



THE TRACK GROUP

Your Project is on TRACK

Your Federal Marketing & Management Services Partner



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# THE TRACK GROUP, Inc. Capabilities Statement

The Track Group would love to hear from you!

The Track Group, Inc. ©  
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Contract Holder

SBA Certified Small Business  
Federal Tax ID #: 52-1754868  
DUNS #: 793239500

YOUR FEDERAL MARKETING & MANAGEMENT SERVICES PARTNER  
Alan Minton (703) 941-7766 x103 alan@trackg.com www.trackg.com



## WELCOME TO THE TRACK GROUP

### The Track Group Capabilities Statement

The Track Group is a management and marketing professional services firm aligned with its largest client, the Federal Government, as well as an established corporate base. The Track Group was founded in 1991 in Alexandria, VA..

The Track Group has earned a reputation as a valued partner and industry leader. The cornerstone of the company's success is our proven ability to use the TRACK framework to design and deliver successful marketing and outreach campaigns as well as find creative solutions to challenging management assignments.



David Ehrlich  
President

Staff expertise allows The Track Group to offer a full range of services within the core competencies of public marketing, public relations, corporate communications, meeting and event planning, professional facilitation, advertising, outreach, and management consulting. Services include specialty areas in each of these broad categories.

The Track Group is headquartered in Alexandria, VA, just a few miles south of Washington, DC.



The Track Group is a **certified small business** that holds two marketing (AIMS) contracts as well as the management consulting contract (MOBIS) on the GSA Schedule.



## MISSION STATEMENT

At the Track Group, our mission statement governs the way we conduct our business. It communicates our desire to serve our customers and provide direction when making service-related decisions. Our mission statement also acts as a leading and stable force as we constantly push ourselves to grow, change and align the company in a manner that is in the best interest of our clients. That is why we are sharing it with you.

**The mission of The Track Group is to provide clients with a single and convenient “go to place” for successful marketing, communication, outreach, and management projects.**

The Track Group consistently delivers strong results within the scope of the products and services available under our GSA Schedules which include the Advertising and Integrated Marketing Solutions (AIMS) and the Mission Oriented Business Integrated Services (MOBIS) schedules.

### A project that is “on Track” will...

1. Provide a strategic vision that focuses on the client's true needs;
2. Concentrate on project management excellence and have an active client focus;
3. Deliver on time and within budget; and
4. Foster a long-term mutually beneficial relationship.

The Track Group consistently delivers on promises by leveraging original thinking and creative energy among a growing team of talent. A core value is the accomplishment of technically accurate projects and positive client experiences.

### Track Group Values

- Remain grounded in a framework while understanding the big picture;
- Document project management and institutional knowledge;
- Exceed client (internal and external) expectations and build long-term relationships;
- Proactively approach everything with a positive can-do attitude;
- Exhibit innovation;
- Demonstrate strong and effective communication skills; and
- Build strong teams and leverage the talents of others.



## MISSION STATEMENT



NATIONAL FIRE PLAN - WEB REDESIGN

**SERVICES: AIMS**

**Advertising and Integrated Marketing Solutions (AIMS) - Schedule 541**

Contract: #GS-23F-0135N

Contract: #GS-23F-0136N  
(Small Business Set Aside)

Does your agency require assistance educating the public on any of your programs? Do you need expertise for the strategic placement of advertising campaigns? Is there an agency requirement for a comprehensive media plan that includes advertising, website design, graphic design or direct mail? If the answer is “yes” to any of these questions, The Track Group’s advertising and Integrated Marketing Solutions (AIMS) schedule is the solution. Under the AIMS schedule, a multitude of services are available and categorized according to Specialty Item Numbers (SINs).



OUTREACH ITEM DESIGN

**541-1 Advertising Services**

The Track Group’s advertising services are instrumental in promoting public awareness of an agency’s mission and initiatives, facilitating the public’s understanding of complex and technical social issues and distributing accurate information to industry and consumer advocacy groups. Services include, but are not limited to the following:

- Objective determination;
- Message design/creation;
- Advertising/marketing public programs;
- Media selection;
- Outdoor marketing and media services;
- Broadcast media (Radio, TV, and Public Service Announcements);
- Direct mailing services;
- Media planning;
- Media placement services;
- Advertising evaluation; and
- Other related services.



Central to this category is customized media and public relation services. This SIN may include the

development of media messages and strategies, providing recommendations of media sources for placement of campaigns and the preparation of media materials such as background materials, press releases, speeches, presentations and press kits.

Other related services may fall under the following categories:

- Executing media programs;
- Conducting press conferences;
- Scheduling broadcast and/or print interviews;
- Press, public relations and crisis communications;
- Training agency personnel to deal with media and media responses;
- Media alerts;
- Press clipping services; and
- Related activities to public relations.



COAST GUARD COMMUNITY RELATIONS (COMREL) - WEB REDESIGN

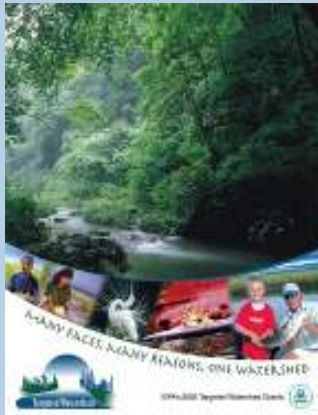
**541-2 Public Relation Services**

Public relation services use a variety of media and creative strategies to shape public opinion on an agency and its programs.





**GEORGE WASHINGTON UNIVERSITY HOSPITAL— RECRUITMENT MULTIMEDIA WEBSITE**



**EPA - WATERSHED GRANT PROGRAM ANNUAL REPORT**



**EPA - DEVELOPED "THIRSTIN" CARTOON MASCOT FOR PRINT AND WEB**

**541-3 Web-Based Marketing Services (Small Business Set Aside)**

Web-based marketing services to maximize an agency's use of internet capabilities and ensure Section 508 compliance for web packages. Typical tasks involve consultation, development and implementation of the following web-based tasks:

- Website design and maintenance services;
- Search engine development;
- E-mail marketing;
- Web-based training;
- Webcasting;
- Video conferencing via the web;
- Section 508 compliance, including captioning services;
- Online media management; and
- Related activities to web-based marketing services.

Media will be provided in a compatible format to the ordering agency's software requirements. Continual updates and maintenance to the website may also be required.

**541-4A Market Research and Analysis Services**

Market research and analysis services identify and analyze target markets. This is done to determine marketing trends; create public awareness of products, services and issues; develop or enhance customized strategic marketing plans; and to judge the effectiveness thereof. Services include, but are not limited to:

- Branding initiatives;
- Targeting market identification and analysis;
- Establishing measurable marketing objectives, determining marketing trends and conditions and identifying and implementing appropriate strategies;
- Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys and compiling/analyzing results; and
- Establishing call centers (in relation to services provided under this section).

**541-4B Video/Film Production Services**

Under this SIN, film production and videotape services are provided to the public and government agencies about the latest products, services, and/or issues in various outputs such as industry standard formats, CDROM, DVD and video streaming. Filming in studios, on location, live shows or events may also be required.

Examples of services include, but are not limited to the following:

- Writing;
- Directing;
- Shooting;
- Narration;
- Duplication;
- Music and sound effects;
- Arranging for talent/animation;
- Distribution;
- Video scoring; and
- Editing.



**541-4C Exhibit Design and Implementation Services**



Exhibit design and implementation services assist in exhibit and material design, production and conceptualization. This includes making all the necessary arrangements for the exhibits to be displayed in various venues (i.e. museums, malls, tradeshows etc.). Media and exhibit illumination services are also available. The key components within the category include, but are not limited to:

- Conceptualizing, designing and producing exhibits and accompanying materials;
- Providing and/or recommending carpet and padding installation for exhibit property;
- Previewing setup and dismantling of exhibit property;
- Cleaning, prepping and storing exhibit property for future use;
- Shipping exhibit property to and from designated site(s); and
- Media illumination services.



TRANSLATION SERVICES



DVD AND DESIGN PACKAGE



GSA - FEDERAL SERVICE SUPPLY ROCKY MOUNTAIN REGION QUICK REFERENCE GUIDE

541-4D Conference, Event, and Tradeshow Planning Services (Small Business Set Aside)

Conference, event and tradeshow planning services include all necessary arrangements for implementation. Examples may include, but are not limited to the following services:

- Project management;
- Coordination and implementation of third-party participation;
- Collection of third-party payment;
- Liaison support with the venue;
- Audiovisual and information technology support;
- Topic and speaker identification;
- Site location research and reservation of facilities;
- Onsite meeting and registration support;
- Telecommunication and automation support;
- Production design and editing; and
- Mailing and other communication with attendees including pre- and post-meeting mailings and/or travel support and computer database creation.

541-4E Commercial Photography Services (Small Business Set Aside)

Photography services under this SIN are used for commercial advertisements and/or illustrations for books, magazines and/or other media. Services may include, but are not limited to:



- Black & white or color photography;
- Digital photography;
- Aerial photography;
- Architectural photography;
- Still photographs;
- Field and studio photography; and
- Other related services i.e. editing and high resolution scans.

541-4F Commercial Art and Graphic Design Services (Small Business Set Aside)



Commercial art and graphic design services develop conceptual

designs and layouts for publications, create sketches, drawings, publication designs and typographical layouts and furnish custom or stock artwork to help agencies catch the target market's eye and provide education about various products, services or programs. Types of services may include by are not limited to:

- Developing conceptual design and layout;
- Providing copywriting and technical writing services, updating, rewriting and/or editing;
- Creating sketches, drawings, publication designs and typographic layouts; and
- Furnishing custom or stock artwork (including electronic artwork).

541-5 Integrated Marketing Services

Integrated Marketing Services provide a complete and comprehensive solution that integrates various services found under the other SINs. Services under this SIN may include the creation of strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns.

541-1000 Other Direct Costs (ODC)

Other Direct Costs (ODCs) consist of services and supplies (other than labor hours) needed to complete a project under the schedule.



PERFORMANCE EVALUATION



CONSULTING



MEETING FACILITATION

**SERVICES: MOBIS**

**GSA Mission Oriented Business Integrated Services (MOBIS) Schedule 874**

Contract: #GS-10F-0285R

The MOBIS Schedule encompasses Mission Oriented Business Integrated Services that improve the performance, quality, timeliness and efficiency of services provided by the Federal government. These services facilitate an agency's response to dynamic, evolutionary influences and mandates. Additionally, these services enable continuous improvement of mission performance.

The Track Group offers a full range of management and consulting services that improve a Federal agency's efforts and performance toward mission goals. Examples include quality management, business process reengineering, strategic and business planning, benchmarking, strategic sourcing, ISO 9000 and ISO 14000, activity-based costing, financial management analysis related to an improvement effort, statistical process control, process modeling and simulation, surveys, process improvements, change management, performance measurement, organizational design, individual and organizational assessments and evaluations, development of leadership and management skills, and training to improve customer service and satisfaction.

The Track Group possess the necessary expertise to facilitate the Federal government response to a continuous stream of new mandates and influences including the President's Management Agenda, Government Performance and Results Act, Federal Acquisition Streamlining Act; OMB Circular A-76, Federal Activities Inventory Reform Act, and government reinvention initiatives such as strategic sourcing, privatization, improving customer service, downsizing, benchmarking and streamlining.

**SIN 874-1 Consulting Services**



Consulting services include the provision of expert advice and assistance, guidance or counseling that supports mission oriented business integration efforts. This may also include studies, analyses and reports documenting proposed consultative, developmental, or implementation efforts.

Examples of consultation include strategic, business and action planning; high-performance work; productivity improvement; leadership systems; process and systems alignment; cycle time; performance measures and indicators; program audits; organizational assessments; and evaluations.

**SIN 874-2 Facilitation Services**

Facilitation and related decision-making services support agencies engaging in collaboration efforts, working groups or integrated product, process or self-directed teams. Agencies bringing together diverse teams or groups with common and divergent interests may require logistical meeting or conference support to convene and lead large and small group briefings and discussions. This function may necessitate a neutral party assisting in the facilitation of problem solving techniques to resolve disputes, disagreements, and divergent views. The process also may require assistance defining and redefining the agenda, recording discussion content and preparation of draft and final reports for dissemination.





PROGRAM INTEGRATION

SIN 874-3 Survey Services



Survey services include the expert consultation, assistance, and necessary deliverables associated with all aspects of surveying within the context of MOBIS. The Track Group assists with or performs all phases of the survey process. Central to survey services is the administrative functions which use various data collection methods and analyses of quantitative and qualitative survey data. This may include planning the survey design, sampling and survey development, pretest/pilot surveying, survey data collection methodology determination, data reliability and validity assessment, and administration of the survey database.

Production of reports might include, but is not limited to the description and summary of results with associated graphs, charts and tables; analysis of non-response; discussion of sample characteristics and the representative nature of data; description of data collection and survey administration methods; and briefings of results that include a thorough discussion of recommendations and potential follow-up actions.

SIN 874-4 Training Services

Training services provided under this SIN meet specific agency needs related to mission oriented business integrated services. Training services could be related to customer service, team building, ISO 9000 and ISO 14000, performance measurement, process improvement, statistical process control, performance problem-solving, business process reengineering, quality management, change management, strategic planning and benchmarking.

SIN 874-7 Program Integration and Project Management Services



Services provided under the program integration and project management SIN may include program management, program oversight, project management and program integration (team leader).



FOCUS GROUPS





CONTRACTS

**C**ONTRACTS

The Track Group has met the Government's rigorous prequalification standard, so clients are assured of quality products and services with competitive costs. As a designated small business, The Track Group offers a number of quick and easy ways for Federal agencies to order goods and services.

All of The Track Group's professional services are available to qualified buyers through the company's US General Services Administration (GSA) contracts. All qualified customers can conveniently order the latest professional services at most-favored customer prices. GSA Schedules also offer customers the benefit of shorter lead-time, lower administrative costs and reduced inventories.

**GSA** GSA Schedules

The Track Group holds three contracting vehicles with the GSA. Two are for Advertising and Integrated Marketing Solutions (AIMS), one of which makes the company eligible for small business set-aside contracts. Track also holds a contracting vehicle for Mission Oriented Business Integrated Services (MOBIS).

To find out how to use The Track Group's capabilities, please contact Alan Minton, Vice President Business Development at alan@trackg.com or 703-941-7766 x103

**Blanket Purchase Agreements**

A Blanket Purchase Agreement (BPA) establishes a long-term relationship between clients and contractors so that multiple task orders may be developed quickly and easily. BPAs can be specifically tailored to a client's environment, processes, terms and conditions.

The Track Group has many Blanket Purchase Agreements including:



**Environmental Projection Agency (EPA)**

The Track Group holds three blanket purchase agreements with the EPA. Through the GSA Advertising and Integrated Marketing Solutions AIMS Schedule and the Mission Oriented Business Integrated Services (MOBIS) schedule, The Track Group helps the EPA strengthen outreach and communication efforts for environmental protection. These BPAs are available EPA-wide.



**General Services Administration (GSA)**

The Track Group holds a BPA with the GSA to strengthen conference and event efforts for their e-travel initiatives.



**Social Security Administration (SSA)**

The Track Group holds a BPA with the SSA to promote public awareness of the Agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engages in recruitment campaigns for the SSA.



**Open Market**



The Track Group accepts government credit cards for direct purchases through awarded contracts or by using the micro-purchase threshold up to \$2,500.

Please email or fax all Requests for Quotations (RFQ) to Alan Minton, VP Business Development at alan@trackg.com or 703-941-7766 x103



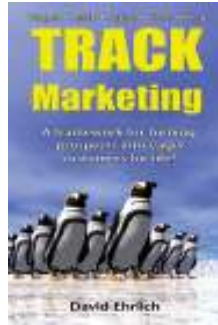


FRAMEWORK

## T RACK FRAMEWORK

The TRACK framework provides the foundation for all marketing public program campaigns. Each letter of TRACK illustrates the specific questions that are addressed under each stage. The Track Group offers the service of developing a comprehensive strategy plan based on this foundation.

### TRACK MARKETING BOOK



The Track book provides a framework for turning prospects into eager customers for life!

David Ehrlich,  
President of The

Track Group chronicles the firm's unique marketing framework and many of the lessons learned from executing marketing projects since 1991. To obtain a copy, please visit [www.amazon.com](http://www.amazon.com) or speak with a Track Group representative.

The three sections of the book allow the reader to:

- Learn about the theory behind the powerful TRACK Marketing framework;
- View and absorb tips and techniques surrounding marketing projects and their relation to the TRACK framework; and
- Utilize worksheets so your marketing effort follows the TRACK framework!



**T**arget focuses on questions related to the organization's goals, objectives and target audience.

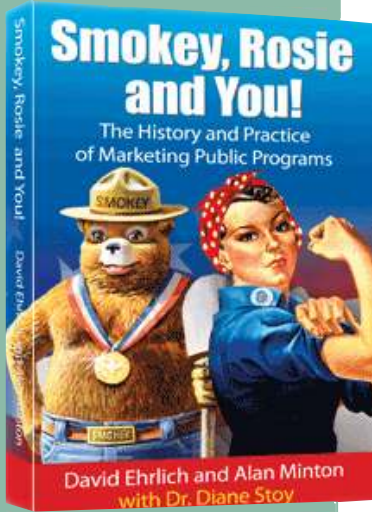
**R**esonate involves the artful crafting of messages that have appeal to and will resonate with the target audience.

**A**ction reviews the desired response or action from the target audience. It also concerns the necessary involvement and resources from your organization.

**C**onnect with the target audience involves reaching out through strategically identified channels utilizing appropriate tactics and methods to leverage maximum impact.

**K**eep builds on the successes achieved and reinforces and enhances the relationship to maximize the overall investment.

## M ARKETING PUBLIC PROGRAMS



### Smokey, Rosie and You!

The **NEW** Track Group Book for Marketing Public Programs

Smokey Bear and Rosie the Riveter—many Americans remember these famous icons from their childhood, while younger folks may only recognize Smokey and Rosie from gifts in museum shops. Yet, behind these two very familiar faces are great stories about how and why they were created and their lasting impact on Americans.

The book is filled with great stories like Smokey and Rosie that provide a fascinating journey through history. Contemporary case studies filled with practical lessons and key trends that affect the marketing of public programs today and tomorrow are presented. This history coupled with the TRACK marketing framework provides the inspiration and ingredients for successful public marketing campaigns!

### THE TRACK CENTER FOR MARKETING PUBLIC PROGRAMS [www.marketingpublicprograms.org](http://www.marketingpublicprograms.org)

The mission of the Center is to improve the discipline and profession of Marketing Public Programs at all levels of government by providing a central forum for education, news, analysis and research.

#### TRAINING

**Marketing Public Programs** uncovers the new battleground in Federal communications. As an important part of their mission, Federal agencies are tasked with educating the public. Often, the public must be convinced to change their attitudes and behavior so that society at-large benefits.

**Leveraging the Media** focuses on getting important messages out. Too often in the Federal government when communicating with the media, the agency's mission statement is confused with a desired message. Today's media is too important and too competitive for an agency's staff not to be properly equipped. Learn key techniques so the media will deliver your message.

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**The Track Group offers a wide variety of customized trainings.**

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## L EARN MORE

**Web:** Please visit [www.trackg.com](http://www.trackg.com) to learn more!

**The Track Group would love to hear from you!**

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