



Contract Holder

Contract #GS23F0097P
Contract #GS23F0098P



xenophon
STRATEGIES

Small Business

Xenophon Strategies
1625 Eye St., NW, 6th Floor
Washington, DC 20006
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Contract Administrator
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**GENERAL SERVICES ADMINISTRATION
 FEDERAL SUPPLY SCHEDULE FOR ADVERTISING AND INTEGRATED
 MARKETING SOLUTIONS (AIMS)
 FSC CLASS 541**

CONTRACT NUMBERS:

#GS23F0097P

#GS23F0098P

CONTRACT PERIOD: JANUARY 14, 2004 THROUGH JANUARY 14, 2009

RENEWED: JANUARY 15, 2009 THROUGH JANUARY 14, 2014

BUSINESS SIZE: SMALL

Company Information:

1a. Authorized/Awarded special item numbers:

SIN 541-2 Public Relations Services
 SIN 541-3 Web Marketing Service
 SIN 541- 4A Market Research and Analysis
 SIN 541- 4F Commercial Art and Graphic Design
 SIN 541-1000 Other Direct Costs (ODC)

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. N/A

2. Maximum order: \$1,000,000

3. Minimum order: \$100.00

4. Geographic coverage (delivery area): Domestic U.S.

5. Point(s) of production (city, county, and state or foreign country): N/A

6. Discount from list prices or statement of net price: GSA Net Pricing as shown in pricing tables provided

7. Quantity discounts: None

8. Prompt payment terms: 1% discount up to \$25,000 and 2% over \$25,000 for invoices paid within 15 days

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold:

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Yes

10. Foreign items: N/A

11a. Time of delivery: ALL SINS - As negotiated between contractor and ordering agency

11b. Expedited delivery: Available. Expedited delivery time is negotiated between Contractor and Ordering Agency

11c. Overnight and 2-day delivery: Available. Expedited delivery time is negotiated between Contractor and Ordering Agency

11d. Urgent requirements: Available. Expedited delivery time is negotiated between Contractor and Ordering Agency

12. F.O.B. point(s): Destination

13. Ordering addresses:
 Xenophon Strategies, Inc.
 1625 Eye Street, NW
 6th Floor
 Washington, DC 20006

14. Payment address:
 Xenophon Strategies, Inc.
 1625 Eye Street, NW
 6th Floor
 Washington, DC 20006

15. Warranty provision: N/A

16. Export packing charges, if applicable: N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). N/A

18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A

19. Terms and conditions of installation: N/A

20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A

20b. 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

24. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A

25. Data Universal Number System (DUNS) number: 10-233-7792

26. Notification regarding registration in Central Contractor Registration (CCR) database. CAGE Code: 3LJJ6

CAPABILITIES

Xenophon Strategies is a full-service strategic communications firm specializing in public relations, crisis communications and government affairs. Our firm, with headquarters in Washington, D.C., and an office in San Francisco, CA has a diverse portfolio of clients, including Fortune 500 companies, public entities, non-profits and foundations.

Xenophon Strategies staff members have diverse backgrounds and wide-ranging expertise. Our team includes former congressional staff, state and federal government officials, public relations experts, journalists, political strategists, marketing professionals and media tacticians. All are well-respected professionals, who are highly accomplished in their fields.

Our success is proven. From implementing large-scale media relations and public affairs campaigns to preparing for and responding to major crisis events, our capabilities and services are consistently recognized as industry-leading and innovative.

We offer expertise in the full range of communications strategies, including:

Public Education - Public affairs initiatives are complex efforts that involve a wide variety of players, the business community, special interest groups, the media and, of course, the public. Xenophon is experienced in designing and implementing public affairs campaigns that inform and influence through the strategic integrated use of our capabilities.

Xenophon has access to a range of resources, including a network of political professionals, lobbyists, grassroots specialists and pollsters, providing a solid foundation for any campaign or outreach effort. Our goal is to understand a client's needs and develop a public affairs campaign that achieves results.

Media Relations - Xenophon Strategies has particular skill and expertise in all aspects of media relations. Because of the diverse background of our staff - former journalists, spokespersons for city government and public relations agency professionals - we offer our clients a unique and comprehensive view on engaging with and managing the media. Our approach integrates all other areas of communications and is based on experience and accrued success with our clients.

Media Training - A well-prepared spokesperson can effectively advance an agency's program or initiative. Maintaining a positive media spotlight takes understanding, preparation and practice. Our training helps clients understand how the media works and what will help reporters write their stories. Preparation is key to projecting a positive image and getting the right messages across.

Our practical media training teaches interview techniques and how to stay on message. Customized to suit each client, our sessions cover crisis specialist training, general spokesperson training and executive training. Over the last three years, we have trained civil servants, Congressmen and their staff and Fortune 500 executives; over the last 14 years, our staff has worked with over 3,000 clients at all levels of the professional world.

National News Management - The 24-hour news cycle requires an ability to react swiftly, intelligently and with precision. Xenophon conducts media research into existing and potential issues to identify and respond to negative stories and proactively manage coverage. Timely media monitoring facilitates the identification and remediation of inaccuracies, and enables us to identify and track trends. Our experience ranges from tracking major stories that stay in the news for months, to following smaller events that nonetheless can cause great harm to an organization and its stakeholders.

Strategic Development - A strategic communications plan begins with a baseline messaging session to clearly identify a client's current and future direction, issues and goals. Xenophon works with clients to craft a strategy that is designed to meet those goals, while addressing issues and holding true to core values. The strategic plan considers different vehicles for dissemination, including one-on-one interviews with key journalists, issue briefings with the trade press, news conferences and the development and distribution of informational support materials.

Market Research and Analysis - At Xenophon Strategies, we understand the importance of information in determining strategy. The key to a public relations process is research. It allows organizations to make plans, implement tactics and evaluate results. XenWatch is a media-monitoring suite that covers all channels of communication: print publications broadcast, radio, and television, the Internet, online Web publications, chat rooms, and message boards. Designed to provide weekly, daily, or real-time intelligence on what is being said, where it is being said, and by whom, the media-monitoring suite of services has a proven success record enabling a client to respond promptly to correct inaccuracies or enhance a story.

As a strategic tool in creating a public relations campaign, XenWatch illustrates the media environment to produce the best outcomes for our clients. After understanding the client's needs, Xenophon Strategies' account team establishes subjects to monitor, key words, personalities, institutions, competitors, and any other outlet producing stories that affect the client's goal. This broad look, which can be scaled back to suit the client's needs, illustrates the media environment in which the client will participate. XenWatch gives Xenophon Strategies and the client a proactive understanding of how the information may be treated, allowing the optimum strategy.

Crisis Communications - We specialize in preparing organizations to successfully handle a crisis whenever and wherever it should occur. Services we offer include: audit of crisis communications infrastructure; design and implementation of overall corporate crisis plans; intensive media training; dark website design, construction and hosting; drills for senior level management; design of location specific plans; location specific drills and crisis management. During a crisis, we work closely with clients to understand the scope of the crisis, its impact and the best course of action to follow.

Issues Management - There are three components to effective issues management: assessment of past, present and potential issues; preparation of a strategic plan to address those issues; and implementation of that plan. Xenophon is skilled at assessing issues that affect a company, its stakeholders and interests and is keenly aware of the importance of tracking how those issues evolve.

Community Involvement - Xenophon Strategies works with project stakeholders to insure synergy and effective communication of goals by developing agendas and materials for project discussions. Working across project lines with all involved community partners, including state, local and regional governments as well as local civic associations, Xenophon assesses project goals and coordinates strategic communication to meet client needs.

Web Design - Visual materials play an integral role in all communications efforts. A strong image used strategically can create a desired impression almost immediately. Xenophon Strategies uses a wide variety of techniques and materials to support our communications campaigns. From Web site brand development strategies to Web site content and development, we have the resources and experience to achieve the Government's strategic communications goals.

Creative Services produces Web content and design including: graphic design, content editing, Web animation, programming, audio/video streaming or compression, hosting, search engine placement/optimization and maintenance. For Web development, Xenophon Strategies uses HomeSite and Dreamweaver and writes code in HTML, XHTML, and Jscript. Several of our Web sites also incorporate animation created in Flash.

In addition to the creation of live Web sites built for immediate use, Xenophon Strategies is experienced in creating dark Web sites of all scales. Activated at any moment, these dormant sites and/or pages are a very effective tool in proactive crisis communication or on-the-ready messaging for any communication need. These sites and/or pages are not up for public view until the necessity arises. The main objective is to have key messages and timely information ready to provide to the public and the media.

Graphic Design - Visual materials play an integral role in all communications efforts. A strong image used strategically can create a desired impression almost immediately. Creative services produce Web content and design including: graphic design, content editing, Web animation, programming, audio/video streaming or compression, hosting, search engine placement, and maintenance. Our desktop publishing applications include QuarkXPress and Adobe's Pagemaker, InDesign, and Acrobat products. In collateral development, creative services can manage or produce: identity creation, trademarking, and print advertising (paid or unpaid).

Our graphics production and imaging software titles include Adobe's Photoshop, ImageReady, and Illustrator as well as Freehand and Fireworks. In addition, Xenophon Strategies' creative services can produce multimedia, such as photography, audio/video, general animation, presentations, and CD or DVD authoring. MGI VideoWave is our in house video editing software.

HISTORY & OVERVIEW

Xenophon Strategies takes its name from the 4th century BC Greek warrior whose name means distinct and intense. The firm was founded in 2000 by David A. Fuscus who was the former VP for Communications at the Air Transport Association, former Deputy Chief of Staff to then Pennsylvania Governor Tom Ridge and the former head of communications for the House of Representative's Transportation and Infrastructure Committee.

Xenophon was founded on a detailed business plan which centered around three core areas of expertise: crisis communications, national media relations and public affairs communications. The first year's plan was to take the firm's experience working with the airline industry and on airline accidents to build a base for the firm in crisis communications and then expand into national media relations and public affairs. Since its first year, Xenophon has grown its list of clients while maintaining its commitment to existing clients. This commitment is evidenced by the loyalty of the firm's first two clients, Airbus and the Air Transport Association, both of which Xenophon continues to serve as the firm-of-record.

**HIGHLIGHTS of
OUR COMPANY**

- Founded in 2000
- Public Relations Firm
- Grown from 2 employees to 20 employees
- Organized to deliver world-class comprehensive integrated, full service communication services
- Headquartered in Washington, D.C. with offices in San Francisco, CA
- Honored by PR Week as a Finalist in 2003 for Boutique PR Agency of the Year
- Awarded the 2009 Silver Anvil Award by the Public Relations Society of America (PRSA), the industry's highest honor.
- Awarded the Thoth Award for Reputation Brand Management and Integrated Media Relations
- Member of the Public Relations Global Network (PRGN)

XENOPHON STRATEGIES
KEY PEOPLE**David Fuscus**
CEO & PRESIDENT

David A. Fuscus is CEO of Xenophon Strategies, Inc. and founded the company to embody the principles of honesty, senior-level counsel and professional excellence. Mr. Fuscus is noted for his strategic public relations skills and speaks frequently on the media and its impact on both corporations and the government. While responsible for the management of the overall firm, Mr. Fuscus also leads an account team representing major American and European corporations and trade associations. Previously, Mr. Fuscus was Vice President of Communications for the airline industry's trade association, The Air Transport Association. In this position, he was responsible for developing and implementing overall airline industry communications efforts, was a key political strategist for the ATA and served as the airline industry's chief spokesperson.

Mr. Fuscus was Deputy Chief of Staff to Pennsylvania Gov. Tom Ridge, who later served under President George W. Bush as Secretary of the Department of Homeland Security. Mr. Fuscus served as a key political and media adviser to the governor and was the Deputy Director of Ridge's first election campaign and transition committee. Prior to his tenure with Gov. Ridge, Mr. Fuscus spent nine years working in Congress as Director of Public Affairs for the House Transportation and Infrastructure Committee and as Deputy Chief of Staff and Press Secretary to Rep. William F. Clinger (R-Pa.).

Mr. Fuscus is heavily involved in crisis communications and has worked with the media on major national and international crisis's including representing the airline industry following the 9/11 attacks, seeing the The Salvation Army through seven major hurricanes including Katrina and working on eleven major commercial aviation accidents.

Mark Hazlin
SENIOR VICE PRESIDENT

Mark Hazlin has planned and executed strategic communications for some of the most recognized clients in the country on some of the toughest issues challenging organizations today. From digital media to traditional public relations, Mr. Hazlin works to use existing and emerging tools to craft effective and impactful campaigns that help clients communicate better.

During his career he has represented The Salvation Army, the Midwest ISO, Shell Oil Company, Texaco, WorldCom, JFK International Airport, Excite!, New York University, NBA Entertainment, Pepsi, and others.

At Xenophon, he is one of the senior leaders in the company's public relations practice, managing teams and ensuring the agency delivers the exceptional customer service for which it is known.

Prior to Xenophon, he worked as a journalist, writing stories on a broad range of topics for USA Today, Forbes.com, PRWeek, Orlando Sentinel, New York Resident and other local and national media outlets.

Also, he spent eight years in public relations, at firms in Washington and New York City including The Marino Organization (TMO) and Dan Klores Communications (DKC, formerly Dan Klores Associates).

Bob Brady
MANAGING DIRECTOR

As an Managing Director at Xenophon Strategies, Bob Brady provides communications counsel and support for The Salvation Army in the United States among other clients. Mr. Brady's responsibilities include reactive media relations and crisis communications work, as well as developing proactive feature stories to highlight the work of The Salvation Army. Mr. Brady has worked with numerous national media outlets and successfully placed stories in The New York Times, USA Today, Newsweek, the Associated Press, NBC News, CNN, MSNBC and elsewhere.

Additionally, Mr. Brady coordinates communications efforts for a variety of Salvation Army events and initiatives throughout the year including the Annual Red Kettle Christmas Campaign and major organizational responses to hurricanes, earthquakes, wildfires and other disasters. This work includes on-site support for spokespeople at events like the Red Kettle Campaign Kickoff at the Dallas Cowboys Thanksgiving Day half-time game, which commences the charity's largest national fundraiser during the holiday season. In previous years, the kickoff event has featured musical artists including Daughtry, Jonas Brothers, Kelly Clarkson and Carrie Underwood.

Mr. Brady also provides strategic and crisis communications expertise for Airbus Americas, assisting in reactive and proactive media opportunities for the company.

Jennifer June Lay
MANAGING DIRECTOR

Jennifer joined Xenophon Strategies in 2010 after spending eight years at a Nashville-based PR firm. There she honed her skills in media relations, crisis communications, reputation management and integration of communications services for clients such as, Psychiatric Solutions, Inc., Bridgestone Americas, Inc., Johnston & Murphy and Jack Daniel's.

In addition, Jennifer strategized, planned and executed numerous PR campaigns on a local, regional and national level for nonprofits, aviation and food industries.

Jennifer received her Bachelor of Arts in Communications and Information Sciences from the University of Alabama.

**HOW WE HELP THE
GOVERNMENT ARENA**

- Strategic counsel
- Positioning
- Media relations
- Marketing communications
- Issues and crisis communications
- Audience targeting
- Reputation management
- Public/professional education programs
- Writing service
- Public education
- Event management and materials production
- Print, Radio and TV Media tours
- Market research
- Graphic design
- Web site production, measurement, auditing and maintenance
- Internet monitoring
- Media training
- Brand identity
- Logo design
- Audience Directed Advertising

We have a demonstrated track record of success in helping high-profile government clients achieve their organizational objectives. Our staff's experience working in Washington, D.C. and in state government allows us to bring an exceptional understanding of the legislative and regulatory audiences to our clients.

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LABOR/TASK CATEGORY GOVERNMENT HOURLY RATE

Labor Category**Government Rate**

President	\$317.36
Senior Counselor	\$312.83
Senior Vice President I	\$294.69
Senior Vice President II	\$262.96
Vice President I	\$249.36
Vice President II	\$225.00
Director II	\$190.42
Senior Associate	\$167.75
Associate	\$153.00
Deputy Associate	\$117.88
Account Coordinator/ Assistant Associate	\$104.28
Administrative Assistant	\$85.50
Graphic Designer	\$154.15
Web Designer/Architect	\$154.15

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Media Training 1/2 day session (4 hours)	\$4,785.63
Media Training 1 day session (8 hours)	\$7,178.44
Media Training 1 1/2 day (12 hours)	\$9,571.25
Video News Release	\$10,528.38
(VNR). Production costs included. Not including satellite buy.	
Dark Web site:	
Construction	\$11,485.50
Monthly licenses fee	\$287.14
Monthly hosting	\$95.71
Telephone - Genesys Conferencing	\$1,121.07
Duplicating	\$2,915.40
Research	\$13,055.19
Printing	\$9,749.40
Web site Development	\$44,027.75
Wire Services - PR Newswire	\$2,333.98
Factiva	\$287.14
Tobin Radio Services	\$19,919.96

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