

branding strategy communications

**General Services Administration
FEDERAL SUPPLY SCHEDULE
PRICE LIST**

Schedule Title:

Mission Oriented Business Integrated Services

FSC Group: 874

Contract Number: GS-10F-0339T

Contractor:

Rock Creek Publishing Group, Inc.
DBA Rock Creek Strategic Marketing

Contract Period:

August 22, 2007–August 21, 2012

Business Size:

Small, Disadvantaged, 8(a), Woman Owned

**Contract administration
and ordering contact:**

David Rinaldo, Chief Operating Officer
Rock Creek Publishing Group, Inc.
Two Wisconsin Circle, Suite 1010
Chevy Chase, MD 20815
phone: 301-657-0800
fax: 301-657-9555
e-mail: drinaldo@rockcreeksm.com
website: rockcreeksm.com

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery are available through *GSAAdvantage!*, a menu-driven database system. The Internet address for GSA Advantage! is: GSAAdvantage.gov.

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules at fss.gsa.gov.

Prices shown herein are net (discount deducted).



customer information

- 1a. Awarded Special Item Numbers:**
874-1 and 874-1RC Consulting Services
- 1b. Identification of the lowest priced model number and lowest unit price for each special item number awarded in the contract:** See pricing on page 4
- 1c. Description of commercial job titles, experience, functional responsibility, and education for hourly rate employees:** See pages 5-6
- 2. Maximum Order:** \$1,000,000
- 3. Minimum Order:** \$300
- 4. Geographic Coverage:**
Domestic and overseas
- 5. Points of Production:**
Two Wisconsin Circle, Suite 1010
Chevy Chase, MD 20815
- 6. Discount from list prices or statement of price:** The prices shown in the price list are all net with all discounts deducted.
- 7. Quantity Discounts:** None
- 8. Prompt Payment Terms:** Net 30 days
- 9a. Government purchase cards are accepted up to the micropurchase threshold:** Yes
- 9b. Notification whether Government purchase cards are accepted above the micropurchase threshold:** Will accept over \$2,500
- 10. Foreign items:** None
- 11a. Time of delivery:**
Specified on task order
- 11b. Expedited delivery:**
Contact contractor
- 11c. Overnight and 2-day delivery:**
Contact contractor
- 11d. Urgent requirements:**
Contact contractor
- 12. F.O.B. points:** Destination
- 13a. Ordering address:**
Two Wisconsin Circle, Suite 1010
Chevy Chase, MD 20815
- 13b. Ordering procedures:** Supplies and services, ordering procedures, information on blanket purchase agreements (BPAs), and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules).
- 14. Payment address:**
Two Wisconsin Circle, Suite 1010
Chevy Chase, MD 20815
- 15. Warranty provision:** Rock Creek warrants that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
- 16. Export packing charges, if applicable:**
N/A
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micropurchase level):** Contact contractor
- 18. Term and conditions of rental:** N/A
- 19. Terms and conditions of installation:**
N/A
- 20. Terms and conditions for any other services:** N/A
- 21. List of service and distribution points:** N/A
- 22. List of participating dealers:** N/A
- 23. Preventive maintenance:** N/A
- 24a. Special attributes:** N/A
- 24b. Section 508 compliance:** N/A
- 25. Data Universal Number System (DUNS) Number:**
60-3437377
- 26. Notification regarding registration in the Central Contractor Registration (CCR) database:** Registered; CAGE Code 1XH42, valid to 2/4/2009



company overview

BRANDING STRATEGY COMMUNICATIONS

With a thorough understanding of contracting and procurement requirements, Rock Creek Strategic Marketing helps government agencies improve performance and achieve mission goals while meeting the required compliance standards and reducing project risk.

Since the company's founding more than 20 years ago, Rock Creek has expanded our services from publishing consulting into creative work, strategic marketing, and business process consulting. Clients that once asked us for a website or an annual report now ask us to help them reinvent the internal systems that drive their organizations. Clients that once asked us to design an advertisement now ask us to prepare statistical reports and surveys that analyze their industry sector before launching new initiatives.

We provide the following services:

Consulting: Some of the world's largest government agencies, nonprofits, and businesses have turned to Rock Creek for help defining new initiatives, events, products, and even the organizations themselves.

Business Strategy: As the pace of change accelerates in all industries, clients often come to us with fundamental questions about their future. We help them succeed by defining who they are, what they do, and why they are different.

Management Consulting: Rock Creek advises clients on operational, marketing, and financial policies, procedures, training, and change management. Our focus is on improving system effectiveness by defining strategies and tactics, and then helping clients achieve them.

Process and Productivity Alignment: Rock Creek assesses and analyzes existing processes and makes specific recommendations about improving them to increase client productivity, as measured both by optimization of time and motion, as well as improvement in how processes create value across business units and for the end customer.

Performance Metrics: Clients often ask Rock Creek to measure how their performance stacks up against competitors. We use proprietary survey methodologies to determine the priority and weight of the client's value among its stakeholders. Once we have compiled this information, we use advanced statistical analyses to chart our client's performance against the other prominent players in their space. The resulting reports are invaluable in helping our clients determine what they are doing well and where they need to allocate resources to improve performance.

Program Integration: Rock Creek has extensive program integration experience supporting clients in planning and implementing new systems or improving existing systems. For clients attempting to implement new systems that are outside their core expertise, this expert support is essential. Tasking Rock Creek with providing program integration support allows our clients to avoid hiring staff, ensures project success, and reduces the time needed to assimilate new systems into existing environments.

Project Management: Many good programs fail due to lack of sound project management. Few agencies and organizations have the specialized skills needed to manage special projects that are outside the scope of normal operations. Rock Creek has highly specialized project managers for technology, strategy, branding, and creative projects.

Our project managers define scope; write, review, and manage requirements; write performance-based statements of work; and conduct quality assurance. Throughout the project, we help develop and manage our client's budget, schedules, deliverables, and reporting.



pricing

BRANDING STRATEGY COMMUNICATIONS

CONSULTING SERVICES

(SIN 874-1 and 874-1RC)

<u>LABOR CATEGORY</u>	<u>GOVERNMENT HOURLY RATE</u>
Administrative Assistant	\$44.55
Consultant.....	\$130.50
Project Manager	\$112.50
Sr. Branding Consultant	\$212.50
Sr. Consultant.....	\$193.50
SME.....	\$212.50
Sr. Strategy Consultant.....	\$212.50
Sr. Visual/Graphic Designer.....	\$135.00
Visual/Graphic Designer.....	\$112.50
Writer.....	\$101.85



description of labor categories

CONSULTING SERVICES

(SIN 874-1 and 874-1RC)

Administrative Assistant

- Balances and prioritizes work to ensure critical items are addressed.
- Produces high-quality deliverables while working within budget and meeting deadlines.
- Assists in the identification, assessment, and resolution of issues and problems.
- Provides exceptional customer service. Responsibilities include general filing, typing, and data entry, copying, and printing.

Education/Experience: Associate's degree or equivalent with 1+ years of experience.

Consultant

- Works with clients to uncover, assess, and solve employee-focused and organizational-based business challenges.
- Uncovers impediments to productivity, efficiency, and effectiveness.
- Conducts assessments and needs analyses to identify root causes.
- Based on assessments/analyses, recommends customized solutions that will address critical problems.
- Implements solutions including, but not limited to, the development of communications strategies, training programs and curriculums, and other learning initiatives.

Education/Experience: Bachelor's degree or equivalent with 3+ years of experience.

Project Manager

- Manages projects from inception to completion.
- Manages the day-to-day execution of client engagements.
- Serves as a point of contact for clients about project progress.
- Assists in the coordination of personnel to assure they perform their jobs effectively, controlling their costs, achieving quality standards, maximizing weekly billings, controlling schedules, job-related costs, and materials.

Education/Experience: Bachelor's degree or equivalent with 3+ years of experience.

Sr. Branding Consultant

- Serves as branding consultant for originating concepts and initial concepts.
- Helps communicate concept approaches to clients.
- Collaborates with staff to integrate all efforts and client feedback into an effective and cohesive branding solution.
- Provides creative insight throughout the project.
- Assumes the conceptual lead on especially challenging work.
- Assures a consistently high-level of work performed by the company.

Education/Experience: Master's degree or equivalent with 10+ years of experience.

Sr. Consultant

- Possesses mastery of organizational-based business challenges.
- Works at a senior level to uncover impediments to productivity, efficiency, and effectiveness.
- Functions as initial architect and ongoing quality assurance for project work.
- Oversees the implementation of solutions including, but not limited to, the development of communications strategies, training programs and curriculums, and other learning initiatives.

Education/Experience: Bachelor's degree or equivalent with 8+ years of experience.

SME

- Develops customized organizational and marketing solutions to meet client needs.
- Engages clients in problem solving, questioning, listening, and solutions identification.
- Translates organizational concerns into communications solutions.
- Provides key understanding of competitive landscapes. Understands the strategic communications consulting landscape, emerging technology and business trends, established competitors, and emerging companies.
- Leads Rock Creek team members in defining project objectives, scope, and deliverables; assesses resource needs.
- Architects organizational strategies to ensure all creative work is focused on achieving client objectives.

Education/Experience: Bachelor's degree or equivalent with 10+ years of experience.



description of labor categories

CONSULTING SERVICES

(SIN 874-1 and 874-1RC)

Sr. Strategy Consultant

- Interacts and confers with client frequently regarding specific work efforts, including seeking regular feedback and input from client on deliverables.
- Demonstrates superior ability to develop, write, and edit copy for a variety of communication vehicles including the web.
- Displays outstanding understanding of the integration of words, images, and functionality across a broad spectrum of communications materials.
- Shows knowledge of a variety of strategic communication concepts, practices, and procedures.
- Has the ability to conduct research, interview, and offer creative ideas.

Education/Experience: Master's degree or equivalent with 10+ years of experience.

Sr. Visual/Graphic Designer

- Performs all aspects of computer-based design and production.
- Can create designs for printed materials, websites, electronic documents, or displays.
- Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs.
- Provides high-level technical input and conducts quality assurance.

Education/Experience: Bachelor's degree or equivalent with 8+ years of experience.

Visual/Graphic Designer

- Performs all aspects of computer-based design and production.
- Can create designs for printed materials, websites, electronic documents, or displays.
- Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs.

Education/Experience: Associate's degree or equivalent with 5+ years of experience.

Writer

- Demonstrates superior ability to develop, write, and edit copy for a variety of communication vehicles including the web.
- Displays outstanding understanding of the integration of words, images, and functionality across a broad spectrum of marketing and communications materials.
- Has ability to conduct research, interview, and offer creative project solution ideas.

Education/Experience: Associate's degree or equivalent with 5+ years of experience.

