



**Business Size**

Small Business

**Multiple Award Schedule**

Professional Services Schedule

**GSA Contract Number**

GS00F143GA

**DUNS Number**

079237688

**Contract Administration Source**

Charlisa Watson, President and CEO

**Contract Period**

March 12, 2017 – March 11, 2022

CRW & Associates, LLC  
16701 Melford Blvd., Suite 400  
Bowie, MD 20715  
Main: 240-428-4345  
Fax: 240-547-5461  
[cwatson@crwassociatestoday.com](mailto:cwatson@crwassociatestoday.com)  
[www.crwassociatestoday.com](http://www.crwassociatestoday.com)

## WHO WE ARE

CRW & Associates, LLC is an award-winning, full-service firm specializing in designing and implementing customized solutions to meet the needs of our government, nonprofit and corporate clients. Our highly qualified and dedicated staff brings extensive experience in the areas of Conference and Events Planning, Health Management Consulting, Organizational Development, Program Management and Operational business support services, Technical Assistance and Training, and Outreach and Education and Information Technology services.

CRW & Associates was the recipient of the 2014 Top 100 MBEs in the Eastern Region of the United States. Each year, 100 outstanding women and minority owned businesses doing business in Maryland, the District of Columbia, Pennsylvania, Delaware and Virginia are selected by a panel of distinguished judges as the mid-Atlantic region's **Top 100 Minority Business Enterprises**. The businesses are selected based on outstanding achievement in four key areas: business development, client satisfaction, professional affiliations and community involvement. Over 4,000 nominations were received this year and CRW & Associates was selected as one of the winners. Our success is truly attributed to the personnel that support CRW and the exceptional service we provide.

CRW is dedicated to providing effective support through goal-directed planning, quality performance, timely submission of deliverables, and effective cost control for our clients. Today's health care organizations need a partner to help them navigate the shifts in industry and flourish in the nation's changing health care environment. CRW assists government, nonprofit, and corporate organizations, whose mission focuses on health care, to solve operational and regulatory challenges, improve clinical, technology and financial performance and enhance patient outcomes. Our consultants come from the frontlines of public and private healthcare executive management teams and not only understand the day-to-day challenges you face, but weave those realities into everything we do.

## CUSTOMER INFORMATION

1. **Conference, Events, and Trade Show Planning Services, SIN: 541-4D**
2. **Maximum Order: \$1,000,000**
3. **Minimum Order: \$ 100**
4. **Geographic Coverage: USA and World Wide**
5. **Point(s) of production: Same as Company address**
6. **Discount from list price: Government net prices (discounts already deducted) See Labor Category Pricing Schedule**
7. **Quantity Discounts: N/A**
8. **Prompt Payment Discounts: 00.500% if Payment is made within 10 Days; Net 30 Days**
9. **Government Purchase Cards are accepted up to and above the micro-purchase threshold.**

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10. Foreign items: **N/A**
11. Time of Delivery: **Determined at time of task order**
12. F.O.B. point(s): **Destination**
13. Ordering Address: **CRW and Associates, LLC | 16701 Melford Boulevard, Suite 400 | Bowie, MD 20715 | POC: Charlisa Watson | [www.crwassociatestoday.com](http://www.crwassociatestoday.com) | 240-428-4345**
14. Payment Address: **Same as above (13)**
15. Warranty: **N/A**
16. Export Packing Charges: **N/A**
17. Terms and Conditions of Government purchase card acceptance: **Accepted above the micro-purchase threshold**
18. Terms and Conditions of rental, maintenance, and repair (if applicable): **N/A**
19. Terms and Conditions of installation (if applicable): **N/A**
20. Terms and Conditions of any other services (if applicable): **N/A**
21. List of service and distribution points (if applicable): **N/A**
22. List of participating dealers (if applicable): **N/A**
23. Preventative maintenance (if applicable): **N/A**
24. Special attributes: **N/A**
25. DUNS Number: **079237688**
26. CCR: **Registered and currently active**

**Service Contract Act:** The Service Contract Act (SCA) is applicable to this contract and the prices for the cited SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the matrix below.

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No
Conference Meeting Planner, Level I	01311 – Secretary I	05-2095
Conference Meeting Planner, Level II	01312 – Secretary II	05-2095

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## Awarded Special Item Numbers (SINS)

SIN	Recovery	SIN Description
541-4D	541-4DRC	Conference, Events, and Trade Show Planning Services

**541-D Conference, Events, and Trade Show Planning Services** – Services provided under this SIN include the making of all necessary arrangements for conferences, seminars and trade shows. Services include, but are not limited to the following components for a show, event and/or booth: project management, coordination and implementation of third party participation, collection management of third party payment for participation, liaison support with venue, audiovisual and information technology support, topic and speaker identification, site location research, reservation of facilities, on-site meeting and registration support, editorial services, automation and telecommunications support, design and editing productions; and mailing and other communication with attendees including pre/post meeting mailings/travel support and computer database creation.

## Labor Category Pricing

SIN(s)	Labor Category	Minimum Education	Minimum Experience	Contractor or Customer Facility or Both	Domestic or Overseas	Unit of Issue	GSA Price (including IFF)
541 4D	Corporate Creative Advisor	Masters	15	Both	Worldwide	hour	\$300.00
541 4D	Program Director	Bachelors	10	Both	Worldwide	hour	\$222.00
541 4D	Project Manager	Bachelors	10	Both	Worldwide	hour	\$182.67
541 4D	Senior Consultant	Bachelors	10	Both	Worldwide	hour	\$148.11
541 4D	Associate Consultant	Bachelors	6	Both	Worldwide	hour	\$98.74
541 4D	Graphic Designer	Bachelors	8	Both	Worldwide	hour	\$123.43
541 4D	Conference Meeting Planner, Level I	High School	1	Both	Worldwide	hour	\$44.43
541 4D	Conference Meeting Planner, Level II	High School	2	Both	Worldwide	hour	\$49.37

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## LABOR CATEGORY DESCRIPTIONS

### CORPORATE CREATIVE ADVISOR

Minimum/General Experience: 15 years of professional experience

Functional Responsibility: Ability to lead in a creative relationship with the client. Has strong expertise in solving complex communication challenges for many types of business goals. As an innovator who knows the ins and outs of various business structures, outsourcing opportunities, public communications and competitive intelligence, the Corporate Advisor must have a responsible client-focused consulting or industry experience with a demonstrated ability to design, lead and manage multiple and complex client engagements in an efficient and effective manner; demonstrated ability to identify issues and implement alternative solutions; experienced in serving as a client relationship manager, especially for larger clients and projects; experienced in mentoring and leading other staff; demonstrated ability to work with teams that span multiple geographic locations; effective in maintaining marketplace visibility through public speaking engagements and participation in social business functions.

Minimum Education: Master's degree in related field

### PROGRAM DIRECTOR

Minimum/General Experience: 10 years of professional experience

Functional Responsibility: Responsible for overall direction and evaluation of business methodologies and procedures. Provides high level expertise and guidance in support of single and multiple projects. Works with the client and project manager to establish policy and strategic direction for projects. Ensures client satisfaction and oversees quality control. Responsible in client-focused consulting or industry experience with a demonstrated ability to design, lead and manage multiple and complex client engagements in an efficient and effective manner; demonstrated ability to identify issues and implement alternative solutions; experienced in serving as a hands-on project manager, especially for larger clients and projects; experienced in leading other staff, especially in project management; demonstrated ability to work with teams that span multiple geographic locations; effective in maintaining marketplace visibility through public speaking engagements and participation in social business functions.

In addition, the Program Director:

Participates in all programs and enforces all policies relating to performance evaluations and career development planning.

Reviews management evaluations for consistency.

Impresses upon management the importance of the career planning and performance evaluation programs.

Creates an environment where Innovators can successfully achieve professional career path goals.

Manages the development of project managers and senior managers.

Assigns tasks to practice management that give managers an opportunity to grow.

Reviews status reports of Project Managers and Senior Managers and addresses issues as appropriate.

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Lends expertise to internal teams and task forces.

Minimum Education: Bachelor's Degree with 10 years of experience; or Master's Degree with 6 years' experience in a related field

## **PROJECT MANAGER**

Minimum/General Experience: 10 years of professional experience

Functional Responsibility: Responsible for day-to-day coordination of activities and client contact. Ensures development and implementation of marketing communications to stay on task and on time internally. Responsible for acting as the liaison between CRW and the client. Manages the contractual relationship with clients and oversees several projects at a program level. Meets and converse with client regarding the status of specific program and management activities and problems, issues or conflicts regarding resolution. Conducts quality assurance over key project deliverables. Resolves issues with staff, tools and methods. Conducts and/or participates in project staff meetings and client meetings to resolve issues through application of company resources or experiences gained on other projects. Capable of negotiating and making binding decisions for the company.

Minimum Education: Bachelor's Degree with 10 years' experience; or Master's Degree with 6 years' experience

## **SENIOR CONSULTANT**

Minimum/General Experience: Ten (10) years of professional experience

Functional Responsibility: Reviews plans, policies, resources, mission, goals and expectations of the client. Sets forth deliverables, dedicated staff and resources. Monitors staff to assure objectives are being met. Possess knowledge of business improvement and organizational systems analysis. Considers the business implications of innovative tolls and technologies to the current and future business environment. Formulates and defines systems scope and objectives through research and fact-finding combined with an understanding of business transformation processes and systems and industry requirements. With this knowledge devises or modifies procedures to solve problems considering systems, processes, limitations, operation time, quality assurance and form of desired results. Includes analysis of business and user needs, documentation of requirements, and translation into proper system or business process requirements. Specialized knowledge of project issues and client requirements such as: financial management of projects through budget monitoring; recruitment of qualified personnel to support unique client environments; assist in the development and writing of client work plans and budgets; establish regular correspondence with field teams to monitor project activities; reporting to appropriate parties and monitoring of compliance issues; initial review of technical scopes of work; maintain client relations assigned to the project; development of subcontractors and maintain subcontractor relations; coordination of on-going research, monitoring and evaluation activities.

Minimum Education: Bachelor's Degree, with 10 years' experience or a Master's Degree with 5 years' experience in business management or other related field.

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## **ASSOCIATE CONSULTANT**

Minimum/General Experience: Six (6) years of professional experience

Functional Responsibility: Makes recommendations to management for areas of improvement. Participates in client meetings and assist with contract administration. Identifies and implements efficient, innovative business solutions to clients' complex challenges; the ability to market organizational strengths successfully; superior analytical, strategic planning, communication, and listening skills; excellent organizational and project management skills; proven management skills in leading projects; ability to manage, motivate, and mentor more junior level staff.

Minimum Education: Bachelor's Degree

## **GRAPHIC DESIGNER**

Minimum/General Experience: Eight (8) years of professional experience

Functional Responsibility: Leads design team by establishing conceptual and stylistic direction. Utilizes expertise in design software and prepress production to review and identify final layouts and recommend improvements as necessary. Recommends and implements efficient, innovative business solutions to clients' complex challenges; ability to market organizational strengths successfully; superior analytical, strategic planning, communication, and listening skills; excellent organizational and project management skills; proven management skills in leading complex projects; ability to manage, motivate, and mentor more junior level staff.

While liaising with the client to keep them informed of progress and to make relevant decisions, and implementing recommendations/solutions, they ensure that the client receives the necessary assistance to carry it all out.

Minimum Education: Bachelor's Degree

## **CONFERENCE MEETING PLANNER, LEVEL I**

Minimum/General Experience: One (1) year general experience

Functional Responsibility: Serves as administrative assistant to conference planning team. Performs administrative duties and responsibilities in support of a conference and/or Tradeshow. May perform word processing and general secretarial functions. Responsible for administration and adherence to standard policies and procedures such as time charging, expense reporting, and business travel. Under general supervision may collect and analyze data for assigned projects

Minimum Education: High school diploma

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## **CONFERENCE MEETING PLANNER, LEVEL II**

Minimum/General Experience: Two years' experience in the area of administrative support; Bachelor's degree in business or a related field may be substituted for two years of experience.

Functional Responsibility: Assists conference team's administrative division, ordering supplies and printing/collating/duplicating conference documents as needed. Performs administrative duties and responsibilities in support of a conference and/or trade show, which may include overseeing a program, project, department, or facility. May perform word processing and general secretarial functions. Responsible for the administration of and adherence to standard policies and procedures, such as time charging, expense reporting and business travel. Under general supervision, may collect and analyze data for assigned projects.

Familiar with standard concepts, practices, and procedures of the program, project, department, or facility. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. A certain degree of creativity and latitude is required.

Minimum Education: High school diploma

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