

D. J. Case & Associates, Inc.

317 E. Jefferson Blvd.
Mishawaka, IN 46545
www.djcase.com



Conservation through Communication

Tel 574-258-0100
Fax 574-258-0189



Federal Supply Service *Authorized Federal Supply Service 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 for GSA *Advantage!* is <http://www.GSAAdvantage.gov>.

Advertising and Integrated Marketing Solutions
FSC Group: 541

Contract Number
GS-23F-0030S

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

Contract Period:
November 18, 2005 to November 17, 2015

Contact for Contract Administration:
Bonnie S. Stewart, Business Manager
Rick Clawson

Business Size: Small

Prices Shown Herein are Net (discount deducted)
Prices are inclusive of the Industrial Funding Fee of 0.75%

Supplement Number:
Not Applicable

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May 29, 2015

Customer Information

1. **Table of Awarded Special Item Numbers (SINs):**

541-1 / 541-1RC	Advertising Services
541-2 / 541-2RC	Public Relations Services
541-3 / 541-3RC	Web Based Marketing Services
541-4A / 541-4ARC	Market Research and Analysis Services
541-4B / 541-4BRC	Video/Film Production Services
541-4C / 541-4CRC	Exhibit Design and Implementation Services
541-4D / 541-4DRC	Conference Events and Trade Show Planning
541-4F / 541-4FRC	Commercial Art and Graphic Design Services
541-5 / 541-5RC	Integrated Marketing Services
541-1000 / 541-1000RC	Other Direct Costs

See table below for labor rates.

Labor Category	Price/Unit
Account Manager	\$103.41
Project Manager	\$103.41
Meeting Facilitator	\$103.41
Assistant Account Manager	\$96.51
Assistant Project Manager	\$96.51
Public Relations Specialist	\$92.57
Media Relations Specialist	\$92.57
Copy Writer	\$92.57
Layout Design Specialist	\$92.57
Videographer	\$92.57
Photographer	\$92.57
Web Designer	\$92.57
Editor	\$92.57
Translator	\$92.57
Communications Specialist	\$92.57
Graphic Designer	\$92.57
Proofreader	\$92.57
Field Staff	\$49.24
Registration Clerk	\$49.24
Room Monitor	\$49.24
Researcher	\$49.24
Other Direct Costs	
Rental Facility	\$1,535

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2. **Maximum Order: \$1,000,000**
3. **Minimum Order: \$100**
4. **Geographic coverage (delivery area): Domestic delivery only.**
5. **Point of production: Mishawaka, St. Joseph County, Indiana**
6. **Discount from list prices: Prices shown in price list are net, all discounts deducted.**
7. **Quantity discounts: None**
8. **Terms: Prompt Pay**
9. **Government purchase cards will be accepted above or below the micro-purchase threshold.**
10. **Foreign items (listed by country of origin): None**
- 11a. **Time of delivery: From date of award to date of completion**
- 11b. **Expedited delivery: Items available for expedited delivery are noted in this price list.**
- 11c. **Overnight and 2-day delivery: Not applicable.**
12. **F.O.B. point(s): Destination**
- 13a. **Ordering Address:**
D.J. Case & Associates, Inc.
317 E. Jefferson Blvd. | Mishawaka, IN 46545
Phone: 574-258-0100 Fax: 574-258-0189
Email: dave@djcase.com
- 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 (fss.gsa.gov/schedules)**
14. **Payment Address: 317 E. Jefferson Blvd., Mishawaka, IN 46545**
15. **Warranty provision: Not applicable**
16. **Export packing charges: Not applicable.**
17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Accept under same terms and conditions as under micro-purchase level.**
18. **Terms and conditions of rental maintenance, and repair: Not applicable**
19. **Terms and conditions of installation: Not applicable**
20. **Terms and conditions of repair parts: Not applicable**
- 20a. **Terms and conditions for any other services: Not applicable**
21. **List of service and distribution points: Not applicable**
22. **List of participating dealers: Not applicable**
23. **Preventative maintenance: Not applicable**

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- 24a. Special attributes such as environmental attributes: Not applicable
- 24b. Section 508 Compliance for EIT: www.djcase.com
- 25. Data Universal Number System (DUNS) number: 968658435
- 26. Notification regarding registration in Central Contractor Registration (CCR) database: *D.J. Case & Associates is registered with the SAMS database: 050L1.*

Labor Descriptions:

Account Manager	<p>Account manager serves as primary business contact for the client and is responsible for client satisfaction. Additionally, he is the lead project manager on any project.</p> <p>Education: Bachelor's Degree, plus successful training in and/or equivalent years of experience in successful project or business management is preferred.</p> <p>Experience: Minimum of 5 years</p>
Project Manager	<p>Project managers may have the responsibility of the planning, execution, and closing of any project under the direction of the Principal/Director/Account Manager. Project Managers may also be Account Managers in situations where they are the primary business contact.</p> <p>Education: Bachelor's Degree, plus successful training in and/or equivalent years of experience in group dynamics, group communication, or facilitation.</p> <p>Experience: Minimum of 3 years</p>
Meeting Facilitator	<p>Meeting facilitators' role is to work with group processes to ensure the designing and running of successful meetings through achieving a high degree of consensus.</p> <p>Education: Bachelor's Degree</p> <p>Experience: Minimum of 2 years</p>
Assistant Account Manager	<p>Under the direction of account manager, he may be a secondary business contact for the client handling communications when account manager is unable to respond.</p> <p>Education: Bachelor's Degree, plus basic successful project management skills or related Assistant Project Manager training or years of equivalent experience preferred.</p> <p>Experience: Minimum of 2 years</p>
Assistant Project Manager	<p>Under the direction and coordination of executive staff or project manager, he may assist with general project coordination, staff assignments, and management tasks, such as planning, execution and closing of any project.</p> <p>Education: Bachelor's Degree, ideally in Communications, PR or other related field, plus a strong background in conservation/natural resources</p>

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	issues. Experience: Minimum of 2 years
Public Relations Specialist	Public Relations Specialist works in public message development and communications planning and consultation for the functions of communication, customer relations, government affairs, media relations, non-legal mediation, and visitor relations. Education: Bachelor's Degree Experience: Minimum of 2 years
Media Relations Specialist	Media Relations Specialist works in public message development and communications planning and consultation for the functions such as communication, customer relations, government affairs, and visitor relations through media planning and media coordination. Education: Bachelor's Degree Experience: Minimum of 2 years
Copy Writer	Copy Writer provides verbal or textual content for various projects such as web content, technical manuals, educational materials, video scripting, etc. Education: Associates Degree Experience: Minimum of 2 years
Layout Design Specialist	Layout Design Specialist has the responsibility of developing page layout that is the part of graphic design that deals in the arrangement and style treatment of elements (content) on a page. Education: Degree or certificate from accredited trade school or equivalent experience Experience: Minimum of 3 years
Videographer	Responsible for coordinating video/multimedia productions and timelines. Some scriptwriting and production planning, as well as capture/recording moving images and sound on tape, disk, other electro-mechanical device, or broadcasting live. Also responsible for editing audio and video, creating relevant graphics and animation, and rendering final copies for client usage. Education: Degree or certificate from accredited trade school or equivalent experience Experience: Minimum of 3 years
Photographer	Photographer is responsible for taking still photos for use in projects. Education: Degree or certificate from accredited trade school or equivalent experience Experience: Minimum of 3 years
Web Designer	DJCA web designers and web developers have the responsibility of designing and developing web sites for client Internet or intranet usage. Education: Bachelor's Degree Experience: Minimum of 2 years
Editor	Editors select and prepare language, images, sound, video or film through processes of correction, condensation, organization, and other modifications in various media.

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	<p>Education: Degree or certificate from accredited trade school or equivalent experience</p> <p>Experience: Minimum of 3 years</p>
Translator	<p>Translator communicates the client's message into another language through written or spoken word as may be found in text or visual delivery.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p> <p>Experience: Minimum of 2 years</p>
Communications Specialist	<p>Communications specialist conceives of and writes communication of all types to meet client and project target goals and audiences, including, but not limited to brochures, direct mailings, booklets, advertisements, newsletters and scripts and can also provide consultation to clients on communications planning and recommended execution.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p> <p>Experience: Minimum of 2 years</p>
Graphic Designer	<p>Graphic designer assembles images, typography or motion graphics to create a piece of accessible, memorable design for published, printed or electronic media.</p> <p>Education: Bachelor's Degree</p> <p>Experience: Minimum of 3 years</p>
Proofreader	<p>Proofreader reads copy to detect and correct any errors in spelling, sentence structure, missing words or punctuation.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p> <p>Experience: No Minimum</p>
Field Staff	<p>Field staff perform tasks that cannot be accomplished from within the office such as pick-up and delivery of items for clients, visit prospective meeting sites, etc.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p> <p>Experience: No Minimum</p>
Registration Clerk	<p>Registration clerk assists clients during conference events to register attendees and to handle other pre-event considerations.</p> <p>Education: Degree or certificate from accredited trade school or equivalent experience</p> <p>Experience: No Minimum</p>
Room Monitor	<p>Room monitor assists speaker(s) and participants to ensure session goes smoothly. Responsibilities may include checking that logistics are in order, needed A/V equipment is in room, keeping session and speakers on time, and assisting speakers with supplies.</p> <p>Education: Degree or certificate from accredited trade school or</p>

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Researcher
equivalent experience
Experience: No Minimum
Researcher investigates various areas to establish facts for the use of project leaders and for the benefit of the client.
Education: Degree or certificate from accredited trade school or equivalent experience
Experience: No Minimum

Company Description:

Conservation through Communication. Since 1986, D.J. Case & Associates has specialized in natural resources communications.

We work with state and federal natural resources agencies and organizations. We are a full-service public relations firm specializing in natural resources communications. We are wildlife and fisheries biologists, foresters, marketing and public relations experts, human dimensions researchers, public consent facilitators, writers, video producers, website designers, graphic artists – and more! We speak the language of science and communications.

Most importantly, we are partnership builders, integrating public relations, education and public involvement into cohesive communications solutions for natural resources agencies and organizations.

Our tools include a cutting-edge suite of outreach strategies. Our goal is always to help you implement positive, measurable communications efforts that further your natural resources conservation goals.

Contact us to see how we can help YOU.