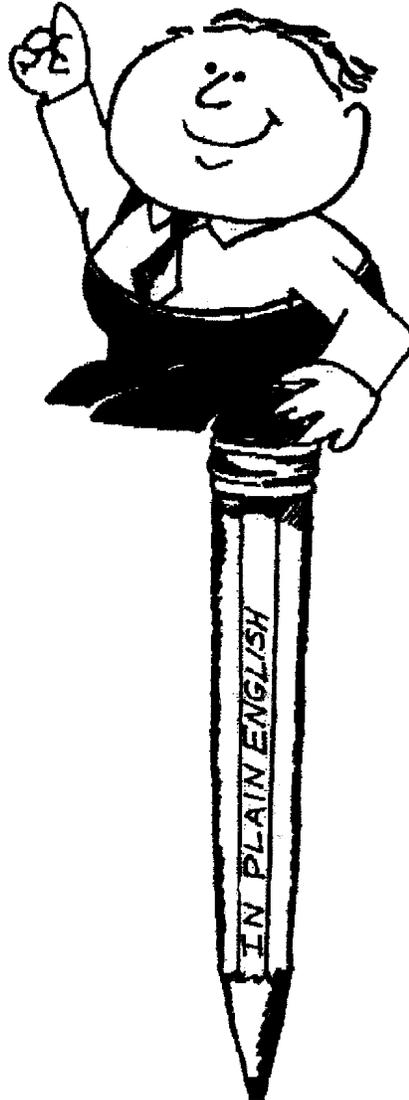


**If you have reports, manuals, policies,  
procedures, handbooks, guides, or instructions  
you want people to  
understand...**



**you need us...  
In Plain English®**

*...making factual information easy to read and easy to use.*

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# 1 GSA MOBIS Schedule

## GENERAL SERVICES ADMINISTRATION Federal Supply Service

### *Authorized Federal Supply Schedule Price List*

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**<sup>TM</sup>, a menu-driven database system. The INTERNET address for **GSA Advantage!**<sup>TM</sup> is: <http://www.GSAAdvantage.gov>.

### Schedule for – Management, Organizational and Business Improvement Services (MOBIS)

**Federal Supply Group:** 874      **Class:** R499

**Contract Number:** GS-10F-0068N

**For more information on ordering from Federal Supply Schedules  
click on the FSS Schedules button at <http://www.fss.gsa.gov>**

**Contract Period:** November 15, 2002 through November 14, 2007

Includes Industrial Funding Fee Effective 1/1/04

<b>Contractor:</b> R.H. Wohl & Associates, Inc. 14501 Antigone Drive, Gaithersburg, MD 20878-2484	dba	In Plain English <sup>®</sup> PO Box 3300 Gaithersburg, MD 20885-3300	<b>Business Size:</b> Small Business
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**Telephone:** (301) 340-2821

**Extension:**

**FAX Number:** (301) 279-0115

**Web Site:** [WWW.InPlainEnglish.Com](http://WWW.InPlainEnglish.Com)

**E-mail:** [RWohl@InPlainEnglish.Com](mailto:RWohl@InPlainEnglish.Com)

**Contract Administration:** Ronald H. Wohl CMC

## CUSTOMER INFORMATION:

- 1a. **Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:**  
874-1, 874-2 and 874-3
- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.
- 1c. **If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.**
2. **Maximum Order:** \$1,000,000.00
3. **Minimum Order:** \$300.00
4. **Geographic Coverage (delivery Area): Domestic only**

5. Point(s) of production (city, county, and state or foreign country): **Same as company address**
6. Discount from list prices or statement of net price: **Government net prices (discounts already deducted). See the following**
7. Quantity discount: **None Offered**
8. Prompt payment terms: **Net 30 days**
- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: **Yes**
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: **will Accept Over \$2,500**
10. Foreign items (list items by country of origin): **None**
- 11a. Time of Delivery (Contractor insert number of days): **Specified on the Task Order**
- 11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list" under this heading. The Contractor may use a symbol its choosing to highlight items in its price list that have expedited delivery: **Contact Contractor**
- 11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: **Contact Contractor**
- 11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery: **Contact Contractor**
12. F.O.B. Points(s): **Destination**
- 13a. Ordering Address(es): **Same as company address**
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage ([www.fss.gsa.gov/schedules](http://www.fss.gsa.gov/schedules) ).
14. Payment address(es): **Same as company address**
15. Warranty provision: **Contractor's standard commercial warranty**

16. Export Packing Charges (if applicable): **N/A**
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): **Contact Contractor**
18. Terms and conditions of rental, maintenance, and repair (if applicable): **N/A**
19. Terms and conditions of installation (if applicable): **N/A**
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): **N/A**
- 20a. Terms and conditions for any other services (if applicable): **N/A**
21. List of service and distribution points (if applicable): **N/A**
22. List of participating dealers (if applicable): **N/A**
23. Preventive maintenance (if applicable): **N/A**
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): **N/A**
- 24b. If applicable, indicate that 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](http://www.Section508.gov) .
25. Data Universal Numbering Systems (DUNS) number: **10-6731441**
26. Notification regarding registration in Central Contractor Registration (CCR) database: **Registered**

Contractor will accept LH and FFP

## GSA Pricelist

MOBIS Schedule	Commercial		Government	4th Year Hourly Labor Rates		5th Year Hourly Labor Rates	
SIN 874-1, 874-2 and 874-3	Hourly Labor Rates		Discount	Offered to the Government (Loaded)		Offered to the Government (Loaded)	
Labor Categories	(Loaded)		Offered	Includes .75%IFF		Includes .75%IFF	
	On Site	Off Site		On Site	Off Site	On Site	Off Site
Project Manager II	\$319	\$319	25%	\$255.06	\$255.06	\$262.71	\$262.71
Project Manager I	\$180	\$180	25%	\$121.98	\$121.98	\$125.64	\$125.64
Executive Consultant	\$319	\$319	20%	\$255.06	\$255.06	\$262.71	\$262.71
Senior Consultant	\$290	\$290	20%	\$233.74	\$233.74	\$240.75	\$240.75
Senior Strategic Business Consultant II	\$532	\$532	25%	\$375.00	\$375.00	\$386.25	\$386.25
Senior Security Consultant/Engineer II	\$157	\$157	25%	\$112.78	\$112.78	\$116.16	\$116.16
Senior Security Consultant/Engineer I	\$153	\$153	25%	\$109.66	\$109.66	\$112.95	\$112.95
Senior Security Consultant/Engineer	\$151	\$151	25%	\$109.66	\$109.66	\$112.95	\$112.95
Security Consultant/ Engineer	\$148	\$148	25%	\$109.66	\$109.66	\$112.95	\$112.95
Senior Technical Writer	\$148	\$148	25%	\$109.66	\$109.66	\$112.95	\$112.95
Manuscript Preparer	\$83	\$83	20%	\$66.90	\$66.90	\$68.90	\$68.90
Graphic Artist	\$193	\$193	20%	\$155.56	\$155.56	\$160.23	\$160.23

**Extension of labor category hourly rates for years 6-10 at the fixed escalation of 3%**

<b>MOBIS Schedule</b>	<b>6th Year Hourly Labor Rates</b>		<b>7th Year Hourly Labor Rates</b>		<b>8th Year Hourly Labor Rates</b>		<b>9th Year Hourly Labor Rates</b>		<b>10th Year Hourly Labor Rates</b>	
<b>SIN 874-1, 874-2 and 874-3</b>	<b>Offered to the GSA(Loaded)</b>		<b>Offered to the GSA(Loaded)</b>							
<b>Labor Categories</b>	<b>Includes .75%IFF</b>		<b>Includes .75%IFF</b>		<b>Includes .75%IFF</b>		<b>Includes .75%IFF</b>		<b>Includes .75%IFF</b>	
	<b>On Site</b>	<b>Off Site</b>	<b>On Site</b>	<b>Off Site</b>						
Project Manager I	\$129.41	\$129.41	\$133.29	\$133.29	\$137.29	\$137.29	\$141.41	\$141.41	\$145.65	\$145.65
Senior Strategic Business Consultant II	\$397.84	\$397.84	\$409.78	\$409.78	\$422.07	\$422.07	\$434.73	\$434.73	\$447.77	\$447.77
Senior Security Consultant/Engineer II	\$119.65	\$119.65	\$123.23	\$123.23	\$126.93	\$126.93	\$130.74	\$130.74	\$134.66	\$134.66
Senior Security Consultant/Engineer I	\$116.34	\$116.34	\$119.83	\$119.83	\$123.42	\$123.42	\$127.13	\$127.13	\$130.94	\$130.94
Senior Security Consultant/Engineer	\$116.34	\$116.34	\$119.83	\$119.83	\$123.42	\$123.42	\$127.13	\$127.13	\$130.94	\$130.94
Security Consultant/Engineer	\$116.34	\$116.34	\$119.83	\$119.83	\$123.42	\$123.42	\$127.13	\$127.13	\$130.94	\$130.94
Senior Technical Writer	\$116.34	\$116.34	\$119.83	\$119.83	\$123.42	\$123.42	\$127.13	\$127.13	\$130.94	\$130.94

# Our MOBIS Labor Categories

## Project Manager II

This Project Manager shall have a minimum of 10 years of experience, including at least 6 years of management experience. The individual shall possess a Bachelors degree or higher in a relevant or related field. A Masters degree in a relevant or related discipline may be substituted for two years of experience. The Project Manager shall direct, plan, organize, control and manage the project to ensure that all contractual obligations are fulfilled in an efficient and timely manner. The Project Manager must be able to:

- Manage multiple projects, Indefinite Delivery/Indefinite Quantity contract vehicles, and/or tasks
- Serve as the contractor's point of contact with the government contracting officer and the government contracting officer's representative
- Formulate and enforce work standards, develop schedules, review work discrepancies, and communicate agency policies, purposes, and goals to subordinates
- Monitor the program budget at the top level, staff the program with qualified personnel, and take steps to ensure the schedule and deliverables are in compliance with the contract and the delivery orders

## Project Manager I

This Project Manager shall have a minimum of 5 years of experience, including at least 5 years of management experience. The individual shall possess a Bachelors degree or higher in a relevant or related field. A Masters degree in a relevant or related discipline may be substituted for two years of experience. The Project Manager shall guide the project to ensure that all contractual obligations are fulfilled in an efficient and timely manner. The Project Manager must be able to:

- Manage a single program or project under an Indefinite Delivery/Indefinite Quantity contract or other contract vehicle, and/or task
- Serve as the contractor's point of contact with the government contracting officer and the government contracting officer's representative
- Guide work standards and processes, develop schedules, review work discrepancies, and communicate agency policies, purposes, and goals to members of the consulting team
- Monitor the program or project budget at the top level, staff the program or project with qualified personnel, and take steps to ensure the schedule and deliverables are in compliance with the contract and the delivery orders

## Executive Consultant

The Executive Consultant shall have a minimum of ten years of professional experience, including at least six years of specialized experience. The Executive Consultant shall possess a Bachelors degree or higher in a relevant or related field. A Masters degree in a relevant or related field may be substituted for two years of experience. The Executive Consultant will act as a cognizant authority over one or more of the top-level subject topics. The Executive Consultant may have extensive experience as technical leader, and/or Senior Project Manager.

The Executive Consultant serves as a technical expert in areas relevant to a particular project. The Executive Consultant produces and/or reviews substantive and/or complex technical documentation reflecting detailed knowledge of technical areas as identified in the Statement of Work. The Executive Consultant is responsible for the following areas:

- Providing technical expertise
- Providing input on task performance, including the order of performance steps, schedules and milestones, and deliverables
- Providing the performance objectives
- Providing input, review, and quality assurance on designing and developing processes and programs

### **Senior Consultant**

The Senior Consultant shall have at least eight years of professional experience, including at least five years of specialized experience. The Senior Consultant shall possess a Bachelors degree or higher in a relevant or related field. A Masters degree in a relevant or related discipline may be substituted for three years of experience. The Senior Consultant will act as a cognizant authority over one or more of the top-level subject topics. The Senior Consultant may have experience as a Technical Leader and/or Senior Project Manager.

The Senior Consultant serves as a technical expert in areas relevant to a particular project. The Senior Consultant produces and/or reviews substantive and/or complex technical documentation reflecting detailed knowledge of technical areas as identified in the Statement of Work. The Senior Consultant is responsible for the following areas:

- Providing technical expertise
- Providing input on task performance, including the order of performance steps, schedules and milestones, and deliverables
- Providing the performance objectives
- Providing input, review, and quality assurance on deliverables

### **Senior Strategic Business Consultant II**

This consultant is responsible for analysis, problem solving and strategic planning for all levels of complex business processes and organization redesign and development. Manages strategic planning teams and projects; performs scope setting, design, analysis, project implementation, quality control and evaluation of workflow and project outcomes. Lead facilitator for all aspects of strategy development. Must possess an MBA or educational equivalent and 20 or more years of experience in consulting and business process improvement. Must also have outstanding presentation and communication skills.

### **Senior Security Consultant/Engineer II**

This consultant will have a Bachelors degree and at least four years of in depth knowledge of performing application, networking and enterprise-wide security reviews for business processes. This expert will have extensive knowledge of the latest best practices and federal government guidelines on System Development Lifecycle Methodologies. Also, this consultant will be able to provide comprehensive strategic advice on enterprise architecture and platform migration for business processes.

## **Senior Security Consultant/Engineer I**

This consultant will have a Bachelors degree and at least three years of knowledge of performing application, networking and enterprise-wide security reviews for business processes. This expert will have extensive knowledge of the latest best practices and federal government guidelines on Certification and Accreditation (C&A) and Security Test and Evaluation (ST&E) methodologies. Also, this consultant will be able to provide strategic advice on enterprise architecture and capital planning platform migration for business processes.

## **Senior Security Consultant/Engineer**

This consultant will have a Bachelors degree and at least two years of in depth knowledge of performing application, networking and enterprise-wide security reviews for business processes. This expert will have extensive knowledge of the latest best practices and federal government guidelines (FISMA, NIST and OMB). Also, this consultant will be able to provide comprehensive strategic advice on enterprise architecture and platform migration for business processes.

## **Security Consultant/Engineer**

This consultant will have a Bachelors degree and at least three years of specialized experience in performing vulnerability/penetration assessments and network engineering for business processes. This specialist will have extensive experience using tools such as CyberCop Scanner, CyberCop Monitor, Nessus, ISS Internet Scanner, and ISS Database Scanner.

## **Senior Technical Writer**

The senior technical writer will have a Bachelor's degree and at least 5 years of experience writing and editing manuals, reports, studies, articles, and other factual documentation. This writer specializes in gathering requirements and writing fact-based documentation including security documentation such as; risk assessments, system security plans, contingency plans and other fact-based documents. In addition, the writer will be able to provide training on the use of all documentation produced on the client's behalf.

## **Manuscript Preparer**

The Manuscript Preparer must have three to five years of experience in analyzing, organizing, developing, preparing, writing, editing, and printing manuals, presentations, technical specifications, process or data flow diagrams, and complex analytical reports. Specific experience with documentation in accordance with military or other standards may be required on specific tasks or contracts. The Manuscript Preparer must have a Bachelors degree in English, Journalism or related field, or five years of writing experience. A Masters degree is preferred, but not required.

The Manuscript Preparer shall interact with the technical staff, analysts, programmers, and the customer in the development, preparation, presentation, and publication of applications concepts,

information, instructions, procedures, and reports. The individual shall coordinate, assemble, review, research, edit, update, analyze, and prepare technical reports both in hard copy and electronically. The Manuscript Preparer must be able to:

- Use word processing, financial/spreadsheet, presentation graphics, and desktop publishing applications and tools
- Able to work with technical documents and subject matter experts to gather necessary information for documentation content
- Create, edit, proof, and update technical content
- Generate documentation in both paper and online formats
- Present information to staff and management in written, online and oral formats
- Work with other writers, and consultants to prepare deliverables.

## **Graphic Artist**

The Graphic Artist must have five to seven years of professional experience, including mechanical and drafting skills in PC and/or Macintosh environments. The Graphic Artist must have a Bachelors degree in a related field, plus industry experience. Five years industry experience or an Associates degree and three years may be substituted for a Bachelors degree.

The Graphic Artist should have good oral and written English language skills. The Graphic Artist must have knowledge of page layout and fonts. Experience should include using graphic design and desktop publishing packages (i.e. CorelDraw, Adobe PageMaker, Adobe Illustrator, Adobe PhotoShop, Microsoft Publisher, Microsoft PowerPoint, etc). The Graphic Artist's functional responsibilities include:

- Providing art preparation, layout and editing
- Creating content
- Working with end-users
- Creating graphics using original artwork and clip art
- Creatively enhancing text and data files with a professional appearance
- Compiling drawings and imagery from many sources into effective, clean layouts

# 1 Introducing R. H. Wohl & Associates, Inc.

R.H. Wohl & Associates, Inc., also doing business as In Plain English, is a management consulting firm providing a broad range of services including:

- Management Communication
- Surveys and Research
- Facilitation and analysis
- Strategic Planning
- Process Re-engineering
- Organizational Development
- Human Resource Analysis, Planning, Development and Implementation
- Market Research
- Information Security Review and Analysis
- Documentation Review, Analysis, and Writing
- Organizational Behavior Analysis
- Written and Electronic Communication Review, Analysis, and Development
- Policy, Procedure, Practice, Rules and Regulations Review, Analysis, and Development
- Financial Analysis

We are dedicated to improving the quality, efficiency, and effectiveness of government organizations and their staff, with special emphasis on improving the quality and flow of factual information from organizations to their employees, managers, stakeholders, and customers.

## 2 Introducing In Plain English®

*We are experts at making information easy to read and easy to use.*

Founded by Ronald H. Wohl in 1978, In Plain English® has helped thousands of professionals in government and business communicate factual information more clearly to their many audiences. We have re-engineered the communication process, written, edited, and designed all kinds of documents, and we have trained a diverse collection of clients to write.

- In Plain English® *bridges the gap* between technical people and their non-technical audiences.
  - We analyze how factual information is developed and communicated,
  - We improve the flow of information,
  - We translate the language of the government, courtroom, bank, lab, office, and business into plain English,
  - We use our special expertise to adapt language for people who read at low literacy levels.
  - We employ our Readability and Usability Laboratory to test the language used in instructions, procedures, and other management communications.
- We design and deliver *customized workshops* to help our clients write clear letters, memos, manuals, and instructions for their employees, members, and customers. Our training also helps clients write more persuasive letters to the editor, op-ed pieces, letters to Congress, and letters to community groups.

Our **government clients** include the Office of the President of the U.S., U.S. Department of Housing and Urban Development, U.S. Health Care Financing Administration, U.S. Department of Labor, the National Institutes of Health, U.S. Nuclear Regulatory Commission, U.S. Postal Service, Montgomery County (Maryland), Washington Suburban Sanitary Commission, the Michigan Department of State, and others.

Our **business clients** include Citibank, Chase Manhattan Bank, Deloitte Consulting, SRA/Touchstone Consulting, Unisys Consulting, The Rouse Company, T. Rowe Price, Agway Insurance Companies, Black & Decker, Inspace, Dreyfus Benefits Division, Audi, Bantam Doubleday Dell, Stanley Tools, CNA Insurance, US Air, Greater Baltimore Medical Center, Northwest Memorial Hospital, Providence Hospital, Ryder Trucking, and many others

Our **association clients** include the American Association for the Advancement of Science, National Telephone Cooperative Association, American Gas Association, Envelope Manufacturers Association, American Association of Retired Persons, and others.

## 3 Improving the flow of factual information

Specializing in management communications, In Plain English® is one of the oldest plain English communications consulting firms in the United States. We are a small business dedicated to improving the quality and flow of factual information from organizations to their employees, managers, stakeholders, and customers. Since 1977, we have helped a wide range of public and private clients reach diverse audiences with useful, appropriate, and effective information. Our mission is to enhance business performance by reengineering both the communication process and its written products.

We study our clients' process of creating written communication, and we study their target audiences. We acquire a first-hand understanding of our client's people, their mission, and their challenges. Our consultation focuses on improving both the process and the writing itself by studying the flow of factual information from development to dissemination:

### **Analysis of Factual Information Input:**

1. Together with our client, we define their information resources and communication processes.
2. We contact the client's managers of information input resources.
3. We review how factual information is developed and how it flows or is processed for efficiency, correctness and sufficiency.
4. We prepare drafts of our recommendations and deliverables and circulate them to the client and their information managers for review.
5. We correct inaccuracies and incorporate our client's comments in our final draft.

### **Analysis of Factual Information Output:**

1. Determine audience levels, their characteristics, reading levels, need and use of factual information.
2. Select a sample of each audience level with similar characteristics
3. Contact sample audiences and research through focus groups, facilitations, surveys, and interviews to:
  - confirm client perceptions or define revised characteristics.
  - review partial and whole drafts of deliverables to test the efficiency of the communication process and the accomplishment of the deliverable's objectives
  - evaluate deliverables for clarity, conciseness, completeness, and level of understanding
4. Revise deliverables to reflect the audience's evaluation.
5. Test the suitability of language to meet the reading levels of the audiences for whom the communication was prepared.
6. Test the usability of instructions and procedures with audiences who must follow this information

Our 25 years of success working in plain English have given us unique insight into the needs and preferences of consumers, employees, and other targeted audiences for factual information. We understand how people read and comprehend factual information, and we have developed many of the best practices in management communication. We are adept at analyzing the communication process and finding ways to enhance its effectiveness to improve business performance

## 4 Writing for Clients

In Plain English® writes and edits all kinds of documents for page and screen: letters, memos, reports, manuals, desk references, service guides, and email. Our writing work focuses on these areas:

- plain English writing of all kinds of documents
- specialized marketing writing
- user's manuals, desk references, service guides, industry guides
- plain English editing and low-literacy adaptations
- human resources and employee benefit communications
- government regulations and compliance manuals

### *Writing in Plain English*

*“Failing to communicate factual information causes 90% of all business problems. If managers can’t communicate with customers and employees, they stand to lose both.”*

Ron Wohl  
President, In Plain English®

In Plain English® has over two decades of experience writing clearly for clients and employees in government and business. These are some recent examples:

- For **HUD’s Real Estate Assessment Center**, we created a plain English online guide to their highly complex process for evaluating the physical condition of HUD-assisted properties. *Assessing Physical Condition: An Overview of the Scoring Process* is currently on the REAC home page ([www.hud.gov/reac](http://www.hud.gov/reac)).
- For the **President of the United States**, we edited and rewrote a 400-page report to Congress into a 32-page executive summary and 100-page appendix.
- The **U.S. Postal Service** asked us to help people understand and use the complex Manifest Mailing System. We simplified and condensed the 23 postal handbooks on the system into a two-part manual for users and managers that drew praise from customers and postal employees.
- For the **Health Care Financing Administration**, we organized, designed, and wrote the *HCFA 2001 Director’s Guide*. This 8-booklet package--which covers all of HCFA’s programs, procedures, agency relationships, and political issues--is the key resource for the agency’s new directors.
- For **Citibank**, we redesigned and rewrote a number of critical corporate documents. We replaced a dense, 450-page *Citicorp Policy Manual* with a 200-page document that was much easier to read and use. We then redesigned and rewrote the *Citicorp Officer’s Handbook* and the *Citicorp Credit Policy Manual*.

## **Human Resources and Employee Benefits Communication**

*Clear, competent, easy to understand...In Plain English® understands not only what employees need to know, but how to say it to them so they will appreciate it.*

B. Erich Cooper, Manager of Employee Benefits,  
Hospital for Special Surgery

In Plain English® helps managers of human resources and employee benefits turn disclosure into communication by writing clear, consistent, uniform, and accurate employee handbooks, employee benefit communications, and especially print- and web-based summary plan descriptions.

- For companies who want to do their own benefit communications or understand how to manage the process of communicating highly complex governmental and insurance information to their employees, In Plain English® wrote the Summary Plan Description Guide. This guide is available on our website.
- A greatly expanded resource for those who want to manage the process of benefit communication or write their own summary plan descriptions and other ERISA disclosure compliance communications, called **Benefits Communication: A Guide**, published by Business and Legal Reports, and co-written by Ronald H. Wohl CMC, founder of In Plain English®, is available through our website at [www.InPlainEnglish.Com](http://www.InPlainEnglish.Com).
- For Bantam Doubleday Dell, Chase Manhattan, Citicorp, Georgetown University, Providence Hospital, Ocean Federal, National Australian Bank, Societe General, and others, In Plain English® wrote, designed, and produced employee personnel policy manuals.
- For Ryder Systems, Pinkertons, US Air, Stanley Tools, Potomac Electric Power Company, and others, In Plain English® researched, wrote, designed, and produced print and web benefit highlights and summary plan descriptions to comply with government disclosure regulations in the Employee Retirement Income Security Act (ERISA).

## Specialized Marketing Writing

*“Systems that span the globe require the most precise attention to detail that careful people can achieve. One error, no matter how small, can create a silence heard around the world.”*

From In Plain English’s® brochure for Inspace

In Plain English® has developed many imaginative and effective marketing projects to help clients reach their target audiences. Also, we have helped top management communicate their vision and strategies so clearly that managers and staff can understand them and know how to implement them. Here are a few examples:

- In Plain English® helped the **American Association for the Advancement of Science** promote *Project 2061 Professional Development Programs* with research, a brochure, and a series of print ads. Project 2061 is dedicated to improving science and mathematics education in America.
- For the **U.S. Postal Service**, we wrote the Marketing Strategic Plan, which presented the Marketing Department’s vision of the future to top postal management and key department managers--and provided the steps needed to achieve the vision.
- To encourage homebuyers to get a home inspection, In Plain English® created a national campaign for **HUD--For Your Protection, Get a Home Inspection**. We developed the theme, a brochure, poster, and forms, which HUD and the real estate industry are currently using.
- To help **U.S. Postal Service** sales account representatives understand their products and markets, we developed a series of industry guides and case studies focusing on the value that the USPS can bring to customers in direct marketing, banking, insurance, state and local government, publications, and utilities.

## **User's Manuals, Service Guides, Desk References, Industry Guides**

*“Your In Plain English writing, research, and consulting expertise have been invaluable in helping us put the needs of our employees and customers first.”*

Maureen Dempsey, Project Manager, Information Desk,  
U.S. Postal Service

We are experts at planning, designing, and creating user's guides, manuals, service guides, desk references, and other useful documents. These are some of our recent projects:

- For the **U.S. Postal Service**, In Plain English® researched, planned, designed, and wrote *PO-130: Postal Service Products and Services* and the *Information Desk*. These plain English manuals give USPS retail window clerks basic information on all USPS products and services. We organized these guides to allow easy search and access, to provide uniform consistent service for customers, and to guide customers to sources of more detailed information.
- For **Panasonic and MAXAM Technologies**, we created a range of user's guides and quick references to software and hardware products, including 3-D design software and hardware, time clocks, and other products.
- For **HUD's** real estate appraisers, In Plain English® developed a plain English version of the *Retail Appraiser's Guide to HUD Single-family Appraisals*. Today, all of HUD's appraisers use our guide on palmtop computers for all appraisals of HUD-assisted single-family properties.
- For the **U.S. Postal Service**, In Plain English® wrote and designed *CONFIRM Using PLANET CODES: User's Guide*. This guide introduces customers and postal employees to a new postal product and shows them how it works. (We also created similar guides for *Global Package Link Service* and *Canada Direct Addressed Admail*.)

## ***ISO 9000 and ISO 14000 Certification Manuals***

Clarity, accuracy, and ease of use are the hallmarks of writing manuals for ISO 9000 and 14000 Certification. In Plain English<sup>®</sup> combines the experience of our “plain English” writing expertise with the on-site analysis and craft of ISO 9000 and ISO 14000 consulting to prepare highly readable procedure manuals that meet the exacting criteria of ISO Certification.

## **Plain English Editing/Low-literacy Editing**

*“I never intended to read the new version of the law in just one sitting, but you made it so pleasurable that I continued to read out of sheer amazement...I am in awe of the transformation.”*

Walt Davis, Counsel to the Montgomery County Council,  
on our revision of the county’s Ethics Law

In Plain English<sup>®</sup> makes documents easier to read for general audiences. We have a special expertise creating documents for people who read at low literacy levels:

- For the **U.S. Department of Labor**, we conducted a plain English edit of the answers that call center employees give to callers who need information on the Energy Employees’ Occupational Illness Compensation Program Act.
- For **Agway Insurance Companies**, we developed a package of six brochures in plain English targeted to policyholders with low reading levels. The series was very popular among Agway’s beneficiaries and clearly informed them about benefits and services.
- For the **Health Care Financing Administration (HCFA)**, In Plain English<sup>®</sup> revised the *Colorado Health Resource Guide for People with Disabilities 2000*, the key resource for Colorado citizens on Medicare and Medicaid.
- For the **Montgomery County Council**, we revised the county’s Ethics Law. We applied the county’s Plain English Law and created one of the clearest laws on the county’s books today.

## 5 Six Reasons Why Our Clients Choose Us

*“Your research and analysis, and your ability to interview the right people here at postal headquarters, provided the up-front work so critical to the interpretation of our complex system. The results gave us just the right blend of accurate and user-oriented information.”*

Maureen Dempsey, Project Manager,  
Information Desk, U.S. Postal Service

1. We have over twenty-five years of success making information easy to read and easy to use.
2. We know our clients’ worlds.
3. We specialize in plain English writing.
4. We understand the process of factual information development, dissemination, and use.
5. We quickly grasp what our client needs and customize an effective response.
6. We meet deadlines and budgets.

## 6 Who We Are

### Ronald H. Wohl CMC, Our Founder and President

Ron Wohl, founder of In Plain English<sup>®</sup>, is President and Chief Executive. Ron has been a manager and business communicator at every level in large and small organizations. His career has focused on helping management communicate factual information so that it is easy to understand and implement. Ron is expert at analyzing management communication systems and improving the flow of factual information in an organization, as well as designing plain English manuals and other publications for print and the web. He manages the resources of In Plain English<sup>®</sup> to coordinate the company's efforts to meet our clients' project objectives.

Ron is a graduate of George Washington University, with a concentration in Applied Psychological Anthropology and Accounting. He attended George Washington University Law School and the American University Graduate School of Business where his MBA studies were in marketing, marketing research, and management.

He is an author of many articles and several books and has spoken extensively on management communications. His publications include the *Employee Benefits Communication Toolkit*, published by Commerce Clearing House and *Benefits Communication: A Guide*, published by Business and Legal Reports, as well as an E-Book on preparing Summary Plan Descriptions. Ron is a Certified Management Consultant and currently serves as the Chair of the Committee on Professional Knowledge for the Institute of Management Consultants. As a member of the Institute, he is bound by their Code of Ethics (See Page 14). The firm has chosen to subscribe to this Code of Ethics, as well.

## 7 Our Clients

In Plain English® has over two decades of experience working with very diverse clients throughout the nation: government agencies (federal, state, and local), technology firms, banks, investment firms, accounting firms, law firms, insurance companies, and a range of national associations. Here is a sample:

### Commercial Clients

- Agway Insurance Companies
- Air Canada
- American Association for the Advancement of Science
- American Council on Otolaryngology
- Arthur Andersen
- Audi
- Black & Decker
- BDO Seidman
- Chase Manhattan Bank
- Citicorp Corporate Governance
- Citibank Credit Policy Committee
- Deloitte Consulting
- Fairchild Industries
- Georgetown University
- Hospital for Special Surgery
- Inspace--Coroon & Black
- Johns Hopkins University
- KPMG
- MAXAM Technologies
- Motorcycle Safety Foundation
- National Association of Insurance and Financial Advisors
- National Postal Forum
- National Rural Electric Cooperative Association
- National Electrical Benefit Fund
- Panasonic
- Pinkertons

- Potomac Electric Power Company
- Ryder Systems
- SRA/Touchstone Consultants
- T. Rowe Price
- Tampax, Inc.
- The Rouse Company
- US Air
- William M. Mercer

### Government Clients

- Center for Medicaid & Medicare Services
- Government of the District of Columbia
- Government of Montgomery County, Maryland
- National Institutes of Health
- Michigan Department of State
- President of the United States/Office of Management and Budget
- U.S. Dept. of Commerce
- U.S. Dept. of Housing & Urban Development
- U.S. Department of Labor
- U.S. Nuclear Regulatory Commission
- U.S. Postal Service (Consumer Affairs, Marketing, Stamps, Retail, Operations, Corporate Communications)
- Washington Suburban Sanitary Commission
- Pension Benefit Guaranty Corporation
- Special Inspector General for Iraq
- U.S. Dept. of Homeland Security

# 8 Code of Ethics

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## Institute of Management Consultants USA

All IMC USA members pledge in writing to abide by the Institute's Code of Ethics. Their adherence to the Code signifies voluntary assumption of self-discipline.

As the professional association and certifying body for management consultants in the United States, IMC USA requires adherence to this Code of Ethics as a condition of membership and certification. The standards of conduct set forth in this Code provide basic principles in the ethical practice of management consulting. The purpose of this Code is to help IMC USA members maintain their professionalism and adhere to high ethical standards in the conduct of providing services to clients and in their dealings with their colleagues and the public. The individual judgment of Members is required to apply these principles. Members are liable to disciplinary action under the IMC USA Rules of Procedure for Enforcement of this Code if their conduct is found by the IMC USA Ethics Committee to be in violation of the Code or to bring discredit to the profession or to IMC USA.

### *My Commitment to My Clients*

- 1.0 I will serve my clients with integrity, competence, independence, objectivity, and professionalism.
- 2.0 I will mutually establish with my clients realistic expectations of the benefits and results of my services.
- 3.0 I will only accept assignments for which I possess the requisite experience and competence to perform and will only assign staff or engage colleagues with the knowledge and expertise needed to serve my clients effectively.
- 4.0 Before accepting any engagement, I will ensure that I have worked with my clients to establish a mutual understanding of the objectives, scope, work plan, and fee arrangements.
- 5.0 I will treat appropriately all confidential client information that is not public knowledge, take reasonable steps to prevent it from access by unauthorized people, and will not take advantage of proprietary or privileged information, either for use by myself, the client's firm, or another client, without the client's permission.
- 6.0 I will avoid conflicts of interest or the appearance of such and will immediately disclose to the client circumstances or interests that I believe may influence my judgment or objectivity.
- 7.0 I will offer to withdraw from a consulting assignment when I believe my objectivity or integrity may be impaired.
- 8.0 I will refrain from inviting an employee of an active or inactive client to consider alternative employment without prior discussion with the client.

### *My Commitment to Fiscal Integrity*

- 9.0 I will agree in advance with a client on the basis for fees and expenses and will charge fees that are reasonable and commensurate with the services delivered and the responsibility accepted.
- 10.0 I will not accept commissions, remuneration, or other benefits from a third party in connection with the recommendations to a client without that client's prior knowledge and consent, and I will disclose in advance any financial interests in goods or services that form part of such recommendations.

### ***My Commitment to the Public and the Profession***

11.0 If within the scope of my engagement, I will report to appropriate authorities within or external to the client organization any occurrences of malfeasance, dangerous behavior, or illegal activities.

12.0 I will respect the rights of consulting colleagues and consulting firms and will not use their proprietary information or methodologies without permission.

13.0 I will represent the profession with integrity and professionalism in my relations with my clients, colleagues, and the general public.

14.0 I will not advertise my services in a deceptive manner nor misrepresent or denigrate individual consulting practitioners, consulting firms, or the consulting profession.

15.0 If I perceive a violation of the Code, I will report it to the Institute of Management Consultants USA and will promote adherence to the Code by other member consultants working on my behalf.



Ronald H. Wohl CMC

President

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