



**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

Online 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 address for GSA Advantage! ® is: www.gsa.gov/advantage, or AIMS: www.gsa.gov/aim.

Schedule Title: Schedule 541, AIMS

Contract Number: GS-07F-0521T

Contract Period: 08/01/07 through 07/31/12

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

CONTRACTOR: Growth Transitions, Inc. d/b/a Maher & Maher
3535 Route 66 Bldg 4
Neptune, NJ 07753
732-918-8000 (Phone)
732-918-9059 (Fax)
E-Mail: bjacques@mahernet.com

CONTRACTOR'S ADMINISTRATION SOURCE: Bob Jacques

BUSINESS SIZE: Small

CUSTOMER INFORMATION

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SIN'S)

541-3 Web-Based Marketing Services

1 b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: N/A

1c. HOURLY RATES: See Appendix I for Labor Hour Category Hourly rates and Appendix II for Labor Hour Category Descriptions.

2 MAXIMUM ORDER* \$1,000, 000

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A



delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. **MINIMUM ORDER:** \$0
4. **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.
5. **POINT(S) OF PRODUCTION:** N/A
6. **DISCOUNT FROM LIST PRICES:**
7. **QUANTITY DISCOUNT:** additional 1% off single invoices exceeding \$100,000
8. **PROMPT PAYMENT TERMS:** ½% 20 days, Net 30
- 9a. **GOVERNMENT PURCHASE CARDS ARE ACCEPTED UP TO THE MICRO-PURCHASE THRESHOLD**
- 9b. **GOVERNMENT PURCHASE CARDS ARE NOT ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD**
10. **FOREIGN ITEMS:** None
- 11a. **TIME OF DELIVERY:** As shown on specific task order
- 11b. **EXPEDITED DELIVERY:** As shown on specific task order
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** Overnight and 2-day delivery are available. Contact Contractor for rates.
- 11d. **URGENT REQUIREMENT:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Same as Contractor
- 13b. **ORDERING PROCEDURES:** Same as Contractor
14. **PAYMENT ADDRESS:** Same as Contractor
15. **WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
16. **EXPORT PACKAGING CHARGES:** 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:** N/A
19. **TERMS AND CONDITIONS OF INSTALLATION:** N/A



- 20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES: N/A**
- 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A**
- 21. **LIST OF SERVICE AND DISTRIBUTION POINTS: N/A**
- 22. **LIST OF PARTICIPATING DEALERS: N/A**
- 23. **PREVENTATIVE MAINTENANCE: N/A**
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A**
- 24b. **SECTION 508 COMPLIANCE FOR EIT: N/A**
- 25. **DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER: 036796498**
- 26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE: Registration Valid**



Appendix I – Year 1 – 5 (Awarded GSA Net Pricing for SIN 541-3)

SIN	Labor Hour Category	Year 1	Year 2	Year 3	Year 4	Year 5
541-3	Director/Principal	\$209.04	\$216.36	\$223.95	\$231.77	\$239.88
541-3	Program Manager	\$104.53	\$108.19	\$111.98	\$115.90	\$119.96
541-3	Project Manager	\$93.63	\$96.63	\$100.01	\$103.51	\$107.13
541-3	Instructional Designer	\$79.28	\$82.05	\$84.92	\$87.89	\$90.97
541-3	Web Programmer	\$72.44	\$74.98	\$77.60	\$80.32	\$83.13
541-3	Web Developer II	\$72.55	\$75.09	\$77.72	\$80.44	\$83.26
541-3	Web Developer I	\$54.35	\$56.25	\$58.22	\$60.26	\$62.37
541-3	Document Spec/QA Spec.	\$55.40	\$57.34	\$59.35	\$61.43	\$63.58
541-3	Knowledge Manager	\$53.07	\$54.93	\$56.85	\$58.84	\$60.90
541-3	Admin Support	\$29.78	\$30.82	\$31.90	\$33.02	\$34.18



Appendix II – Labor Hour Category Descriptions

I. Labor Hour Category Descriptions

Two years of work experience is interchangeable for one year of formal education in these Labor Hour Categories.

Director/Principal

Education: Bachelor's Degree, Masters preferred

Work and Specialized Experience: 15 years + in the field. Demonstrates expertise in a variety of the field's concepts, practices and procedures. Relies on extensive management experience and judgment to plan and accomplish goals.

Duties and Responsibilities: Plan and directs all aspects of an organization's policies, objectives and initiatives. Responsible for the short term and long term profitability and growth of the company. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected.

Program Manager

Education: Bachelor's degree minimum with a Master's degree preferred.

Work and Specialized Experience: 8-10 years in the field directly related to the required area of expertise in Web Based training and Marketing.

Duties and Responsibilities: Provides task unique functional expertise necessary to interpret requirements, ensures responsiveness and achieves successful performance: this may include subject matter and unique technical knowledge. Assists in analysis, evaluation and implementation of systems. Sets deadlines, assigns responsibilities and monitors and summarizes progress of program. Prepares reports for upper management regarding status of program.

Project Manager

Education: Bachelor's Degree

Work and Specialized Experience: 5-7 years in the Project Management field

Duties and Responsibilities: Responsible for the overall coordination, administration and completion of projects. Oversees all aspects of the project. Sets deadlines, assigns responsibilities, monitors and summarizes the progress of the project. Prepares reports for program manager regarding the status of project and performs a wide variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a Program Manager.



Instructional Designer

Education: Bachelor's Degree

Work and Specialized Experience: 3-5 years of experience in training design, curriculum development and web base training programs.

Duties and Responsibilities: Assists in the design and construction of training programs. Typically involved in the enhancement of existing training plans without supervision and may assist in initial training plan design while under the supervision of an Instructional Designer II.

Web Programmer

Education: Associate's Degree. Bachelor's degree preferred.

Work and Specialized Experience: at least 2 years of experience in the field or in related area. Familiar with standard concepts, practices and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals.

Duties: Produces graphic sketches, designs and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, arranges layout based upon space available, knowledge of layout principles and aesthetic design concepts. Performs a variety of tasks. Works under general supervision; typically reports to a manager. A certain degree of creativity and latitude is required.

Web Developer II

Education: Associates Degree minimum and Bachelors preferred.

Work and Specialized Experience: 3-5 years of progressive based work in a web based marketing and training development environment.

Duties and Responsibilities: Responsible for strategizing with customers to develop new and fresh content look and feel that conveys a strategic and tactical message and creates awareness. Skilled writer and editor and technically proficient in the latest web marketing and training methodologies. Typically supervises the work of a Web Developer I and Web Programmer.

Web Developer I

Education: Associates degree.

Work and Specialized Experience: 1-3 years of progressive based work in a web based marketing and training development environment.



Duties and Responsibilities: Capable of providing tactical guidance and planning where it involves the enhancement of existing web content and website design and working on new programs while under supervision of a Web Developer II.

Knowledge Manager

Education: High School with extensive Business School course work completed
Associates degree preferred.

Work and Specialized Experience: 3-5 years in the Knowledge Management field. Duties and Responsibilities: Manages intellectual property content and / or projects related to the Web. Follows processes to ensure that all documents meet established content standards and works with necessary staff to access any technical challenges in posting or archiving the content. Performs a wide variety of tasks and must possess strong organizational skills and ability to insure that established standards and protocols are met and exceeded.

Documentation/QA Specialist

Education: High School with extensive Business School Course work completed.
Associates degree preferred.

Work and Specialized Experience: 5-7 years in the Documentation production and management field and the quality assurance/control of deliverables.

Duties and Responsibilities: Prepares or maintains documentation pertaining to web based marketing and training plans and production. Transfers business specifications into user documentation. Plans, writes and maintains systems and user support documentation efforts. Provides continuous Quality Assurance/Control to all Task Order written deliverables. Typically reports to a Program or Project Manager.

Admin Support

Education: High School required and additional business school certifications in Microsoft Office and/or Associates degree preferred.

Work and Specialized Experience: 1-3 years of experience in a project and office admin support environment and has some basic supervisory training.

Duties and Responsibilities: Performs a variety of administrative functions to include scheduling appointments, researching and composing memos and notes and handling the admin preparation of a wide variety of program and project related reports, invoices and expense reports. May assist in budget development. Capable of independent work but generally works directly for a Program Manager or Project Manager.