

Reference Text File for SUSAN PETERSON PRODUCTIONS INC. – GS-23F-0007R

ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)

SIN -541-2: Public Relations Services

Contact us at: 202-463-0505

Visit us at <http://www.thecommunicationcenter.com>

INTRODUCTION TO THE COMMUNICATION CENTER® / SUSAN PETERSON PRODUCTIONS INC.

The Communication Center® / Susan Peterson Productions Inc. is a **woman-owned and operated** communication training firm based in Washington, DC and nationally recognized in the areas of **media training, message development, presentation coaching and consulting.**

Founded in 1983 by Susan Peterson, a former NBC and CBS correspondent, The Communication Center® maintains a team of highly-qualified trainers with real-world experience in major media markets and corporate communication. From production and reporting for television, radio and print to handling public relations for major U.S. companies, our trainers have the expert knowledge to help spokespeople become more confident communicators with the media and with internal and external audiences in any setting.

In addition to our training team, we employ a number of experienced staff members who are specialists in handling pre-training requirements, scheduling and logistics. When a change occurs, response is immediate.

A long list of clients includes officials of all levels in every industry, from the corporate world to government. Major federal agencies that use the services of The Communication Center® include the **National Institutes of Health, the Federal Aviation Administration, the Federal Transit Administration, the U.S. Department of Energy, NASA, U.S. Army and the Government Accountability Office.** *We have the practical experience and comprehensive understanding of government agencies, their communication structure, policies, regulations and operational mechanisms.*

At The Communication Center® we operate on the philosophy that training should be a positive, enjoyable and safe learning environment for every participant. This dynamic helps participants learn and allows our trainers to create lasting relationships that extend beyond the training.

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!, a menu-driven database system. The INTERNET address of GSA Advantage! is: GSAAvantage.gov.

ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)

FSC Group: 541 Part 1

Contract number: GS-23F-0007R

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

Contract period: October 4, 2004 . October 4, 2014

Contractor:

Susan Peterson Productions, Inc.
Dba The Communication Center
1612 K Street, NW
Washington, D.C. 20006
Phone: 202-463-0505
Fax: 202-463-0304
Web site: <http://www.thecommunicationcenter.com>

Business Size: Small, woman-owned

CUSTOMER INFORMATION:

1a. Special Item Number (SINs): SIN 541-2 Public Relations Services

1b. Pricing: Prices shown here are net, all discounts deducted, and valid for all domestic areas.

SIN 541-2 Public Relations Services

Standard Sessions - These programs are individually designed and developed to meet the unique needs of each client. Besides covering overall principles and strategies, courses offer the opportunity for personalization, in-depth research and analysis of each participant, their previous communication experience and topics related to their expertise. In addition, we use feedback from our contacts and participants to create specific scenarios for videotaped practice. Our coaches also stay connected with course participants through follow up e-mails and continued support.

	3.5 Hours	3.5 Hours	5 Hours	5 Hours	7 Hours	7 Hours
	Half Day	Half Day	Ext. Half Day	Ext. Half Day	Full Day	Full Day
		<i>Inclusive of IFF</i>		<i>Inclusive of IFF</i>		<i>Inclusive of IFF</i>
1 participant	\$2,296	\$2,313	\$3,280	\$3,305	\$4,100	\$4,131
2 participants	\$3,526	\$3,553	\$4,346	\$4,379	\$5,166	\$5,205
2-4 participants	\$4,346	\$4,379	\$5,207	\$5,246	\$6,068	\$6,114
5-6 participants	\$5,207	\$5,246	\$6,068	\$6,114	\$6,929	\$6,981
7-8 participants	n/a	n/a	\$6,068	\$6,114	\$6,929	\$6,981
9-10 participants	n/a	n/a	n/a	n/a	\$7,790	\$7,849
11-12 participants	n/a	n/a	n/a	n/a	\$7,790	\$7,849

Large Group Programs - Covering the foundational elements of media interviewing or presentation skills, large group sessions concentrate on group interaction and discussion. Since videotaped practice is not included for every participant topics are geared toward general techniques and strategies.

Message Development - During small group activities, we help participants organize their thoughts and brainstorm various techniques to make messages concise and powerful. We also introduce a unique message development technique so spokespeople learn how to clearly translate detailed information into solid themes and trends.

	Two Hour	Half Day
	Two Hour inclusive of IFF	Half Day inclusive of IFF
Large Group	\$2,870	\$4,100
Message Development		\$2,870
Stapled resource books provided at \$3.50 each.		

- 1c. **Hourly Rates:** Not Applicable
2. **MAXIMUM ORDER:** \$1,000,000
3. **MINIMUM ORDER:** \$100
4. **GEOGRAPHIC COVERAGE:** Worldwide
5. **POINT OF PRODUCTION:** Washington, D.C.
6. **STATEMENT OF NET PRICES:** Prices shown are net, all discounts deducted.
7. **QUANTITY DISCOUNTS:** An additional volume discount of 5% off Commercial Pricing is offered when scheduling three or more sessions, which totals a GSA Schedule price of 20% discount below Commercial Prices.
8. **PROMPT PAYMENT TERMS:** Early payment discount of 2% is honored if payment is received within 20-days from billing date.
- 9.a. **GOVERNMENT CREDIT CARDS ARE NOT ACCEPTED FOR ORDERS UNDER \$100**
- 9.b. **GOVERNMENT PURCHASE CARDS ARE ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD**
10. **FOREIGN ITEMS:** N/A
- 11.a. **TIME OF DELIVERY:** Will adhere to the delivery schedule as specified by the agencies purchase order.
- 11.b. **EXPEDITED DELIVERY:** N/A
- 11.c. **OVERNIGHT AND 2-DAY DELIVERY:** N/A
- 11.d. **URGENT REQUIREMENTS:** Please contact for more information.
12. **F.O.B. POINTS:** Destination
- 13.a. **ORDERING ADDRESS:**
Susan Peterson Productions Inc.
t/aThe Communication Center
1612 K Street, NW
Washington, DC 20006
- 13.b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule homepage (www.fss.gsa.gov/schedules).

14. **PAYMENT ADDRESS:**
Susan Peterson Productions Inc.
t/a The Communication Center
1612 K Street, NW
Washington, DC 20006
15. **WARRANTY PROVISION:** The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
16. **EXPORT PACKING CHARGES:** N/A
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** Susan Peterson Productions Inc. will not offer a discount to agencies using the Government credit card. However, a 2% discount is offered for payments received in full within 20-days of invoice- even if paid by Government credit card.
18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR:** N/A
19. **TERMS AND CONDITIONS OF INSTALLATION:** N/A
20. **TERMS AND CONDITIONS OF REPAIR PARTS, ETC.:** N/A
- 20.a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES:** A \$3.50 per person workbook fee will be charged for sessions involving more than 12 participants.
21. **LIST OF SERVICE AND DISTRIBUTION POINTS:** N/A
22. **LIST OF PARTICIPATING DEALERS:** N/A
23. **PREVENTIVE MAINTENANCE:** N/A
- 24.a. **ENVIRONMENTAL ATTRIBUTES:** N/A
- 24.b. **SECTION 508 COMPLIANCE INFORMATION:** N/A
25. **DATA UNIVERSAL NUMBER SYSTEM (DUNS) number:** 10-793-8557
26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR DATABASE):** Susan Peterson Productions Inc. is registered in the DoD CCR database and GSA's electronic ordering system, GSA Advantage!