

General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule 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 are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage is: gsaadvantage.gov.

Schedule Title: Advertising and Integrated Marketing Solutions

FSC Group: 541

Contract Number: GS-23F-0124S

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

Contract Period: March 16, 2006- March 15, 2011

The Henne Group

116 New Montgomery, Suite 640
San Francisco, CA
94105
tel. (415) 348-1700
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Contract Administrator

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Business Size: Small

Customer Information Page

- 1a. SIN 541-4A Market Research and Analysis
- 1b. See attachment 1 for pricing of Tasks
- 1c. See attachment 1
2. Maximum order: \$1,000,000
3. Minimum order: \$100
4. Geographic coverage (delivery area): Domestic
5. Point(s) of production (city, county, and state, or foreign country): San Francisco, CA 94105
6. Discount from list prices or statement of net prices: prices above are net prices and discounts are inclusive.
7. Quantity discounts: Not Applicable.
8. Prompt Payment terms: Not Applicable.

- 9a. Notification whether Government purchase cards are accepted at or below the micro-purchase threshold. **Yes**
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. **No**
10. Foreign items: **Not Applicable**
- 11a. Time of Delivery. **Not Applicable.**
- 11b. Expedited delivery: **Items available for expedited delivery are noted in this price list.**
- 11c. Overnight and 2-day delivery: **Not Applicable.**
- 11d. Urgent Requirements: **See contract clause I-FSS-14-B. Agencies can contact the contact for Contract Administration to obtain faster delivery**
12. F.O.B point(s): Destination
- 13a. Ordering address:
**116 New Montgomery St., Suite 640
San Francisco, CA 94105**
- 13b. Ordering Procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules).
14. Payment address:
**116 New Montgomery St., Suite 640
San Francisco, CA 94105**
15. Warranty provision: **Not Applicable**
16. Export packing charges: **Not Applicable**
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro purchase level): **Not applicable.**
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**
- 20a. Terms and conditions for any other services: **Not Applicable**
21. List of services and distribution points: **Not Applicable**
22. List of participating dealers: **Not applicable**
23. Preventative maintenance- **Not Applicable**
- 24a. Special attributes such as environmental attributes: **Not applicable**
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details and be found: **Not Applicable**
25. Data Universal Number System (DUNS) number: **09-039-5141**
26. Notification regarding registration in Central Contract Registration (CCR) database: **Registered, 07/02/2008**

Awarded Contract Price List

541-4A Market Research and Analysis

Labor Category	Price	Unit
Senior Project Director	\$218.03	Hour
Project Director	\$155.74	Hour
Project Manager	\$98.48	Hour
Director of Quantitative Services	\$90.71	Hour
Director of Qualitative Services	\$90.71	Hour
Field Director	\$90.71	Hour
Senior Project Coordinator	\$77.74	Hour
Project Coordinator	\$64.79	Hour
Administrative Manager/Financial Coordinator	\$90.71	Hour
Administrative Assistant	\$46.65	Hour
Interviewer/Recruiter	\$32.40	Hour
Senior Interviewer/Recruiter	\$45.35	Hour
Executive Interviewer/Recruiter	\$62.19	Hour
Interviewer/Recruiter Supervisor	\$62.19	Hour
Data Entry Verification	\$45.35	Hour

541-1000 Other Direct Costs

Other Direct Cost	Price	Unit
Translation From One Language To Another	\$371.32	Written page of text
Room Rental	\$1,909.62	Day
Participant Recruiting Costs	\$175.06	Participant
Incentives/Honoraria	\$212.18	Participant
Video Taping	\$159.14	Hour
Food Costs	\$132.61	Group
Video Streaming	\$2,015.71	Day
Video Conferencing	\$3,182.70	Day
Telephone Lookups Setup Fee	\$84.87	Setup fee
Telephone Lookups	\$2.39	Name
Photocopies – Black & White	\$0.37	Page
Photocopies – Color	\$159.14	Page
Faxing	\$2.66	Page
Postage	\$0.39	Ounce
Shipping	\$50.40	Package
Rental of Computer Lab Equipment	\$2,121.80	Day
Rental of Computers	\$238.70	Day per unit
Sample Costs Setup Charge Get Rate Sheet	\$0.19	Piece
Banner Tabulations	\$1,545.00	Banner
Coding Of Open Ended Responses	\$0.79	Open Response

COMPANY INFORMATION

The Henne Group (THG) is a San Francisco-based consulting group offering a wide range of research services to clients from the public and private sectors. We can manage your market research project whether your budget is \$5,000 or \$5,000,000. Our mission is to provide clients with a research product of the highest quality, delivering actionable recommendations on time and within budget. All projects are designed after initial consultations with you. Cookie-cutter approaches are not our style—each project is designed fresh, in consultation with you.

The Henne Group is equally proficient at conducting health studies, business studies, consumer studies, and political studies. THG is especially adept at sensitive topic and executive level projects, studies in which interviewers and moderators must build trust and rapport with respondents for them to feel comfortable in participating in a research study. Its president, Jeffrey Henne, has been engaged in research and communications consulting for over twenty years.

Clients include universities, government agencies, businesses and not-for-profit organizations.

Find out more about us at <http://www.thehennegroup.com>

About Jeffrey Henne

Jeffrey Henne, president of The Henne Group, has worked with over a hundred clients, including companies in more than a dozen industries, government agencies, and a wide variety of trade groups, professional associations and non-profit organizations.

He conducts both qualitative and quantitative studies throughout the country, with consumers, business leaders, employees, and medical professionals.

Qualitative research.

At The Henne Group, qualitative research techniques are used in a variety of research projects, including:

- Determining reactions toward a concept, idea or new proposition.
- Testing advertising copy.
- Defining the scope of large-scale research projects.
- Identifying what are the important issues in any situation.
- Providing additional insight at the end of a research project.
- Helping clients to decide whether or not to go forward with a project.
- Helping organizations reach a better understanding of their customers.
- Helping organizations reach a better understanding of their employees.

One of the most crucial components of qualitative research is the type of persons invited to participate. THG specializes in recruiting just the right mixture of participants needed to guarantee that many different viewpoints are represented.

Within the last four years, THG has been one of the industry leaders in adapting qualitative techniques to the administration of usability testing for the development of new websites and the refinement of existing websites.

Quantitative research.

THG has particular expertise in many quantitative areas, including the implementation of intercept studies and population-based knowledge, attitudes and behavioral surveys. Surveys can be conducted in-person, over the telephone, through the mail, on the web, and in a variety of different languages. THG has managed projects in languages other than English, including Spanish, Cantonese, Mandarin, Vietnamese, Korean, and Tagalog.

Some of the advantages of THG's quantitative capabilities include:

- Advanced questionnaire design service.
- Extensive pre-testing of survey instruments to ensure quality data collection.
- Staff is skilled in the testing of questionnaires once input into a computerized system.
- Quantitative projects that vary widely in their size and complexity.

Although many are large-scale undertakings with difficult-to-implement procedures, THG is highly experienced in handling smaller, "more routine" undertakings. THG specializes in sensitive topic and executive level projects, studies in which interviewers must build trust and rapport with respondents for them to feel comfortable about participating. THG also provides expert analytical and interpretative services to maximize understanding of the data. Within the last four years, THG has been one of the industry leaders in adapting qualitative techniques to the administration of usability testing for the development of new websites and the refinement of existing websites.