



Professional Service Schedule Catalog & 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 system are available through GSA Advantage!™, a menu-driven database system. Go to GSAAAdvantage.gov.



General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule

GS-23F-0058N TASK ORDERS

541 5 / 5RC— INTEGRATED MARKETING

541 3 / 3RC — WEB BASED MARKETING SERVICE

541 4F / 4FRC — COMMERCIAL ART— GRAPHIC DESIGN SERVICES

541 1000 / 1000RC — OTHER DIRECT COSTS

GROUP AFFILIATION: INDUSTRIAL GROUP: 00CORP

SLICE Contract No: GS-23F-0058N Contract Period: 11/1/2017-10/31/2022
Cage Code: 1GWB4

SLICE Inc. d.b.a SLICEWORKS

20301 Highland Hall Drive

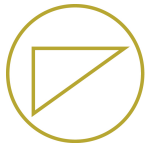
Montgomery Village MD 20886

Phone: 301.519.8101

Fax: 301.519.8104

Web: www.slice-works.com





SliceWorks
You imagine it. We achieve it.

Branding
Integrated Marketing
Social Media
Websites
Graphic Design
Communications

20301 Highland Hall Drive
Montgomery Village, MD 20886
p 301.519.8101
f 301.519.8104
slice-works.com



SliceWorks Company Profile

Company Name:	SLICE Inc. d.b.a. SLICEWORKS a Woman Owned Maryland Corporation
CEO	Kathleen M. Rabil
Chief Creative Officer	Richard V. Rabil
Number of on-site employees	4
Number of off-site employees	0
Location	20301 Highland Hall Drive Montgomery Village MD 20886
Billing Address	as above
Telephone	301-519-8101
Fax	301-519-8104
Email	dick@slice-works.com
Web site	www.slice-works.com
Business Size	Woman Owned Small Business (WBENC certified)
Federal Tax ID	# 52-2015-836
Duns No.	# 120839386
SAM (CCR Reg. No.)	# 1998 i 117938
Nature of Business	Integrated Marketing, Graphic Design, Corporate Collateral and Identity, Branding, Illustration, Web Design/Development, Photography, Writing, Social Media Strategy
Business Established	1997 (Incorporated in State of Maryland)
Office Space	1600 sq. ft
Equipment	Macbook Pro Laptops and 2015 Mac Minis with Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Dreamweaver and more. Intel Windows 10 Laptop. Office 365 with cloud backup network on all computers; MacOS 10.11 MacMini server with Cisco network router firewall; VPN and Sharepoint capable; Fios Business internet connection 75/75 mb speeds
Contract Administration for Domestic and Overseas Orders	
Kathleen M. Rabil, kathi@slice-works.com or Richard Rabil, dick@slice-works.com	

Customer information

1b.	LOWEST PRICED MODEL NUMBER AND UNIT PRICE	Not Applicable.
1c.	COMMERCIAL JOB TITLES	Not Applicable.
2.	MAXIMUM ORDER	\$1,000,000.00
3.	MINIMUM ORDER	\$100.
4.	GEOGRAPHIC SCOPE OF CONTRACT	<p>Worldwide.</p> <p>Definitions— <i>Domestic delivery</i> is delivery within the 48 contiguous States, Alaska, Hawaii, Puerto Rico and Washington, DC; and to a CONUS port or consolidation point for orders received from overseas activities.</p> <p><i>Overseas delivery</i> is delivery to points outside of the 48 contiguous States, Washington, DC, Alaska, Hawaii, and Puerto Rico.</p> <p>This contract may be used on a non-mandatory basis by the following activities: Executive agencies; other Federal agencies, mixed-ownership Government corporations, and the District of Columbia; Government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply. U.S. territories are domestic delivery points for purposes of this contract. (Questions regarding activities authorized to use this Schedule should be directed to the Contracting Officer.) All services rendered under this contract will originate at the SliceWorks facility in Montgomery Village, Maryland.</p>
5.	POINT OF PRODUCTION	All services rendered under this contract will originate at the SliceWorks facility in Montgomery Village, Maryland.
6.	DISCOUNT FROM LIST PRICES	Prices shown herein are NET Prices.
7.	QUANTITY DISCOUNT	Not Applicable.
8.	PROMPT PAYMENT TERMS	Prompt Payment: Net 30 days.
9a.	GOVERNMENT PURCHASE CARDS	Purchase card orders below the micropurchase threshold (currently \$2,500) will be accepted provided they exceed the minimum order limitation in paragraph 3 above.
10.	FOREIGN ITEMS	9b. Purchase card orders exceeding the micropurchase threshold will also be accepted, unless that order (or orders) is returned to the ordering office within 24 hours after receipt, with written notice stating the Contractor's intent not to provide the services called for and the reasons. Upon receiving this notice, the Government may acquire the supplies or services from another source.
11a.	TIME OF DELIVERY	Not Applicable.
11b.	EXPEDITED DELIVERY	To be negotiated with ordering agency on each order, normally 60 days.
11c.	OVERNIGHT AND 2-DAY DELIVERY	Items available for expedited delivery are noted in this price list.

Customer information

11d.	URGENT REQUIREMENTS	When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.
12.	F.O.B. POINT	Destination
13a.	ORDERING ADDRESS	SLICEWORKS 20301 Highland Hall Drive Montgomery Village, Maryland 20886
13b.	ORDERING PROCEDURES	For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), and a sample BPA can be found at the GSA/FSS Schedule Homepage (fss.gsa.gov/schedules).
14.	PAYMENT ADDRESS	Payment may be made by check, wire transfer, or Government purchase card. <i>Address checks to:</i> SLICEWORKS 20301 Highland Hall Drive Montgomery Village, Maryland 20886
15.	WARRANTY PROVISION	Not applicable.
16.	EXPORT PACKING CHARGES	Not applicable.
17.	TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE	See item 9 above.
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.
20.a	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.
24a.	SPECIAL ATTRIBUTES	None.
24b.	SECTION 508 COMPLIANCE INFORMATION	Not applicable.
25.	DATA UNIVERSAL NUMBER SYSTEM (DUNS)	SLICE DUNS number is 120839386
26.	NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE	SLICE is registered in the Central Contractor Registration (CCR) data base.

Ordering procedures

1. ORDERING PROCEDURES FOR SERVICES (REQUIRING A STATEMENT OF WORK)

FAR 8.402 contemplates that GSA may occasionally find it necessary to establish special ordering procedures for individual Federal Supply Schedules or for some Special Item Numbers (SINs) within a Schedule. GSA has established special ordering procedures for services that require a Statement of Work. These special ordering procedures take precedence over the procedures in FAR 8.404 (b)(2) through (b)(3). GSA has determined that the prices for services contained in the contractor's price list applicable to this Schedule are fair and reasonable. However, the ordering office using this contract is responsible for considering the level of effort and mix of labor proposed to perform a specific task being ordered and for making a determination that the total firm-fixed price or ceiling price is fair and reasonable.

(a) When ordering services, ordering offices shall—

1. *Prepare a Request (Request for Quote or other communication tool):*

(i) A statement of work (a performance-based statement of work is preferred) that outlines, at a minimum, the work to be performed, location of work, period of performance, deliverable schedule, applicable standards, acceptance criteria, and any special requirements (i.e., security clearances, travel, special knowledge, etc.) should be prepared.

(ii) The request should include the statement of work and request the contractors to submit either a firm-fixed price or a ceiling price to provide the services outlined in the statement of work. A firm-fixed price order shall be requested, unless the ordering office makes a determination that it is not possible at the time of placing the order to estimate accurately the extent or duration of the work or to anticipate cost with any reasonable degree of confidence. When such a determination is made, a labor hour or time-and-materials proposal may be requested. The firm-fixed price shall be based on the rates in the schedule contract and shall consider the mix of labor categories and level of effort required to perform the services described in the statement of work. The firm-fixed price of the order should also include any travel costs or other incidental costs related to performance of the services ordered, unless the order provides for reimbursement of travel costs at the rates

provided in the Federal Travel or Joint Travel Regulations. A ceiling price must be established for labor-hour and time-and-materials orders.

(iii) The request may ask the contractors, if necessary or appropriate, to submit a project plan for performing the task, and information on the contractor's experience and/or past performance performing similar tasks.

(iv) The request shall notify the contractors what basis will be used for selecting the contractor to receive the order. The notice shall include the basis for determining whether the contractors are technically qualified and provide an explanation regarding the intended use of any experience and/or past performance information in determining technical qualification of responses. If consideration will be limited to schedule contractors who are small business concerns as permitted by paragraph (2)(i) below, the request shall notify the contractors that will be the case.

2. *Transmit the Request to Contractors:*

(i) Based upon an initial evaluation of catalogs and price lists, the ordering office should identify the contractors that appear to offer the best value (as appropriate).

(ii) The request should be provided to three (3) contractors if the proposed order is estimated to exceed the micro-purchase threshold, but not exceed the maximum order threshold. For proposed orders exceeding the maximum order threshold, the request should be provided to additional contractors that offer services that will meet the agency's needs. Ordering offices should strive to minimize the contractors' costs associated with responding to requests for quotes for specific orders. Requests should be tailored to the minimum level necessary for adequate evaluation and selection for order placement. Oral presentations should be considered, when possible.

3. *Evaluate Responses and Select the Contractor to Receive the Order:*

After responses have been evaluated against the factors identified in the request, the order should be placed with the schedule contractor that represents the best value. (See FAR 8.404)

Continued

Ordering procedures

(b) The establishment of Federal Supply Schedule Blanket Purchase Agreements (BPAs) for recurring services is permitted when the procedures outlined herein are followed. All BPAs for services must define the services that may be ordered under the BPA, along with delivery or performance time frames, billing procedures, etc. The potential volume of orders under BPAs, regardless of the size of individual orders, may offer the ordering office the opportunity to secure volume discounts. When establishing BPAs, ordering offices shall —

(1) Inform contractors in the request (based on the agency's requirement) if a single BPA or multiple BPAs will be established, and indicate the basis that will be used for selecting the contractors to be awarded the BPAs.

(i) SINGLE BPA: Generally, a single BPA should be established when the ordering office can define the tasks to be ordered under the BPA and establish a firm-fixed price or ceiling price for individual tasks or services to be ordered. When this occurs, authorized users may place the order directly under the established BPA when the need for service arises. The schedule contractor that represents the best value should be awarded the BPA. (See FAR 8.404)

(ii) MULTIPLE BPAs: When the ordering office determines multiple BPAs are needed to meet its requirements, the ordering office should determine which contractors can meet any technical qualifications before establishing the BPAs. When multiple BPAs are established, the authorized users must follow the procedures in (a)(2)(ii) above and then place the order with the Schedule contractor that represents the best value.

(2) Review BPAs Periodically: Such reviews shall be conducted at least annually. The purpose of the review is to determine whether the BPA still represents the best value. (See FAR 8.404)

(c) The ordering office should give preference to small business concerns when two or more contractors can provide the services at the same firm-fixed price or ceiling price.

(d) When the ordering office's requirement

involves both products as well as executive, administrative and/or professional, services, the ordering office should total the prices for the products and the firm-fixed price for the services and select the contractor that represents the best value. (See FAR 8.404)

The ordering office, at a minimum, should document orders by identifying the contractor from which the services were purchased, the services purchased, and the amount paid. If other than a firm-fixed price order is placed, such documentation should include the basis for the determination to use a labor-hour or time-and-materials order. For agency requirements in excess of the micro-purchase threshold, the order file should document the evaluation of Schedule contractors' quotes that formed the basis for the selection of the contractor that received the order and the rationale for any trade-offs made in making the selection.

2. ORDER

a. Agencies may use written orders, telephone orders, EDI orders, blanket purchase agreements, individual purchase orders, or task orders for ordering services under this contract. Blanket Purchase Agreements shall not extend beyond the end of the contract period; all services and delivery shall be made and the contract terms and conditions shall continue in effect until the completion of the order. Orders for tasks which extend beyond the fiscal year for which funds are available shall include FAR 52.232-19 Availability of Funds for the Next Fiscal Year. The purchase order shall specify the availability of funds and the period for which funds are available.

b. All task orders are subject to the terms and conditions of the contract. In the event of conflict between a task order and the contract, the contract will take precedence.

Offer Pricing

GSA Authorized Federal Supply Schedule
Price List
Contract GS23F0058N

**Advertising and Integrated
Marketing Services**
FSC Group 541

541-3 Web Based Marketing Services

541-5 Integrated Marketing Services

541-4F Commercial Art and Graphic Design
Services

541-1000 Other Direct Costs (ODCs) are
expenses other than labor hours

The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

GSA Authorized Federal Supply Schedule Pricelists										
SLICEWORKS GS-23F-0058N — 541-3, 541-4F, 541-5, 541-1000 PSS SCHEDULE										
OFFERED ITEM	GSA PRICES WITHOUT IFF ESCALATED 3% PER YEAR AFTER YEAR 2*					PRICES WITH IFF** ESCALATED 3% PER YEAR AFTER YEAR 2*				
	Year 1 2017-18	Year 2 2018-19*	Year 3 2019-20	Year 4 2020-21	Year 5 2021-22	Year 1 2017-18	Year 2 2018-19*	Year 3 2019-20	Year 4 2020-21	Year 5 2021-22
Project Manager (print, web, marketing, multimedia, video)	\$160.20	\$160.20	\$165.01	\$169.96	\$175.05	\$161.41	\$161.41	\$166.25	\$171.24	\$176.38
Marketing Writer, Researcher and Brand Strategist	\$144.00	\$144.00	\$148.32	\$152.77	\$157.35	\$145.09	\$145.09	\$149.44	\$153.92	\$158.54
Graphic Designer (print, web, marketing, multimedia)	\$121.50	\$121.50	\$125.15	\$128.90	\$132.77	\$122.42	\$122.42	\$126.09	\$129.87	\$133.77
Illustrator (print, web, marketing, multimedia)	\$121.50	\$121.50	\$125.15	\$128.90	\$132.77	\$122.42	\$122.42	\$126.09	\$129.87	\$133.77
Web Designer (web, Video, multimedia)	\$135.00	\$135.00	\$139.05	\$143.22	\$147.52	\$136.02	\$136.02	\$140.10	\$144.30	\$148.63
Web Programmer (web, Video, multimedia)	\$135.00	\$135.00	\$139.05	\$143.22	\$147.52	\$136.02	\$136.02	\$140.10	\$144.30	\$148.63
Mobile App Designer	\$135.00	\$135.00	\$139.05	\$143.22	\$147.52	\$136.02	\$136.02	\$140.10	\$144.30	\$148.63
Mobile App Developer	\$135.00	\$135.00	\$139.05	\$143.22	\$147.52	\$136.02	\$136.02	\$140.10	\$144.30	\$148.63
Copywriter, Editor, Proofer (print, web, marketing, multimedia)	\$121.50	\$121.50	\$125.15	\$128.90	\$132.77	\$122.42	\$122.42	\$126.09	\$129.87	\$133.77
Press Inspector	\$112.50	\$112.50	\$115.88	\$119.35	\$122.93	\$113.35	\$113.35	\$116.75	\$120.25	\$123.86
Multimedia Designer (Powerpoint, Videos, movies)	\$121.50	\$121.50	\$125.15	\$128.90	\$132.77	\$122.42	\$122.42	\$126.09	\$129.87	\$133.77

Services/Labor Categories Descriptions

LABOR CATEGORY	DESCRIPTION
Project Manager	Oversees projects, Administers project. Point of contact. Customer-requested off-site administrator not already included in a defined service package. Oversees Video Production.
Marketing Writer, Researcher, and Brand Strategist	Develop marketing plans, brand strategy and positioning platforms, branding campaigns, brand and campaign messaging, regional and national launch plans; conduct internal stakeholder and executive interviews, customer research, marketplace landscape analysis; oversee implementation of marketing plans and outreach campaigns including advertising, collateral (brochures, flyers, reference guides, posters, banners, branded materials, giveaways), direct mail and postcards, email marketing, event marketing, online marketing (program and campaign websites, web banners, search engine optimization, online advertising), publicity (press releases, media advisories, speaking opportunities), social media and nontraditional marketing. Setup marketing processes, systems and metrics to measure performance. Build and manage internal and external marketing teams
Designer	Customer-requested off-site tasking not already included in a defined service package, to create additional concept sketches, design comprehensives, and/or layout.
Illustrator	Customer-requested off-site tasking not already included in a defined service package, to create additional concept sketches, in a defined service package, to produce original or modified illustrations (i.e., clip art).
Copy Writer, Editor, Proofer	Customer-requested development of copy (i.e., text) not already included in a defined service package.
Press Inspector	Proof and inspection production of printed material at the printer to ensure quality.
Web Designer	Design, develop, and program customer-requested changes to a web-site, beyond that already included in a defined service package.
Web Programmer	Post production development requested on a monthly or quarterly basis for text or graphic content changes.
Mobile App Designer	Design, develop, and program customer-requested deliverable to a iPad, iPhone or Droid mobile device or future mobile devices, beyond that already included in a defined service package.
Mobile App Developer	Develop and program customer-requested deliverable to a iPad, iPhone or Droid mobile device or future mobile devices, beyond that already included in a defined service package.
Multimedia Designer	Design, develop, and program customer-requested deliverables for multimedia including Powerpoint and Quicktime movies, video writing and storyboarding, video shooting, video editing, video camera operating, video animation and graphics and other video production needs.

Key Personnel Short Resumes

Kathleen Rabil, CEO, Marketing and Social Media SME. Kathleen “Kathi” Rabil, is being proposed as Point of Contact and Social Media expert. She will have the full authority and responsibility to conduct the project on behalf of Indigo IT and to commit team resources as needed for efficient and timely completion of requirements. She has written over 100 blogs in the past two years.

Qualifications: By immersing herself in the creative environment for the past decade, Ms. Rabil has developed a comprehensive understanding of the synergy between marketing and communications. Ms. Rabil has been certified at premier national summits on Social Media, Blogging and Facebook. She is a graduate of the Greater Washington Board of Trade’s Small Business Academy and has done course work at Georgetown’s Continuing Education Program for Marketing Professionals. She is a member of the US Women’s Chamber of Commerce, Public Relations Society of America, and ASAE. Her SW blogsite continually has a high pass along rate. She has a BA in music from the College of William & Mary.

Projects: Virginia Tech EMBA social media website, GAMA Leading From the Front Branding & Marketing and PHCC Branding & Marketing. SliceWorks blog, newsletter and marketing projects.

Richard “Dick” Rabil is being proposed as POC and Creative Lead. He will have the full authority and responsibility to conduct the project on behalf of SW and to commit team resources as needed for efficient and timely completion of work under the contract.

Qualifications: Spanning a career of over 30 years, he and the SW Team have repeatedly been recognized for their excellence. He has sharply honed his skills of creative direction for large meeting campaigns, websites, publications and identity for a variety of agencies. Mr. Rabil is an expert in design and branding strategy. He is experienced with Adobe Creative Suite, web design, 508 compliance and Video Pre-Production and Post-Production. He has degrees from UNC-Chapel Hill in Fine Art and from Virginia Commonwealth University in Design.

Projects: He has been the creative director for Virginia Tech EMBA websites, Purdue University MSE website and mobile app, Boston University mobile app, U.S. Customs and Border Protection *Frontline* magazine, Indigo IT website, PHCC Branding, website and videos, U.S. Navy Defense Media Center, NAVSEA *On Watch* website, NCBA Coops Collateral, Department of Labor Wage and Hour and Women’s Bureau, Veterans Administration, Nuclear Regulatory Agency NSTS branding and mobile app, Society for Public Health Administration Websites and Jones Lang LaSalle print and web projects.

Achievements: Recognized by the Smithsonian Board of Regents for Special Service to the Smithsonian Postal Museum. He has led the SW team with numerous creative awards. He is a lifetime member of the American Marketing Association.

Kara Primm, Web Designer. Ms. Primm is being proposed as the SW graphics and web and mobile designer. She has excellent customer service skills and is knowledgeable in responsive web design. She has experience in the Agile Development process.

Qualifications: She has over five years of graphic, illustration and web design experience. Ms.

**Key Personnel Short
Resumes continued**

Primm is an expert in Adobe Creative CS with high level skills in Photoshop and Illustrator. She has considerable experience with Dreamweaver, CSS, Javascript, Flash, HTML, WordPress and other CMS tools. She has a BFA in design from the University of Central Arkansas.

Projects: She has developed interactive websites for Dillard's Department Store headquarters and Aristotle product sites. She was design and development of the following responsive websites: Slice-Works.com, IndigoIT.com, some.org, capitalcampaign.some.org, and yourvoteyourvoice.org. She is involved in print and online work with Plumbing Heating Cooling Contractors, American Bus Association, Airline Pilots and Owners Association, American Society of Civil Engineers, Council for Undergraduate Research, National Shrine, the Fulbright Association, *Home Business Magazine* and *The Navy Reserve Magazine*.

Eric Stewart, Senior Writer and Editor. Mr. Stewart is proposed as writer and editor. Eric has over 20 years in the communications field with a special focus on B2B copywriting and is a SW strategic partner.

Qualifications: He has written extensively for clients in the fields of science, education, information technology, government, finance, petroleum marketing, and professional services. His projects span all traditional print communication media as well as writing for the web. Eric has Bachelor of Arts in English from George Mason University in Virginia.

Projects: He has written annual reports for organizations as diverse as Pricewaterhouse Coopers' Data Warehousing, the Financial Services Roundtable, American Chemical Society, National Homebuilders and the National Family Caregivers Association. Eric has managed development, writing, design, and production of a biweekly advertorials series that American Chemical Society produced in collaboration with USA TODAY. The 18-month long series featured "kitchen science" activities for children, as well as strategic messages about science and math education. He has provided communication services to senior management and marketing directors for Washington, DC's largest health insurer. Other noteworthy client projects for SW include ASAE Member marketing, U.S. Customs and Border Protection newsletters, Plumbing-Heating-Cooling-Contractors Branding and website, the Nuclear Regulatory Commission—NSTS, and the Airline Owners and Pilots Association.

Capabilities

We develop, craft and execute your marketing and brand strategy. With traditional marketing as our foundation for the past 30 years, we're fluent in various services that provide fresh ideas—*keeping you online, social and mobile.*



Integrated Marketing

Having a few strong marketing pieces is no longer enough. We help you weave your various communication strands into a powerful, effective whole.



Branding

We help create, align and refine brands... on-target, memorable identities that say who you really are — and get noticed by your audiences.



Web Design & Development

We're ready to help you establish or refine your web presence, with clean and simple design, intuitive functioning and powerful messaging.



Graphic Design

From customized logos, brochures and design templates to stunning annual reports, we excel at making you look great, whatever your medium.



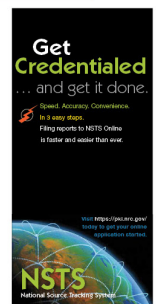
Communications

We help you create the foundation for communication success: core messages based on a careful analysis of your competitive strengths and other factors.



Social Media Strategy

We not only make your social media efforts more visible, but also ensure that each piece of content aligns with your broader communication goals.





Integrated Marketing

- “Why” Marketing Plan
- Marketing Research
 - Qualitative / Quantitative
- 5-step SharpStrategy
- Competitive Analysis
- Reports
- Tactical Plan
- Applications



Branding

- 5-step SharpStrategy Process
- Competitive analysis
- SWOT analysis
- Messaging
- Brand development
- Brand identity/logo
- Applications



Communications

- Communications Plan
- Communications Audit
- Messaging
- PSAs / TV / Radio
- Video



Web Design / Development

- Design & Development
- Responsive Design
- Content Management Systems: Drupal, WordPress, Joomla, Site Core
- Google Analytics analysis / other metrics
- SEO (Search Engine Optimization)
- e-Commerce
- Development for all major mobile platforms



Graphic Design

- Annual Reports
- Magazines
- Brochures
- Collateral Materials
- Identity / Logo
- Copywriting/Editing
- Exhibits
- Presentations
- Reports



Social Media

- Social Media Strategy
- Social Media Marketing Plan
- Competitive Analysis
- Branded Facebook, Twitter, YouTube, Blog Platforms
- Social Media Training and Team Support
- Online Advertising & Media

SliceWorks SharpStrategy Process

We're ready to ensure
a great lift off...
...and also, your safe
return on investment.

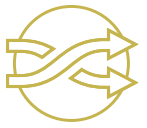


Ready? Engage.

301.519.8101

kathi@slice-works.com

helen@slice-works.com



National Source Tracking System (NSTS)

Nuclear Regulatory Commission

Client Situation: The Nuclear Regulatory Commission solicited services that to aid in the re-marketing of the National Source Tracking System (NSTS), a secure, web-based computer system initiated by the NRC to track high-risk radioactive sources from manufacturing/import to export/decay. This effort is intended to provide greater source accountability and thereby increased control by licensees.

Objectives: The Prime Contractor, Eureka Facts, provided NRC with a series of research services designed to assess the attitudes towards the use of NSTS reporting system, uncover ways to gain maximum acceptance and usage by radiographers as well as uncover specific needs or areas that are lacking or present barriers for use in reporting data.

Process: EurekaFacts conducted a series of interviews with the NSTS system users to identify their information needs and requirements in order to conduct evaluation and redesign of the website content of the online tracking system. These research interviews investigated the effectiveness, advantages and as well as barriers to use of the NSTS online tracking and reporting system. In addition, EurekaFacts investigated the effectiveness of the NSTS help desk, and users' media and communication preferences. SliceWorks then took the research and provided visual designs for implementing the marketing plan using our SharpStrategy process. WE crafted the tagline *"Be Part of the Big Picture"* to help radiographers understand their role in reporting information. Posters, fliers, emails, newsletters, and brochures were created for the campaign.

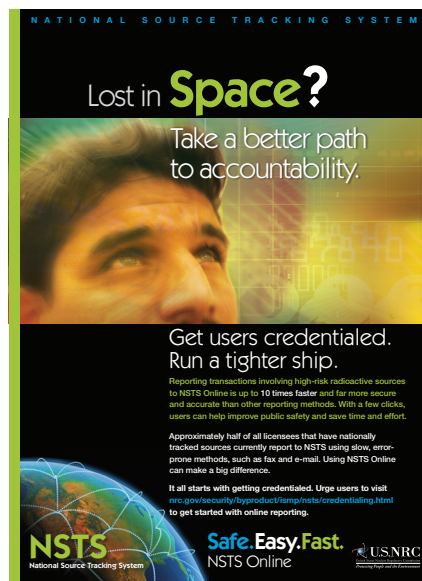
Results: the campaign has greatly assisted radiographers compliance in a timely manner, reduced the number of fax submissions and made radiographers jump on board by participating in a new credentialing site that made the data easy to receive, faster to deliver, and safer for the credentialing process required.



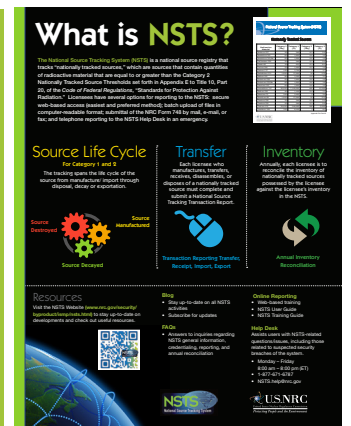
NSTS Web Banner



Brochure, look and feel, tagline, messaging and icons. NSTS brochure.



NSTS Posters Series.



NSTS Overview Email Flier





Loan Scam Alert Responsive Website

loanscamalert.org



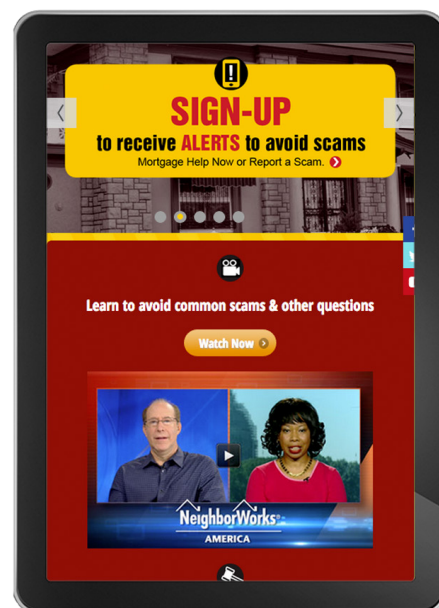
Above: New Loan Scam responsive website created by SliceWorks.

Client Situation: The Loan Modification Scam Alert (LSA) Program has had success in exposing scams and getting consumers to report them. They have been able to reach millions through television, radio, and social media. An estimated 8 million homeowners have avoided falling victim because of this program. SliceWorks was retained to work on the campaign and execute the marketing and promotion.

Objectives: Integrate and update LSA materials, messaging, public relations, event education, alerts and website for easier public access to information on loan modification scams.

Process: SliceWorks worked with the LSA team to develop a new website using our SharpStrategy process. The site will be easier to maintain and update. The site has modules for press materials, events and video testimonials. Drop down menus were incorporated to help users understand the frequently asked questions, as well as information on things to look out for in scams. Team SliceWorks is also integrating a text messaging platform for alerts that will drive users to the website or other government agencies to get help.

Relevance: Example of responsive website design and backend collaboration with the implementation of a broad range of applications that included marketing materials, public relations materials, pitch reels, PSAs, videos and website design. Demonstrates the marketing of and promotion of a major campaign and collateral.



Above: Users can sign up to receive notifications on scams via the website.



EXIM: Export-Import Bank Annual Report

Client Situation: Produce sophisticated 80 page report with a large financial section.

Process: SliceWorks worked with EXIM team to develop the fresh look and feel using our SharpStrategy process.

Relevance: Example of print design materials using graphics, typography, iconography and infographics that was directed to Congress and other high level officials.



What is EXIM Bank?

Independent Agency

EXIM Bank is an independent, self-sustaining federal agency that operates at no cost to U.S. taxpayers.

Promoting Job Creation

Over the past seven years, EXIM Bank's authorizations supported more than 1.4 million American jobs, including an estimated 109,000 in FY 2015.

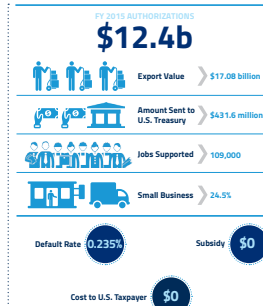
Earning Money for Taxpayers

In FY 2015, EXIM Bank generated a surplus of \$431.6 million for U.S. taxpayers.

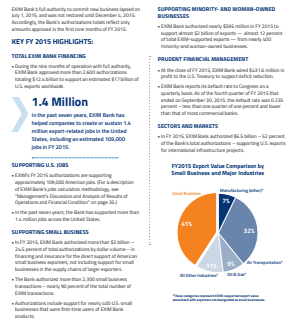
Benefiting Small Businesses

Nearly 90 percent of the number of EXIM Bank's authorizations directly benefited small businesses, not including small businesses that benefited indirectly as suppliers to EXIM's larger customers.

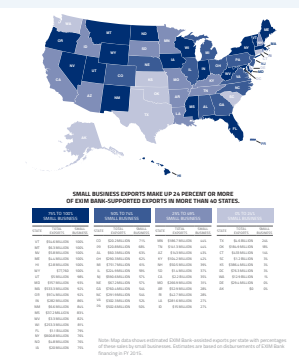
EXIM FAST FACTS FY 2015



FY 2015 Highlights



Small Business Support By State in FY 2015



Robbins Sports Surfaces Cincinnati, Ohio



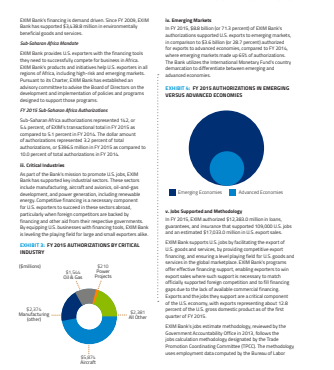
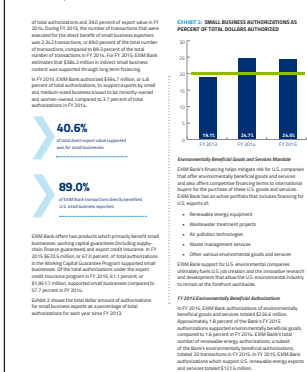
Realizing Opportunities in Sub-Saharan Africa



Acrow Bridge Parsippany, New Jersey



Small Business Support by State in FY 2015





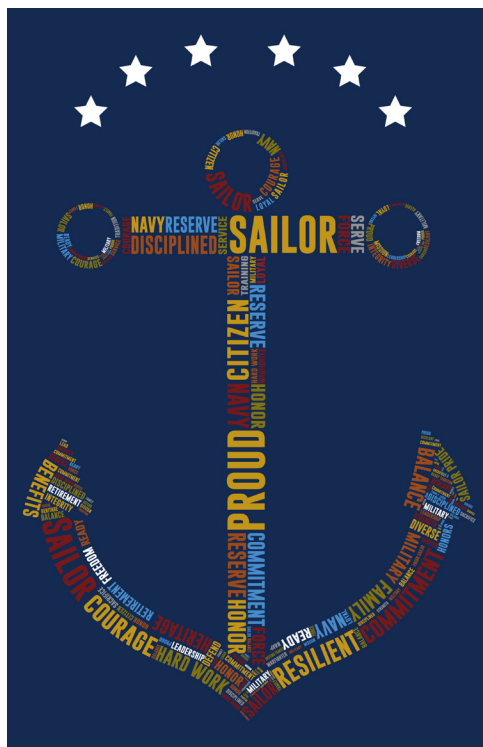
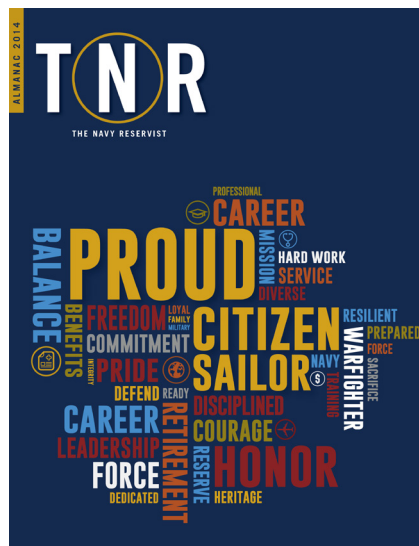
U.S. Navy Reserve – TNR Annual Almanac

Client Situation: The Navy Reservist needed to produce their annual almanac which is an information heavy publication.

Objectives: Create the annual almanac design, layout and production based on content provided by the client.

Process: SliceWorks worked with The Navy Reservist team to develop the almanac with an insert poster that conveyed the meaning of being a citizen soldier along with the benefits and responsibilities that go with being in the service.

Relevance: Example of a large page print design publication with an insert using creative typography, iconography and infographics to convey a substantial amount of technical information.



TNR Insert Foldout Poster spread

TABLE OF CONTENTS	
PAY, POINTS AND RETIREMENT	Mobilization/DEMobilization
7. ENHANCEMENT FOR DRILL MANAGEMENT	35. MOBILIZATION
8. ACTIVE DUTY PAY CHART	36. YELLOW RIBBON REINTEGRATION PROGRAM
9. DRILL MEETING PAY CHART	37. RETURNING WARRIOR WORKSHOP
10. RESERVE RETIREMENT	38. FAMILY CARE PLAN
12. RESERVE RETIREMENT POINTS PAY	39. ACTIVATION AND MOBILIZATION CHECKLIST
14. RESERVE MEMBERS GROUP LIFE INSURANCE	
15. FAMILY SERVICEMEMBERS GROUP LIFE INSURANCE	
16. VETERANS GROUP LIFE INSURANCE	
CAREER DEVELOPMENT	MEDICAL
18. CAREER NAVIGATOR	41. TRICARE RESERVE SELECT
20. CONTINUUM OF SERVICE	42. TRICARE DENTAL PROGRAM
23. OFFICER SERVICE RECORD MANAGEMENT	43. TRICARE REGIONAL MAP
24. APPLY (A VIEW FROM THE TOP)	
25. JOINT QUALIFIED OFFICER (JQO)	
26. JOINTLY "HOW TO"	
EDUCATION	TRAVEL
28. NAVY KNOWLEDGE ONLINE	45. GOVERNMENT TRAVEL CHARGE CARD PROGRAM
29. JOINT QUALIFIED OFFICER (JQO)	46. TRAVEL ORDERS/AUTHORIZATIONS
	BENEFITS
	48. POST WILL & BILL & TRANSFERABILITY
	49. VETERANS AFFAIRS LOANS
	50. THRIFT SAVINGS PLAN
	51. EMPLOYER SUPPORT
	52. FLEET & FAMILY SUPPORT PROGRAM
	53. LEGAL ASSISTANCE
	54. INSPECTOR GENERAL
	55. OTHER BENEFITS
	56. FUNDING RESOURCES
	57. POLICY BOARD
	58. SOCIAL MEDIA
	59. PHONE DIRECTORY

TRAVEL

GOVERNMENT TRAVEL CHARGE CARD PROGRAM

ABOUT

The Government Travel Charge Card (GTCC) is a credit card issued by the U.S. Department of Defense (DoD) to authorized personnel for official travel expenses. It is used to pay for travel-related expenses such as airfare, hotel, and ground transportation.

Use of the GTCC is mandatory for all DoD personnel with the exception:

- Personnel who are not authorized to travel.
- Personnel who are not authorized to use the GTCC for personal expenses.
- Personnel who are not authorized to use the GTCC for non-travel expenses.

GTCC TRAVELER DO'S AND DON'TS

DO	DON'T
• Use your GTCC card for official travel expenses.	• Use your GTCC card for personal expenses.
• Pay for travel-related expenses such as airfare, hotel, and ground transportation.	• Pay for non-travel expenses such as groceries, entertainment, and personal items.
• Pay for travel-related expenses such as airfare, hotel, and ground transportation.	• Pay for travel-related expenses such as airfare, hotel, and ground transportation.
• Pay for travel-related expenses such as airfare, hotel, and ground transportation.	• Pay for travel-related expenses such as airfare, hotel, and ground transportation.

TRICARE DENTAL PROGRAM

ABOUT

The TRICARE Dental Program (TDP) is a voluntary, non-federal dental insurance plan for DoD personnel and their families. It provides dental coverage for a wide range of dental services.

ELIGIBILITY

DoD personnel and their families are eligible for the TDP if they are active duty or retired and have a valid DoD ID card. The TDP is available to personnel in the following categories:

- Active Duty Personnel
- Retired Personnel
- Family Members

TRICARE REGIONAL MAP

TRICARE NORTH

Coverage includes dental services provided by participating dentists in the following states: Alaska, Arizona, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

TRICARE SOUTH

Coverage includes dental services provided by participating dentists in the following states: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

TRICARE WEST

Coverage includes dental services provided by participating dentists in the following states: Alaska, Arizona, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

MEDICAL

TRICARE RESERVE SELECT

ABOUT

TRICARE Reserve Select is a voluntary, non-federal dental insurance plan for DoD personnel and their families. It provides dental coverage for a wide range of dental services.

ELIGIBILITY

DoD personnel and their families are eligible for the TRICARE Reserve Select if they are active duty or retired and have a valid DoD ID card. The TRICARE Reserve Select is available to personnel in the following categories:

- Active Duty Personnel
- Retired Personnel
- Family Members

2014 Monthly Rate (January 2014)

Individual: \$15.00 per month
Family: \$25.00 per month

2014 Monthly Rate (January 2014)

Individual: \$15.00 per month
Family: \$25.00 per month



Montgomery County Design for Life Initiative

designforlife.com









Client Situation: Design for Life Incentive Program is a voluntary certification program in Montgomery County, Maryland for accessible home design. This program for creating an accessible lifestyle is available to all new and existing single-family homes, townhomes and duplexes, as well as condominium units in existing multi-family dwellings, located in Montgomery County. The program needed full-scale promotion and website.

Process: SliceWorks used our SharpStrategy process to produce the new look and feel of the campaign. The look carried over to all campaign materials.

Solutions: Branding Deliverables for the program included:

- Branding and Logo identity
- Website Design & Development
- Messaging themes and web content
- Photo Gallery of homes
- Press Releases
- Homeowner and Builder brochures
- Email campaigns and newsletter
- Ride On Bus ads



Accessibility Features Property Tax Credit +		
9 Accessible Features		
 1. No-step front door entrance or a no-step entrance to another location providing access to the main living space.	 2. Ramp creating a no-step entrance.	 3. Exterior doorway with a 32-inch clear opening, and exterior lighting controlled from inside the residence or automatic or continuously on.
 4. An exterior or interior elevator or lift or stair glide unit.	 5. An interior doorway with a 32-inch clear opening.	 6. Alarm, appliance, and control structurally integrated to assist with a sensory disability.
 7. Maneuverable bathroom or kitchen.	 8. Walls around a toilet, tub, or shower reinforced and properly installed grab bars.	 9. Accessibility-enhanced bathroom, including a walk-in or roll-in shower or tub.

Design for Life Logo and accessibility icons for website and print materials



Loan Scam Alert Social Media Strategy

Client Situation: The Loan Modification Scam Alert (LSA) Program has had success in exposing scams and getting consumers to report them. They have been able to reach millions through television, radio, and social media. An estimated 8 million homeowners have avoided falling victim because of this program. SliceWorks was retained to work on the campaign and execute the marketing and promotion.

Objectives: Integrate and update LSA materials, messaging, public relations, event education, alerts and website for easier public access to information on loan modification scams.

Process:



NeighborWorks Loan Modification Scam Alert Social Media & Twitter Card Campaign

1,058,900

Impressions on Radio Interviews, Spots, & Mentions



Branded Twitter Homepage

Tweets: 3,761

Following: 580

Followers: 9,294

Likes: 1,450



SliceWorks Awards

We are proud to show that our peers in the design and communications industry have recognized our work with awards.

American Marketing Association M Award: Excellence Award

Art Director's Club of Metropolitan Washington

American Corporate Identity Awards

Association Trends Publication: Graphic Design First Place

SNAP Excel Awards (Gold, Silver, Bronze)

Folio: Magazine, Ozzie Awards (Gold and Silver)

IABC Silver Inkwell Awards: Merit Awards

IABC Silver Inkwell Awards: Award of Excellence

International Communicator Awards: Crystal Award

Print Magazine: Regional Design Annual

Public Relations Society of America: Thoth Award

Thomas Jefferson Awards: Best in Military Design

Admissions Marketing Award