

**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 are available through GSA-Advantage!TM, a menu-driven database system. The Internet address for GSA-Advantage!TM is: <http://www.gsaadvantage.gov>

Mission Oriented Business Integrated Services

FSC Group: 874

Contract No.: GS-10F-0365T

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

Contract Period: 9/13/2007 - 9/12/2012



**Ripple Effect Communications, Inc.
6629 Christy Acre Circle
Mt. Airy, MD 21771
Telephone: (240) 745-3024
Fax: (240) 745-3777
www.reffect.net**

Business Size/Status: Small Woman-Owned

Prices shown herein are NET (discount deducted).

Pricelist current through PS-0001 dated 06/25/2008



TABLE OF CONTENTS

GENERAL CONTRACT INFORMATION..... 1

CONTRACT OVERVIEW3

CONTRACT ADMINISTRATOR.....3

MARKETING AND TECHNICAL POINT OF CONTACT3

CONTRACT USE.....3

CONTRACT SCOPE3

SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS.....4

INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES.....6

REQUIREMENTS EXCEEDING THE MAXIMUM ORDER7

BLANKET PURCHASE AGREEMENT8

LABOR CATEGORY DESCRIPTIONS9

HOURLY RATES FOR SERVICES 12

GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs):
(Please refer to page #4 for a more detailed description)

- SIN 874-1/874-1RC Consulting Services
- SIN 874-2/874-2RC Facilitation Services
- SIN 874-3/874-3RC Survey Services
- SIN 874-7/874-7RC Program and Project Management Services

1b. Lowest Priced Model Number and Lowest Price: Please refer to our rates on page #12

1c. Labor Category Descriptions: Please refer to page #9

2. Maximum Order: \$1,000,000
3. Minimum Order: \$300
4. Geographic Coverage: Domestic & Overseas
5. Point (s) of Production: Not Applicable
6. Discount from List Price: All Prices Herein are Net
7. Quantity Discounts: Not Applicable
8. Prompt Payment Terms: Net 30 days

9a. Government Purchase Card **is** accepted at or below the micro – purchase threshold.

9b. Government Purchase Card **is** accepted above the micro – purchase threshold.

10. Foreign Items: None
- 11a. Time of Delivery: To Be Negotiated with Ordering Agency
- 11b. Expedited Delivery: To Be Negotiated with Ordering Agency
- 11c. Overnight and 2-Day Delivery: To Be Negotiated with Ordering Agency
- 11d. Urgent Requirement: To Be Negotiated with Ordering Agency
12. F.O.B. Point(s): Destination
- 13a. Ordering Address: Ripple Effect Communications, Inc.
Attn: Amy Bielski/GSA Orders
6629 Christy Acre Circle
Mt. Airy, MD 21771

13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address: Ripple Effect Communications, Inc.
Attn: Amy Bielski/Accounts Receivable
6629 Christy Acre Circle
Mt. Airy, MD 21771

- | | |
|---|--|
| 15. Warranty Provision: | Not Applicable |
| 16. Export Packing Charges: | Not Applicable |
| 17. Terms & Conditions of Government Purchase Card Acceptance: | Contact Contract Administrator |
| 18. Terms and conditions of rental, maintenance, and repair: | Not Applicable |
| 19. Terms and conditions of installation (if applicable): | Not Applicable |
| 20. Terms and conditions of repair parts indicating date of parts, price lists and any discounts from list prices: | Not Applicable |
| 20a. Terms and conditions for any other services (if applicable): | Not Applicable |
| 21. List of service and distribution points (if applicable): | Not Applicable |
| 22. List of participating dealers (if applicable): | Not Applicable |
| 23. Preventative maintenance (if applicable) | Not Applicable |
| 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants.): | Not Applicable |
| 24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/ : | Contact Contract Administrator for more information. |
| 25. Data Universal Number System (DUNS) Number: | 139133230 |
| 26. Ripple Effect Communications, Inc. <i>is</i> registered in the Central Contractor Registration (CCR) database. | |

CONTRACT OVERVIEW

GSA awarded Ripple Effect Communications, Inc. a GSA Federal Supply Schedule contract for Mission Oriented Business Integrated Services (MOBIS), Contract No. GS-10F-0365T. The current contract period is 9/13/2007 - 9/12/2012. GSA may exercise a total of up to three additional 5 year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

CONTRACT ADMINISTRATOR

Amy Bielski
Ripple Effect Communications, Inc.
6629 Christy Acre Circle
Mt. Airy, MD 21771
Telephone: (240) 481-5192
Fax Number: (240) 745-3777
Email: abielski@reffect.net

MARKETING AND TECHNICAL POINT OF CONTACT

Amy Bielski
Ripple Effect Communications, Inc.
6629 Christy Acre Circle
Mt. Airy, MD 21771
Telephone: (240) 481-5192
Fax Number: (240) 745-3777
Email: abielski@reffect.net

CONTRACT USE

This contract is available for use by all federal government agencies, as a source for Mission Oriented Business Integrated Services, for worldwide use. Executive agencies, other Federal agencies, mixed – ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

CONTRACT SCOPE

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

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

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

- SIN 874-1/874-1RC: Consulting Services
- SIN 874-2/874-2RC: Facilitation Services
- SIN 874-3/874-3RC: Survey Services
- SIN 874-7/874-7RC: Program and Project Management Services

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

SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS

SIN 874-1/874-1RC: CONSULTING SERVICES

Contractors shall provide expert advice, assistance, guidance or counseling in support an agency's mission-oriented business functions. Services covered by this SIN are:

- Management or strategy consulting
- Program planning, audits, and evaluations
- Studies, analyses, scenarios, and reports relating to an agency's mission-oriented business programs or initiatives, such as defense studies, tabletop exercises or scenario simulations, educational studies, regulatory or policy studies, health care studies, economic studies, and preparedness studies
- Executive/management coaching services
- Customized business training as needed to successfully perform/complete a consulting engagement
- Policy and regulation development assistance
- Expert Witness services in support of litigation, claims, or other formal cases
- Advisory and assistance services in accordance with FAR 37.203

Financial audits are covered under GSA Schedule 520, Financial and Business Services, and are not allowed under this SIN. The term "consulting" as defined herein does not include staff augmentation.

SIN 874-2/874-2RC: FACILITATION SERVICES

Contractor shall provide facilitation and related decision support services for agencies engaged in collaboration efforts, working groups, or teams. Services covered by this SIN are:

- Defining, refining, and resolving disputes, disagreements, and divergent views (excluding EEO disputed)
- Leading or facilitating group briefings and discussions, enabling focused decision-making
- Recording discussion content and related facilitation support services
- Debriefing stakeholders
- Preparing and providing draft and final reports relating to the facilitated issues

Conference planning and management services are excluded from this SIN; these services are specifically covered under GSA Schedule 541, Advertising and Integrated Marketing Services. EEO disputes are covered under GSA Schedule 738X, Human Resources & Equal Employment Opportunity, and are excluded from this SIN

SIN 874-3/874-3RC: SURVEY SERVICES

Contractors shall provide surveying relating to mission-oriented business issues. Contractors shall assist with or perform all phases of the survey process. Services covered by this SIN are:

- Survey planning, design, and development
- Pretest/pilot surveying
- Assessing reliability and validity of data
- Conducting/administering surveys
- Analyses of quantitative and qualitative survey data
- Production of reports related to the survey
- Briefings of results to stakeholders

Any surveys relating to condition or status of equipment or property, or Architect and Engineering services as defined in FAR 36.601-4, are prohibited under MOBIS.

SIN 874-7/874-7RC: PROGRAM AND PROJECT MANAGEMENT SERVICES

Contractors shall provide services to assist agencies in planning, initiating, managing, executing, and closing out mission-oriented business programs and projects. Services included are:

- Project leadership and communications with stakeholders
- Project planning and scheduling
- Earned value management support
- Project management, including performance monitoring and measurement
- Reporting and documentation associated with project/program objectives
- Stakeholders briefings, participation in required meetings, and related project support services
- Program integration services
- Project close-out services

All services must be provided and performed under the supervision/management of the contractor's Project Manager or Program Manager. Services provided under SIN without and accompanying Program/Project Manager labor category are prohibited. The primary purpose and preponderance of work for any project award under this SIN must be for professional business services. Services covered by other GSA Schedules shall only be included in the project scope if they are directly related to the successful accomplishment of the project and are incidental to the overall effort. It is the responsibility of the Contracting Officer placing the order to make this determination.

SERVICES NOT INCLUDED

Typical examples of services that are not authorized for purchase under a MOBIS task include, but are not limited to: financial audits; engineering services, IT systems integration, network services, volume purchase of IT hardware, software or software development, data base planning, administrative support unless directly related to a MOBIS requirement, advertising and integrated marketing solutions, human resources services, Construction and Architect-Engineering Services as set forth in FAR Part 36 (including construction, alteration or repair of buildings, structures, or other real property). Training classes offered under SIN 874-4, which are not related to the MOBIS scope, will not be accepted. MOBIS is not a "General Training Schedule". Please review Schedules 69 Training Aids and Devices, Instructor-Led Training, Development for Course Materials-Programmed Learning Devices, 738 X Human Resources Management and EEO Services, 00CORP Consolidated Schedule and other GSA Schedules which may be better suited for products/services as identified at our Schedules E-Library website: <http://www.gsaelibrary.gsa.gov>.

Note: Personal Services Contracts as defined in FAR 37.101 and FAR 37.104 are strictly prohibited. Agencies are prohibited from utilizing service contracts to augment government staff. A contractor is equally prohibited from knowingly offering to supplement government staff by engaging in a personal services contract/task order.

INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that Ripple Effect Communications, Inc. meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide MOBIS services, follow these simple steps:

Step 1. Develop a Statement of Work (SOW)

In the SOW, include the following information:

- Work to be performed,
- Location of work,
- Period of performance;
- Deliverable schedule, and
- Special standards and any special requirements, where applicable.

Step 2. Select Contractor and Place Order

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order.
- If the order is exceeding but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

Step 3. Prepare a Request for Quote (RFQ)

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

Step 4. Provide RFQ to at least Three Firms

Step 5. Evaluate Offers, Select Best Value Firm, and Place Order

REQUIREMENTS EXCEEDING THE MAXIMUM ORDER

In accordance with FAR 8.404, before placing an order that exceeds the maximum order threshold, ordering offices shall:

- Review additional schedule contractors' catalogs/price lists or use the "GSA Advantage!" on-line shopping service;
- Based upon the initial evaluation, generally seek price reductions from the schedule contractor(s) appearing to provide the best value (considering price and other factors); and
- After price reductions have been sought, place the order with the schedule contractor that provides the best value and results in the lowest overall cost alternative (see FAR 8.404(a)). If further price reductions are not offered, an order may still be placed, if the ordering office determines that it is appropriate.

Vendors may:

Offer a new lower price for this requirement (the Price Reduction clause is not applicable to orders placed over the maximum order in FAR 52.216-19 Order Limitations.)

- Offer the lowest price available under the contract; or
- Decline the order (orders must be returned in accordance with FAR 52.216-19).

A task order that exceeds the maximum order may be placed with the Contractor selected in accordance with FAR 8.404. The order will be placed under the contract.

Sales for orders that exceed the Maximum Order shall be reported in accordance with GSAR 552.238-74.

BLANKET PURCHASE AGREEMENT

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (e.g. estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

LABOR CATEGORY DESCRIPTIONS

Experience Substitutions:

H.S. Diploma + 4 years additional experience	Equals	Bachelors Degrees
Bachelors Degree + 2 years additional experience	Equals	Masters Degree
Masters Degree + 3 years additional experience	Equals	Ph.D

Education Substitutions:

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

GSA Labor Category	Education	Exp.	Description
Project Manager III	BA/BS	10 yrs.	Plans, organizes, and controls the overall activities of the MOBIS contract. Primary client interface conferring with GSA and client agency management on strategic issues and to minimize costs and maximize efficiency in achieving contract requirements. Ensures that all MOBIS activities conform to the terms and conditions of the contract and task ordering procedures and requirements, including cost, schedule and quality parameters. Provides guidance, direction and ultimate management for all MOBIS projects, and reviews all services and products for conformance to client requirements. May oversee multiple tasks or projects simultaneously.
Project Manager I	BA/BS	6 yrs.	Plans, organizes, and controls the overall activities of the MOBIS contract. Primary client interface conferring with GSA and client agency management on strategic issues and to minimize costs and maximize efficiency in achieving contract requirements. Ensures that all MOBIS activities conform to the terms and conditions of the contract and task ordering procedures and requirements, including cost, schedule and quality parameters. Provides guidance, direction and ultimate management for all MOBIS projects, and reviews all services and products for conformance to client requirements.
Senior Technical Analyst III	MA/MS	14 yrs.	Provides subject matter functional expertise. Serves as a senior technical analyst responsible for performing high-level analytical and operational task implementation involving consulting, facilitation, surveys and program management services. Addresses complex

GSA Labor Category	Education	Exp.	Description
			management, organizational and business issues to develop strategies, organizational changes and productivity enhancements. Directs the activities of Specialists or other staff as necessary on activities related to specific field or discipline.
Senior Technical Analyst II	BA/BS	12 yrs.	Provides subject matter functional expertise. Serves as a senior technical analyst responsible for performing high-level analytical and operational task implementation involving consulting, facilitation, surveys and program management services. Addresses complex management, organizational and business issues to develop strategies, organizational changes and productivity enhancements. Directs the activities of Specialists or other staff as necessary on activities related to specific field or discipline.
Management Analyst II	BA/BS	6 yrs.	Analyzes current customer business processes and determines recommendations for process improvements. Implements recommendations to facilitate and optimize process improvements. Provides management consulting services including but not limited to: strategic planning, group facilitation, process and productivity improvement solutions, process re-engineering, survey design and implementation. Collects, compiles and analyzes data for reports.
Management Analyst I	BA/BS	4 yrs.	Assists with analyses of current customer business processes. Implements recommendations to facilitate and optimize process improvements. Provides management consulting services including but not limited to: strategic planning, group facilitation, process and productivity improvement solutions, process re-engineering, survey design and implementation. Collects, compiles and analyzes data for reports.
Management Database Developer I	BA/BS	2 yrs.	Provides experience in database management methods, techniques, and procedures for storing, revising, and retrieving data. Implements data file designs, indexing, and organization that will facilitate and support validation of findings. Designs, develops, monitors and analyzes databases for survey services including performance measures and indicators. Supports backup and recovery of data stored in data base management systems.

GSA Labor Category	Education	Exp.	Description
Functional Analyst II	BA/BS	2 yrs.	Applies technical and management analysis methods to provide solutions to consultative, facilitation and survey problems. Provides technical support for development and integration. Works under supervision.
Functional Analyst I	BA/BS	0 yrs.	Applies technical and management analysis methods to provide solutions to consultative, facilitation and survey problems. Provides technical support for development and integration. Works under supervision.

HOURLY RATES FOR SERVICES
SIN(s) 874-1/874-1RC, 874-2/874-2RC, 874-3/874-3RC, 874-7/874-7RC

Labor Category	Year 1 Hourly Rate inclusive of IFF	Year 2 Hourly Rate inclusive of IFF	Year 3 Hourly Rate inclusive of IFF	Year 4 Hourly Rate inclusive of IFF	Year 5 Hourly Rate inclusive of IFF
Project Manager III	\$129.92	\$134.47	\$139.17	\$144.04	\$149.09
Project Manager I	\$104.78	\$108.45	\$112.24	\$116.17	\$120.24
Senior Technical Analyst III	\$186.50	\$193.03	\$199.78	\$206.78	\$214.01
Senior Technical Analyst II	\$159.07	\$164.64	\$170.40	\$176.36	\$182.54
Management Analyst II	\$101.61	\$105.17	\$108.85	\$112.66	\$116.60
Management Analyst I	\$95.25	\$98.58	\$102.03	\$105.61	\$109.30
Management Database Developer I	\$76.20	\$78.87	\$81.63	\$84.48	\$87.44
Functional Analyst II	\$60.96	\$63.09	\$65.30	\$67.59	\$69.95
Functional Analyst I	\$51.44	\$53.24	\$55.10	\$57.03	\$59.02

** NOTE: OCONUS Rates MAY NOT INCLUDE the following: Post Differential Pay, Danger Pay, Travel, DBA Insurance, Medevac Insurance, Third Party Liability, Vehicle Insurance or Operations/maintenance expenses, etc. All Other Direct Costs (ODCs) are negotiated with the ordering agency on a task order basis.