



Schedule Title: Multiple Award Schedule
M Powered Strategies
Corporate & Customer Information, Terms & Conditions,
Labor Categories, & Labor Rates

CORPORATE INFORMATION

Company Name: M Powered Strategies, Inc.
Business Type: SBA-Certified HUBZone Small Business, <\$15 Million

Contract Number: GS00F170CA
Industrial Group: Professional Services
Contract Period: 19 June 2015 – 18 June 2025
Effective Dates: Price list current as of Modification #PS-0024 effective July 15, 2020

Corporate Headquarters: 1616 H Street, NW, Suite 1010
Washington, DC 20006-4903

Telephone: 202.628.3115
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Web Site: <http://www.mpoweredstrategies.com/>

President, CEO: J. Kendall Lott, 202.628.3115
kendall.lott@mpoweredstrategies.com

Contract Administration: J. Kendall Lott, 202.628.3115
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Sales and Inquiries: J. Kendall Lott, 202.628.3115
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Corporate Capabilities: Facilitation, Meeting Management, Stakeholder Management & Engagement, Conflict Management Consulting, Program Management, Project Management, Project Management Consulting, Budget Analysis & Formulation, Root Cause Analysis & Management Studies, Program Evaluation, Business Planning, Business Analysis, Requirements Analysis, Organizational Change Management, Organizational Analysis & Assessment, Strategic Planning, Business Process Design & Re-Engineering, Governance Design & Execution, Strategic Workforce & Human Capital Planning, Performance Management, Strategic Communications, Professional Development Programs, Training Portfolio Development, Curriculum & Instructional Systems Design, Executive & Leadership Coaching, Team Development Training

On-line Access: 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 GSA Advantage! is: GSA Advantage.gov.

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

CUSTOMER INFORMATION

1A. Awarded SINs:

541810ODC	Other Direct Costs for Marketing and Public Relations Services
541511	Web Based Marketing Services
541910	Marketing Research and Public Opinion Polling
561920	Conference, Meeting, Event and Trade Show Planning Services
541613	Marketing Consulting Services
541611	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
611430	Professional and Management Development Training
OLM	OLMs are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Schedule contract or BPA.

1B. Model Numbers:

N/A.

1C: Hourly Rates:

Please see sections titled: "Labor Categories" and "Labor Rates".

2. Maximum Order:

\$1,000,000.00.

3. Minimum Order:

\$100.00

4. Geographic Coverage:

Worldwide

5. Points of Production:

Washington, DC, USA.

6. Rate Discount Policy:

Discount from list prices or statement of net price: Government Net Prices (discounts already deducted.).

7. Quantity Discount Policy:

M Powered Strategies does not offer a quantity discount.

8. Prompt Payment Policy:

Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. Gov't Purchase Cards:

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

9b. Gov't Purchase Cards:

Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Will Accept

10. Foreign Items:

N/A.

11a. Time of Delivery:

30 days

11b. Expedited Delivery

Items available for expedited delivery are noted in this price list.

11c. Overnight and 2-day delivery

Available. Schedule customer may contact the Contractor for rates for overnight and 2-day delivery

11d. Urgent Requirements

Per Urgent Requirements clause of the contract, Agencies can also contact the Contractor's representative to effect a faster delivery.

12. F.O.B. Points:

F.O.B. Destination.

- 13A. Ordering Address:** 1616 H St NW Suite 1010, Washington, DC, 20006.
- 13B. Ordering Procedures:** 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:** 1616 H St NW Suite 1010, Washington, DC, 20006 ATTN: Kendall Lott.
- 15. Warranty Provision:** N/A.
- 16. Export Packing Charges:** N/A.
- 17. Gov't Purchase Cards:** Contact Contractor.
- 18. Rental Terms:** N/A.
- 19. Installation Terms:** N/A.
- 20. Repair Terms:** N/A.
- 21. Distribution Locations:** N/A.
- 22. Participating Dealers:** N/A.
- 23. Preventative Maintenance:** N/A.
- 24A. Environment Attributes:** N/A.
- 24B. 508 Compliance:** M Powered Strategies adheres to all applicable Section 508 EIT standards. For more information, please visit www.mpoweredstrategies.com/wp-content/uploads/2020/08/MPS-508-PAT-1.pdf
- 25. DUNS:** 126911564
- 26. SAM Registration:** M Powered Strategies, Inc. is currently registered and in good standing.

TERMS & CONDITIONS

EPA Policy: M Powered Strategies uses Market Based Pricing, Clause I-FSS-969 (b)(2), using the market indicator maintained by the Bureau of Labor Statistics, Employment Cost Index, Not Seasonally Adjusted, Total Compensation, Private Industry, 12-month percent change, for Industry Occupation: Management, Professional, and Related, Series ID:CIU2010000100000A (B,I) to adjust labor rates on an annual basis.

Service Contract Labor Standards (SCLS): The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and / or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix

identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable wage determination number.

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Administrative Assistant	High School	1	<p>Minimum/General Experience: 1 year experience in administrative support position with good oral and written communication skills are required. Strong working knowledge of office software such as Microsoft Office required. The ability to accurately take and transcribe notes during meetings is and track action items is required.</p> <p>Duties/Functional Responsibilities: This category provides administrative support to agency personnel or to company members. They take minutes and provide action item tracking for managers. They take accurate notes during large meetings. They alert managers for upcoming due dates.</p> <p>Minimum Education: Highschool diploma. Allowable Substitution: General Education Diploma.</p>
Associate Consultant	Bachelors	1	<p>Minimum/General Experience: 1 year of experience in business process reengineering, process design, organizational design and development, or decision-making analysis. Facilitation skills required. Good oral and written communication skills are required. Strong working knowledge of office software such as Microsoft Office required. The ability to accurately take and transcribe notes during meetings and track action items is required.</p> <p>Duties/Functional Responsibilities: Personnel in this category consult with consultants and senior consultants in support of agency program managers. They coordinate activities with their managers.</p> <p>Minimum Education: Bachelor's degree.</p>
Associate Facilitator	Bachelors	3	<p>Minimum/General Experience: 3 years of experience including, but is not limited to, experience in workshop facilitation, training, methodology development and evaluation, process re-engineering in any phase, identifying best practices, change management, business management techniques, organizational development, activity and data modeling, or information system development methods and practices. General experience includes excellent interpersonal, communication and client management skills</p> <p>Duties/Functional Responsibilities: Plans and conducts facilitated meetings for small and large group briefings, technical and other conferences. Facilitates team building, problem solving, idea generation, decision making, vision development, implementation planning, communication plan development, data analysis, process analysis, and process re-engineering. Also provides logistical meeting/conference support, assists in administrative functions of meetings, and prepares drafts and final reports for dissemination.</p> <p>Minimum Education: Bachelor's degree.</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Associate Organizational Analyst	Bachelors	2	<p>Minimum/General Experience: 2 years of analytical and organizational skills working in a managerial or organizational effectiveness or improvement environment. Excellent oral and written communication skills required. Experience in customer relations, volunteer coordination, training, recruiting or human resources consulting is required.</p> <p>Duties/Functional Responsibilities: Consultants must possess professional training or equivalent experience in one of the following types of disciplines: process analysis, facilitation, Interest-Based Problem Solving, performance measures, personnel transition planning, or quality assurance. Personnel in this category develop and execute organizational change and design projects on behalf of client organizations. They coordinate organizational or project information for government personnel, including agenda items, meeting management, analysis of reports and maintain reporting schedules. They meet regularly with program and government managers and advise them on deliverables and issues on their project. Personnel in this category regularly advise government managers on issues relating to the operation of their organizations, and serve as trusted advisors providing the analytical guidance required for the improvement of communications and behaviors within governmental groups.</p> <p>Minimum Education: Bachelor's degree.</p>
Business Consultant	Masters	5	<p>Minimum/General Experience: 5 years of experience in business process reengineering, process development and design, strategic planning, informatics, or market research and analysis. Excellent facilitation skills required.</p> <p>Duties/Functional Responsibilities: Personnel in this category consult with agency management across programs to identify, diagnose, and problem solve organizational effectiveness problems and solutions. They coordinate activities with program and project managers.</p> <p>Minimum Education: Master's degree. Allowable Substitution: Bachelor's degree and 7 years experience.</p>
Business Consultant II	Masters	5	<p>Minimum/General Experience: 5 years of experience in business process reengineering, strategic planning, decision-science, Information Technology architecture or organizational process design, as well as team management experience. Excellent facilitation and facilitation design skills required.</p> <p>Duties/Functional Responsibilities: Personnel in this category consult with agency management across programs to identify, diagnose, and problem solve organizational effectiveness problems and solutions. They coordinate activities with program and project managers and lead facilitation teams, design facilitations, develop schedules and cost proposals for facilitations, act as Facilitation Project Managers (executing the full methodology) and produce integrated presentations of multiple client inputs and best practices.</p> <p>Minimum Education: Master's degree. Allowable substitution: Bachelor's degree and 7 years experience.</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Consultant	Bachelors	2	<p>Minimum/General Experience: 2 years of experience in any of the following: business process reengineering, strategic communication, change management, or case study development.</p> <p>Duties/Functional Responsibilities: Personnel in this category consult with agency program managers to identify, diagnose, and problem solve organizational effectiveness problems and solutions. They coordinate activities with their managers. Ability to provide group facilitation, interviewing, training, and additional forms of knowledge transfer. Strong oral and written skills. Assists in the development of process or functional improvements via change management.</p> <p>Minimum Education: Bachelor's degree in Accounting, Business, Management, Finance, Economics, Public Administration, or related field.</p>
Consultant I	Bachelors	5	<p>Minimum/General Experience: 5 years of experience in business process reengineering, process design, organizational design and development, or decision-making analysis. Excellent facilitation skills required.</p> <p>Duties/Functional Responsibilities: Personnel in this category consult with agency program managers to identify, diagnose, and problem solve organizational effectiveness problems and solutions. They coordinate activities with their managers.</p> <p>Minimum Education: Bachelor's degree.</p>
Creative Director I	Bachelors	10	<p>Minimum/General Experience: 10 years experience with demonstrated proficiency with Adobe Photoshop, Illustrator and InDesign. Ability to design in Microsoft Word and PowerPoint required. Must be detail-oriented with strong leadership and project management skills.</p> <p>Duties/Functional Responsibilities: Provide creative direction and graphic design services to develop and implement creative strategies that meet specific marketing and communications goals. Oversee creative quality of design for projects in all media. Manage the graphic design team and work closely with the marketing team leader to manage expectations and customer satisfaction.</p> <p>Minimum Education: Bachelor's degree in Graphic Design, Illustration, Digital Design, or Art.</p>
Director	Masters	9	<p>Minimum/General Experience: 9 years of experience in strategic planning, management planning or business process reengineering, and a minimum of 5 years of Federal experience (direct or via contract) managing large-scale government programs. This category requires a thorough knowledge of the government budget and investment life-cycle, with at minimum 1 relevant professional certification in Budgeting, Operations Management, Program Management, Quality Management, Business Process Engineering or Design.</p> <p>Duties/Functional Responsibilities: Personnel in this category serve as trusted advisors to senior government managers, facilitate goal setting sessions and provide direction, guidance and analytical support to senior agency personnel. They assist in strategy sessions and coordinate activities with the Executive Director.</p> <p>Minimum Education: Master's degree. Allowable Substitution: Bachelor's degree and additional 2-years experience.</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Executive Director	Masters	10	<p>Minimum/General Experience: 10 years of experience in strategic planning, management planning, or business process reengineering, a minimum of 10 years of Federal experience (direct or via contract) managing large-scale government programs or staff supporting large-scale programs. This category requires a thorough knowledge of the government budget and investment life-cycle.</p> <p>Duties/Functional Responsibilities: Personnel in this category consult at the highest level of agency management and serve as trusted advisors providing the highest level of analytical guidance and advice to senior executives in government. They assist overall strategy development at the agency level.</p> <p>Minimum Education: Master's degree. Allowable Substitution: Bachelor's degree and additional 2-years experience.</p>
Facilitation Quality Manager	Bachelors	6	<p>Minimum/General Experience: 6 years of experience in management of group settings or equivalent certification. Excellent facilitation skills required. Experience with management or coordination of other facilitators, advocates or trainers required, as well as quality oversight of staff outputs, methodologies, or other group activities. General experience includes client relationship management, process modeling, organizational design and development and project management. Consultants must possess professional training or equivalent experience in three of the following types of disciplines: process analysis, facilitation, Interest-Based Problem Solving, performance measures, project management, logistics management, personnel transition planning, or quality assurance. Must have documented experience with cloud-based tools for use in Quality Management.</p> <p>Duties/Functional Responsibilities: Personnel in this category consult with program managers to identify, diagnose, and problem solve organizational effectiveness problems and solutions through the use of group dynamics. They coordinate and manage multi-stakeholder outputs and inputs to enhance organizational behavior and guide groups to successful outcomes through the management of information, communication, behavior, and logistics. They enhance stakeholder communication and collaboration to ensure organizational buy-in of strategic meeting outputs and outcomes. Additionally, they perform quality oversight of outputs, requirements analysis and facilitation design for facilitations or trainings. They also manage and oversee facilitation teams.</p> <p>Minimum Education: Bachelor's degree. Allowable Substitution: Master's degree with a minimum of 4 years relevant experience.</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Facilitator – Subject Matter Expert	Bachelors	4	<p>Minimum/General Experience: 4 years of experience in management of group settings and client relationship management, and group dynamics. Excellent facilitation, interpersonal, communication and client management skills are required. Consultants must possess professional training or equivalent experience in two of the following types of disciplines: process analysis, facilitation, Interest-Based Problem Solving, performance measures, project management, logistics management, personnel transition planning, or quality assurance. Must have 1 certification in subject matter field of expertise.</p> <p>Duties/Functional Responsibilities: Personnel in this category consult with program managers to identify, diagnose, and problem solve organizational effectiveness problems and solutions through the use of group dynamics. They coordinate and manage multi-stakeholder outputs and inputs to enhance organizational behavior through the management of information, communication, behavior, and logistics. They also provide strategic consulting services to align meeting outputs to desired outcomes.</p> <p>Minimum Education: Bachelor's degree.</p>
Facilitator I	Bachelors	8	<p>Minimum/General Experience: 8 years of relevant experience including, but is not limited to, workshop and focus group facilitation, training, methodology development and evaluation, process reengineering across all phases, identifying best practices, change management, business management techniques, organizational development, activity and data modeling, and information system development methods and practices. General experience includes excellent interpersonal, communication and client management skills.</p> <p>Duties/Functional Responsibilities: Responsible for delivery of session. Provides facilitation services to organizations, including but not limited to working with staff to identify event objectives and participants, developing agendas, and providing meeting leadership and problem solving techniques. Also responsible for facilitating team building, idea generation, decision making, vision development, implementation planning, communication plan development, data analysis, process analysis, and process re-engineering.</p> <p>Minimum Education: Bachelor's degree. Allowable Substitution: Master's degree and 4 years of relevant experience.</p>
Graphic Designer I	Associates	1	<p>Minimum/General Experience: 1 year experience of demonstrated proficiency with Adobe Photoshop, Illustrator and InDesign. Ability to design in Microsoft Word and PowerPoint a plus. Must be detail-oriented.</p> <p>Duties/Functional Responsibilities: Create customized identity, marketing and communications products based on the design direction of the Creative Director and marketing team. Create graphics to accompany text and design page layouts. Apply creative design to print and web. Work under the guidance of the Senior Graphic Designer and/or the Creative Director.</p> <p>Minimum Education: Associate's degree in Graphic Design, Illustration, Digital Design, or Art. Allowable Substitution: Bachelor's degree in Graphic Design, Illustration, Digital Design or Art and 0 years experience.</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Graphic Designer II	Associates	3	<p>Minimum/General Experience: 3 years experience and proficiency with Adobe Photoshop, Illustrator and InDesign. Ability to design in Microsoft Word and PowerPoint a plus. Must be detail-oriented.</p> <p>Duties/Functional Responsibilities: Create customized identity, marketing and communications products based on the design direction of the Creative Director and marketing team. Create graphics to accompany text and design page layouts. Apply creative design to print and web. Work under the guidance of the Senior Graphic Designer and/or the Creative Director.</p> <p>Minimum Education: Associate's degree in Graphic Design, Illustration, Digital Design, or Art. Allowable Substitution: Bachelor's degree in Graphic Design, Illustration, Digital Design or Art and 1 year of experience.</p>
Graphic Designer III	Bachelors	5	<p>Minimum/General Experience: 5 years experience. Must be proficient with Adobe Photoshop, Illustrator and InDesign. Ability to design in Microsoft Word and PowerPoint required. Must be detail-oriented with strong project management skills.</p> <p>Duties/Functional Responsibilities: Create customized identity, marketing and communications products based on the design direction of the Creative Director and marketing team. Support design of projects from conception to completion. Create graphics to accompany text in page layouts. Apply creative design to print and web. Design Microsoft Word and PowerPoint templates for client use. Work under the guidance of the Senior Graphic Designer and/or the Creative Director.</p> <p>Minimum Education: Bachelor's degree in Graphic Design, Illustration, Digital Design, or Art.</p>
Marketing Associate II	Associates	1	<p>Minimum/General Experience: 1 year experience in marketing (or equivalent). Skilled in copy writing and editing. Proficient in Microsoft Office. Experience with advertising agency or marketing/consulting firm is a plus.</p> <p>Duties/Functional Responsibilities: Assist with project coordination and ensure effective communication with peers/clients. Maintain project plans, monitor work schedules and report to management regularly. Participate in creative strategy sessions and aid in the development of various marketing collateral.</p> <p>Minimum Education: Associate's degree in Marketing, Communications, Public Relations, or Advertising.</p>
Marketing Coordinator I	Bachelors	1	<p>Minimum/General Experience: 1 year experience in marketing or communications. Skilled in copy writing and editing. Proficient in Microsoft Office. Experience with advertising agency or marketing/consulting firm is a plus.</p> <p>Duties/Functional Responsibilities: Ensure project coordination and effective communication with peers/clients. Manage project plans, monitor work schedules and report to both clients/management regularly. Participate in creative strategy sessions and coordinate development of various marketing collateral.</p> <p>Minimum Education: Associates's degree in Marketing, Communications, Public Relations, or Advertising.</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Junior Analyst	Bachelors	3	<p>Minimum/General Experience: Minimum of 3 years of analytical and organizational skills working in a organizational, process or program effectiveness or improvement environment. Excellent oral and written communication skills required. Experience in customer relations, volunteer coordination, project management or training is required. Consultants must possess professional training or equivalent experience in one of the following types of disciplines: process analysis, facilitation, Interest-Based Problem Solving, performance measures, project management, personnel transition planning, or quality assurance. Duties/Functional Responsibilities: They coordinate organizational or project information for government personnel, including agenda items, meeting management, analysis of reports and maintain reporting schedules. They meet regularly with program and government managers and advise them on deliverables and issues on their projects. Personnel in this category regularly advise government managers on issues relating to the operation of their organizations, projects or programs, and serve as trusted advisors providing analytical guidance.</p> <p>Minimum Education: Bachelor's Degree is required.</p>
Marketing Coordinator II	Bachelors	3	<p>Minimum/General Experience: 3 years experience in marketing (or equivalent). Skilled in copy writing and editing. Proficient in Microsoft Office. Experience with advertising agency or marketing/consulting firm is a plus.</p> <p>Duties/Functional Responsibilities: Ensure project coordination and effective communication with peers/clients. Manage project plans, monitor work schedules and report to both clients/management regularly. Participate in creative strategy sessions and coordinate development of various marketing collateral.</p> <p>Minimum Education: Bachelor's degree in Marketing, Communications, Public Relations, or Advertising.</p>
Marketing Coordinator III	Bachelors	6	<p>Minimum/General Experience: 6 years experience in marketing. Skilled in copy writing and editing. Proficient in Microsoft Office. Experience with advertising agency or marketing/consulting firm is a plus.</p> <p>Duties/Functional Responsibilities: Ensure project coordination and effective communication with peers/clients. Manage project plans, monitor work schedules and report to both clients/management regularly. Participate in creative strategy sessions and coordinate development of various marketing collateral.</p> <p>Minimum Education: Bachelor's degree in Marketing, Communications, Public Relations, Advertising.</p>
Marketing Director I	Bachelors	10	<p>Minimum/General Experience: 10 plus years experience in marketing. 1-5 years experience as an account manager, team lead or supervisor (or equivalent). Skilled in copy writing and editing. Proficient in Microsoft Office. Experience with advertising agency or marketing/consulting firm is a plus.</p> <p>Duties/Functional Responsibilities: Direct all projects and ensure effective communication with peers/clients. Provide planning and decision-making support to staff/clients and ensure quality of all projects</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
			Minimum Education: Bachelor's degree in Marketing, Communications, Public Relations, Advertising, or Business.
Marketing Manager I	Bachelors	5	<p>Minimum/General Experience: 5 years experience in marketing (or equivalent). 1-5 years experience as an account manager, team lead or supervisor (or equivalent). Skilled in copy writing and editing. Proficient in Microsoft Office. Experience with advertising agency or marketing/consulting firm is a plus.</p> <p>Duties/Functional Responsibilities: Manage all projects and ensure effective communication with peers/clients. Oversee creative strategy sessions and all staff. Responsible for the overall development and implementation of marketing objectives into creative strategies and finally the development of various print and multimedia campaigns and collateral production. Monitor budget and expenditures.</p> <p>Minimum Education: Bachelor's degree in Marketing, Communications, Public Relations, Advertising, Business.</p>
Marketing Strategist I	Bachelors	3	<p>Minimum/General Experience: 3 years experience in marketing or profesional communications. Skilled in copy writing and editing. Proficient in Microsoft Office. Experience with advertising agency or marketing/consulting firm is a plus.</p> <p>Duties/Functional Responsibilities: Manage multiple projects and ensure effective communication with peers/clients. Create project plans, manage work schedules and report to both clients/management regularly. Manage creative strategy sessions and develop effective marketing strategies for all projects.</p> <p>Minimum Education: Bachelor's degree in Marketing, Communications, Public Relations, or Advertising.</p>
Meeting Coordinator	Bachelors	0	<p>Minimum/General Experience: 0 years of experience. This is an entry-level category.</p> <p>Duties/Functional Responsibilities: Collaborates with the client and/or facilitator to identify and implement the administrative aspects of meetings. Assists in the coordination of overall meeting(s). This may include agenda creation, action item capture and tracking, presentation development, compilation and distribution of meeting materials, briefings and wrap ups, etc. Some on-site logistics (room, phone, video, etc.) may be required.</p> <p>Minimum Education: Bachelor's degree.</p>
Meeting Manager	Bachelors	4	<p>Minimum/General Experience: 4 years of relevant experience in event planning or coordination.</p> <p>Duties/Functional Responsibilities: Collaborates with the client and/or facilitator to identify and implement the administrative aspects of meetings. Manages the coordination of overall meeting(s). This may include agenda creation, action item capture and tracking, presentation development, compilation and distribution of meeting materials, briefings and wrap ups, etc. Some on-site logistics (room, phone, video, etc.) may be required.</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
			Minimum Education: Bachelor's degree. Allowable Substitution: Associate' Degree and Certified Meeting Planner (CMP) certificate and 1 year experience.
Mid-Level Technical Consultant	Bachelors	3	<p>Minimum/General Experience: 3 years of technical, analytical and business skills working in a managerial or organizational business process improvement environment focusing on specialized process improvement tasks. Excellent oral and written communication skills required. Experience customer relations and office software required.</p> <p>Duties/Functional Responsibilities: Consultants must possess professional training or equivalent experience in one of the following types of disciplines: process analysis, facilitation, cost-benefit analysis, process design and specifications, performance measures, baseline management, feasibility analyses, transition planning, modeling, and simulation, business process reengineering, business process analysis, information architecture planning and design, quality assurance, business, or management. Personnel in this category oversee coordination of projects on behalf of agency personnel. They coordinate project information for government personnel, including agenda items, meeting management, analysis of reports and maintain reporting schedules. They meet regularly with program and government managers and advise them on deliverables and issues on their project. Personnel in this category regularly consult with and advise government program and project managers and serve as trusted advisors providing the analytical guidance required for completion of government projects.</p> <p>Minimum Education: Bachelor's degree in business or a related field. Acceptable Substitution: Master's degree and 2 years relevant experience.</p>
Organizational Analyst	Bachelors	3	<p>Minimum/General Experience: 3 years of analytical and organizational skills working in a managerial or organizational effectiveness and program development. Excellent oral and written communication skills required. Experience in project management, communication planning and human resources consulting, or training is required. Must have 1 relevant professional certification in related skills: BPR, Process Design and Analysis, PMP, Work Styles Assessments, Financial Evaluation.</p> <p>Duties/Functional Responsibilities: Consultants must possess professional training or equivalent experience in one of the following types of disciplines: process analysis, program management, human resource management, communication planning, or quality assurance. Personnel in this category develop communication plans and execute organizational change processes on behalf of client organizations. They coordinate organizational or program information for government personnel, including status of projects, analysis of reports and reporting schedules. They meet regularly with program and government managers and advise them on deliverables and issues of program they monitor. Personnel in this category regularly</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
			advise government managers on issues relating to the operation of their organizations, management of programs and resources. Minimum Education: Bachelor's degree.
Program Analyst	Bachelors	0	Minimum/General Experience: 0 years experience. Good oral and written communication skills are required. Strong working knowledge of office software such as Microsoft Office required. The ability to accurately take and transcribe notes during meetings and track action items is required. Experience with web tools is helpful but not required. Duties/Functional Responsibilities: This category provides program support to the program and project analysts in support of agency programs and projects. They update database programs and web files. They take accurate notes during large meetings for the program and project managers. They alert managers for upcoming program and project due dates. Minimum Education: Bachelor's degree.
Program Analyst II	Bachelors	0	Minimum/General Experience: 0 years experience. Good oral and written communication skills are required. Strong working knowledge of office software such as Microsoft Office required. The ability to accurately take and transcribe notes during meetings and track action items is required. Experience with web tools is helpful but not required. Duties/Functional Responsibilities: This category provides program support to the program and project analysts in support of agency programs and projects. They update database programs and web files. They take accurate notes during large meetings for the program and project managers. They are able to utilize the notes to support action item tracking and to provide basic project management support. They alert managers for upcoming program and project due dates. Minimum Education: Bachelor's degree.

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Program Manager	Bachelors	8	<p>Minimum/General Experience: 8 years of Project Management in Federal, State, Commercial or nonprofit programs including management of multiple contract types. Excellent oral and written communication skills required.</p> <p>Duties/Functional Responsibilities: Personnel in this category oversee program and performance management offices on behalf of agency personnel. They oversee personnel and maintain cost, schedule and performance data. They meet regularly with government managers and advise them on deliverables and issues on a variety of projects. Personnel in this category regularly consult with and advise senior government managers and serve as trusted advisors providing the analytical guidance required for completion of government programs and initiatives. They facilitate overall strategy development at the agency level.</p> <p>Minimum Education: Bachelor's degree in business or related field.</p>
Project Coordinator	Bachelors	2	<p>Minimum/General Experience: 2 years of Project or organizational coordination activity. Excellent oral and written communication skills required. Experience customer relations and office software required.</p> <p>Duties/Functional Responsibilities: Personnel in this category oversee coordination of projects on behalf of agency personnel. They coordinate project information for government personnel, including agenda items, meeting management, analysis of reports and maintain reporting schedules. They meet regularly with program and government managers and advise them on deliverables and issues on their project. Personnel in this category regularly consult with and advise government program and project managers and serve as trusted advisors providing the analytical guidance required for completion of government projects.</p> <p>Minimum Education: Bachelor's degree.</p>
Project Management Consultant	Masters	8	<p>Minimum/General Experience: 8 years of progressive experience. Relevant experience includes, but is not limited to, experience in facilitation, training, data collection, data analysis, methodology development and evaluation, process reengineering across all phases, identifying best practices, change management, business management techniques, organizational development, activity and data modeling, or information system development methods and practices.</p> <p>Duties/Functional Responsibilities: The Project Management Consultant supervises other consultant specialists— and applies an organization-wide set of disciplines for the planning, analysis, design, and construction of information systems on an enterprise-wide basis or across, a major sector of the enterprise. The Project Management Consultant supervises other consultant specialists in performing data collection from multiple sources to include the web, client databases, and other resources. The consultant utilizes analytical tools and methodology to perform data analysis in support of the development of analytical products. The consultant performs enterprise strategic systems planning, enterprise information planning and business area analysis— and performs process and data modeling in support of the planning and analysis efforts using both manual and automated tools. The consultant develops and applies organization-wide information models for use in designing and building integrated, shared software and database</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
			<p>management systems and applies reverse engineering and re-engineering disciplines to develop migration and strategic planning documents.</p> <p>Minimum Education: Master's degree in Business, Engineering, Management Sciences, Computer Science, Information Systems, Social Science, Education, Human Resources Development, Psychology or other related analytical, scientific, or technical disciplines. Allowable Substitution: Bachelor's degree and 10 years of experience in project management.</p>
Project Manager	Bachelors	5	<p>Minimum/General Experience: 5 years of Project Management in Federal, State, Commercial or nonprofit programs including 2 years of supervisory experience. Excellent oral and written communication skills required.</p> <p>Duties/Functional Responsibilities: Personnel in this category oversee specific projects on behalf of agency personnel. They oversee project personnel and maintain project cost, schedule and performance data. They meet regularly with program and government managers and advise them on deliverables and issues on their project. Personnel in this category regularly consult with and advise government program and project managers and serve as trusted advisors providing the analytical guidance required for completion of government projects. They facilitate overall strategy development at the project and program levels.</p> <p>Minimum Education: Bachelor's degree.</p>
Project Manager I	Bachelors	3	<p>Minimum/General Experience: 3 years of Project Management in Federal, State, Commercial or nonprofit programs. Excellent oral and written communication skills required.</p> <p>Duties/Functional Responsibilities: Personnel in this category oversee specific projects on behalf of agency personnel. They oversee project personnel and maintain project cost, schedule and performance data. They meet regularly with program and government managers and advise them on deliverables and issues on their project. Personnel in this category regularly consult with and advise government program and project managers and serve as trusted advisors providing the analytical guidance required for completion of government projects. They facilitate overall strategy development at the project and program levels.</p> <p>Minimum Education: Bachelor's degree.</p>
Project Manager II	Bachelors	5	<p>Minimum/General Experience: 5 years of Project Management in Federal, State, Commercial or nonprofit programs including 2 years of supervisory experience. Excellent oral and written communication skills required, and relevant project management certification.</p> <p>Duties/Functional Responsibilities: Personnel in this category oversee specific projects on behalf of agency personnel. They oversee project personnel and maintain project cost, schedule and performance data. They meet regularly with program and government managers and advise them on deliverables and issues on their project. Personnel in this category regularly consult with and advise government program and project managers and serve as trusted advisors providing the analytical guidance required for completion of government projects. They facilitate overall strategy development at the project and program levels.</p> <p>Minimum Education: Bachelor's degree.</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Project Planner	Bachelors	3	<p>Minimum/General Experience: 3 years of project planning in Federal, State, Commercial or nonprofit programs. Excellent oral and written communication skills required. Experience with Primavera or equivalent system required.</p> <p>Duties/Functional Responsibilities: Personnel in this category oversee specific projects on behalf of agency personnel. They oversee project personnel and maintain project cost, schedule and performance data. They meet regularly with program and government managers and advise them on deliverables and issues on their project. Personnel in this category regularly consult with and advise government program and project managers and serve as trusted advisors providing the analytical guidance required for completion of government projects.</p> <p>Minimum Education: Bachelor's degree.</p>
Senior Consultant I	Masters	3	<p>Minimum/General Experience: 3 years of experience in business process reengineering, process design, organizational design and development, or decision-making analysis. Excellent facilitation skills required.</p> <p>Duties/Functional Responsibilities: Personnel in this category consult with agency managers within programs to identify, diagnose, and problem solve organizational effectiveness problems and solutions. They coordinate activities with program and project managers.</p> <p>Minimum Education: Master's degree. Allowable Substitution: Bachelor's degree and 5 years of experience.</p>
Senior Facilitator	Masters	6	<p>Minimum/General Experience: 6 years experience with a thorough knowledge of group facilitation, training, methodology development, conflict resolution, and evaluation. Knowledge of process reengineering across all phases, identifying best practices, business management techniques, organizational development, activity and data modeling, information system development methods and practices, organizational change management, strategic performance management, identification of core/critical processes and core values, strategic planning, vision development, communication plan development, and organizational decision making are also required. Excellent interpersonal, communication and client management skills. Must have documented experience in the use of modern facilitation, cloud-based tools.</p> <p>Duties/Functional Responsibilities: High-level strategic facilitation services to organizations, including but not limited to: working with senior staff in organizations to identify event objectives and participants, supervising the development, revision, delivery, and evaluation of sessions (including developing session designs and agendas), utilizing problem solving techniques, analyzing data and developing final reports.</p> <p>Minimum Education: Master's degree. Allowable Substitution: Bachelor's degree and minimum 8 years of relevant experience.</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Senior Graphic Designer	Bachelors	10	<p>Minimum/General Experience: 10 years experience with demonstrated proficiency with Adobe Photoshop, Illustrator and InDesign. Ability to design in Microsoft Word and PowerPoint required. Must be detail-oriented with strong project management skills.</p> <p>Duties/Functional Responsibilities: Create customized identity, marketing and communications products based on the design direction of the Creative Director and marketing team. Support design of projects from conception to completion. Create graphics to accompany text in page layouts. Apply creative design to print and web. Design Microsoft Word and PowerPoint templates for client use. Oversee creative quality of junior graphic designer projects. Work under the guidance of the Creative Director.</p> <p>Minimum Education: Bachelor's degree in Graphic Design, Illustration, Digital Design, or Art.</p>
Senior Project Management Consultant	Bachelors	8	<p>Minimum/General Experience: 8 years experience in project management methodologies, process redesign and quality assurance. This individual will also have a related indication of specific expertise to include relevant project management or coaching certifications. The individual will have extensive experience in coaching and mentoring other project managers. Must have specific training in project management software, 1 certification in project related field, and documented experience with cloud-based tools.</p> <p>Duties/Functional Responsibilities: Provides executive analytical, advisory and implementation expertise in Project Management. This individual is brought in to plan major programs or oversee projects and has expertise in organizational assessments, project management and portfolio management methodologies, process redesign and organizational change management. They apply analytical expertise to assist in defining, analyzing, validating, and documenting complex process or organizational solutions.</p> <p>Minimum Education: Bachelor's degree. Allowable Substitution: Master's degree and 6 years of related project experience.</p>
Senior Technical Governance Analyst	Bachelors	8	<p>Minimum/General Experience: 8 years of experience in IT management methodologies, process redesign and quality assurance and related project execution and planning experience. This individual will also have their PMP and/or commensurate experience and will have extensive experience in the operations of governance boards, governance process design, and project oversight and evaluation. Must have 1 relevant professional certification (IT Governance, Technology Business Management, Program Management), and documented experience with cloud-based tools.</p> <p>Duties/Functional Responsibilities: Provides executive analytical, advisory and implementation expertise in Governance. This individual is brought in to assist governance boards in the oversight of portfolios of major programs and can provide organizational assessments, project management and portfolio management methodologies, process redesign and organizational change management. They apply analytical expertise to assist in defining, analyzing, validating, and documenting complex process or organizational solutions.</p> <p>Minimum Education: Bachelor's degree. Allowable substitution: Master's degree with 6 years of relevant experience.</p>

Labor Category Title	Minimum Education / Certification Level	Minimum Years of Experience	Description
Subject Matter Expert I	Masters	20	<p>Minimum/General Experience: 20 years. A Subject Matter Expert is an individual whose qualifications or particular expertise are exceptional or highly unique. Subject Matter Experts are typically identified as recognized industry leaders for a given area of expertise.</p> <p>Duties/Functional Responsibilities: Subject Matter Experts typically perform the following kinds of functions: initiates, supervises, or develops requirements from the projects inception to conclusion for complex to extremely complex programs; provides strategic advice, technical guidance, and expertise to program and project staff; provides detailed analysis, evaluation, and recommendations for improvements, optimization development, or maintenance efforts for client specific or mission-critical challenges or issues; consults with client to define need or problem, supervises studies, and leads surveys to collect and analyze data to provide advice and recommended solutions. Subject Matter Expert level I is an emerging expert within the field.</p> <p>Minimum Education: Master's Degree. Allowable Substitution: Doctoral Degree and 15 years experience.</p>

OTHER DIRECT COSTS (ODCs) – Priced Inclusive of IFF

SIN	Support Product (ODC's)	Unit of Issue	Price Offered
541-1000	8.5 x 11, B/w Copies	Each	\$0.33
541-1000	8.5 x 11, Color Copies	Each	\$0.91
541-1000	Brochure, Full Color	Per Page	\$0.73
541-1000	18 x 24 Color Poster	Each	\$21.32
541-1000	24 x 36 Color Poster	Each	\$42.64
541-1000	6'x2.5' Color Banner, Outdoor with hooks	Each	\$100.50
541-1000	Banner Stand	Each	\$40.59
541-1000	Folder, Color, 2 pockets and business card slot	Each	\$1.92
541-1000	Presentation Graphics, 24 x 36, Mounted	Per Panel	\$79.18
541-1000	Bound Book, 6 x 6, Color, Cover, 4 pages	Each	\$1.44
541-1000	Photography Copies, 4 x 6	Each	\$0.26
541-1000	10' x 10' Exhibition Set, Delivery, Set-Up, Rental	Each	\$4,343.92
541-1000	Additional Exhibition Lighting	Each	\$79.18
541-1000	Additional Exhibition Display Counters	Each	\$1,013.14
541-1000	Additional Exhibition Display Case	Each	\$2,113.58
541-1000	Additional Exhibition Furniture	Each	\$441.60
541-1000	22" Touchsmart PC Workstation Rental	Per Day	\$350.24
541-1000	Laptop Rental	Per Day	\$120.81
541-1000	Corporate Event Photography Shoot	Per Hour, Min 3	\$126.89
541-1000	Corporate Event Post Production	Per Event	\$253.79
541-1000	Commercial Portrait Shoot	Per Shoot	\$126.89
541-1000	Commercial Portraits	Per Portrait	\$131.97
541-1000	Advertising Stock Image for Local Use	Each	\$2,004.96
541-1000	Advertising Stock Image for National Use	Each	\$4,289.10
541-1000	Basic Film Shoot w Equipment	Per Day	\$659.86
541-1000	Video Editing	Per Hour	\$65.98
541-1000	Green Screen	Per Use	\$152.27
541-1000	Copy Writer	Per Use	\$203.03
541-1000	Location Scouting	Per Hour	\$35.53
541-1000	Stock Footage Research	Per Hour	\$25.38
541-1000	Closed Captioning	Per Minute	\$6.10
541-1000	Conference/Meeting Catering - Breakfast	Per Person	\$8.89
541-1000	Conference/Meeting Catering - Breakfast Beverages	For 20 ppl	\$40.60
541-1000	Conference/Meeting Catering - Lunch	Per Person	\$14.72
541-1000	Conference/Meeting Catering - Lunch Beverages	Per Person	\$3.04
541-1000	Conference - Basic Audio Equipment Rental	Per Day	\$203.03
541-1000	Conference - Recording Equipment, Panasonic	Per Day	\$60.91
541-1000	Conference - Video Projection Rental	Per Day	\$191.87

SIN	Support Product (ODC's)	Unit of Issue	Price Offered
541-1000	Conference - Video Screen Rental	Per Day	\$177.65
541-1000	Full Conference Set-Up	Per Day	\$1,268.97
541-1000	Conference - Polycom Conference Phone	Per Day	\$100.50
541-1000	Conference - Audio Tech	Per Hour	\$96.44
541-1000	Conference Facilities, 45 ppl	Per Hour	\$203.03
541-1000	DVD Duplication - 2 Panel Case with Shrinkwrap	Each	\$1.97
541-1000	DVD Duplication - Color Sleeve	Each	\$1.52
541-1000	CD Duplication - 4 panel color sleeve, shrink wrap	Each	\$1.99
541-1000	CD Duplication - Jewel Case, color card	Each	\$1.56
541-1000	Email Blast	Per Campaign	\$507.59
541-1000	Search Engine Optimization	Per Hr Min 12/Month	\$121.82
541-1000	National Newspaper Advertiser	Per Inch	\$215.21
541-1000	Local Newspaper Advertising	Per Inch	\$44.16
541-1000	Bus Exterior Ads, 4 Weeks	Each	\$4,568.27
541-1000	Bus Stop/Shelter Ads, 4 Weeks	Each	\$4,568.27
541-1000	Subway Ads, 4 Weeks	Each	\$507.59
541-1000	Airport Ads, 4 Weeks	Each	\$14,719.97

LABOR RATES – Priced Inclusive of IFF

ID	Labor Category	MAS SINS	Minimum Education	Minimum Years of Experience	Required Licenses or Certifications	Contractor or Customer Facility or Both	Price Offered to GSA (including IFF)
1	Administrative Assistant	541611, 611430	None	1	None	Both	\$ 48.60
2	Associate Consultant	541611, 611430	Bachelors	1	None	Both	\$ 91.93
3	Associate Facilitator	541611, 611430	Bachelors	3	None	Both	\$ 96.82
4	Associate Organizational Analyst	541611, 611430	Bachelors	2	None	Both	\$ 82.66
5	Business Consultant	541611, 611430	Masters	5	None	Both	\$ 140.55
6	Business Consultant II	541611, 611430	Masters	5	None	Both	\$ 179.51
7	Consultant	541611, 611430	Bachelors	2	None	Both	\$ 101.73
8	Consultant I	541611, 611430	Bachelors	5	None	Both	\$ 115.16
9	Creative Director I	541511, 541910, 561920, 541613	Bachelors	10	None	Both	\$ 131.45
10	Director	541611, 611430	Masters	9	Any of: Budgeting, OpsMngt, PM, PgMP, BPR, QM	Both	\$ 191.02
11	Executive Director	541611, 611430	Masters	10	None	Both	\$ 249.05

ID	Labor Category	MAS SINS	Minimum Education	Minimum Years of Experience	Required Licenses or Certifications	Contractor or Customer Facility or Both	Price Offered to GSA (including IFF)
12	Facilitation Quality Manager	541611, 611430	Bachelors	5	Quality Management (e.g. 6 Sigma)	Both	\$ 137.26
13	Facilitator – Subject Matter Expert	541611, 611430	Bachelors	4	Any in related field of expertise	Both	\$ 126.20
14	Facilitator I	541611, 611430	Bachelors	8	None	Both	\$ 144.45
15	Graphic Designer I	541511, 541910, 561920, 541613	Associates	1	None	Both	\$ 72.00
16	Graphic Designer II	541511, 541910, 561920, 541613	Associates	3	None	Both	\$ 77.77
17	Graphic Designer III	541511, 541910, 561920, 541613	Bachelors	5	None	Both	\$ 100.02
18	Junior Analyst	541611, 611430	Bachelors	3	None	Both	\$ 87.53
19	Marketing Associate II	541511, 541910, 561920, 541613	Associates	1	None	Both	\$ 64.83
20	Marketing Coordinator I	541511, 541910, 561920, 541613	Bachelors	1	None	Both	\$ 78.75
21	Marketing Coordinator II	541511, 541910, 561920, 541613	Bachelors	3	None	Both	\$ 94.34

ID	Labor Category	MAS SINS	Minimum Education	Minimum Years of Experience	Required Licenses or Certifications	Contractor or Customer Facility or Both	Price Offered to GSA (including IFF)
22	Marketing Coordinator III	541511, 541910, 561920, 541613	Bachelors	6	None	Both	\$ 106.64
23	Marketing Director I	541511, 541910, 561920, 541613	Bachelors	10	None	Both	\$ 138.14
24	Marketing Manager I	541511, 541910, 561920, 541613	Bachelors	5	None	Both	\$ 121.73
25	Marketing Strategist I	541511, 541910, 561920, 541613	Bachelors	3	None	Both	\$ 104.22
26	Meeting Coordinator	541611, 611430	Bachelors	0	None	Both	\$ 61.96
27	Meeting Manager	541611, 611430	Bachelors	4	None	Both	\$ 81.63
28	Mid-Level Technical Consultant	541611, 611430	Bachelors	3	None	Both	\$ 85.86
29	Organizational Analyst	541611, 611430	Bachelors	3	Any of: BPR, OpsMngt, OrgDesign, Industrial Org Psych, Lean, Six Sigma	Both	\$ 74.43
30	Program Analyst	541611, 611430	Bachelors	0	None	Both	\$ 51.07
31	Program Analyst II	541611, 611430	Bachelors	0	None	Both	\$ 65.75
32	Program Manager	541611, 611430	Bachelors	8	None	Both	\$ 121.50

ID	Labor Category	MAS SINS	Minimum Education	Minimum Years of Experience	Required Licenses or Certifications	Contractor or Customer Facility or Both	Price Offered to GSA (including IFF)
33	<i>Project Coordinator</i>	541611, 611430	<i>Bachelors</i>	2	<i>None</i>	<i>Both</i>	\$ 78.28
34	<i>Project Management Consultant</i>	541611, 611430	<i>Masters</i>	8	<i>None</i>	<i>Both</i>	\$ 126.43
35	<i>Project Manager</i>	541611, 611430	<i>Bachelors</i>	5	<i>None</i>	<i>Both</i>	\$ 102.46
36	<i>Project Manager I</i>	541611, 611430	<i>Bachelors</i>	3	<i>None</i>	<i>Both</i>	\$ 100.14
37	<i>Project Manager II</i>	541611, 611430	<i>Bachelors</i>	5	<i>None</i>	<i>Both</i>	\$ 112.36
38	<i>Project Planner</i>	541611, 611430	<i>Bachelors</i>	3	<i>None</i>	<i>Both</i>	\$ 89.88
39	<i>Senior Consultant I</i>	541611, 611430	<i>Masters</i>	3	<i>None</i>	<i>Both</i>	\$ 137.06
40	<i>Senior Facilitator</i>	541611, 611430	<i>Masters</i>	6	<i>None</i>	<i>Both</i>	\$ 154.88
41	<i>Senior Graphic Designer</i>	541511, 541910, 561920, 541613	<i>Bachelors</i>	10	<i>None</i>	<i>Both</i>	\$ 104.29
42	<i>Senior Project Management Consultant</i>	541611, 611430	<i>Bachelors</i>	8	<i>Any of PMP, PgMP, Agile</i>	<i>Both</i>	\$ 124.08
43	<i>Senior Technical Governance Analyst</i>	541611, 611430	<i>Bachelors</i>	8	<i>Any of TBM, COBIT, PgMP, IT Governance</i>	<i>Both</i>	\$ 121.53
44	<i>Subject Matter Expert I (SME I)</i>	541611, 611430	<i>Masters</i>	20	<i>None</i>	<i>Both</i>	\$ 285.88