stop S1-07-27, Baltimore, MD 21244 Telephone: 410-786-7980; Fax: 410-786-8933; E-mail: LHernandez@cms.hhs.gov
2. Total Dollar Amount of Completed Project	\$950,313
3. Project Duration	<i>Start Date:</i> September 30, 2003 <i>Original Estimated Completion Date:</i> September 29, 2004 <i>Actual Completion Date:</i> September 27, 2005
4. Detailed Project Description	Description of Assigned Task and Project Requirements: CMS is required, by congressional mandate, to ensure that all eligible beneficiaries are aware of their Medicare program options. CMS awarded task orders to AFYA to market and promote the Agency's Regional Education About Choices in Health (REACH) program. The Agency asked AFYA to design and implement a program that would ensure that information was made available to populations that are hard to reach due to barriers that include location, literacy level, language, and/or culture (factors known as "3LC" within the Agency). CMS asked AFYA to work with regional and local organizations not traditionally involved in the Agency's national promotional campaigns, so that the campaigns would become more all-inclusive.
5. Detailed Description of the Tasks Performed, Methodology Utilized, and Accomplishments	Tasks Performed: <ul style="list-style-type: none"> • Identification of organizations that represent the targeted, 3LC audiences in each region • Identification of specific media outlets to be used to promote REACH program activities • Development of a variety of promotional materials • Provision of a senior staff member to serve as a contact for the CMS Central Office and each of the 10 Regional Offices • Participation in biweekly conference calls with CMS Central Office and Regional Office staff to review project status and plan REACH events • Full complement of conference and meeting planning services • Meeting evaluation services Methodology Utilized: AFYA planned a series of community-level meetings specifically targeted to increase Medicare program awareness among hard-to-reach populations. Attendees included representatives of Medicare drug benefit contractors, local chapters of beneficiary organizations, constituent groups, and grassroots organizations. AFYA worked with the CMS Central Office and all 10 CMS Regional Offices and provided planning, coordination, and logistical support for more than 150 training meetings, partner meetings, and other events. Meeting attendance ranged from 20 people to several hundred. Several events were held as Internet, simulcast events to increase participation. AFYA designed and developed a full range of promotional materials for each meeting and provided public relations and media support. <p>Accomplishments: Through AFYA's efforts, CMS was able to help the public learn more about Medicare and their Medicare+Choice options. Our efforts assisted CMS with the Agency's continuing efforts to implement a unified national health communication campaign strategy for Medicare beneficiaries. AFYA's marketing and promotional efforts helped to ensure that beneficiaries received accurate, consistent, and reliable information, so that they could make informed choices. Further, the REACH program helped constituents view the Federal government and its partners as trusted and credible sources of information.</p>

SIN 541-4A: Market Research and Analysis, Project No. 2

Develop and Implement Marketing Strategy for the Minority Faculty Development Leadership Summit	
1. Client Name and Point of Contact (POC)	HHS, Health Resources and Services Administration (HRSA), Bureau of Health Professions (BHP) POC: Stuart Weiss, HRSA/BHP, 5600 Fishers Lane, Room 8-55; Rockville, MD, 20857 Phone: 301-443-5644; Fax: 301-443-4943; E-mail address: SWeiss@hrsa.gov
2. Total Dollar Amount of Completed Project	\$98,471
3. Project Duration	Start Date: June 16, 2004 Original Estimated Completion Date: May 13, 2005 Actual Completion Date: May 13, 2005
4. Detailed Project Description	Description of Assigned Task and Project Requirements: HRSA program staff wanted to convene a major national forum called the Minority Faculty Development Leadership Summit: "A Call to Action." The goal of the meeting was to develop a model that could be used by health professions schools to train, recruit, and retain under-represented minority faculty. BHP asked AFYA to provide a full range of meeting planning services and to help promote the meeting, to ensure that the target number of 200 registrants attended. When AFYA first took on the project, the preregistration numbers were well below Agency expectations. AFYA's scope of work included developing and implementing a "media blitz" to get the word out about the conference and the advantages of attending. AFYA's tasks also included the full range of premeeting, onsite, and postmeeting conference services.
5. Detailed Description of the Tasks Performed, Methodology Utilized, and Accomplishments	Tasks Performed: <ul style="list-style-type: none"> • Development of a customized, strategic marketing plan, including promotional materials focused on the target market • Development of a conference logo that embodied the event's theme • Identification of media outlets and interaction with them to encourage their publication of articles and other information about the meeting • Development and maintenance of a meeting Web site to be used for both registering attendees and promoting the meeting • Development and use of a targeted e-mail list of universities and medical associations whose members comprised the desired attendees • Full range of premeeting, onsite, and postmeeting logistical support <p>Methodology Utilized: In consultation with the HRSA Project Officer, AFYA's Public Relations Specialist identified target organizations, such as the National Medical Association (NMA) and the Student National Medical Association (SNMA), whose support was needed to promote the event. She then called the organizations and asked them to recommend specific publications that were widely read by their members. AFYA then placed advertisements in these publications at strategic times. To augment the positive impact of these ad buys, AFYA staff also developed several e-mail lists and sent out several "blast" e-mails that explained the goals of the event and the advantages of attending. To conserve limited project funds, these e-mail distribution lists were developed using ListServes that the NMA and SNMA had already developed. Potential meeting attendees were referred to an AFYA-designed and maintained meeting Web site, where they could review and download easy-to-read, attractive brochures and registration information. AFYA staff "walked" each person through the registration process.</p> <p>Accomplishments: AFYA's efforts contributed to a significant increase in the number of preregistered attendees, from several dozen individuals to several hundred, in a matter of months. By having staff available to answer attendees' questions about the meeting agenda, the venue, and transportation to the site, AFYA staff facilitated a smooth preregistration process. Following the meeting, AFYA prepared a meeting report that highlighted and summarized attendees' level of satisfaction with the event.</p>

SIN 541-4D: Conference Events and Tradeshow Planning Services, Project No. 1

Agency-Wide Technical and Professional Support for Meetings and Conferences	
1. Client Name and Point of Contact (POC)	HHS, Centers for Medicare & Medicaid Services (CMS), Center for Beneficiary Choices, Division of Partnership Development/Beneficiary Services POC: Brian Hebbel, CMS, 7500 Security Boulevard, Mail Stop C2-21-15, Baltimore, MD 21244 Telephone: 410-786-5159; Fax: 410-786-9088; E-mail: BHebbel@cms.hhs.gov
2. Total Dollar Amount of Completed Project	\$13,883,084
3. Project Duration	<i>Start Date:</i> September 30, 1994 <i>Original Estimated Completion Date:</i> September 26, 2004 <i>Actual Completion Date:</i> September 26, 2004
4. Detailed Project Description	Description of Assigned Task and Project Requirements: The Agency required the services of one contractor to provide the full spectrum of meeting management services for all of their Centers, Groups, and Divisions. The contractor was to plan and manage multiple, complex, quick-reaction conferences, meetings, special events, training sessions, seminars, workshops, award ceremonies, technical assistance sessions, and other events throughout the United States and the Caribbean. CMS convened these events to inform attendees about CMS programmatic activities and review changes with them. After contract award, AFYA staff immediately developed and implemented a comprehensive system for contract users to request and seek approval of meeting planning services under the contract, developed and implemented a cost-tracking system so that costs for individual meetings could be separately tracked and reported, and devised numerous forms and other tools to use in planning and managing multiple, simultaneous events.
5. Detailed Description of the Tasks Performed and Methodology Utilized	Tasks Performed: <ul style="list-style-type: none"> • Project management • Site identification and hotel contract negotiation • Design and maintenance of automated meeting registration systems • Audiovisual and information technology support • Premeeting travel coordination • Onsite meeting support, including registration, speaker liaison services, and room monitoring • Design, editing, and production of a variety of premeeting materials (agenda, participants list, speaker bios, registration forms); meeting evaluation forms; and postmeeting reports • Processing of reimbursement forms and payment of supported attendee and consultant expenses, in accordance with Federal Travel Regulations • Meeting evaluation services Methodology Utilized: AFYA utilized procedures that AFYA staff had developed and refined over time to respond to each CMS request for meeting planning services. The Project Director reviewed requests for meeting planning services and then carefully selected and assigned staff to execute the task. The selected Senior Meeting Manager then carefully planned premeeting activities, such as: site selection, selection of vendors, attendee reservations and registration, automation and telecommunication support, design and production of meeting materials, coordination of speaker participation, writing and editing of meeting materials, and mass mailings. AFYA then provided comprehensive onsite meeting support and prepared and submitted a detailed postmeeting evaluation report for each event. Accomplishments: AFYA planned more than 200 meetings, workshops, conferences, seminars, retreats, award ceremonies, training sessions, and other events. Meeting attendance ranged from 80 attendees to more than 400. Several meetings ran concurrently over the performance period and in response to quick-reaction needs, many times AFYA had less than 30 days to plan a meeting. AFYA's use of experienced Project Director and Meeting Planners, along with standardized forms used by all AFYA staff to collect demographic and management information, provided the pivotal elements for our getting the job done quickly and efficiently.

SIN 541-4D: Conference Events and Tradeshow Planning Services – Project No. 2

Conference Management and Logistics Support Services Related to Analytical, Evaluation, and Synthesis Activities	
1. Client Name and Point of Contact (POC)	HHS, Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Treatment (CSAT) POC: Suzanne Cable, 1 Choke Cherry Road, Room 5-1110, Rockville, MD 20857 Phone: 240-276-1568; Fax: 240-276-1580; E-mail: Suzanne.cable@samhsa.hhs.gov
2. Total Dollar Amount of Completed Project	\$2,357,724
3. Project Duration	<i>Start Date:</i> September 30, 2001, <i>Original Estimated Completion Date:</i> September 29, 2004 <i>Actual Completion Date:</i> December 31, 2005
4. Detailed Project Description	Description of Assigned Task and Project Requirements: CSAT's Office of Evaluation, Scientific Analysis, and Synthesis (OESAS) evaluates treatment programs to determine the quality and appropriateness of various forms of substance abuse treatment. OESAS asked AFYA to provide conference planning services to help the Office convene more than 100 meetings and provide scientific writing, editing, and literature search services to CSAT. The meetings were held in venues throughout the United States, Puerto Rico, and the Caribbean and frequently required quick-reaction planning.
5. Detailed Description of the Tasks Performed and Methodology Utilized	<p>Tasks Performed:</p> <ul style="list-style-type: none"> • Site research, selection and contract negotiation • Database and Web site creation and maintenance for promotion of events to target markets • Production and dissemination of marketing materials • Attendee reservation and registration; speaker coordination • Preparation of name badges, tents, participant lists, agendas, and evaluation forms • Research and selection of audiovisual and information technology support • Liaison support with venue and contract negotiation • Budget preparation and collection of registration fees • Ongoing communication with attendees for travel support and processing expense reimbursements • Onsite meeting management services • Writing, editing, and production of post meeting summary reports and evaluations <p>Methodology Utilized: AFYA meeting planners used the AFYA Logistics Event Profile process to collect the information needed for each meeting. AFYA staff used this information to develop a comprehensive timeline to manage premeeting and postmeeting activities. AFYA used MeetingTrak event management software to register attendees and produce meeting materials. This software, designed in Microsoft Access, allows attendees to register online by going to an AFYA-designed meeting Web site. The AFYA staff downloaded the information from the online registration database to quickly produce name badges, tents, and participant lists. Full onsite meeting services were also provided.</p> <p>Accomplishments: AFYA successfully planned and convened more than 35 meetings annually, ranging in size from 50 to 169 attendees. AFYA produced reports and evaluations analysis for each meeting. AFYA managed each meeting's budget and reconciled revenues collected from registration fees. AFYA managed multiple, simultaneous meetings, in response to CSAT's need for three to four meetings within 1 week of each other, held in different sites, throughout the United States and Puerto Rico.</p>

SIN 541-4F: Commercial Art and Graphic Design, Project No. 1

Develop of Thematic Artwork for Racial and Ethnic Specific Workgroup Meetings	
1. Client Name and Point of Contact (POC)	HHS, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention (CSAP) POC: Joyce Weddington, 1 Choke Cherry Road, Suite 4-1065, Rockville, MD 20857 Telephone: 240-276-2448, Fax: 240-276-2450; E-mail: joyce.weddington@samhsa.hhs.gov
2. Total Dollar Amount of Completed Project	\$246,489
3. Project Duration	<i>Start Date:</i> October 1, 2003 <i>Original Estimated Completion Date:</i> September 30, 2004 <i>Actual Completion Date:</i> September 30, 2004
4. Detailed Project Description	Description of Assigned Task and Project Requirements: CSAP wanted to conduct discussion groups to seek stakeholder input on how best to develop and test a logic model for creating culturally competent substance abuse prevention programs for racial and ethnic minorities. The target participant groups included American Indian and Alaska Natives, Asian Americans, African Americans, and Hispanic/Latino Americans. To set the right tone for the project, AFYA was asked to develop a graphic design that would be used on all project materials. The artwork had to be culturally sensitive and visually appealing.
5. Detailed Description of the Tasks Performed, Methodology Utilized, and Accomplishments	<p>Tasks Performed:</p> <ul style="list-style-type: none"> • Development of original, customized artwork • Conceptual design and layout of all artwork and graphic materials • Development and use of logo on facilitator guide, analytic reports, and all collateral materials • Copywriting and technical writing • Focus group design (with an emphasis on incorporating cultural factors into the design) <p>Methodology Utilized: For the business proposal that AFYA submitted to bid on this contract, AFYA's graphic designer produced a graphic treatment (logo) that represented faces of people of all colors in an interlocking pattern (symbolizing Interaction and partnership). The graphic concept celebrates cultural diversity and uniqueness; it also suggests the concept of equality through the use of the identical facial structures shown in the two pairs of faces in the logo. The client was so impressed with the logo that, upon award of the contract to AFYA following a rigorous competition, the Agency requested that AFYA use the logo on all project promotional and supporting materials (Web site, facilitator guide, focus group agenda, nametags, and signage) as well as on the final analytic reports. AFYA's designer modified the design so that the same image could be used on a variety of types and sizes of products.</p> <p>Accomplishments: The logo is an effective visual representation that communicates the project goal of honoring cultural diversity and valuing all cultures. Placement of the logo on a variety of project materials enhanced the project's cohesiveness and strengthened the message. AFYA's work on this project helped CSAP strengthen the Agency's ties with various racial and ethnic groups and facilitated partnerships with these communities and marketing the Agency's goals.</p>

SIN 541-4F: Commercial Art and Graphic Design, Project No. 2

Development of Graphic Image and Packaging for the Viewer's Guide, Video, and DVD for the Film "Inside/Outside"	
1. Client Name and Point of Contact (POC)	Substance Abuse and Mental Health Services Administration, Center for Mental Health Services (CMHS) POC: Marie Danforth, M.S.W., 1 Choke Cherry Road, Room 2-1091, Rockville, MD 20857 Telephone: 240-276-1739, Fax: 240-276-1770; E-mail: marie.danforth@samhsa.hhs.gov
2. Total Dollar Amount of Completed Project	\$25,000
3. Project Duration	<i>Start Date:</i> December 19, 2005 <i>Original Estimated Completion Date:</i> February 17, 2006 <i>Actual Completion Date:</i> February 17, 2006
4. Detailed Project Description	Description of Assigned Task and Project Requirements: CMHS is charged with supporting State and Territory initiatives to implement the goals and recommendations of the Final Report of the President's New Freedom Commission on Mental Health. The report urges States to develop programs for effective integration of individuals with mental disabilities into their communities. AFYA has a contract to provide a range of professional support services to the project, referred to as the New Freedom Initiative (NFI). One of the tools that AFYA's subcontractor developed is a stirring, award-winning video called "Inside Outside: Building a Meaningful Life After the Hospital." The film depicts the lives of eight people with very significant histories of institutionalization, as they transition from nursing homes and psychiatric hospitals into the community. CMHS requested that AFYA develop packaging, including graphic artwork, for the Viewer's Guide that accompanies the film and then for the packaging for the video and DVD versions of the film. The artwork needed to reflect the film's intense, moving message. We were then asked to modify and reformat the design so that it could be used on the packaging for the videotape and DVD versions of the film.
5. Detailed Description of the Tasks Performed, Methodology Utilized, and Accomplishments	Tasks Performed: <ul style="list-style-type: none"> • Conceptual development and design of original logo and artwork • Design and layout of camera-ready artwork and graphic materials in several different formats, for use on different products Methodology Utilized: The topic to be represented in this artwork was one that had to be handled in a very subtle manner. The image needed to suggest hope and new directions, without explicitly depicting any individual who was suffering with a mental disability. AFYA's graphic artist developed an abstract image that suggested several individuals with their arms uplifted in a joyous manner. The images, which are presented almost as shadows, are shown standing in bright sunlight, as if they were standing on a beach, with a beautiful sunrise behind them. The Agency loved the image and asked that AFYA develop several versions of it in different formats and sizes, so that it could be used on different products with varying dimensions. AFYA's designer developed an 8½ x 11 inch version to use for the cover of the Viewer's Guide; a 4 x 7 inch version for the videotape cover; and a 4¾ x 5 inch jewel case for a DVD. Draft and final versions were submitted as .pdf files, before the final files were prepared for submission to the printer. Accomplishments: The Inside/Outside film has been a highly successful communications tool. Its packaging needed to be as impressive as the film's content. AFYA was able to design and produce packaging that was worthy of this award-winning film and helped convey to the public the appropriate sensitivity to the subject matter of the film.

FACTOR TWO: PAST PERFORMANCE

Attached is a copy of the Past Performance Evaluation (PPE) Order Form (Attachment One to the solicitation) that AFYA submitted to Open Ratings, Inc.

FACTOR THREE: QUALITY CONTROL

Section A

1. Description of Internal Review Procedures That Facilitate High-Quality Standards

AFYA's management philosophy for the services in all four SINs for which we are requesting approval is based upon the principles of Total Quality Management (TQM). TQM is a structured approach to the identification and resolution of potential quality control problems that stresses the importance of sharing information at all levels within an organization and making continuous improvements to an organization's methods of operation. We achieve this continuous improvement by:

- communicating standards of quality by using published position descriptions that formally document the parameters for acceptable performance and by using such tools as style guides and templates, and
- regularly seeking client feedback on our performance and regularly reviewing and analyzing these data, so that we can develop and implement improvements to operating procedures.

AFYA's Chief Operating Officer meets regularly with all Project Directors to review the status of all AFYA contracts and offer her advice and direction, as needed. AFYA Project Directors in all the SINs for which we are requesting approval meet weekly with their staff to discuss progress to-date, planned activities, potential operational problems, and recommended solutions, so that all employees can benefit from lessons learned.

2. Description of Individuals Who Will Directly Supervise or Review Projects, Specifically Regarding Quality Control

The table below lists AFYA staff who will be responsible for quality control on all AIMS task orders.

Position/ Staff Member	Areas of Responsibility and Accountability/Affected SINs	Actions AFYA Managers/Staff Take To Ensure That Quality Control Measures Are Implemented
Division Directors <i>Karen Feggans-Yates, M.S.W. (Acting)</i> <i>Mimi E. Browne, M.P.H.</i>	Responsible for corporate-level project direction, oversight of the contract budget and schedule, and for the timeliness of reports (All SINs) Accountable to AFYA's Chief Operating Officer for the profitability of all assigned contracts (All SINs) Responsible for product quality and adherence to contract specifications (All SINs)	<ul style="list-style-type: none"> • Develop and monitor project work plans • Develop and monitor project budget • Develop and distribute employee position descriptions • Ensure that templates and guidelines are developed for each project • Prepare monthly technical and financial reports • Conduct performance appraisals and take corrective actions as required • Makes "hire/fire" recommendations to the Chief Operating Officer
Senior Conference Managers <i>Esmee Arthurton, B.A.</i> <i>Lethia Kelly, B.S.</i> <i>Patricia Heighl</i>	Responsible for oversight of all pre, onsite, and postmeeting events (SIN 541-4D) Responsible for ensuring that all Federal Travel Regulations are followed (SIN 541-4D) Responsible for ensuring that all facilities comply with ADA provisions (SIN 541-4D)	<ul style="list-style-type: none"> • Select and negotiate final contracts with all meeting/exhibit facilities and vendors • Review all meeting support products to ensure their quality (participant lists, name tents, name badges, etc.) • Oversee performance of Meeting Planners and Meeting Assistants
Senior Communications Specialist <i>Linda DeGraffenreid, B.A.</i>	Responsible for the development of a communication and marketing plan that is consistent with the project workscope, schedule, and budget (SIN 541-3 and 541-4A) Responsible for conducting research to ensure that communication and marketing	<ul style="list-style-type: none"> • Develop detailed outline and, following client approval, develop detailed drafts of all communication and marketing products • Test products in sample markets; incorporate changes consistent with feedback received • Develop final marketing and communication products

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	products are appropriate for targeted audiences (SIN 541-3 and 541-4A)	
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Position/ Staff Member	Areas of Responsibility and Accountability/Affected SINs	Actions AFYA Managers/Staff Take To Ensure That Quality Control Measures Are Implemented
<p>Public Relations Specialist/Writer <i>Beth Rebinowitz, B.A.</i></p>	<p>Responsible for the accuracy, completeness, and readability of all print products (SIN 541-3 and 541-4A)</p> <p>Responsible for adherence to GPO or other style manuals (All SINs)</p> <p>Accountable to clients' communications staff for adherence to all government clearance procedures (SIN 541-3 and 541-4A)</p>	<ul style="list-style-type: none"> • Develop detailed outlines for and, following client approval, final drafts of all media and press products (newsletters, press releases, brochures, etc.) • Identify media outlets and implement promotional plan • Monitor press pick up of articles • Plan and convene press conferences
<p>Graphic Designer and Production Manager <i>Roy Ingram, B.A.</i></p>	<p>Responsible for ensuring the quality of all commercial art and graphic design services (SIN 541-4D and 541-4F)</p> <p>Serves as Web Site Developer (SIN 541-3)</p> <p>Responsible for day-to-day direction of activities within AFYA's Publications Production and Graphics Center (PPGC) (All SINs)</p> <p>Develops the aesthetic guidelines which govern the work performed within the PPGC (selects software to be used, page formats, type size and style, graphic elements) (All SINs)</p>	<ul style="list-style-type: none"> • Develop, implement, and monitor weekly schedules, based on input from the project staff • Participate in the development of quality control procedures and performance standards • Oversee performance of editors, proofreaders, and production specialists to ensure that high quality deliverables are produced • Anticipate potential production problems and develop and implement solutions

3. Whether Subcontractors Are Used And Quality Control Measures for Subcontractors

Our only routine subcontractors on our proposed SINs are videoconferencing and Webcasting vendors. We develop subcontracts that contain clear and carefully worded statements of work, delivery schedules, and performance acceptability standards that all vendors must sign. We use carefully selected vendors with excellent reputations, and we monitor their work closely during each phase of the project, providing critical feedback as needed. AFYA does not pay subcontractors until our clients have fully approved their products/services.

Section B

1. Productivity Enhancement (for All SINs)

AFYA's techniques for enhancing productivity include offering incentives to employees, such as performance bonuses for exceeding expected production standards. We use a "zero defects" quality control standard, so there are no incentives offered for achieving acceptable quality. However, we do offer incentives to our employees for completing tasks ahead of schedule, and we encourage employees to recommend new, innovative approaches.

2. Cost Reduction Methods (for All SINs)

AFYA uses Deltek accounting and financial management software, which enables us to clearly and accurately record, monitor, and track costs. Our Project Directors routinely analyze incurred costs to identify potential areas for cost reduction. They identify the cost-effective techniques used on contracts on which we are experiencing cost savings and direct employees to emulate the design and production approaches used on these projects. We routinely obtain three estimates for all supplies, to ensure that we are receiving the best prices available, and we negotiate for volume discounts whenever possible. When paying for hotel sleeping rooms, we negotiate rates at or below Government per diem rates. Further, due to the volume of meeting planning business that AFYA conducts, we are often able to negotiate for complementary meeting rooms or reduced rates for audiovisual equipment. We use a site selection service, Helmsbriscoe, Inc., that helps us quickly identify potential meeting sites. This service is offered at no cost to AFYA or our clients.

3. Handling Potential Problems and AFYA's Recommended Solutions (All SINs)

We summarize briefly some of the problems one can encounter in the advertising and integrated marketing services areas and how we would avoid/resolve them. (The list is illustrative; it is not intended to be all-inclusive.)

Potential Problem/Applicable SIN	Recommended Solution
Public Service Announcements (PSAs) may not be effective within target audience(s) (SIN 541-4A)	Before fully deploying the PSA, run it in a small, test market and conduct an audience survey to determine whether the content, delivery, or complexity of the message was the problem. Revise the PSA based on feedback.
Marketing products are developed that are not aimed at the appropriate audience (SIN 541-3 and 541-4A)	Study the intended audience before developing products, either using client-provided data or AFYA-supplied research data. Pretest the products, if feasible.
Materials are developed that are too complex for the audience's reading level (SIN 541-3 and 541-4A)	Perform one of the standard industry-accepted tests for readability; aim for a sixth grade reading level.
Press coverage is not as extensive as client desires (SIN 541-3 and 541-4A)	Develop, in advance, a list of press contacts and outlets and review this with the client. Perform additional research, if required. Utilize contact lists that associations and advocacy organizations provide.
Pick-up by auxiliary stations for a planned videoconference is not as broad as client desires (SIN 541-3 and 541-4D)	Use a telecommunications vendor with demonstrated capability to access and broadcast on both major satellite bands and the ability to identify and resolve any satellite transmission problems at local sites.
Client expresses concerns that a broadcast may exceed allotted timeframe (SIN 541-3)	Carefully schedule each element of the broadcast and have a producer/facilitator onsite to monitor each segment of the broadcast and ensure that it does not exceed scheduled time limits.
Technical difficulties occur onsite during taping (SIN 541-3)	Perform advance technical engineering and production equipment tests to ensure equipment compatibility; conduct complete audio and video engineering checks.

4. Customer Relations (for All SINs)

AFYA routinely seeks client feedback on the firm's performance by sending out a Client Feedback Form that formally documents any client concerns. Our Chief Operating Officer also makes regular visits to clients to discuss our performance and then shares the feedback with all staff. Project Directors take corrective measures, as needed.

5. Procedures for Meeting Urgent Requirements (for All SINs)

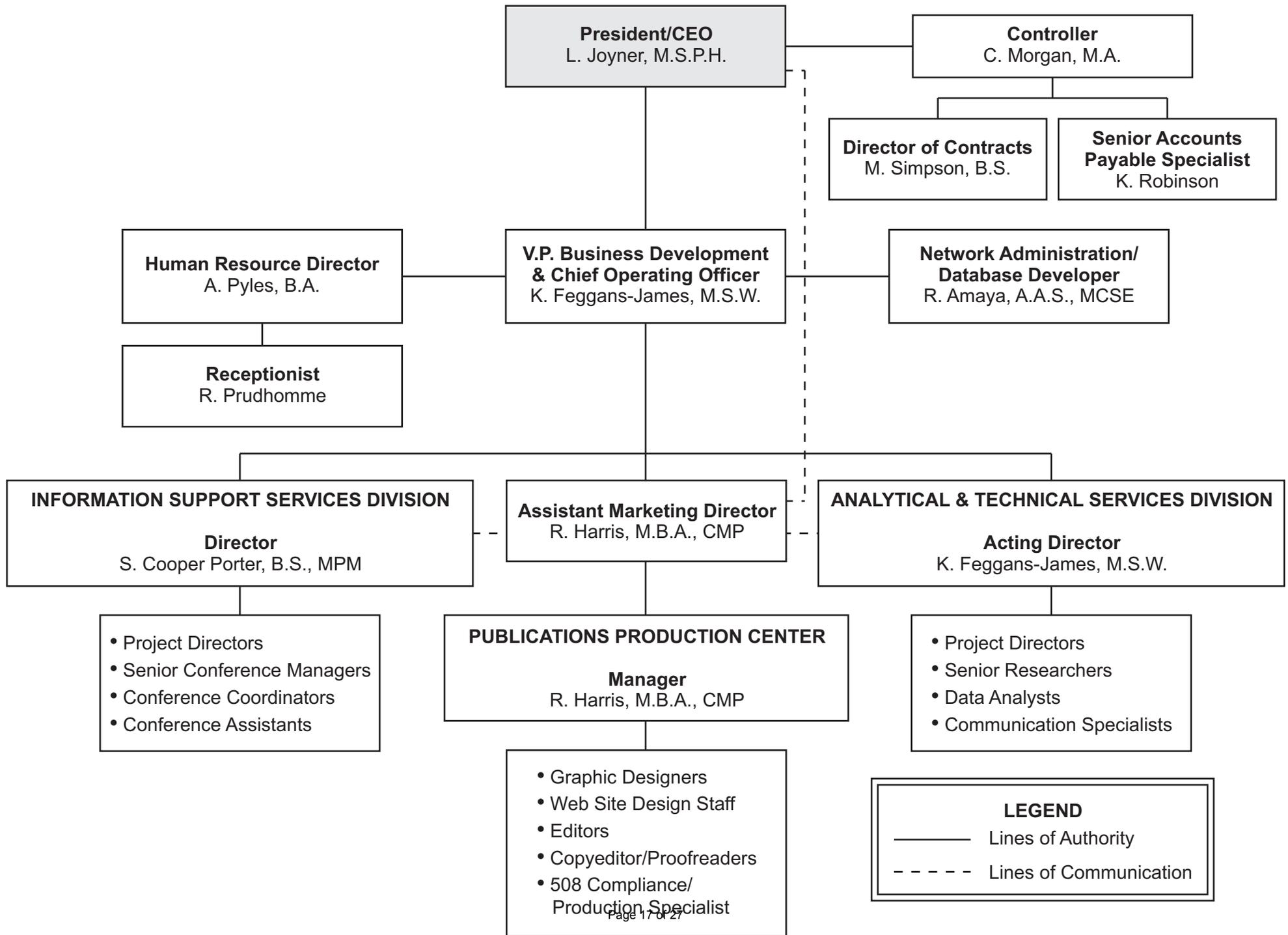
We perform more than 50 percent of our work on quick-reaction, task order contracts. We cross-train staff, so that they can support each other during peak periods. We also have on-call and part-time marketing and public relations staff who can help respond to urgent requirements. We use well-documented quality control procedures, graphic templates, and editorial style guides to facilitate our ability to work quickly.

Section C

1. Strategies AFYA Implements To Manage and Complete Multiple Projects Simultaneously for Multiple Agencies (for All SINs)

Performing on multiple, simultaneous projects is the norm at AFYA. We routinely implement multiple task orders, using on-call and part-time staff as needed to augment our core staffing. Our Deltek accounting system enables AFYA to easily track and monitor costs for multiple, simultaneous clients.

AFYA's Corporate Organizational Structure



**SUMMARY LIST OF AFYA, INC., LABOR CATEGORIES FOR AIMS
And Staff Whose Rates Were Used to Produce Loaded Rates**

Corporate Monitor Karen Feggans-Yates, M.S.W.	Communications Specialist Anne Lezak, M.A.
Senior Project Director Mimi E. Browne, M.P.H.	Public Relations Specialist Beth Rabinowitz, B.A.
Project Director Sandy Lundahl, M.P.H., M.A.	Senior Conference Managers Esmee Arthurton, B.A. Pat Helght
Deputy Project Director Stephanie Cook McDaniel, B.S.	Conference Coordinator III Wenda Harbour Minor, M.A. Martha Toliver, A.A.
Senior Researcher Mimi E. Browne, M.P.H.	Conference Coordinator II Robbyn McRae Harris, B.S., CMP Lethia Kelly, B.S.
Researcher Mary-Paula Walsh, Ph.D.	Conference Coordinator I Robin Dade Faith Dates-Ogbonna
Research Associate Stephanie Cook McDaniel, B.S.	Conference Assistant Phillisha Rembert
Research Assistant Kimberly Head, B.S.	Graphic Designer Roy Ingram, B.A.
Data Entry Operator Darrick Hill, B.A.	Web Site Developer Roy Ingram, B.A.
Senior Writers Melissa Capers, M.A., M.F.A. Sandy Lundahl, M.P.H., M.A. Susan Wells, B.A.	Editor Maryellen Thirolf, M.A.
Writers Mark Brown, B.A. Stephanie Cook McDaniel, B.S.	Copyeditor/Proofreader Clarence Johnson, B.A.
Production Manager/Creative Director Roy Ingram, B.A.	Production Specialist Pat Jackson
Network Administrator Rogelio Amaya, A.A.	Administrative Assistant Kristyn Hewlitt
Senior Communications Specialist Linda DeGraffenreid, B.A.	

AFYA, Inc.
Labor Category Descriptions for AIMS Staffing

Corporate Monitor

- *Minimum Education/Experience/Skills:* Advanced degree from an accredited college or university in the scientific or technical areas(s) in which projects are being monitored, combined with a minimum of 15 years of experience directing major Federal contracts. Must have demonstrated ability to plan, organize, and control diverse activities and the ability to meet corporate business development and performance objectives. Requires excellent written and verbal communication skills.
- *Duties and Responsibilities:* Reporting to company president or vice president, plans, organizes, and controls all technical and operational aspects of assigned projects or task orders. Interviews, selects, hires, and assigns senior management staff. Interacts with highest-level client representatives. Directs senior staff in the development of work plans and budgets for assigned contracts and task orders. Anticipates and implements solutions to anticipated operational problems, based on knowledge of latest technological advances in assigned disciplines. Accountable for the profitability of all assigned projects.

Senior Project Director

- *Minimum Education/Experience/Skills:* Advanced degree from an accredited college or university in a field of study related to the assigned project(s). Doctorate-level degree may be required to direct projects in the area of market research. Equivalent experience in a related technical discipline at a senior level may be substituted for education, at the company's discretion. Requires 7-10 years' management experience, preferably in the Federal government contract arena and knowledge of the Federal Acquisition Regulations.
- *Duties and Responsibilities:* Plans, organizes, and controls all technical, fiscal, operational, and performance activities on assigned projects and task orders. Develops and controls budgets, schedules, and timelines. Designs, develops, and implements solutions to anticipated operational problems. Applies previous experience managing complex processes and procedures and experience managing, directing, and evaluating the performance of staff at all levels. Demonstrates excellent communication skills (both verbal and written) and knowledge of latest technological advances in related disciplines. Prepares or conducts reviews of contract deliverables, including monthly reports and technical deliverables. Monitors schedules. Prepares and submits administrative and financial reports to the client at the required frequency.

Project Director

- *Minimum Education/Experience/Skills:* Degree from an accredited college or university in a field of study related to the assigned project(s). Advanced degree may be required to direct projects in the research and evaluation and survey research areas. Equivalent experience in a related technical discipline at a senior level may be substituted for education, at the company's discretion. Requires 5-7 years of management experience, preferably in the Federal Government contract arena. For market research projects, requires knowledge of statistical software used to perform data analysis.
- *Duties and Responsibilities:* Plans, organizes, and controls all technical, fiscal, operational, and performance activities on assigned projects and task orders. Develops and controls budgets, schedules, and timelines. Designs, develops, and implements solutions to anticipated operational problems. Applies previous experience managing complex processes and procedures and experience managing, directing, and evaluating the performance of staff at all levels. Demonstrates excellent communication skills (both verbal and written) and knowledge of latest technological advances in related disciplines. Manages project staff and resources on a day-to-day basis and guides junior staff. Prepares and submits administrative and financial reports to the client at the required frequency.

Deputy Project Director

- *Minimum Education/Experience/Skills:* Degree from an accredited college or university in a field of study related to the assigned project(s). Equivalent experience in a related technical discipline may be substituted for education, at the company's discretion. Requires 2-3 years of management experience and demonstrated ability to management discrete task orders and assignments.
- *Duties and Responsibilities:* Assists a Project Director in planning, organizing, and controlling all technical, fiscal, operational, and performance activities on assigned projects and task orders. May be assigned to develop and control budgets, schedules, and timelines. Advises Project Director of anticipated problems. Must be able to assist in the development and implementation of innovative solutions. Interprets contract specifications. Assists the Project Director in identifying, assigning, and supervising staff. May be assigned to draft monthly and/or annual reports for review and approval by the Project Director. Performs the duties of a Project Director in that person's absence. May also serve as task order or work assignment leader.

Senior Researcher

- *Minimum Education/Experience/Skills:* Advanced degree from an accredited college or university in the scientific or technical area(s) being studied, combined with a minimum of 10 years as a senior researcher. Experience designing and implementing market research studies, including branding initiatives, target market identification, and focus group research.
- *Duties and Responsibilities:* Conducts market research to identify the best methods of presenting the product, service, or program being promoted to the identified target audience. Develops research designs, study protocols, and data collection and analysis plans and monitors their implementation, ensuring that approved protocols and instruments are used. Supervises the collection, synthesis, and analysis of large quantities of qualitative and quantitative research data using a variety of approved methodological approaches. Identifies potential operational problems and develops and implements solutions. Selects, assigns, directs, and evaluates research staff. Demonstrates excellent communication skills (both verbal and written). Develops draft and final research reports, incorporating feedback from the client as required. Contributes to the development of monthly administrative and financial reports to be submitted to the client.

Researcher

- *Minimum Education/Experience/Skills:* Degree from an accredited college or university in the scientific or technical area(s) being studied, combined with a minimum of 5 years of experience as a researcher. Experience designing and implementing market research studies, including branding initiatives, target market identification, and focus group research.
- *Duties and Responsibilities:* Working under the direction of a Senior Researcher, implements research and study designs for market research, following approved protocols and using approved instruments. Manages data collection process and maintains study database, ensuring the integrity and confidentiality of data. Collects, synthesizes, and analyzes qualitative and quantitative research data using a variety of approved methodological approaches. Demonstrates excellent communication skills (both verbal and written) and the ability to assist in the development and revision of concise and well-written research reports. May be assigned to direct the work of Research Associates.

Research Associate

- *Minimum Education/Experience/Skills:* Undergraduate degree in the social sciences, research, or other related field. Minimum of 2 years of work experience in the research and evaluation field (1 year with a graduate degree). Ability to comprehend and follow detailed market research protocols and guidelines. Familiarity with basic database maintenance procedures. Excellent verbal and written communication skills.
- *Duties and Responsibilities:* Assist in recruiting study participants, as required. Interview study participants. Participate in data review, analysis, and interpretation. Conduct literature searches. Assist with the design of data collection procedures and instruments. Train staff to enter and verify data and review their work on a periodic basis. May be asked to supervise the work of Research Assistants.

Research Assistant

- *Minimum Education/Experience/Skills:* Minimum of 1 year of work experience. Undergraduate degree preferred, but not required. Ability to comprehend and follow detailed market research protocols and guidelines. Familiarity with basic database maintenance procedures. Verbal and written communication skills. Minimum typing speed of 60 wpm.
- *Duties and Responsibilities:* Maintain market research databases. Code, key enter, review, and clean research data. Follow approved protocols for verifying and correcting data. Extract data from files and develop graphic displays of findings, upon request. Prepare interviewer packets and other interview-related materials. Assist in data retrieval and cleaning. Maintain tracking databases. Enter data into system.

Data Entry Operator

- *Minimum Education/Experience/Skills:* 2 years of work experience as a data entry operator, typist, or word processing operator. Familiarity with a variety of software packages. Ability to work in both IBM PC-compatible and Macintosh environments. Minimum input speed of 70 wpm.
- *Duties and Responsibilities:* Key entry of data into computer-based systems in support of a variety of project and corporate activities. Conduct quality control reviews of own work.

Senior Writer

- *Minimum Education/Experience/Skills:* Degree from an accredited college or university in the social sciences, English, or Journalism, combined with a minimum of 5 years of experience as a senior writer. Requires excellent writing skills and demonstrated ability to work in a production environment with other staff, in a collaborative manner, to meet assigned deadlines. Must be able to oversee all facets of the production process (research, writing, editing, design). Must be able to review and critique the work of less experienced writers. Must be able to work cooperatively with clients to produce an acceptable product.
- *Duties and Responsibilities:* Develops and monitors schedules and budgets for writing assignments. Researches, develops, writes, and finalizes outlines and first and second drafts of a variety of written materials, including public information messages and marketing materials such as brochures, pamphlets, and leaflets. Assigns tasks to less senior writing staff and reviews their work. Demonstrates excellent written communication skills and familiarity with required style guides used in assigned areas. Interacts effectively with writers, designers, and other production personnel in the development of final deliverables. Meets or consults with clients to review their comments and agree to final changes. Must be able to identify potential operational problems and conceptualize and implement feasible solutions.

Writer

- *Minimum Education/Experience/Skills:* Minimum of 3 years of experience as a writer. Requires excellent writing skills and demonstrated ability to work in a production environment with other staff, in a collaborative manner, to meet assigned deadlines.
- *Duties and Responsibilities:* Researches, develops, writes, and finalizes a variety of complex written materials, including public information messages and marketing materials, such as brochures, pamphlets, and leaflets. Develops drafts of written products for review by a more senior staff member. Modifies and revises materials in response to feedback from senior staff and/or clients. Demonstrates excellent written communication skills and familiarity with required style guides used in assigned areas. Assists the Senior Writer upon request.

Production Manager/Creative Director

- *Minimum Education/Experience/Skills:* Degree in graphic design or illustration or another creative field from an accredited college or university, combined with a minimum of 5 years of production management experience. Requires the ability to direct graphic and editorial staff in the design and production of a variety of print and audiovisual materials and Web content. Must be able to develop and monitor production schedules and ensure that work is performed within budget.

- *Duties and Responsibilities:* Meets with requesters to interpret job specifications and develop work plans. Develops budget within client parameters and develops alternate workplan when necessary to adhere to budget. Develops creative conceptual approaches to be used in marketing and public relations campaigns. Designs and develops a variety of print and graphic products, including pamphlets, brochures, leaflets, and other marketing materials. Oversees graphic designers or provides graphic design services. Monitors each production phase and conducts quality control reviews of interim and final products. Interacts with internal and external users to ensure their satisfaction.

Database Manager

- *Minimum Education/Experience/Skills:* Degree from an accredited college or university, preferably in the area of information science or computer science, combined with a minimum of 3 years of experience serving as a network administrator.
- *Duties and Responsibilities:* Designs and maintains corporate and project information technology (IT) systems and networks required to support corporate and project activities. Maintains corporate file servers. Sets up addresses, switches, and routers. Establishes network accounts. Develops and implements system security procedures, including file back-up procedures. Sets up employees with user accounts, passwords, and e-mail addresses. Establishes and maintains a Web site filtering and blocking system.

Senior Communications Specialist

- *Minimum Education/Experience/Skills:* Degree in health communications, English literature, journalism, or a related field, combined with 10 years of communications experience. Requires extensive experience conducting research to identify the best communication mechanisms and ability to work with creative staff to design, implement, modify, and provide customized, strategic marketing plans and media and public information campaigns.
- *Duties and Responsibilities:* Meets with clients to clarify scope of work for marketing and communication projects and task orders. Leads teams of communications specialists in identifying the best methods of communication, by identifying resistance to any previously tested communication techniques, analyzing previous campaigns for their effectiveness, and reviewing all available data on behavioral change and its causes. Designs, develops, modifies, and implements communication campaigns that incorporate print, video, radio, TV, and Web technology. Develops draft and final marketing text. Works with graphic professionals to develop visual elements of marketing campaigns. Designs and implements campaigns to test products in limited markets and modifies campaigns, in response to feedback received.

Communications Specialist

- *Minimum Education/Experience/Skills:* Degree in health communications, English literature, journalism, or a related field, combined with 7 years of communications experience. Experience supporting the conduct of research to identify the best communication mechanisms and ability to work with creative staff to design, implement, modify, and provide customized, strategic marketing plans and media and public information campaigns.
- *Duties and Responsibilities:* Assists in identifying the best methods of communication, by identifying resistance to any previously tested communication techniques, analyzing previous campaigns for their effectiveness, and reviewing all available data on behavioral change and its causes. Designs, develops, modifies, and implements communication campaigns that incorporate print, video, radio, TV, and Web technology. Develops draft marketing text for review and approval by Senior Communications Specialist. Assists in the implementation of campaigns to test products in limited markets.

Public Relations Specialist

- *Minimum Education/Experience/Skills:* Undergraduate degree in English literature, journalism, public relations, or a related field, combined with 5 years of public relations experience. Requires extensive experience designing, developing, and implementing public and media relation campaigns that promote clients' marketing, media, and public information efforts.

- *Duties and Responsibilities:* Meets with clients to clarify scope of work for public relations projects and task orders. Analyzes previous public relations campaigns and collateral for their effectiveness and, based on this analysis, provides recommendations on better ways to promote public awareness. Arranges for a variety of events (press conferences, radio/TV advertisements, conferences, etc.) designed to promote client activities. Develops draft and final articles for newspapers, magazines, Web sites, and other media. Works with graphic professionals to develop visual elements of campaign. Tests campaigns and products in limited markets and modifies them in response to feedback received.

Senior Conference Manager

- *Minimum Education/Experience/Skills:* Degree from an accredited college or university. (Equivalent experience may be substituted for education, at the company's discretion.) Requires minimum of 10 years of experience in planning and managing meetings, conferences, exhibits, and trade shows, preferably in the Federal government arena. Must include 7 years of experience directing conference, exhibit, and trade show planning projects and task orders, including 5 years of experience at the senior level. Must have experience in work plan and budget development, review and approval of hotel contracts, directing senior-level conference staff, and interacting directly with clients to ensure their satisfaction. Must be thoroughly familiar with Federal Travel Regulations.
- *Duties and Responsibilities:* Plans, organizes, and controls all technical, fiscal, operational, and performance activities on assigned conference and meeting support task orders and work assignments. Serves as task leader, overseeing all premeeting, onsite, and postmeeting activities. Interprets task order and work assignment specifications and develops written responses (work plans) and related task breakdown. Develops and controls budgets, schedules, and timelines for assigned events. Anticipates problems and develops and implements innovative solutions. Assigns and supervises senior staff. Reviews, negotiates, and signs hotel contracts. Prepares monthly and/or annual reports describing activities on assigned events. Conducts postmeeting evaluations. Responsible for direct interaction with client and for ensuring total client satisfaction. Anticipates potential operational problems and develops logical, cost-effective solutions.

Conference Coordinator III

- *Minimum Education/Experience/Skills:* Degree from an accredited college or university. (Equivalent experience may be substituted for education, at the company's discretion.) Requires minimum of 7 years of experience as a conference coordinator, preferably in the Federal government arena. Must include 3 years of experience at a senior level, directing junior-level conference staff in supporting meeting, conferences, exhibits, and trade shows. Must be thoroughly familiar with Federal Travel Regulations.
- *Duties and Responsibilities:* Under the direction of a Senior Conference Manager, takes significant responsibility for planning premeeting, onsite, and postmeeting activities. Develops and controls budgets, schedules, and timelines for assigned meetings, conferences, events, and trade shows. Recommends meetings sites to Senior Conference Manager and conducts first-level review of hotel contracts. Advises Senior Conference Manager of anticipated problems and develops and implements innovative solutions. Assigns and supervises senior staff. Drafts portions of monthly and/or annual reports describing activities on assigned tasks. Conducts postmeeting evaluations. Does final review and approves supported attendees' reimbursement request forms. Responsible for direct interaction with client and for ensuring total client satisfaction. Anticipates potential operational problems and develops logical, cost-effective solutions.

Conference Coordinator II

- *Minimum Education/Experience/Skills:* Requires minimum of 5 years of experience as a conference coordinator, preferably in the Federal government arena. Requires some experience independently directing plans for medium to large meetings, conferences, and exhibits. Must be thoroughly familiar with Federal Travel Regulations.
- *Duties and Responsibilities:* Assists a Conference Coordinator III in fulfilling all aspects of meeting, conference, exhibit, and trade show plans. Follows each aspect of work plan as developed by senior manager to ensure its fulfillment. Identifies potential meeting sites and participates in site visits. Oversees the work of meeting support personnel to ensure that all meeting materials are prepared and shipped according to schedule. Oversees onsite activities (registration, speaker liaison, press room, audiovisual

equipment operation). Tabulates responses from meeting evaluation forms to assist in completion of postmeeting evaluations. Does first-level review of supported attendees' reimbursement request forms.

Conference Coordinator I

- *Minimum Education/Experience/Skills:* High school diploma required. Requires 2 years of experience in the meeting planning field, preferably in the Federal government arena. Must have skills in Access or other database software. Knowledge of MeetingTrak meeting management software or other meeting planning software in use at the firm required.
- *Duties and Responsibilities:* Registers meeting attendees in MeetingTrak database or other meeting management software and produces both routine and ad hoc registration reports. Assists with the identification of potential meeting sites. Prepares items for registration packets, including logistical information, travel reimbursement forms, and draft and final agendas. Prepares visual aids to be used in presentations. Prepares onsite materials, including speaker tent cards, name badges, signs, and final lists of preregistered attendees. Provides onsite support. Maintains a log of supported attendees' reimbursement request forms and tracks payments.

Graphic Designer

- *Minimum Education/Experience/Skills:* Degree in graphic design or illustration or another creative field from an accredited college or university, combined with a minimum of 5 years of previous experience as a graphic artist. Requires the ability to use graphic elements and both custom and stock art to produce an attractive layout or design. Also requires the demonstrated ability to work in a production environment with other staff, in a collaborative manner, to meet assigned deadlines.
- *Duties and Responsibilities:* Integrates all elements of a marketing document (text, graphic illustrations, photos) into a cohesive whole that is visually appealing. Assesses readability of layout and improves/revises it by changing the page layout as required. Must be familiar with commonly used typefaces and a variety of graphic design software packages (Adobe PageMaker, Freehand, Illustrator; CorelDRAW and Corel PhotoPaint; and Microsoft PowerPoint). May be required to perform page layout using QuarkXPress or other advanced packages. Must be able to prepare camera-ready artwork for printing.

Web Site Developer

- *Minimum Education/Experience/Skills:* Undergraduate degree, preferably in the fine arts or in information technology. Requires 3 years of experience (5 years with no degree) in the Web design field or in a related area, such as graphic design. Familiarity with a variety of Web design software, concepts, practices, and procedures. Ability to visualize the best configuration for a cost-effective site that communicates information in a visually attractive manner, with full impact.
- *Duties and Responsibilities:* Reviews, analyzes, and evaluates user and/or client needs for Web-based systems. Conducts feasibility analyses, which requires developing detailed description of user needs, program functions, and site configuration. Identifies and implements steps required to develop new sites or modify existing sites. Exercises a wide degree of creativity and latitude, by independently designing and developing Web sites that are responsive to user needs. Adheres to all Section 508 specifications regarding accessibility of sites by the handicapped. Modifies sites to incorporate management and/or client feedback.

Senior Editor

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Editor

- *Minimum Education/Experience/Skills:* Advanced degree in English, journalism, or communications from an accredited college or university, combined with 5 years of experience as an editor. Requires total mastery of grammar, spelling, and syntax and the demonstrated ability to work in a production environment with other staff, in a collaborative manner, to meet assigned deadlines.
- *Duties and Responsibilities:* Reviews and edits a variety of complex written materials to ensure their readability, logical organization, grammatical correctness, and adherence to prescribed style guides. Reviews complex documents and determines how they can be reorganized so that facts are presented in a concise, clear manner. For sales and marketing products, edits and/or rewrites text to ensure that copy is persuasive and convincing. Reads materials to ensure that text is well organized, logically presented, and supported by appropriate details. Reorganizes text as required to improve flow and readability. Requires excellent written and verbal communication skills and familiarity with required style guides used in assigned areas.

Copy Editor/Proofreader

- *Minimum Education/Experience/Skills:* Degree in English, Journalism, or the social sciences. Requires a minimum of 2 years of experience in a production environment. Ability to independently review print, audiovisual, or Web materials and confirm their editorial correctness. Familiarity with various style guides, such as the Government Printing Office Style Manual, Chicago Manual of Style, or other specified style manuals required.
- *Duties and Responsibilities:* Performs copy edits of reports, manuals, newsletters, brochures, press releases, and other deliverables. Reviews and proofreads materials to ensure grammatical correctness and compliance with style guides, design requirements, and other client-prescribed guidance. Checks for correct grammar, syntax, spelling, verb usage, agreement, tense, and number. Checks the format of all citations and references. Marks copy legibly or works in track changes software so that edits can be reviewed and approved.

Production Specialist

- *Minimum Education/Experience/Skills:* High school diploma and minimum of 5 years of experience in a production environment. Must be able to interpret and follow instructions to develop products according to the Production Manager's direction. Requires 5 years' experience in the use of a full range of production software, including Microsoft Word, Corel WordPerfect, and Microsoft PowerPoint. Some supervisory experience preferred.
- *Duties and Responsibilities:* Inputs original text using a variety of word processing software. Uses own discretion, along with client/manager input, to select the most attractive and cost-effective method of formatting documents. Inputs changes to text for which an electronic file has already been created. Proofreads own work to ensure its accuracy. Works with other Production Specialists and with Graphic Artists to design and assemble deliverables. Incorporates complex graphics into text. May meet with client to review document and note final changes to be made, upon request of the Production Manager.

Administrative Assistant

- *Minimum Education/Experience/Skills:* High school diploma, plus 1 year of experience in an office environment. Requires skills in word processing, filing, and general office duties. Familiarity with spreadsheet software preferred, but not required.
- *Duties and Responsibilities:* Under direct supervisor, provides general administrative and clerical support to all project staff by performing such duties as record keeping, photocopying, and filing. Prepares outgoing emails and faxes. Monitors supply levels and procures replacement supplies as required. Schedules conference calls.

AFYA, Inc.
Advertising and Integrated Marketing Solutions (AIMS) Schedule
Price List
(Rates are for all SINS: 541-3, 541-4A, 541-4D, and 541-4F)

Labor Category Offered	2014 - 2015 Year 8 (.75% IFF)
Corporate Monitor	211.45
Senior Project Director	137.94
Project Director	134.27
Deputy Project Director	105.52
Senior Researcher	137.94
Researcher	135.39
Research Associate	146.36
Research Assistant	76.63
Database Manager	93.84
Data Entry Operator	56.96
Senior Writer	134.27
Writer	105.52
Senior Communications Specialist	120.67
Communications Specialist	97.95
Public Relations Specialist	86.19
Production Manager/Creative Director	101.32
Senior Conference Manager	101.64
Conference Coordinator III	94.85
Conference Coordinator II	87.59
Conference Coordinator I	79.68
Web Site Developer	101.32
Graphic Designer	81.32
Production Specialist	73.73
Administrative Assistant	69.89
Senior Editor	130.10
Editor	97.95
Copy Editor/Proofreader	83.07

Service Contract Act

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire AIMS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the contractor adds SCA labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable wage determination number. Failure to do so may result in cancellation of the contract.