

DAWNBREAKER®

MOBIS CATALOG
FEDERAL SUPPLY SERVICE [FSC]

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST
MISSION ORIENTED BUSINESS INTEGRATED SERVICES [MOBIS]

FSC GROUP: 874
CONTRACT NUMBER: GS-10F-0080L
CONTRACT PERIOD: 12.01.05-11.30.15
DUNS NUMBER: 619884547
BUSINESS SIZE: SMALL, WOMAN-OWNED
SAM REGISTRATION COMPLETE
Prompt Payment Terms:
1.5%, 20 days, Net 30

SPECIAL ITEM NUMBERS:

874-1: INTEGRATED CONSULTING SERVICE

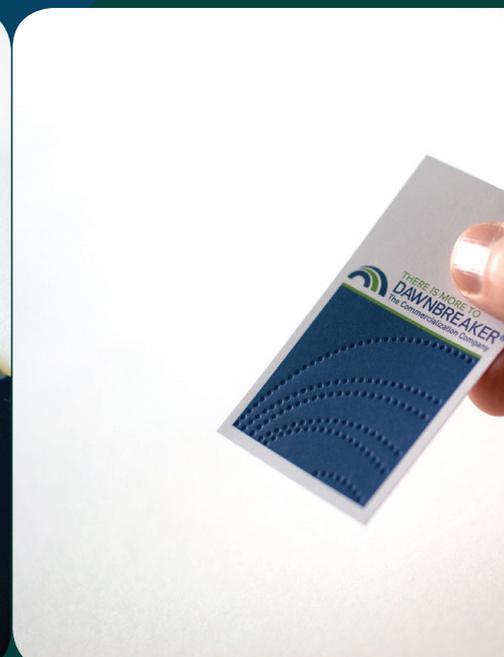
874-7: INTEGRATED BUSINESS PROGRAM SUPPORT SERVICES

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Visit us online at: www.dawnbreaker.com



Updated November 29th, 2010 in accordance with guidelines provided in Modification PS-0009

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WELCOME

Dear Agency Representative,

We are proud to have been approved as a vendor on the GSA MOBIS schedule and look forward to the opportunity to introduce our services to you. If you are a Federal Agency that is looking for support with strategic planning, business planning, surveys, program integration, and/or market research, we hope that you will consider Dawnbreaker.

The purpose of this catalog is to introduce you to the use of the GSA Multiple Award Contract vehicle as well as familiarize you with our company and services. For additional information on Dawnbreaker, please consult our website www.dawnbreaker.com.

We look forward to the opportunity to serve you.

Sincerely,

Jenny C. Servo, Ph.D.
President

LEADERSHIP OVERVIEW

An independent evaluation conducted by Dun and Bradstreet showed Dawnbreaker to have the highest possible ratings on Timealiness, Problem Solving, Quality, Total Cost, and Attitude. Our total performance evaluation was also above industry averages.

DAWNBREAKER® is a professional services firm founded in 1989 to provide commercialization, business, and strategic planning assistance to federal agencies and the advanced technology firms which serve as suppliers of research and development services. Dawnbreaker uses a unique blend of consulting, assessment, and program management to help Agencies improve the performance, quality, and effectiveness of their programs. Dawnbreaker works closely with clients to develop relevant performance metrics and then assiduously applies its staff to achieve the desired results. The objective of the Dawnbreaker team is substantive and appropriate change.

Dawnbreaker is a small, woman-owned business headquartered in Rochester, New York. The company employs a staff of approximately 65 with diverse backgrounds in:

- ▶ MARKETING AND SALES
- ▶ MANUFACTURING
- ▶ VARIOUS SCIENTIFIC DISCIPLINES
- ▶ ORGANIZATIONAL BEHAVIOR
- ▶ MANAGEMENT
- ▶ INFORMATION TECHNOLOGY
- ▶ FINANCE
- ▶ TRAINING

Staff with profit and loss experience in private industry and a demonstrated ability to affect change in others are actively recruited to Dawnbreaker.

The company has a proven track record in the areas that apply to our Special Item Numbers (SINs): Integrated Consulting Service (874-1) and Integrated Business Program Support Services (874-7). Work that falls under these three SINs has been conducted for the following Agencies and Programs:

- ▶ DEPARTMENT OF HOMELAND SECURITY
- ▶ DEPARTMENT OF NAVY
- ▶ ENVIRONMENTAL PROTECTION AGENCY
- ▶ NATIONAL AERONAUTICS AND SPACE ADMINISTRATION
- ▶ NATIONAL INSTITUTES OF HEALTH
- ▶ NATIONAL SCIENCE FOUNDATION
- ▶ UNITED STATES SPECIAL OPERATIONS COMMAND
- ▶ UNITED STATES MARINES CORP
- ▶ U.S. DEPARTMENT OF COMMERCE
 - National Institute of Standards and Technology
- ▶ U.S. DEPARTMENT OF ENERGY
 - Small Business Innovation Research Program
 - Environmental Management
 - Industry Programs



INTEGRATED CONSULTING SERVICE | SIN 874-1

This Special Item Number provides the greatest flexibility in the method with which we assist an Agency to meet its management, organization, and business improvement efforts. Consulting services may take the form of studies, analyses, and reports which document proposed development, consultative, or implementation efforts.

Dawnbreaker's consulting services are used to best advantage when a client's concerns focus on one or more of the following:

- ▶ Strategic, business, or action planning
- ▶ Performance measures or indicators
- ▶ Process and productivity improvement
- ▶ Organizational assessments & evaluations

Dawnbreaker's MOBIS consulting services may consist of one or more of the following and any combination thereof:

- ▶ Establish management, organizational, and business improvement metrics, measurement techniques, and acceptance criteria,
- ▶ Conduct reviews during implementation to assure that capabilities being developed conform with accepted standards,
- ▶ Work closely with client to discover possible problems during implementation so that they can be corrected expeditiously,
- ▶ Collect, analyze, and evaluate data to support management processes, business models, business development strategies,
- ▶ Document results, conclusions, and recommendations in suitable and cost effective formats.
- ▶ Evaluate, analyze, and examine current management, organizational, and business systems and processes,
- ▶ Develop and apply appropriate methodology to analyze stated and implied requirements,
- ▶ Propose alternative courses of action relative to strategic, business and change management,
- ▶ Develop system and process implementation strategies that utilize innovative management strategies,
- ▶ Provide customized communication and training strategies as required to implement desired modifications to management, organizational, and business objectives,
- ▶ Execution of org. change, process re-engineering,
- ▶ Develop specific implementation details for selected systems and processes,

Survey Services

Dawnbreaker also provides survey services aimed at surveying an Agency's management, organizational, and business efforts. The general approach to delivery of this service consists of one or more of the following and any combination thereof.

1. Determine survey objectives,
2. Plan survey design,
3. Develop the survey instrument and assure that it will yield the desired level of information,
4. Weigh the merits of various data collection approaches,
5. Pre-test the survey instrument,
6. Determine appropriate sampling methodology and procedures,
7. Administer the survey using the methods agreed upon,
8. Maintain and update relevant databases,
9. Assess reliability and validity of data,
10. Analyze quantitative and qualitative survey data,
11. Produce appropriate reports including tables, figures, references; description of data collection and survey administration methods; analysis of non-response; briefings; and recommended courses of action,
12. Provide reports in format required by client: CD-ROM, disk, hard copy, web-based.

In addition to survey services, we also provide market research from secondary sources.

INTEGRATED BUSINESS PROGRAM SUPPORT SERVICES | SIN 874-7

Dawnbreaker has considerable experience in providing Program Integration and Project Management Services related to business planning, strategic planning, and commercialization assistance. The services within SIN 874-7 consist of one or more of the following and any combination thereof.

1. Review the structure of existing programs/projects to confirm if modifications in design are required,
2. Reaffirm the objectives of the program and make design modifications as required,
3. Assure that an effective feedback loop is instituted to monitor performance during program implementation and make course corrections as required,
4. Serve as team leader,
5. Develop a schedule for program implementation,
6. Work closely with the Agency in Implementation of communication with all program/project participants,
7. Assure that appropriate human resources are brought to bear in implementation of the program,
8. Utilize appropriate database management tools throughout program/project implementation,
9. Provide project oversight,
10. Provide timely reports on execution of program/project to the Agency.

POSITION DESCRIPTION CATALOG

Subject Matter Expert 1

Mature, well-respected, technical/administrative professional (domain expert) with 15–30 years of experience in military, corporate, technology or financial setting. Superior capabilities in planning and directing programs. Experience in managing government budgets in excess of \$15 million. Has special, in-depth knowledge of a business area that enhances a team's understanding and performance. Due to professional experience, is able to play a critical role in defining business needs, test requirements, and other critical management functions for a business team that has recognized expertise and authority for a given business process. Individual has significant experience in program/project management, DoD acquisition, and/or private sector profit and loss management. Minimum degree required: Bachelors Degree.

Principal 2

Requires experience as an effective portfolio manager and a minimum of 10 year's experience in managing projects and contracts for government agencies in excess of one million dollars. To be considered for this role, customer satisfaction must be rated consistently high. Portfolio retention must exceed 85% and client companies must have achieved a level of business success traceable to the interaction with the individual. This individual must demonstrate flexibility and creativity as evidenced in new program development. Principals also serve as consultants offering a wide range of services including facilitation, market research, program design and development and have a clear and demonstrated understanding of government Agency objectives. Minimum degree required: Masters degree.

Principal 1

Requires a minimum of 7 year's experience as an effective portfolio manager and a minimum of 5 year's experience in managing projects and contracts for government agencies. To be considered for this role, customer satisfaction must be rated consistently high. Portfolio retention must exceed 65% and client companies must have achieved a level of business success traceable to the interaction with the individual. This individual must demonstrate flexibility and creativity as evidenced in new program development. Principals also serve as consultants offering a wide range of services including facilitation, market research, program design and development and have a clear and demonstrated understanding of government Agency objectives. Minimum degree required: Bachelors Degree.

Executive Strategic Analyst

The Executive Strategic Analyst must possess and demonstrate superior analytical, strategic, and negotiation skills as evidenced by the guidance given and implemented by those assisted. Requires a minimum of 10 year's experience as an effective portfolio manager demonstrated by the high level of success achieved by clients. Executive Strategic Analysts also serve as consultants offering a wide range of services including economic and financial analysis, program design / development, as well as strategic, business, or action planning and have a clear and demonstrated understanding of government Agency objectives. Minimum educational requirement: Bachelors degree with 15 – 25 years of experience in military, corporate, technology or financial settings.

POSITION DESCRIPTION CATALOG

Senior Executive Consultant 1

Outstanding top-level technical/administrative professional with 15 to 25 years of experience in military, corporate, technology or financial settings with technical expertise in areas such as manufacturing, medical product development, energy efficiency, propulsion, and others. Capable of performing in senior executive level management and leadership roles including management of programs in excess of one million dollars; Can provide guidance to a portfolio of companies, as needed. Minimum educational requirement: Bachelors Degree.

Senior Associate 1, 3

Requires a minimum of 5 year's experience as an effective portfolio manager and/or 10+ year's experience as a consultant offering facilitation, negotiations, market research and/or business development services in areas of advanced technology. To be considered for this role, customer satisfaction must be rated consistently high. Portfolio retention must exceed 65% and client companies must have achieved a level of business success traceable to the interaction with the individual. Senior Associates also assume management responsibility on various aspects of program implementation. Senior Associates have a demonstrated ability to meet the objectives of government clients. Senior Associates are highly efficient and serve as consultants offering a wide variety of services including market research, program implementation, and other management, organizational, and business development services. The difference between Senior Associate 1 and 3 is the amount of time they have been with Dawnbreaker. Minimum degree required: Bachelors Degree.

Associate 1, 3

Requires a minimum of 3 – 5 year's experience as an effective portfolio manager and as a consultant offering facilitation, negotiations, market research and/or business development services in areas of advanced technology. Portfolio retention must exceed 65%, and client companies must have achieved a level of business success traceable to the interaction with the individual. Associates also serve as consultants offering a wide range of services including facilitation, market research, finance, negotiations, program design and development, and business development services. Associates may also be used as program managers and have a clear and demonstrated understanding of government Agency objectives. Minimum degree required: Bachelors Degree.

Junior Associate

Has 10+ years relevant corporate management in marketing, manufacturing, human resources, finance, or other relevant field and previous corporate experience as an effective facilitator, strategic planner, business trainer or consultant working with advanced technology companies and/ or disciplines. The individual has 1 – 3 years experience as an effective portfolio manager with demonstrated high client satisfaction. A Senior Consultant is actively involved with various aspects of program implementation. Minimum degree required: Bachelors Degree.

POSITION DESCRIPTION CATALOG

Senior Consultant

Has 10+ years relevant corporate management in marketing, manufacturing, human resources, finance, or other relevant field and previous corporate experience as an effective facilitator, strategic planner, business trainer or consultant working with advanced technology companies and/or disciplines. This category also includes individuals with 5+ years relevant corporate management experience; appropriate advanced degrees, and demonstrated experience over a period of 1–3 years of high performance working with a portfolio and demonstrating effective coaching skills. Minimum degree required: Bachelors Degree.

Junior Consultant 1

Has 5+ years relevant corporate management experience in marketing, manufacturing, human resources, finance, or other field related to advanced technology. Must have a demonstrated ability to communicate effectively both verbally and in writing and the ability to coach others. Minimum degree required: Bachelors Degree.

Computer Programmer 3

Computer Programmer 3 has a 4 year degree in a relevant field and a minimum of two years experience supervising the work of others. Computer Programmer 3 has direct interface with customers, is the lead on development projects, supervises the work of others and is responsible for developing customized tools using PHP, JAVA script, HTML, and other languages as appropriate. Outstanding efficiency is required.

Computer Programmer 2

Computer Programmer 2 has a four year degree in a relevant field and 2+ years experience working with the company. Computer Programmer 2 supervises the work of others and is responsible for developing customized tools using PHP, JAVA script, HTML, and other languages, as appropriate.

Computer Programmer 1

Computer Programmer 1 has a 4 year degree in a relevant field and works under the supervision of others, assisting in the development of customized tools using appropriate programming languages.

Computer Support 2

This position is for a generalist with hands-on knowledge of computer hardware, software, and networking. Primary responsibilities include upgrading website, formatting materials for web-based showcases, working with clients to obtain high quality graphics for web. Minimum degree required: High School Diploma. Minimum of 1 year of relevant experience.

Computer Support 1

This is an entry level position for a generalist with hands-on knowledge of computer hardware, software, and the internet. The individual should show a strength in one or more of the following: design and maintenance of web pages; desktop publishing, design of databases using FileMaker Pro or Excel, CD-Rom or video production. Minimum degree required: High School Diploma.

POSITION DESCRIPTION CATALOG

Graphics Specialist 1

The graphics specialist 1 is responsible for a wide range of activities including designing the complete range of materials used in promotion events including brochures, postcards, posters, logos, tradeshow booth, graphics for publication, and original imagery used in web-based design. May also have expertise in designing and creating web designs for the internet including determining the look and feel for websites and navigation and interface design. Minimum Education required: Bachelors degree with one-two years of experience or high school diploma with 5 years experience.

Information Specialist 1

Responsible for gathering primary and secondary market information; managing the work of others; and designing, developing and maintaining databases of information that result from market research. Exceptional analytical skills are required, as well as the ability to quickly synthesize information and produce reports and databases which readily convey information to internal or external clients. Demonstrated high sustained productivity over a 3–4 year period with high customer satisfaction. MLS degree required. Significant corporate experience required.

Market Research Specialist 2

Responsible for gathering secondary market research. Exceptional analytical skills are required, as well as the ability to synthesize information quickly and produce reports which readily convey information to internal or external clients. MLS degree preferred as well as 1 year relevant experience working in business and /or technical libraries.

Market Research Specialist 1

Responsible for gathering secondary market research. Exceptional analytical skills are required, as well as the ability to synthesize information quickly and produce reports which readily convey information to internal or external clients. MLS degree preferred as well as additional skills in writing, and/or primary market research design and execution.

Junior Market Analyst 2

Demonstrated, sustained productivity over a period of 1–2 years. Utilization of various on-line subscription databases for preparation of reports on competitive and corporate intelligence for client companies. A Master of Library Science (MLS) degree is required, as well as good searching, analytical, and writing skills.

Junior Market Analyst 1

A Master of Library Science (MLS) degree is required. The Junior Market Analyst 1 works under the direction of a Market Research Specialist to gather secondary market information. Good search and writing skills required. Mastery of various databases used for competitive and corporate intelligence. Relevant background in library science, business, or other relevant field. Good on-line searching skills.

POSITION DESCRIPTION CATALOG

Senior Analyst 2

Senior analyst with at least 8–10 years demonstrated experience in various aspects of data analysis, project supervision, business development and supervisor/project leader on projects less than \$500,000. Capable of most aspects of project management, background/understanding of scientific principles; outstanding analytical skills; project coordination; and marketing support with good business and communication skills. Serves as a task leader on specific projects. Bachelors degree or 15 years relevant experience required.

Senior Analyst 1

Senior analyst with at least six years demonstrated experience in various aspects of data analysis, project supervision, business development and supervisor/project leader on projects less than \$100,000. Capable of most aspects of project management, background/understanding of scientific principles; outstanding analytical skills; project coordination; and marketing support with good business and communication skills. Serves as a task leader on specific projects. Bachelor's degree or 15 years relevant experience required.

Research Analyst 3

Research Analyst 3 has a 4 year degree in a relevant field and/or three years relevant experience in the work environment. Outstanding analytical and writing skills are required. In addition, the research analyst must have demonstrated ability to design, plan, and execute services such as designing questionnaires, gathering and summarizing data, and writing reports. Attention to detail and high level of accuracy are required.

Research Analyst 2

Research Analyst 2 has a 4 year degree in a relevant field, as well as good analytical and writing skills. In addition, the analyst has 1–2 year experience and demonstrated ability to design, plan, and execute services such as designing questionnaires, gathering and summarizing data, and writing reports. Attention to detail and high level of accuracy are required.

Research Analyst 1

Research Analyst 1 has a 4 year degree in a relevant field, as well as good analytical skills. Capable of providing support services such as designing questionnaires, gathering and summarizing data, and writing reports. Additional skills involve development and maintenance of databases.

Senior Administrative Assistant 1

Performs clerical and administrative duties and is responsible for the coordination of all administrative tasks at the project management level. Plans and coordinates conferences, meetings and seminars and makes travel arrangements for staff members. Creates and edits documents, spreadsheets and presentations. Performs others duties as assigned. Performs a variety of executive administrative responsibilities related to: filing; preparation of correspondence; customer contact; answering questions from employees, vendors, and customers. May supervise other administrative task. Proficient with MicroSoft Office software, as well as customized software tools. Minimum educational requirement: Bachelors degree or High School with 6 years experience.

POSITION DESCRIPTION CATALOG

Senior Administrative Assistant 2

Performs clerical and administrative duties and is responsible for the coordination of all administrative tasks at the executive management level. Plans and coordinates conferences, meetings and seminars and makes travel arrangements for staff members. Creates and edits documents, spreadsheets and presentations. Performs others duties as assigned. Performs a variety of executive administrative responsibilities, sometimes confidential or complex in nature, related to: filing; preparation of correspondence; customer contact; answering questions from employees, vendors, and customers. May lead small projects and supervise other administrative task. Proficient with MicroSoft Office software, as well as customized software tools. Minimum educational requirement: Bachelors degree or High School with 8 years experience and some college level course work.

Support Staff 3

Demonstrated ability over a 2–3 year period of efficiently providing high quality word processing, accounting, and support services with minimal guidance and supervision. Good team player with high level of accuracy. A four year degree or an Associates degree with experience is required.

Support Staff 2

Demonstrated ability over a period of 1–2 years of reliably providing word processing, accounting, and office support services with supervision. A four year degree or an Associates degree with experience is required.

Support Staff 1

Support staff 1 provides word processing, accounting, and/ or office support services, as well as on site support at conferences. A four year degree or an Associates degree with 1 year of relevant experience is required.

GSA RATES 2010–2015

Labor Category	2011 Rates 12/01/10 - 11/30/11	2012 Rates 12/01/11 - 11/30/12	2013 Rates 12/01/12 - 11/30/13	2014 Rates 12/01/13 - 11/30/14	2015 Rates 12/01/14 - 11/30/15
Subject Matter Expert 1	\$191.83	\$197.58	\$203.51	\$209.61	\$215.90
Principal 2	\$174.77	\$180.01	\$185.41	\$190.98	\$196.71
Principal 1	\$161.47	\$166.32	\$171.31	\$176.45	\$181.74
Executive Strategic Analyst	\$148.52	\$152.97	\$157.56	\$162.29	\$167.16
Senior Executive Consultant 1	\$138.16	\$142.31	\$146.58	\$150.98	\$155.51
Senior Associate 3	\$139.54	\$143.73	\$148.04	\$152.48	\$157.06
Senior Associate 1	\$130.95	\$134.88	\$138.93	\$143.10	\$147.39
Associate 3	\$126.80	\$130.61	\$134.53	\$138.56	\$142.72
Associate 1	\$119.02	\$122.59	\$126.26	\$130.05	\$133.95
Junior Associate	\$112.47	\$115.84	\$119.31	\$122.89	\$126.58
Senior Consultant	\$104.90	\$108.04	\$111.28	\$114.62	\$118.06
Junior Consultant 1	\$91.31	\$94.05	\$96.87	\$99.78	\$102.77
Computer Programmer 3	\$102.10	\$105.17	\$108.32	\$111.57	\$114.92
Computer Programmer 2	\$65.81	\$67.78	\$69.81	\$71.91	\$74.07
Computer Programmer 1	\$44.88	\$46.22	\$47.61	\$49.04	\$50.51
Computer Support 2	\$47.35	\$48.77	\$50.23	\$51.74	\$53.29

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire MOBIS 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 WD number. Failure to do so may result in cancellation of the contract.

GSA RATES 2010–2015

Labor Category	2011 Rates 12/01/10 - 11/30/11	2012 Rates 12/01/11 - 11/30/12	2013 Rates 12/01/12 - 11/30/13	2014 Rates 12/01/13 - 11/30/14	2015 Rates 12/01/14 - 11/30/15
Computer Support 1	\$33.48	\$34.48	\$35.51	\$36.58	\$37.68
Graphics Specialist 1	\$57.70	\$59.44	\$61.22	\$63.05	\$64.95
Information Specialist 1	\$85.81	\$88.38	\$91.04	\$93.77	\$96.58
Market Research Specialist 2	\$77.02	\$79.33	\$81.71	\$84.17	\$86.69
Market Research Specialist 1	\$66.49	\$68.48	\$70.54	\$72.65	\$74.83
Junior Market Analyst 2	\$53.85	\$55.46	\$57.13	\$58.84	\$60.61
Junior Market Analyst 1	\$45.89	\$47.26	\$48.68	\$50.14	\$51.65
Senior Analyst 2	\$88.00	\$90.64	\$93.36	\$96.16	\$99.05
Senior Analyst 1	\$78.77	\$81.14	\$83.57	\$86.08	\$88.66
Research Analyst 3	\$52.52	\$54.10	\$55.72	\$57.39	\$59.11
Research Analyst 2	\$44.64	\$45.98	\$47.36	\$48.78	\$50.24
Research Analyst 1	\$37.29	\$38.40	\$39.56	\$40.74	\$41.97
Sr. Administrative Asst 1	\$55.07	\$56.73	\$58.43	\$60.18	\$61.99
Sr. Administrative Asst 2	\$67.74	\$69.78	\$71.87	\$74.02	\$76.25
Support Staff 3	\$44.44	\$45.78	\$47.15	\$48.57	\$50.02
Support Staff 2	\$38.89	\$40.06	\$41.26	\$42.50	\$43.77
Support Staff 1	\$31.56	\$32.51	\$33.48	\$34.49	\$35.52

