



TRAINING TO GO...
WE DELIVER



**GENERAL SERVICES ADMINISTRATION
AUTHORIZED FEDERAL SUPPLY SERVICE
CORPORATE CONTRACT SCHEDULE PRICELIST**

- SIN C U 012** – IT SOFTWARE, EQUIPMENT, AND TELECOMMUNICATIONS TRAINING
SIN C D301 – IT FACILITY OPERATION AND MAINTENANCE SERVICES
SIN C D302 – IT SYSTEMS DEVELOPMENT SERVICES
SIN C D304 – IT TELECOMMUNICATIONS AND TRANSMISSION SERVICES
SIN C D306 – IT SYSTEMS ANALYSIS SERVICES
SIN C D307 – AUTOMATED INFORMATION SYSTEM DESIGN AND INTEGRATION SERVICES
SIN C D308 – PROGRAMMING SERVICES
SIN C D310 – IT BACKUP AND SECURITY SERVICES
SIN C D311 – IT DATA CONVERSION SERVICES
SIN C D313 – COMPUTER AIDED DESIGN/COMPUTER AIDED MANUFACTURING SERVICES
SIN C D316 – TELECOMMUNICATIONS NETWORK MANAGEMENT SERVICES
SIN C D317 – AUTOMATED NEWS SERVICES, DATA SERVICES, OR OTHER INFORMATION SERVICES
SIN C D399 – OTHER ADP AND TELECOMMUNICATIONS SERVICES
SIN C R701 – ADVERTISING SERVICES
SIN C R708 – PUBLIC RELATIONS SERVICES
SIN C R422 – MARKET RESEARCH AND PUBLIC OPINION SERVICES

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Contract Number: GS-00F-0084N
Period Covered by Contract: July 1, 2003 through June 29, 2008
General Services Administration
Federal Supply Service
Price list current through Modification #2, dated 1/13/2006.

Products and ordering information in this Authorized FSS Schedule Price list are also available on the GSA *Advantage!* System. Agencies can browse GSA *Advantage!* by accessing GSA's Home Page via Internet at www.fss.gsa.gov.

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INFORMATION FOR ORDERING ACTIVITIES
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SPECIAL NOTICE TO AGENCIES:

Small Business Participation

SBA strongly supports the participation of small business concerns in the Federal Supply Schedules Program. To enhance Small Business Participation SBA policy allows agencies to include in their procurement base and goals, the dollar value of orders expected to be placed against the Federal Supply Schedules, and to report accomplishments against these goals.

For orders exceeding the micropurchase threshold, FAR 8.404 requires agencies to consider the catalogs/pricelists of at least three schedule contractors or consider reasonably available information by using the GSA Advantage!™ on-line shopping service (www.fss.gsa.gov). The catalogs/pricelists, GSA Advantage!™ and the Federal Supply Service Home Page (www.fss.gsa.gov) contain information on a broad array of products and services offered by small business concerns.

This information should be used as a tool to assist ordering activities in meeting or exceeding established small business goals. It should also be used as a tool to assist in including small, small disadvantaged, and women-owned small businesses among those considered when selecting pricelists for a best value determination.

For orders exceeding the micropurchase threshold, customers are to give preference to small business concerns when two or more items at the same delivered price will satisfy their requirement.

1. GEOGRAPHIC SCOPE OF CONTRACT

Domestic delivery is delivery within the 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. Territories. Domestic delivery also includes a port or consolidation point, within the aforementioned areas, for orders received from overseas activities.

2. CONTRACTOR'S ORDERING ADDRESS

EEI Communications
66 Canal Center Plaza
Suite 200
Alexandria, VA 22314
Phone: 703.683.0683
Fax: 703.683.4915

CONTRACTOR'S SERVICE AREA

All Government locations within the scope of the contract.

CONTRACTOR'S PAYMENT ADDRESS

EEI Communications
66 Canal Center Plan
Suite 200
Alexandria, VA 22314
Phone: 703.683.0683
Fax: 703.683.4915

Contractors are required to accept the Government purchase card for payments equal to or less than the micro-purchase threshold for oral or written delivery orders. Government purchase cards will be acceptable for payment above the micro-purchase threshold. In addition, bank account information for wire transfer payments will be shown on the invoice.

The following telephone number (s) can be used by ordering agencies to obtain technical and/or ordering assistance:

703.683.0683

3. LIABILITY FOR INJURY OR DAMAGE

The Contractor shall not be liable for any injury to Government personnel or damage to Government property arising from the use of equipment maintained by the Contractor, unless such injury or damage is due to the fault or negligence of the Contractor.

4. STATISTICAL DATA FOR GOVERNMENT ORDERING ACTIVITY COMPLETION OF STANDARD FORM 279

Block 9: G. Order/Modification Under Federal Schedule

Block 16: Data Universal Numbering System (DUNS): **084919489**

Block 30: Type of Contractor: **B. Other Small Business**

Block 31: Woman-Owned Small Business: **Yes**

Block 36: Contractor's Taxpayer Identification Number (TIN): **54-1063402**

a. Cage Code: **7P204**

b. Contractor has registered with the Central Contractor Registration Database.

5. FOB DESTINATION

6. DELIVERY SCHEDULE

a. **Time of Delivery:** The contractor shall deliver to destination within the number of calendar days after receipt of order (ARO), as set forth below.

**Items or Groups
of Items (SIN or
Nomenclature)**

ALL

**Delivery Time
(Days ARO)**

As negotiated between Ordering Agency
and Contractor

b. **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.

7. DISCOUNTS

Prices shown are NET Prices; Basic Discounts have been deducted.

- a. Prompt Payment: If paid NET10 1.5% for invoice between \$500-\$1999; 3% for invoice \$2000 or greater.
- b. Quantity: None
- c. Dollar Volume: None
- d. Government Educational Institutions: Government Educational Institutions are offered the same discounts as all other Government customers.

8. TRADE AGREEMENTS ACT OF 1979, AS AMENDED

All items are U.S. made end products, designated country end products, Caribbean Basin country end products, Canadian end products, or Mexican end products as defined in the Trade Agreements Act of 1979, as amended.

9. STATEMENT CONCERNING AVAILABILITY OF EXPORT PACKING

Export packing is available at extra cost outside the scope of this contract.

10. SMALL REQUIREMENTS

The minimum dollar value of orders to be issued is \$100.00.

11. MAXIMUM ORDER

\$500,000

12. ORDERING PROCEDURES FOR FEDERAL SUPPLY SCHEDULE CONTRACTS

Ordering activities shall use the ordering procedures of Federal Acquisition Regulation (FAR) 8.405 when placing an order or establishing a BPA for supplies or services. These procedures apply to all schedules.

- a. FAR 8.405-1 Ordering procedures for supplies, and services not requiring a statement of work.
- b. FAR 8.405-2 Ordering procedures for services requiring a statement of work.

13. FEDERAL INFORMATION TECHNOLOGY/TELECOMMUNICATION STANDARDS REQUIREMENTS

Ordering activities acquiring products from this Schedule must comply with the provisions of the Federal Standards Program, as appropriate (reference: NIST Federal Standards Index). Inquiries to determine whether or not specific products listed herein comply with Federal Information Processing Standards (FIPS) or Federal Telecommunication Standards (FED-STDS), which are cited by ordering activities, shall be responded to promptly by the Contractor.

13.1 FEDERAL INFORMATION PROCESSING STANDARDS PUBLICATIONS (FIPS PUBS)

Information Technology products under this Schedule that do not conform to Federal Information Processing Standards (FIPS) should not be acquired unless a waiver has been granted in accordance with the applicable "FIPS Publication." Federal Information Processing Standards Publications (FIPS PUBS) are issued by the U.S. Department of Commerce, National Institute of

Standards and Technology (NIST), pursuant to National Security Act. Information concerning their availability and applicability should be obtained from the National Technical Information Service (NTIS), 5285 Port Royal Road, Springfield, Virginia 22161. FIPS PUBS include voluntary standards when these are adopted for Federal use. Individual orders for FIPS PUBS should be referred to the NTIS Sales Office, and orders for subscription service should be referred to the NTIS Subscription Officer, both at the above address, or telephone number (703) 487-4650.

13.2 FEDERAL TELECOMMUNICATION STANDARDS (FED-STDS)

Telecommunication products under this Schedule that do not conform to Federal Telecommunication Standards (FED-STDS) should not be acquired unless a waiver has been granted in accordance with the applicable "FED-STD." Federal Telecommunication Standards are issued by the U.S. Department of Commerce, National Institute of Standards and Technology (NIST), pursuant to National Security Act. Ordering information and information concerning the availability of FED-STDS should be obtained from the GSA, Federal Supply Service, Specification Section, 470 East L'Enfant Plaza, Suite 8100, SW, Washington, DC 20407, telephone number (202)619-8925. Please include a self-addressed mailing label when requesting information by mail. Information concerning their applicability can be obtained by writing or calling the U.S. Department of Commerce, National Institute of Standards and Technology, Gaithersburg, MD 20899, telephone number (301)975-2833.

14. CONTRACTOR TASKS / SPECIAL REQUIREMENTS (C-FSS-370) (NOV 2001)

- a. Security Clearances: The Contractor may be required to obtain/possess varying levels of security clearances in the performance of orders issued under this contract. All costs associated with obtaining/possessing such security clearances should be factored into the price offered under the Multiple Award Schedule.
- b. Travel: The Contractor may be required to travel in performance of orders issued under this contract. Allowable travel and per diem charges are governed by Pub .L. 99-234 and FAR Part 31, and are reimbursable by the ordering agency or can be priced as a fixed price item on orders placed under the Multiple Award Schedule. The Industrial Funding Fee does NOT apply to travel and per diem charges.
- c. Certifications, Licenses and Accreditations: As a commercial practice, the Contractor may be required to obtain/possess any variety of certifications, licenses and accreditations for specific FSC/service code classifications offered. All costs associated with obtaining/possessing such certifications, licenses and accreditations should be factored into the price offered under the Multiple Award Schedule program.
- d. Insurance: As a commercial practice, the Contractor may be required to obtain/possess insurance coverage for specific FSC/service code classifications offered. All costs associated with obtaining/possessing such insurance should be factored into the price offered under the Multiple Award Schedule program.
- e. Personnel: The Contractor may be required to provide key personnel, resumes or skill category descriptions in the performance of orders issued under this contract. Ordering activities may require agency approval of additions or replacements to key personnel.

- f. **Organizational Conflicts of Interest:** Where there may be an organizational conflict of interest as determined by the ordering activity, the Contractor's participation in such order may be restricted in accordance with FAR Part 9.5.
- g. **Documentation/Standards:** The Contractor may be requested to provide products or services in accordance with rules, regulations, OMB orders, standards and documentation as specified by the ordering activity's order.
- h. **Data/Deliverable Requirements:** Any required data/deliverables at the ordering level will be as specified or negotiated in the ordering activity's order.
- i. **Government-Furnished Property:** As specified by the agency's order, the Government may provide property, equipment, materials or resources as necessary.
- j. **Availability of Funds:** Many ordering activity's operating funds are appropriated for a specific fiscal year. Funds may not be presently available for any orders placed under the contract or any option year. The ordering activity's obligation on orders placed under this contract is contingent upon the availability of appropriated funds from which payment for ordering purposes can be made. No legal liability on the part of the ordering activity for any payment may arise until funds are available to the ordering Contracting Officer.

15. CONTRACT ADMINISTRATION FOR ORDERING ACTIVITIES

Any ordering activity, with respect to any one or more delivery orders placed by it under this contract, may exercise the same rights of termination as might the GSA Contracting Officer under provisions of FAR 52.212-4, Paragraphs (1) Termination for the Government's Convenience, and (m) Termination for Cause (See C.1.).

16. GSA ADVANTAGE!

GSA Advantage! is an on-line, interactive electronic information and ordering system that provides on-line access to vendors' schedule prices with ordering information. *GSA Advantage!* Will allow the user to perform various searches across all contracts including, but not limited to:

- (a) Manufacturer
- (b) Manufacturer's Part Number; and
- (c) Product category(ies).

Ordering activities can browse *GSA Advantage!* by accessing the Internet World Wide Web utilizing a browser (ex: Netscape). The Internet address is <http://www.gsa.gov>.

17. PURCHASE OF INCIDENTAL

NOTE: Open Market Items are also known as incidental items, noncontract items, non-Schedule items, and items not on a Federal Supply Schedule contract. ODCs (Other Direct Costs) are not part of this contract and should be treated as open market purchases. Ordering Activities procuring open market items must follow FAR 8.402(f).

For administrative convenience, an ordering activity contracting officer may add items not on the Federal Supply Multiple Award Schedule (MAS) -- referred to as open market items -- to a Federal

Supply Schedule blanket purchase agreement (BPA) or an individual task or delivery order, **only if-**

- (1) All applicable acquisition regulations pertaining to the purchase of the items not on the Federal Supply Schedule have been followed (e.g., publicizing (Part 5), competition requirements (Part 6), acquisition of commercial items (Part 12), contracting methods (Parts 13, 14, and 15), and small business programs (Part 19));
- (2) The ordering activity contracting officer has determined the price for the items not on the Federal Supply Schedule is fair and reasonable;
- (3) The items are clearly labeled on the order as items not on the Federal Supply Schedule; and
- (4) All clauses applicable to items not on the Federal Supply Schedule are included in the order.

18. CONTRACTOR COMMITMENTS, WARRANTIES AND REPRESENTATIONS

a. For the purpose of this contract, commitments, warranties and representations include, in addition to those agreed to for the entire schedule contract:

- (1) Time of delivery/installation quotations for individual orders;
- (2) Technical representations and/or warranties of products concerning performance, total system performance and/or configuration, physical, design and/or functional characteristics and capabilities of a product/equipment/ service/software package submitted in response to requirements which result in orders under this schedule contract.
- (3) Any representations and/or warranties concerning the products made in any literature, description, drawings and/or specifications furnished by the contractor.

b. The above is not intended to encompass items not currently covered by the GSA Schedule Contract.

19. OVERSEAS ACTIVITIES

The terms and conditions of this contract shall apply to all orders for installation, maintenance and repair of equipment in areas listed in the pricelist outside the 48 contiguous states and the District of Columbia, except as indicated below:

None

Upon request of the contractor, the ordering activity may provide the contractor with logistics support, as available, in accordance with all applicable ordering activity regulations. Such ordering activity support will be provided on a reimbursable basis, and will only be provided to the Contractor's technical personnel whose services are exclusively required for the fulfillment of the terms and conditions of this contract.

20. BLANKET PURCHASE AGREEMENTS (BPAs)

The use of BPAs under any schedule contract to fill repetitive needs for supplies or services is allowable. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPA and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). Ordering activities shall follow FAR 8.405-3 when creating and implementing BPA(s).

21. CONTRACTOR TEAM ARRANGEMENTS

Contractors participating in contractor team arrangements must abide by all terms and conditions of their respective contracts. This includes compliance with Clauses 552.238-74, Industrial Funding Fee and Sales Reporting, i.e., each contractor (team member) must report sales and remit the IFF for all products and services provided under its individual contract.

22. INSTALLATION, DEINSTALLATION, REINSTALLATION

The Davis-Bacon Act (40 U.S.C. 276a-276a-7) provides that contracts in excess of \$2,000 to which the United States or the District of Columbia is a party for construction, alteration, or repair (including painting and decorating) of public buildings or public works with the United States, shall contain a clause that no laborer or mechanic employed directly upon the site of the work shall received less than the prevailing wage rates as determined by the Secretary of Labor. The requirements of the Davis-Bacon Act do not apply if the construction work is incidental to the furnishing of supplies, equipment, or services. For example, the requirements do not apply to simple installation or alteration of a public building or public work that is incidental to furnishing supplies or equipment under a supply contract. However, if the construction, alteration or repair is segregable and exceeds \$2,000, then the requirements of the Davis-Bacon Act applies.

The ordering activity issuing the task order against this contract will be responsible for proper administration and enforcement of the Federal labor standards covered by the Davis-Bacon Act. The proper Davis-Bacon wage determination will be issued by the ordering activity at the time a request for quotations is made for applicable construction classified installation, deinstallation, and reinstallation services under SIN 132-8.

23. SECTION 508 COMPLIANCE

If applicable, Section 508 compliance information on the supplies and services in this contract are available in Electronic and Information Technology (EIT) at the following: **Please contact EEI Communications directly at (703) 6833-0683 for specific information on Section 508 compliance.**

The EIT standard can be found at: www.Section508.gov/.

24. PRIME CONTRACTOR ORDERING FROM FEDERAL SUPPLY SCHEDULE

Prime Contractors (on cost reimbursement contracts) placing orders under Federal Supply Schedules, on behalf of an ordering activity, shall follow the terms of the applicable schedule and authorization and include with each order –

- a. A copy of the authorization from the ordering activity with whom the contractor has the prime contract (unless a copy was previously furnished to the Federal Supply Schedule contractor); and
- b. The following statement:
This order is placed under written authorization from _____ dated _____.
In the event of any inconsistency between the terms and conditions of this order and those of your Federal Supply Schedule contract, the latter will govern.

25. INSURANCE—WORK ON A GOVERNMENT INSTALLATION (JAN 1997)(FAR 52.228-5)

- a. The Contractor shall, at its own expense, provide and maintain during the entire performance of this contract, at least the kinds and minimum amounts of insurance required in the Schedule or elsewhere in the contract.
- b. Before commencing work under this contract, the Contractor shall notify the Contracting Officer in writing that the required insurance has been obtained. The policies evidencing required insurance shall contain an endorsement to the effect that any cancellation or any material change adversely affecting the Government's interest shall not be effective—
 - (1) For such period as the laws of the State in which this contract is to be performed prescribe; or
 - (2) Until 30 days after the insurer or the Contractor gives written notice to the Contracting Officer, whichever period is longer.
- c. The Contractor shall insert the substance of this clause, including this paragraph (c), in subcontracts under this contract that require work on a Government installation and shall require subcontractors to provide and maintain the insurance required in the Schedule or elsewhere in the contract. The Contractor shall maintain a copy of all subcontractors' proofs of required insurance, and shall make copies available to the Contracting Officer upon request.

26. SOFTWARE INTEROPERABILITY

Offerors are encouraged to identify within their software items any component interfaces that support open standard interoperability. An item's interface may be identified as interoperable on the basis of participation in a Government agency-sponsored program or in an independent organization program. Interfaces may be identified by reference to an interface registered in the component registry located at <http://www.core.gov>.

27. ADVANCE PAYMENTS

A payment under this contract to provide a service or deliver an article for the United States Government may not be more than the value of the service already provided or the article already delivered. Advance or pre-payment is not authorized or allowed under this contract. (31 U.S.C. 3324).

**TERMS AND CONDITIONS APPLICABLE TO PURCHASE OF
TRAINING COURSES FOR GENERAL PURPOSE COMMERCIAL INFORMATION
TECHNOLOGY EQUIPMENT AND SOFTWARE**

1. SCOPE

- a. The Contractor shall provide training courses normally available to commercial customers, which will permit ordering activity users to make full, efficient use of general purpose commercial IT products. Training is restricted to training courses for those products within the scope of this solicitation.
- b. The Contractor shall provide training at the Contractor's facility and/or at the ordering activity's location, as agreed to by the Contractor and the ordering activity.

2. ORDER

Written orders, EDI orders (GSA Advantage! and FACNET), credit card orders, and orders placed under blanket purchase agreements (BPAs) shall be the basis for the purchase of training courses in accordance with the terms of this contract. Orders shall include the student's name, course title, course date and time, and contracted dollar amount of the course.

3. TIME OF DELIVERY

The Contractor shall conduct training on the date (time, day, month, and year) agreed to by the Contractor and the ordering activity.

4. CANCELLATION AND RESCHEDULING

- a. The ordering activity will notify the Contractor at least seventy-two (72) hours before the scheduled training date, if a student will be unable to attend. The Contractor will then permit the ordering activity to either cancel the order or reschedule the training at no additional charge. In the event the training class is rescheduled, the ordering activity will modify its original training order to specify the time and date of the rescheduled training class.
- b. In the event the ordering activity fails to cancel or reschedule a training course within the time frame specified in paragraph a, above, the ordering activity will be liable for the contracted dollar amount of the training course. The Contractor agrees to permit the ordering activity to reschedule a student who fails to attend a training class within ninety (90) days from the original course date, at no additional charge.
- c. The ordering activity reserves the right to substitute one student for another up to the first day of class.
- d. In the event the Contractor is unable to conduct training on the date agreed to by the Contractor and the ordering activity, the Contractor must notify the ordering activity at least seventy-two (72) hours before the scheduled training date.

5. FOLLOW-UP SUPPORT

The Contractor agrees to provide each student with unlimited telephone support for a period of one (1) year from the completion of the training course. During this period, the student may contact the Contractor's instructors for refresher assistance and answers to related course curriculum questions.

6. PRICE FOR TRAINING

The price that the ordering activity will be charged will be the ordering activity training price in effect at the time of order placement, or the ordering activity price in effect at the time the training course is conducted, whichever is less.

7. INVOICES AND PAYMENT

Invoices for training shall be submitted by the Contractor after ordering activity completion of the training course. Charges for training must be paid in arrears (31 U.S.C. 3324). **PROMPT PAYMENT DISCOUNT, IF APPLICABLE, SHALL BE SHOWN ON THE INVOICE.**

8. FORMAT AND CONTENT OF TRAINING

- a. The Contractor shall provide written materials (i.e., manuals, handbooks, texts, etc.) normally provided with course offerings. Such documentation will become the property of the student upon completion of the training class.
- b. For hands-on training courses, there must be a one-to-one assignment of IT equipment to students.
- c. The Contractor shall provide each student with a Certificate of Training at the completion of each training course.
- d. The Contractor shall provide the following information for each training course offered:
 - (1) The course title and a brief description of the course content, to include the course format (e.g., lecture, discussion, hands-on training);
 - (2) The length of the course;
 - (3) Mandatory and desirable prerequisites for student enrollment;
 - (4) The minimum and maximum number of students per class;
 - (5) The locations where the course is offered;
 - (6) Class schedules; and
 - (7) Price (per student, per class (if applicable)).
- e. For those courses conducted at the ordering activity's location, instructor travel charges (if applicable), including mileage and daily living expenses, must be indicated below. Rates paid as a result of travel must comply with the Federal Travel Regulation or Joint Travel

Regulations, as applicable, in effect on the date(s) the travel is performed. Contractors cannot use GSA city pair contracts. The IFF does not apply to per diem charges.

9. “NO CHARGE” TRAINING

The Contractor shall describe any training provided with equipment and/or software provided under this contract, free of charge, in the space provided below.

None

<p style="text-align: center;">TERMS AND CONDITIONS APPLICABLE TO INFORMATION TECHNOLOGY (IT) PROFESSIONAL SERVICES</p>
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1. SCOPE

- a. The prices, terms and conditions stated under Special Item Number 132-51 Information Technology Professional Services apply exclusively to IT Services within the scope of this Information Technology Schedule.
- b. The Contractor shall provide services at the Contractor's facility and/or at the ordering activity location, as agreed to by the Contractor and the ordering activity.

2. PERFORMANCE INCENTIVES

- a. Performance incentives may be agreed upon between the Contractor and the ordering activity on individual orders or Blanket Purchase Agreements, under this contract in accordance with this clause..
- b. The ordering activity must establish a maximum performance incentive price for these services and/or total solutions on individual orders or Blanket Purchase Agreements.
- c. Incentives should be designed to relate results achieved by the contractor to specified targets. To the maximum extent practicable, ordering activities shall consider establishing incentives where performance is critical to the ordering activity's mission and incentives are likely to motivate the contractor. Incentives shall be based on objectively measurable tasks.

3. ORDER

- a. Agencies may use written 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.

4. PERFORMANCE OF SERVICES

- a. The Contractor shall commence performance of services on the date agreed to by the Contractor and the ordering activity.

- b. The Contractor agrees to render services only during normal working hours, unless otherwise agreed to by the Contractor and the ordering activity.
- c. The Agency should include the criteria for satisfactory completion for each task in the Statement of Work or Delivery Order. Services shall be completed in a good and workmanlike manner.
- d. Any Contractor travel required in the performance of IT Services must comply with the Federal Travel Regulation or Joint Travel Regulations, as applicable, in effect on the date(s) the travel is performed. Established Federal Government per diem rates will apply to all Contractor travel. Contractors cannot use GSA city pair contracts.

5. STOP-WORK ORDER (FAR 52.242-15) (AUG 1989)

(a) The Contracting Officer may, at any time, by written order to the Contractor, require the Contractor to stop all, or any part, of the work called for by this contract for a period of 90 days after the order is delivered to the Contractor, and for any further period to which the parties may agree. The order shall be specifically identified as a stop-work order issued under this clause. Upon receipt of the order, the Contractor shall immediately comply with its terms and take all reasonable steps to minimize the incurrence of costs allocable to the work covered by the order during the period of work stoppage. Within a period of 90 days after a stop-work is delivered to the Contractor, or within any extension of that period to which the parties shall have agreed, the Contracting Officer shall either-

- (1) Cancel the stop-work order; or
- (2) Terminate the work covered by the order as provided in the Default, or the Termination for Convenience of the Government, clause of this contract.

(b) If a stop-work order issued under this clause is canceled or the period of the order or any extension thereof expires, the Contractor shall resume work. The Contracting Officer shall make an equitable adjustment in the delivery schedule or contract price, or both, and the contract shall be modified, in writing, accordingly, if-

- (1) The stop-work order results in an increase in the time required for, or in the Contractor's cost properly allocable to, the performance of any part of this contract; and
- (2) The Contractor asserts its right to the adjustment within 30 days after the end of the period of work stoppage; provided, that, if the Contracting Officer decides the facts justify the action, the Contracting Officer may receive and act upon the claim submitted at any time before final payment under this contract.

(c) If a stop-work order is not canceled and the work covered by the order is terminated for the convenience of the Government, the Contracting Officer shall allow reasonable costs resulting from the stop-work order in arriving at the termination settlement.

(d) If a stop-work order is not canceled and the work covered by the order is terminated for default, the Contracting Officer shall allow, by equitable adjustment or otherwise, reasonable costs resulting from the stop-work order.

6. INSPECTION OF SERVICES

The Inspection of Services–Fixed Price (AUG 1996) clause at FAR 52.246-4 applies to firm-fixed price orders placed under this contract. The Inspection–Time-and-Materials and Labor-Hour (JAN 1986) clause at FAR 52.246-6 applies to time-and-materials and labor-hour orders placed under this contract.

7. RESPONSIBILITIES OF THE CONTRACTOR

The Contractor shall comply with all laws, ordinances, and regulations (Federal, State, City, or otherwise) covering work of this character. If the end product of a task order is software, then FAR 52.227-14 (Deviation – May 2003) Rights in Data – General, may apply.

8. RESPONSIBILITIES OF THE ORDERING ACTIVITY

Subject to security regulations, the ordering activity shall permit Contractor access to all facilities necessary to perform the requisite IT Services.

9. INDEPENDENT CONTRACTOR

All IT Services performed by the Contractor under the terms of this contract shall be as an independent Contractor, and not as an agent or employee of the Government.

10. ORGANIZATIONAL CONFLICTS OF INTEREST

a. Definitions.

“Contractor” means the person, firm, unincorporated association, joint venture, partnership, or corporation that is a party to this contract.

“Contractor and its affiliates” and “Contractor or its affiliates” refers to the Contractor, its chief executives, directors, officers, subsidiaries, affiliates, subcontractors at any tier, and consultants and any joint venture involving the Contractor, any entity into or with which the Contractor subsequently merges or affiliates, or any other successor or assignee of the Contractor.

An “Organizational conflict of interest” exists when the nature of the work to be performed under a proposed Government contract, without some restriction on activities by the Contractor and its affiliates, may either (i) result in an unfair competitive advantage to the Contractor or its affiliates or (ii) impair the Contractor’s or its affiliates’ objectivity in performing contract work.

b. To avoid an organizational or financial conflict of interest and to avoid prejudicing the best interests of the Government, ordering activities may place restrictions on the Contractors, its affiliates, chief executives, directors, subsidiaries and subcontractors at any tier when placing orders against schedule contracts. Such restrictions shall be consistent with FAR 9.505 and shall be designed to avoid, neutralize, or mitigate organizational conflicts of interest that might otherwise exist in situations related to

individual orders placed against the schedule contract. Examples of situations, which may require restrictions, are provided at FAR 9.508.

11. INVOICES

The Contractor, upon completion of the work ordered, shall submit invoices for IT services. Progress payments may be authorized by the ordering activity on individual orders if appropriate. Progress payments shall be based upon completion of defined milestones or interim products. Invoices shall be submitted monthly for recurring services performed during the preceding month.

12. PAYMENTS

For firm-fixed price orders the Government shall pay the Contractor, upon submission of proper invoices or vouchers, the prices stipulated in this contract for service rendered and accepted. Progress payments shall be made only when authorized by the order. For time-and-materials orders, the Payments under Time-and-Materials and Labor-Hour Contracts (Alternate I (APR 1984)) at FAR 52.232-7 applies to time-and-materials orders placed under this contract. For labor-hour orders, the Payment under Time-and-Materials and Labor-Hour Contracts (Alternate II (JAN 1986)) at FAR 52.232-7 applies to labor-hour orders placed under this contract.

13. RESUMES

Resumes shall be provided to the GSA Contracting Officer or the user agency upon request.

14. INCIDENTAL SUPPORT COSTS

Incidental support costs are available outside the scope of this contract. The costs will be negotiated separately with the ordering agency in accordance with the guidelines set forth in the FAR.

15. APPROVAL OF SUBCONTRACTS

The ordering activity may require that the Contractor receive, from the ordering activity's Contracting Officer, written consent before placing any subcontract for furnishing any of the work called for in a task order.

16. DESCRIPTION OF IT SERVICES AND PRICING

Please see attached labor category descriptions and GSA pricing.

**USA COMMITMENT TO PROMOTE
SMALL BUSINESS PARTICIPATION
PROCUREMENT PROGRAMS**

PREAMBLE

(Name of Company) provides commercial products and services to the Federal Government. We are committed to promoting participation of small, small disadvantaged and women-owned small businesses in our contracts. We pledge to provide opportunities to the small business community through reselling opportunities, mentor-protégé programs, joint ventures, teaming arrangements, and subcontracting.

COMMITMENT

To actively seek and partner with small businesses.

To identify, qualify, mentor and develop small, small disadvantaged and women-owned small businesses by purchasing from these businesses whenever practical.

To develop and promote company policy initiatives that demonstrate our support for awarding contracts and subcontracts to small business concerns.

To undertake significant efforts to determine the potential of small, small disadvantaged and women-owned small business to supply products and services to our company.

To insure procurement opportunities are designed to permit the maximum possible participation of small, small disadvantaged, and women-owned small businesses.

To attend business opportunity workshops, minority business enterprise seminars, trade fairs, procurement conferences, etc., to identify and increase small businesses with whom to partner.

To publicize in our marketing publications our interest in meeting small businesses that may be interested in subcontracting opportunities.

We signify our commitment to work in partnership with small, small disadvantaged and women-owned small businesses to promote and increase their participation in ordering activity contracts. To accelerate potential opportunities please contact (Insert Company Point of contact, phone number, e-mail address, fax number).

SUGGESTED Blanket Purchase Agreement (BPA) format in the proposed FSS IT Schedule Price list.

**BEST VALUE
BLANKET PURCHASE AGREEMENT
FEDERAL SUPPLY SCHEDULE
(Insert Customer Name)**

In the spirit of the Federal Acquisition Streamlining Act
_____(Agency)____ and _____(Contractor)_____ enter into a cooperative agreement to further reduce the administrative costs of acquiring commercial items from the General Services Administration (GSA) Federal Supply Schedule Contract(s) _____.

Federal Supply Schedule contract BPAs eliminate contracting and open market costs such as: search for sources; the development of technical documents, solicitations and the evaluation of offers. Teaming Arrangements are permitted with Federal Supply Schedule Contractors in accordance with Federal Acquisition Regulation (FAR) 9.6.

This BPA will further decrease costs, reduce paperwork, and save time by eliminating the need for repetitive, individual purchases from the schedule contract. The end result is to create a purchasing mechanism for the ordering activity that works better and costs less.

Signatures

AGENCY

DATE

CONTRACTOR

DATE

BPA NUMBER _____

**(CUSTOMER NAME)
BLANKET PURCHASE AGREEMENT**

Pursuant to GSA Federal Supply Schedule Contract Number(s) _____, Blanket Purchase Agreements, the Contractor agrees to the following terms of a Blanket Purchase Agreement (BPA) EXCLUSIVELY WITH (Ordering Activity):

- (1) The following contract items can be ordered under this BPA. All orders placed against this BPA are subject to the terms and conditions of the contract, except as noted below:

MODEL NUMBER/PART NUMBER

***SPECIAL BPA DISCOUNT/PRICE**

- (2) Delivery:

DESTINATION

DELIVERY SCHEDULE/DATES

- (3) The ordering activity estimates, but does not guarantee, that the volume of purchases through this agreement will be _____.

- (4) This BPA does not obligate any funds.

- (5) This BPA expires on _____ or at the end of the contract period, whichever is earlier.

- (6) The following office(s) is hereby authorized to place orders under this BPA:

OFFICE

POINT OF CONTACT

- (7) Orders will be placed against this BPA via Electronic Data Interchange (EDI), FAX, or paper.

- (8) Unless otherwise agreed to, all deliveries under this BPA must be accompanied by delivery tickets or sales slips that must contain the following information as a minimum:

(a) Name of Contractor;

(b) Contract Number;

(c) BPA Number;

- (d) Model Number or National Stock Number (NSN);
 - (e) Purchase Order Number;
 - (f) Date of Purchase;
 - (g) Quantity, Unit Price, and Extension of Each Item (unit prices and extensions need not be shown when incompatible with the use of automated systems; provided, that the invoice is itemized to show the information); and
 - (h) Date of Shipment.
- (9) The requirements of a proper invoice are specified in the Federal Supply Schedule contract. Invoices will be submitted to the address specified within the purchase order transmission issued against this BPA.
- (10) The terms and conditions included in this BPA apply to all purchases made pursuant to it. In the event of an inconsistency between the provisions of this BPA and the Contractor's invoice, the provisions of this BPA will take precedence.

BASIC GUIDELINES FOR USING “CONTRACTOR TEAM ARRANGEMENTS”

Federal Supply Schedule Contractors may use “Contractor Team Arrangements” (see FAR 9.6) to provide solutions when responding to a customer agency requirements.

These Team Arrangements can be included under a Blanket Purchase Agreement (BPA). BPAs are permitted under all Federal Supply Schedule contracts.

Orders under a Team Arrangement are subject to terms and conditions or the Federal Supply Schedule Contract.

Participation in a Team Arrangement is limited to Federal Supply Schedule Contractors.

Customers should refer to FAR 9.6 for specific details on Team Arrangements.

Here is a general outline on how it works:

- The customer identifies their requirements.
- Federal Supply Schedule Contractors may individually meet the customers needs, or -
- Federal Supply Schedule Contractors may individually submit a Schedules “Team Solution” to meet the customer’s requirement.
- Customers make a best value selection.

EEI COMMUNICATIONS
TRAINING COURSE DESCRIPTIONS

Active Server Pages

Advance your knowledge of Active Server Pages (ASP) application development. After a review of some ASP basics, you will learn how to

- Build an ASP dictionary object
- Write information to and read information from text files
- Use existing ASP components such as the Browser Capabilities component
- Research and install third-party ASP components
- Write more advanced database queries
- Combine multiple queries into transactions

Prerequisite: **Integrating Databases with the Web** or equivalent experience.

Adobe Acrobat

Learn the skills you need to work efficiently with Adobe Acrobat, Adobe Catalog, PDF Writer, and Distiller, all useful tools for publishing on the Internet. Topics include

- Adding navigational structure to PDF documents
- Converting source files to PDF
- Using Acrobat to publish electronically
- Using and creating hyperlinks
- Working with bookmarks, thumbnails, and articles
- Using movie and sound clips
- Working with buttons
- Creating forms
- Capturing images and Web pages
- Setting file security
- Distributing PDF documents

Prerequisite: Experience using Mac OS or Windows.

Adobe After Effects

Adobe After Effects enables users to create digital composites, smooth 2-D animations, and elaborate special effects. Its intuitive user interface provides exacting control and flexibility, along with the highest-quality output, graphics, and post-production tools for producing on-air promos and bumpers, commercials and music videos, and output to film -- all from the desktop. Topics include

- Importing footage
- Building a composition
- Setting animation keyframes
- Working with audio
- Applying special effects
- Rendering the movie

Prerequisite: **Adobe Photoshop I** or equivalent experience.

Adobe FrameMaker I

This course is designed for participants who do most of their work in templates designed by someone else. Topics include

- Working with FrameMaker documents
- Defining paragraph formats
- Defining colors and character formats
- Page layout
- Graphics
- Document editing

- Tables
- Customizing tables
- Anchored frames and graphics

Prerequisite: Experience using Mac System 7 or above or Windows.

Adobe FrameMaker II

This course is designed for participants who create and maintain templates for complex documents. Topics include

- Cross-references and footnotes
- Books
- Indexes
- Conditional text
- Hypertext and PDF
- Web publishing

Prerequisite: Adobe FrameMaker I or equivalent experience.

Adobe GoLive

This course introduces the unique strengths of Adobe's new Web design and publishing program for professionals. GoLive lets you build pages using the same kind of WYSIWYG interface you find in page-layout programs, while it gives you total control of your HTML and powerful site management tools. Topics include

- Overview of the program-design interface
- Web site design using text, tables, frames, links, and images
- Using onboard preview modes for popular browsers
- Production tools for animation, movies, and interactivity
- Merging existing Web sites and HTML pages into GoLive
- Site management features

Prerequisite: Web Page Development I and II, experience with Mac OS or Windows 95, and good mouse skills.

Adobe Illustrator I

You'll learn about this powerful, professional illustration and design tool for graphic artists, technical illustrators, and desktop publishers. Topics include

- Understanding paths, pages, views, selection tools, fills, and strokes
- Creating basic geometric shapes
- Creating free-form contours and brush art
- Understanding and mastering the pen tool
- Creating and manipulating type
- Using transformation tools
- Creating and manipulating color and gradients
- Using gradient-related tools
- Creating patterns
- Using pathfinders
- Using Illustrator art in graphs
- Masking and type masking
- Layers and tracing

Prerequisite: Experience using Mac OS or Windows.

Adobe Illustrator II

Build your illustration skills by mastering classic art techniques and harnessing the power of Illustrator. Topics include

- Chiaroscuro
- One-point perspective

- Two-point perspective
- Creating more believable shadows
- Improving geometric depth
- Evaluating between masking or pathfinders
- Open exercise for the advanced illustrator seeking specific answers

Prerequisite: **Adobe Illustrator I** or (with the consent of the instructor) equivalent experience. Not for occasional users.

Adobe InDesign I

Take command of this hot new desktop publishing program. Learn to use InDesign to create graphics-intensive documents. This course covers key introductory lessons including

- Editing master pages
- Creating placeholder frames
- Placing text and graphics on document pages
- Applying colors to objects
- Using advanced gradient techniques
- Working with styles
- Flowing and threading text

Prerequisite: Experience using Mac OS or Windows.

Adobe InDesign II

Take the next step in becoming an InDesign master. Learn all you need to know to work effectively with InDesign, including

- Working with typography
- Applying decorative and special font features
- Creating tables using tabs
- Exporting documents to PDF
- Importing and linking graphics
- Drawing straight and curved segments
- Using advanced frame techniques

Prerequisite: **Adobe InDesign I** or equivalent experience.

Adobe PageMaker I

This course provides a basic introduction to this popular software. Topics include

- Importing and editing text
- Creating a table
- Importing and manipulating graphics
- Printing
- Creating a page layout
- Adding special effects
- Creating and using templates

Prerequisite: Experience using Mac OS or Windows.

Adobe PageMaker II

Participants will practice features they learned in the Level I class by creating a newsletter. Topics include

- Creating a layout
- Creating master pages
- Working with graphics
- Using style sheets and the library palette
- Rotating and skewing text and graphics

- Linking graphics from other programs to PageMaker
- Working with numeric kerning and tracking edit
- Using automated drop caps and other special features
- Creating templates and placeholders
- Using color

Prerequisite: Adobe PageMaker I or equivalent experience.

Adobe PageMaker III

This class focuses on mastering long document features. Topics include

- Laying out the second chapter of a two-chapter book, using a style sheet and in-line graphics
- Marking index references and cross-references
- Generating and formatting indexes and tables of contents
- Using the Book command to combine all related publications into one

Prerequisite: Adobe PageMaker II or equivalent experience.

Adobe Photoshop for Photography

This course is for photographers interested in understanding and using Photoshop's photo-specific capabilities. You will learn to

- Use burn/dodge tools
- Adjust, modify, and color-correct photos
- Understand and compensate for RGB to CMYK conversions
- Retouch, restore, and repair damaged photos
- Convert color images to black and white
- Apply a hand-toned look to black and white images
- Use color channels to make advanced selections
- Use source matching with photo composites

Students will be led in course exercises (Day 1) that will enable them to apply their skills to personal projects (Day 2). A flatbed scanner will be available for student projects.

Prerequisite: Experience using Mac OS or Windows.

Adobe Photoshop I

This course provides an introduction to the powerful, versatile photo manipulation features of Photoshop. Topics include

- Familiarity with the interface
- Selection tools
- Layers and layer manipulation
- Painting and related tools
- Channels, alpha channels, and quickmasks
- Color and resolution issues

Prerequisite: Experience using Mac OS or Windows. Adobe Photoshop II

This course is for Photoshop users who want to learn more and to apply Photoshop techniques more professionally.

Topics include

- Controlling the Photoshop environment, start to finish
- Comprehensive coverage of image and color correction
- Advanced layer techniques
- Manipulation of Illustrator vector art in Photoshop
- Web-related file formats, compression, and indexed color
- Improving color-to-grayscale imagery
- Use of spot colors in Photoshop
- Use duotones in Photoshop

- Gamuts, color translation issues, and separation issues

Prerequisite: Adobe Photoshop I or equivalent experience.

Adobe Photoshop II

This course is for Photoshop users who want to learn more and to apply Photoshop techniques more professionally.

Topics include

- Controlling the Photoshop environment, start to finish
- Making use of channel and masking techniques
- Use of paths
- Advance layer techniques
- Coverage of proper file format for Web, print, and multimedia
- Advance spot techniques including dountones
- Gamuts and color translation issues

Prerequisite: Adobe Photoshop I or equivalent experience.

Adobe Photoshop/Digital Scanning for Production

This course is designed for quality control professionals who wish to integrate the versatile correction and manipulation capabilities of Adobe Photoshop with digital scanning to produce camera-ready artwork for print and Web reproduction.

The **first day** is devoted to Photoshop. Topics include

- Basic color, tone, gray balance, and grayscale theory
- Selection and masking tools
- Filters
- Painting, retouching, and unsharp masking tools
- Resolution and PostScript considerations
- Advanced photo retouching and special effects
- Advanced color control and correction
- Reviewing your project before going to press

The **second day** is devoted to scanning. Participants will deal with questions such as, What graphics file format should be used for digital images? What resolution is required to scan an image? What is the best output device for a particular project? Topics include

- Understanding different color models and systems
- Scanning an image in the correct resolution
- Understanding dpi, ppi, and lpi
- Understanding tonal range
- Optimizing image highlights, shadows, and midtones
- Choosing the correct dot gain and understanding screens
- Understanding what UCR/GCR are
- Understanding and fixing moires
- Working with different graphics file formats, data compression, and DCS files
- Preparing files for a service bureau
- Using storage media

Prerequisite: Experience using Mac OS or Windows; working knowledge of a page layout program on Mac or PC; and a basic understanding of the printing process as taught in the **Production Techniques and Technology** workshop (see page 12).

Adobe Premiere

This course provides an introduction to video capture and video editing with Premiere. Topics include

- Getting acquainted with QuickTime and AVI
- Capturing video

- Pasting and splitting clips, setting the speed, separating and rejoining linked clips
- Applying a filter
- Adding transitions and fades
- Superimposing clips
- Adding sound
- Previewing and compressing movies

Prerequisite: Experience using Mac OS or Windows.

Advanced Editing

A forum for seasoned editors, this roundtable workshop will help you build on your existing knowledge by interacting with your peers. You'll find out how other editors have tackled and solved the same problems you face -- and you'll leave equipped with helpful checklists for editorial and quality control. Topics include

- Refining assignments
- Establishing good relationships with authors
- Creating style sheets and query lists
- Editing unfamiliar material with confidence
- Implementing time- and cost-saving techniques
- Articulating your editorial principles

Participants receive *The Elements of Editing: A Modern Guide for Editors and Journalists*.

Prerequisite: **Improving Editing Skills, Substantive Editing I**, or equivalent experience.

Macromedia ColdFusion I

For experienced Web developers. At the end of this class, you'll have built a database and created a ColdFusion site with elements that you can immediately apply to your own site. Topics include

- How to set up the ColdFusion development environment
- ColdFusion tags
- Intro to ODBC-compliant databases and SQL
- Building dynamic queries
- Publishing dynamic data
- Creating interactive forms that add, update, and delete info from a database
- Creating a Verity search
- Generating order forms and automated e-mail response
- ColdFusion event scheduling

Prerequisite: **Web Page Development I and II**.

Macromedia ColdFusion II

Extend your knowledge of ColdFusion with more advanced ColdFusion Markup Language constructs. Learn ColdFusion programming techniques that enable you to

- Implement more complex programming concepts such as arrays and loops
- Deploy application-level security
- Read information from and write information to text files on your server
- Use the Verity search engine that comes bundled with ColdFusion
- Schedule templates to run on a recurring basis
- Perform multiple queries as a transaction
- Build intelligent "agents" for the Web
- Use Allaire's Web Distributed Data eXchange (WDDX) technology to share data sets between applications

Prerequisite: **Allaire ColdFusion I**.

Animation Concepts 2000

This workshop will emphasize the concepts of animation as well as provide hands-on experience. Students will create animation from scratch and output it to video. Programs include Photoshop, Illustrator, AfterEffects, Premiere, and StudioPro. Other softwares will be demonstrated in order to reinforce the basic understanding of animation, regardless of software used to create it.

Prerequisite: Strong working knowledge of Photoshop and Illustrator and permission of the instructor.

Becoming a Publications Manager

Develop the skills that will help you become an effective manager of people, processes, and resources. This course is for new (less than a year in management position) or aspiring managers. Hands-on exercises reinforce the management principles and demonstrate how to use them. Topics include

- Defining responsibilities
- Managing workflow
- Organizing the process
- Recruiting and hiring
- Providing feedback
- Using technology wisely

Bias-Free Communications

This course will make you aware of how everyday words can offend or create misunderstandings with coworkers and new acquaintances. It will explain appropriate word substitutions and the reason for their use. You will receive an easy-to-use Microsoft Word macro to check documents for inappropriate words. Learn to make your words work for you, not against you, to create better partnerships in business. Topics include

- Choose words that include rather than exclude
- Identify nondiscriminatory remarks that are offensive; in certain contexts what you say and what your listeners hear are often not the same
- Consider the audience when reviewing an often-given presentation to a new group
- Learn the importance of facial expressions and body language
- Eliminate the dangers of misinterpretation during nonvisual communication
- Test yourself to see if you speak without bias
- Use guidelines for speaking and writing

Comprehensive Proofreading

Murphy's Law of publishing contends that if your copy is going to contain a typo, it'll appear in the headline. Don't let this happen to you! Save yourself from embarrassment by refining your eagle eyes. This two-day overview covers such topics as

- How to use universal proofreading marks and terms
- Why standardization is important
- How to create proofreading checklists and flowsheets
- Advantages of single vs. team proofreading
- How to use style guides
- Common proofreading errors and how to avoid them
- Proofreading in a desktop environment

Participants receive *Mark My Words: Instruction and Practice in Proofreading*.

Copywriting I

This course is for those who are responsible for producing results and need to communicate -- with one person or thousands of people. In this course, you'll learn how to write copy that compels people to act -- that makes people do something. The principles covered apply to marketing letters and direct mail pieces, membership drives, fund-raisers,

advertisements, brochures, and more. Participants will leave with the necessary skills and a proven structure for generating copy that consistently produces results. The course will examine

- Your audience and factors in their decision making
- Your purpose for writing
- Methods for communicating your messages
- Structures and rules for effective writing

Group work and one-on-one critiques provide an exciting, powerful environment in which to improve your writing and get results. Please bring a recent sample of your work to class.

Copywriting II

You're a writer who drives the creative from initial concept to final execution. This workshop is a fun day to refuel your imagination and discover how to

- Navigate ideas through ego-infested waters
- Refine your brainstorming abilities
- Write for greater impact in less time
- Structure and improve your creative process

The writing and review will be lively and fast-paced with an emphasis on moving the work and yourself from good to excellent. Please have at least three years of writing experience or attend *Introductions to Copywriting* first. Each student is highly encouraged to send in at least three samples a week before the workshop.

Creating Successful Newsletters

Newsletter editors do more than just put together the pieces of a *thing* and ship it off to print. They manage a *process*. That means learning how to

- Define your "service journalism" goals
- Build a loyal, interactive core readership
- Identify the make-or-break elements
- Develop a balanced variety of reader-centric content
- Work with editorial reviewers, designers, and writers

Get help for meeting all the "unreal," competing demands on your time and talents! You'll benefit from this workshop if you've just been tapped to start editing for the first time, if you're a pro in your field but your journalism skills are rusty, or if you've been editing newsletters so long you need fresh perspective.

Discussions take place in a give-and-take roundtable format. Hands-on exercises will sharpen your gimlet eye and help you make better editorial decisions. Shape your publication so that readers can't wait to get their hands on it! Bring copies of your newsletters for the final peer- critique exercise.

Participants receive *Real-World Newsletters to Meet Your Unreal Demands*.

- Using previously shot footage with window burn Time Code on-screen, logging the footage, rating the footage, and preparing a paper edit
- Using a decision list

Design for Presentations I

This course is for the person who's experienced in using Microsoft PowerPoint but has no formal design training, or designers who have worked only in print. This is not a software tutorial; we expect that you already know how to use PowerPoint. Rather, this course examines design fundamentals that will make PowerPoint a more effective communication tool in your hands. Topics include

- Concepts that can revolutionize your presentation design
- Three clear steps to improved presentation design
- Master pages, grids, type, color, and images
- Ten design disasters and how to avoid them
- Presentation tips

Participants receive *Creating Cool PowerPoint 97 Presentations*.

Prerequisite: Microsoft PowerPoint or equivalent experience.

Design for Presentations II

A continuation of **Design for Presentations I**, this course will go deeper into third-party software such as Sound Forge and Photoshop as well as imported animation and video to enhance your presentations. We will explore the uses of PowerPoint on the Internet and how to integrate it into your Web site. Some key topics include

- Using Photoshop to create custom backgrounds, master pages, and enhancing charts
- Recording and integrating sound using third-party software
- Importing AVI files
- Putting PowerPoint presentations on the Internet

Prerequisite: Design for Presentations I.

Design for Print

This course is for those who know how to use desktop publishing software, such as QuarkXPress, PageMaker, or Illustrator, but have no formal design training. We will discuss basic design principles, how to improve your design compositions, and using typography, color, and images. You will also gain an understanding of the pre-press and printing process and how to prepare your files for service bureaus and printers. Students will have a hypothetical project to design over the course of the two-day seminar in the software package of their choice. Topics include

- Basic design principles and composition
- Color theory
- Typography
- Composition
- Preparing files for output, color separation, and the printing process

Prerequisite: QuarkXPress, Adobe PageMaker, or equivalent experience.

Cascading Style Sheets (CSS) for Non-Programmers

This hands-on class is for those who want to apply interactive effects and global formatting to their Web sites. All code created in class is cross-browser compliant, working in both Netscape and Internet Explorer. Topics include

- Introduction to the Document Object Model (DOM)
- Cascading Stylesheets syntax
- Setting styles on one page or globally
- Creating drop caps, margins, borders, and drop shadows
- Working with CSS relative and absolute positioning
- Learn how to code dynamic techniques: pop-up elements, fly-ins, layering images and text, and more

Prerequisite: Web Page Development I and II.

Editorial Skills for Non-Editors

Even though the word "editing" doesn't appear in your job description, you're expected to find the flaws in the documents you review, transcribe, or write. Never fear; this class will enable you to produce error-free work. You'll learn ways to

- Discover where errors lurk and how to correct them
- Avoid common usage errors, like *affect* and *effect*
- Find answers to grammatical questions quickly and painlessly
- Remember core punctuation and grammar rules
- Refine your proofreading techniques

Participants receive *Error-Free Writing: A Lifetime Guide to Flawless Business Writing*.

Effective Business Writing

This course provides help in starting, organizing, writing, and revising business letters and memos. Each participant will have access to a computer for writing exercises. Topics include

- Freewriting
- Organizing ideas
- Writing letters and memos
- Writing more concisely
- Making your message positive
- Editing with a buddy

Electronic Copyediting

Still reaching for that red pen as your editing tool of choice? Don't let the Digital Revolution roll over you. Through this workshop, you'll learn how to hone your mouse-handling skills and maximize the power of your word processor. Topics include

- Marking copy using style sheets
- Writing macros to make repetitive tasks easier
- Using the "search and replace" function safely and effectively
- Developing generic coding
- Analyzing global changes
- Checking references against citations
- Creating specialized dictionaries
- Recognizing the limits of spell-check

Prerequisite: Basic knowledge of Microsoft Word.

Please note: Sessions for Corel WordPerfect are scheduled by request. Call 703-683-7453 or 888-2LEARN2 for more information.

Hands-on Web Design

In this course, you'll create a Web site with a pro at your elbow to inspire you to be both creative and disciplined so that your site attracts and rewards visitors. Participants work in teams to plan and produce a complete Web site to satisfy client specifications. Once the planning phase is complete, you'll work on a Mac or PC. Topics include

- Planning and developing a concept
- Mapping the navigation
- Creating a consistent look
- Creating buttons, image maps, and other art
- Optimizing for speed
- Establishing links
- Strengthening and refining your site

Prerequisite: Web Design. All participants must be proficient in HTML coding and Photoshop. Instructor permission is required to register.

Improving Editing Skills

As an editor, you probably have a list of linguistic pet peeves that you zealously guard against. But do you fear you're leaving other errors undetected? If so, this refresher course can help. Challenging exercises will pinpoint the real-world problems that editors struggle with most:

- Subject-verb agreement
- Active and passive voice
- Convoluted sentence construction
- Ambiguity and redundancy
- Clarification of noun strings

Participants receive *The New York Public Library Writer's Guide to Style and Usage*.

Prerequisite: **Intensive Introduction to Copyediting** or equivalent experience.

Indexing I

Whether you want to hyperlink text for Web pages or make your book series more reader-friendly, this class can help. Master the art of indexing and you'll win over your information-hungry readers. This hands-on introduction covers indexing terms and concepts and highlights important tools of the trade. You'll learn how to

- Identify important keywords
- Create and phrase entries
- Categorize information
- Cross-reference terms and ideas
- Use PC-based indexing software

Participants receive *Indexing Books*.

Indexing II

You've completed the first draft of an index, but now you need to edit it. That's a whole new ball game. Our experienced instructors, active in the American Society of Indexers, will teach you all the steps necessary to validate and produce an index ready for publication. You'll find out how to

- Cure organizational problems
- Catch redundancies and unnecessary cross-references
- Edit for limited space
- Make the most of PC-based indexing software
- Maximize your time without sacrificing quality

Instructional Design for Multimedia

This course presents the fundamentals of adult learning theory and instructional design. Its special focus is on how to apply these fundamentals to developing interactive multimedia training programs. Through hands-on activities and simulations, participants learn about and discuss adult learning principles and training theory. Particular attention is paid to the "how-to's" of instructional design and delivery. By the end of the course, participants will be able to

- Recognize and describe the major styles of adult learning and other factors affecting learning
- Use different kinds of tools for assessing the needs of adult learners
- Write observable learning objectives
- Apply an effective course development process
- Evaluate and select appropriate vendors for course development tools
- Select course delivery media that best fit different situations
- Evaluate training that produces information to help improve future training and trainees' performance

Integrating Databases with the Web

Learn to make your Web site more dynamic by connecting your HTML forms to a database. This course focuses on the fundamentals of integrating a database with the World Wide Web using an Access database, Active Server Pages, and Microsoft's Internet Information Server. Topics include

- Server-side scripting
- Database concepts and SQL
- Retrieving and displaying database tables
- Programming an employee directory
- Building a survey form and database
- Building an online product catalog

Prerequisite: Familiarity with databases and a working knowledge of HTML forms.

Intensive Introduction to Copyediting

You care about details like subject-verb agreement and the placement of commas. Now people depend on you to tweak their prose to perfection. This three-day course will help you meet that challenge. You'll be introduced to the GPO and Chicago style manuals, as well as the basic editorial marks. You'll also learn to

- Reduce ambiguity and combat wordiness
- Build consistency of grammar and tone
- Copyedit tables and references
- Differentiate between a style decision and a rule of grammar
- Eliminate misused modifiers

Participants receive *Substance & Style*.

*After taking **Intensive Introduction to Copyediting**, participants should work with what they learned for at least six months before taking an intermediate editing workshop.*

Intensive Review of Grammar

Is it *that* or *which*? *Who* or *whom*? Go ahead -- become the expert, so you can settle grammar arguments once and for all. This two-day class, designed for writers and editors, covers the fine points of grammar with a fine-toothed comb. Topics include

- Adverbs and adjectives
- Restrictive and nonrestrictive clauses
- Dependent and independent clauses
- Pesky punctuation rules
- Pronoun-antecedent agreement
- Subject-verb agreement

Participants receive *The Gregg Reference Manual*.

Internet Marketing

You've built a Web site, but will anyone visit? This course will teach you how to increase traffic to your site and market your products and services using the Web and e-mail. Topics include

- Creating and implementing an Internet marketing plan
- Setting a marketing budget
- Redesigning your Web site to improve navigation and sales
- Revamping your existing print materials for the Web
- Using e-mail to attract Web traffic
- Developing an e-mail newsletter
- Promoting your site with mailing lists and newsgroups, direct mail, and banner and print ads
- Measuring your Internet marketing results

Intranet Application Development

Many enterprise-wide tasks have been Web-enabled and are now performed over corporate intranets. This course examines the inner workings of five different types of intranet systems. In each case, participants will review the supporting database design, consider how the business task is broken down into a sequence of Web pages, and study the supporting code modules written in either ColdFusion or Active Server Pages. The case study systems will be sufficiently generic that participants can easily adapt them to requirements at their places of employment. Case study areas include

- Day 1: Expense Reports
- Day 2: Time and Attendance
- Day 3: Human Resources Systems
- Day 4: Ordering and Fulfillment
- Day 5: Project Tracking

Prerequisite: Active Server Pages or Allaire ColdFusion II and JavaScript for Web Application Development.

Introduction to Information Design

Our work demands effective presentation of information. But how do we organize, transform, and present our information so people can find it, use it, and understand it? One solution is to think like an information designer. In this class you will learn the vocabulary and techniques of information design. You will develop your information design skills through practical, systematic exercises in the real world of Web sites, printed materials, signage, and presentation design. You will learn to

- Identify inherent patterns in information and "visual language"
- Recognize good and bad information design
- Use a systematic process for developing products that meet users' needs
- Explore the psychological foundations of information "systems"
- Apply information design principles to different communications problems
- Test the effectiveness of your own information design work

Prerequisite: It is helpful to have some exposure to the Web, graphic design, or technical writing.

Introduction to Project Management

This class is for anyone newly appointed as a project manager who does not have formal experience as such. It is especially appropriate for those newly appointed to manage the company Web site. Topics include

- Purpose of project management
- Characteristics of a good project manager
- Structure/steps to project management
- Project management documents -- project scope, schedule, budget, task assignments, revision documents
- Quality assurance/quality control

Introduction to RoboHELP Classic

Learn the fastest, easiest way to produce professional Windows-based Help systems for Windows 95, Windows 3.1, and Windows NT 4.0. RoboHELP simplifies the process of creating and maintaining Help files and using those Help files with any application. RoboHELP enables authors to focus on the content and usability of their Help projects rather than on complex integration concerns. Topics include

- Designing Help systems for easy navigation and maintenance
- Creating and inserting links, popups, and buttons
- Setting up and defining windows
- Adding bitmap and transparent bitmap graphics
- Adding hot spots to graphics
- Creating multilevel indexes
- Compiling and testing your Help system

Prerequisite: Microsoft Word I and II or equivalent experience.

Introduction to RoboHELP HTML Edition

Create Help systems for Windows 98 and Windows NT 5.0. RoboHELP HTML Edition is not an HTML authoring tool. Rather, it was created specifically to produce HTML Help systems. RoboHELP HTML Edition does rely on HTML and ActiveX controls, but class attendees will not need any HTML experience. Topics include

- Creating and inserting links, popups, and buttons
- Creating custom windows
- Creating and formatting tables
- Creating and working with cascading style sheets
- Creating and working with Frames
- Adding graphics
- Creating client-side image maps

Prerequisite: Knowledge of Windows 95, 98, or NT or equivalent experience.

Introduction to the Mac

For the beginning Mac user, this course provides the foundation for all of EEI Communications' Mac courses.

- Introducing System 8
- Naming, copying, deleting, and moving files and folders
- Making aliases
- Learning to use Get Info and memory allocation
- Discussing Apple menu items
- Explaining the Mac's file hierarchy
- Using the clipboard
- Running multiple applications

Introduction to XML

Learn how the Extensible Markup Language (XML) enables the Web designer to create information that is evolvable: Write it once and apply it to the Web, a database, and a desktop publishing application. This hands-on class is for those who have no programming background who want to learn more about XML. Topics include

- XML: What is it?
- Structure and syntax
- Creating Document Type Definitions (DTDs)
- Linking with XML
- XML style sheets
- Scripting techniques that write the same XML document to other media, such as an HTML page and a database

Prerequisite: **Web Page Development I and II** and **JavaScript for Non-Programmers**.

JavaScript for Non-Programmers

This hands-on class is for those who have no programming background who want to learn to create and apply JavaScripts to their Web sites. Topics include

- What is JavaScript?
- JavaScript vs. Java: What's the difference?
- Syntax
- Data types, variables, and expressions
- Operators and comparison expressions
- Loops
- Functions and objects
- Arrays
- Event handlers
- Creating JavaScripts that add interactivity to the page: interactive forms, dynamic menus, simple search engine, image rollovers, simple shopping cart, and more

Prerequisite: **Web Page Development I and II** and **Dynamic HTML and Cascading Style Sheets for Non-Programmers**.

JavaScript for Web Application Development

Using client-side JavaScript to perform certain tasks helps to minimize the burden on the server in a Web application environment. Learn to use JavaScript to

- Enforce the completion of required form fields
- Validate the format of certain kinds of input (e-mail addresses, ZIP codes, etc.)
- Confirm update and delete actions before performing them
- Place and read browser cookies

- Store information in hidden frames

Prerequisite: Programming Boot Camp.

Macromedia Authorware Attain I

You'll learn how to develop presentations, quizzes, interactive hypertext, Help systems, glossaries, and much more.

You'll also receive a basic introduction to multimedia. Topics include

- Developing interactions using Authorware's response types (text responses, key press responses, push buttons, pull-down menus, hotspots, hot objects, basic animation, and logical branching)
- Developing paging and navigational structures in Authorware
- Defining and implementing hypertext and hyperlinks
- Incorporating multimedia, such as sound and digital video, into Authorware
- Creating and using models, templates, and libraries to increase productivity
- Using a Macromedia Director production in Authorware
- Working with the new Framework and Navigate icons
- Creating runtimes

Prerequisite: Experience using Windows. Completing the Discovery Tour and the tutorial provided with Authorware is highly recommended.

Macromedia Authorware Attain II

The deeper aspects of Authorware, including functions and variables, decision loops, judging, and taking applications cross-platform, are explored. You'll learn to

- Create custom variables for data tracking
- Set and get values for variables
- Embed variables in displays
- Use functions to constrain an object to a path, play a sound while dragging an object, lock an object on the screen, and use conditional branching options
- Use the calculation icon
- Create sequential branching using the decision icon
- Produce testing interactions with judging and feedback
- Read and write external files
- Perform cross-platform conversions

Prerequisite: Macromedia Authorware Attain I or equivalent experience.

Macromedia Authorware Attain III

This very advanced and fast-paced class will give you a solid basis for the development of course templates and models that will allow you and your team to build error-free interactions at a rate that will surprise most experienced users.

Topics include

- Basic multimedia project organizations
- Template techniques
- Page-naming techniques and uses
- Items that should be in every page
- Techniques to allow multiple authors
- Advantages of external media storage
- Making good use of perpetual functions
- Bookmarking and interactive index
- Interactive course map
- Model design and implementation

Prerequisite: All participants must be proficient in the use of Authorware Attain and preferably have attended at least one of this instructor's classes.

Macromedia Director I

This course is for those who want to use the power of a multimedia software to produce interactive training applications, electronic marketing pieces, and presentations for informative or entertainment purposes. Topics include

- Familiarity with the Director interface
- Animation techniques in Director
- Constructing film loops
- Importing into Director
- Sound management
- Introduction to scripting and Lingo
- Button- and frame-based interactivity
- Field manipulation
- Streamlining a Director movie
- Creating projectors and Shockwave movies
- Exploring behaviors and sprite scripts

Prerequisite: Experience using Mac OS or Windows and knowledge of a paint or illustration program on the same platform.

Macromedia Director II

This course is for those who want to gain more complete control over this powerful tool for interactive products. Participants will learn and make extensive use of Lingo, Director's programming language. Topics include

- Branching and looping
- Construction of pull-down menus
- Rollover functions and interfaces
- Control of sound level
- Control of digital video playback
- Puppeting
- Getting and making use of feedback on digital video in Director's Lingo-based animation

Prerequisite: **Macromedia Director I** or equivalent experience.

Macromedia Director III: Intensive

This course provides a real-world development experience by creating a product in two days of class. We include the planning and development phases of a simple project and divide tasks among participants. Everyone leaves with a complete copy of the class project and related code and materials. Topics include

- Planning: Project resources, flowcharts, and grid production
- Artwork: Prepare and clip all necessary artwork
- Code Phase: Write Lingo to animate code and build structure
- Create Installation: Complete post-production tasks

Prerequisite: All participants must be proficient in Director and Photoshop and should be comfortable on both Mac and PC platforms. Instructor approval required for participation.

Macromedia Dreamweaver I

Macromedia DreamWeaver's powerful page-layout capabilities, site management tools, and groundbreaking support for dynamic HTML make this package the program of choice for many Web page developers. In this two-day class you will learn

- Site management and FTP
- Layers

- Tables
- Imagemaps
- Tracing images
- Style sheets
- Libraries/templates
- Frames
- Rollovers
- Forms
- Interactivity
- Plug-ins

Prerequisite: **Web Page Development I**, experience with Mac OS or Windows 95, and good mouse skills.

Macromedia Dreamweaver II

In this two-day class, you'll delve into advanced Web page development using Macromedia Dreamweaver. The focus will be on deploying active and dynamic content on the Web, sophisticated animations, and databases. You will learn

- E-Commerce solutions
- Working with XML content
- Database-driven content
- Advanced timelines and behaviors
- Advanced layer techniques
- Extensibility through third-party objects
- Complex search-and-replace operations

Prerequisite: **Macromedia Dreamweaver I** or equivalent experience.

Macromedia Flash

Learn to use this vector-based application for creating animation on the Web that downloads quickly and takes up less file space. Topics include

- Drawing in Flash
- Overlays, frames, layers, and symbols
- Motion tweening
- Color and transparency effects
- Importing and tracing
- Masks
- Motion guides
- Shape tweening and hinting
- Buttons and movie clips
- Scenes and instances
- Testing and exporting Shockwave movies

Participants receive *Flash: Creative Web Animation*.

Prerequisite: A class in Illustrator, FreeHand, or CorelDRAW or equivalent experience.

Macromedia FreeHand

This course is for those who want an introduction to this excellent graphics package. Participants will have an opportunity to use a pressure-sensitive tablet. Topics include

- Understanding paths, pages, and inspectors
- Creating basic geometric shapes
- Creating free-form contours and brush art
- Understanding and mastering the pen tool
- Creating and manipulating type
- Using transformation tools

- Creating and manipulating color and gradients
- Creating blends
- Filling shapes with patterns or other artwork
- Layers, styles, and tracing

Prerequisite: Experience using Mac OS or Windows.

Managing the Publications Department

Large or small, publications departments are increasingly complex, and managers need up-to-date skills to manage them productively. This course is designed for managers who want to learn how to increase their effectiveness and build successful programs. The second day features a panel of EEI Communications senior managers who field questions about managing people and production processes. Topics include

- Managing programs
- Planning and budgeting
- Working with the various players in producing publications
- Keeping up with changing technology
- Managing multiple projects and priorities
- Evaluating and justifying staffing needs
- Managing telecommuters and flextime employees
- Training, coaching, and mentoring
- Monitoring and evaluating
- Supporting, developing, and showcasing staff
- Developing your own skills and working with your peers

Participants receive *My Big Sourcebook*.

Microsoft Access I

This course is for those who want to learn this powerful, easy-to-use database program. Topics include

- Learning database concepts
- Entering data
- Using forms and data sheets
- Copying and moving data
- Answering questions by finding the data you need
- Using data from different sources
- Creating a query; making a query interactive
- Using filter by form and filter by selection
- Customizing a form
- Creating a report with grouped information and totals

Prerequisite: Experience using Windows.

Microsoft Access II

This course is for those who want to become power users of Access. Topics include

- Principles of table design and table relationships
- Advanced query techniques
- Introduction to functions, macro actions, and events
- Advanced form techniques, including using macros in forms
- Advanced report techniques

Prerequisite: Microsoft Access I or equivalent experience.

Microsoft Excel

This course is for those who need to learn the basic concepts and capabilities of Microsoft Excel.

- Using application and worksheet windows

- Creating, revising, and formatting worksheets
- Entering formulas and functions
- Printing the spreadsheet
- Linking worksheets
- Creating and printing graphs
- Performing a goal-seeking analysis
- Using style sheets

Prerequisite: Experience using Windows.

Microsoft FrontPage

Designed for non-programmers, this product makes Web site development easier. Topics include

- Formatting text, lists, and tables
- Creating forms
- Using templates and wizards provided with FrontPage
- Understanding the HTML codes you've generated and modifying them
- Creating hot spots for clickable graphics
- Using the spell-checker and Word Custom Dictionary
- Getting an overview of FrontPage support for ActiveX, Java applets, and Netscape plug-ins

Prerequisite: **Web Page Development I** and good Windows 95 and mouse skills.

Microsoft Office 2000

This course introduces the major components of the Microsoft Office 2000 suite: Word, Excel, and PowerPoint and supplementary Outlook, PhotoDraw, and Publisher. Topics include

- Creating, editing, checking, and printing documents, worksheets, and presentations
- Publishing Web documents
- Formatting Word documents, Excel worksheets, and PowerPoint presentations
- Automating repetitive tasks in Word
- Using wizards, templates, mail merge, and formulas
- Referencing cells and creating graphs in Excel

Also covered are Office 2000 features that enable better integration with the Web and other applications.

Prerequisite: Experience using Windows.

Microsoft PowerPoint

This course is for businesspeople and graphic artists who create slides or electronic presentations. Topics include

- Selecting a template and creating a slide master
- Creating work, bar, line, area, and pie charts
- Importing data and graphics files
- Using an outline file to create presentations
- Using the slide finder to find and reuse a slide
- Preparing speaker notes and audience handouts
- Using the shape tool and other drawing aids
- Using color schemes and special effects
- Arranging slides with the slide sorter; using Viewer
- Reviewing a slide show and adding comments

Prerequisite: Experience using Windows 95.

Microsoft Project

This course helps project managers and publications managers who need to track complex or multiple projects and resources over time. Topics include

- Entering project tasks, resources, and the project calendar

- Outlining the project, establishing task dependencies, leveling resources, and establishing a baseline
- Managing the project by tracking and updating
- Using Gantt charts, PERT charts, and reports to complete the project successfully

Prerequisite: Experience using Windows.

Microsoft Publisher

Microsoft Publisher is a powerful desktop publishing tool that will allow you to quickly create simple or complex flyers, brochures, and newsletters for both printing and viewing on the World Wide Web. During this two-day course, you'll work through step-by-step activities to create several projects. First you'll open an existing Publisher file and become familiar with the program's environment. By the time you've finished your first day, you'll be able to create a flyer that incorporates formatting text, WordArt, importing text files, controlling font and paragraph attributes, importing graphics, setting tab stops, and wrapping text around irregularly shaped images. By the time you've completed the course, you'll be able to work with longer documents, control text flow, change the background elements, add automatic page numbers, and create styles. Topics include

- Explore the Publisher 2000 environment
- Control the appearance of text and paragraphs
- Import text files
- Import and manipulate graphics
- Wrap text around a graphic
- Create and use styles
- Change the background
- Add headers and footers
- Add page numbers
- Convert documents to HTML

Prerequisite: Excellent mouse skills and working knowledge of Windows NT, 95, or 98.

Microsoft Word I

This course is for those who want to learn the basic features of Microsoft Word. Topics include

- Creating, saving, retrieving, and printing documents
- Working with blocks of text
- Using Office Assistant
- Creating and formatting tables
- Using bullets and numbering
- Creating headers and footers
- Using Help
- Using the dictionary, thesaurus, and grammar-checker

Prerequisite: Experience using Windows.

Microsoft Word II

This course is for those who need to know more about Microsoft Word. Topics include

- Formatting with styles; creating auto-styles
- Creating multiple headers and footers
- Using auto-complete and auto-format as you type
- Saving time with auto-summarize
- Using mail merge
- Creating newspaper-type columns
- Importing and framing clip art
- Using AutoCorrect and AutoFormat

Prerequisite: Microsoft Word I or equivalent experience.

Microsoft Word III

This course is for those who need to learn more about Microsoft Word's powerful features. Topics include

- Working with long documents
- Creating custom templates
- Using document maps
- Creating forms
- Customizing toolbars
- Creating a table of contents
- Using search and replace
- Saving a formatted Word document as HTML

Prerequisite: Microsoft Word II or equivalent experience.

PC Repair and Troubleshooting I

This hands-on training is for novices only. You'll actually "crack the case" and take a working computer apart, piece by piece. Topics include

- Disassembling a PC: taking it apart and reassembling it, identifying the key components to facilitate repair or replacement
- Maintaining your PC: maintenance procedures and their importance, including cleaning and disk drive management
- Determining why and how to add RAM to your computer
- Recognizing problem indicators and resolving them: basic troubleshooting tips
- Reviewing the software and operating system: This final stage of the class will review the basics of DOS and Windows, including how to load/reload each

Participants receive a PC repair toolkit.

PC Repair and Troubleshooting II

This course takes you through the steps required to upgrade and maintain your PC for optimal performance. Topics include

- Adding and managing RAM
- Adding a CD-ROM drive
- Upgrading or replacing your hard drive
- Adding and managing peripheral devices such as scanners, Zip drives, etc.
- Adding, using, and managing SCSI drives
- Using utility software for maintenance and virus protection

Prerequisite: Knowledge of a PC operating system, such as DOS or Windows; and **PC Repair and Troubleshooting I** or equivalent experience.

Preparing and Delivering Effective Oral Presentations

Speaking in front of others is an important aspect of every professional's career. Yet many people avoid public speaking out of fear. In this highly interactive seminar, you will learn tips and techniques for addressing groups in a relaxed and confident manner. The course will also explore how to

- Assess your audience
- Organize your material
- Develop an engaging style of delivery

Producing Effective Government Publications: The Plain-Language Approach

Using President Clinton's Plain-Language Initiative as a framework, this hands-on workshop explores the entire process of developing or revising a government publication, from determining its purpose to executing a finished

product that is both well-written and well-designed. Tailored to both the aspiring writer and the accomplished communicator, this course offers guided instruction on how to

- Determine the mission of your publication
- Determine the audience(s) for your publication
- Determine the best format for your material
- Recognize and use principles of effective writing (focusing on clarity, conciseness, active voice, simple language, avoidance of wordiness and clichés)
- Write for the eye and ear
- Write with the reader in mind
- Recognize and use principles of effective document design

This course will feature a balance of lecture, in-class exercises, discussion, and critique of student work. Students are encouraged to bring in work-related publications for use in various exercises and for critique.

Production Techniques and Technology

This course provides an overview of the print production process both for those new to the field and for editors, writers, designers, or graphic artists who need to understand how the various publications processes make up the "big picture" of print production. Topics include

- Processes and principles of graphic production, prepress, and printing
- Basics of design, typography, and layout
- Electronic advances on the desktop and in the printing plant
- Working with vendors
- Basics of scheduling, estimating, and quality control

(Managers should take **Project Management for Publications** for a more thorough treatment of scheduling and estimating. Maintaining quality control is a major theme in **Managing the Publications Department**.)

Participants receive *My Big Sourcebook* and *Pocket Pal*.

Programming Boot Camp

This course is for non-programmers who need to learn the basic concepts of scripting languages and tools, such as JavaScript, VBScript, Lingo, or Visual Basic. Instructor lecture and in-class exercises in Visual Basic address the following topics:

- Event-driven programming
- Data and variables
- Control structures (if-then, do-loops)
- Procedures
- Introduction to SQL

Prerequisite: Good Windows 95 and mouse skills.

Project Management for Multimedia

Designed for students with limited new media or production experience, this course provides an overview of the steps involved in bringing a digital video, multimedia presentation, or CD-ROM project to completion. Participants learn the creative process and how to manage all the resources required for multimedia or CD-ROM production.

Steps in the process include

- Audience and purpose analysis
- Information and graphic design
- Resources
- Managing the creative process
- Scheduling and budgeting
- Quality control
- Video and sound options

Participants receive *Pre-Production Planning for Video, Film, and Multimedia*.

Project Management for Multimedia and Web Development

This course is intended for managers who are taking on projects too large to be managed with checklists. The course provides participants with an essential understanding of the fundamentals of project management techniques and software skills. The class will then identify issues to explore solutions that confront managers in the always uncertain and nonlinear world of multimedia, Internet, datacom, and computer-based training projects. Topics include

- Developing project management core skills
- Using project management software
- Making the best of a short development cycle
- Dealing with virtual teams
- Instituting manageable changes once development is under way
- Reviewing programming, telecom, multimedia, and Internet issues
- Using technologies to facilitate communication
- Creating a project plan and communicating to your team

Prerequisite: Project Management for Multimedia or Project Management for Web Development.

Project Management for Publications

This intensive how-to session emphasizes assessing, planning, and managing publications projects. The focus is on the role of the project manager in the publications work flow. Topics include

- Defining the work plan
- Developing estimates
- Creating schedules

Project Management for Web Development

This course provides an overview of the steps involved in bringing a Web site to completion and then maintaining it. Participants learn the process and how to determine the resources required for Web site production and maintenance. Steps in the process include

- Planning
- Staffing
- Budgeting
- Scheduling
- Quality control
- Programming
- Sound and animation options

Participants receive *Designing Multimedia*.

Quality Control in Publications

High-quality, error-free publications don't happen by chance. They're the result of a systematic approach that starts with the very first editorial and production steps and continues until the job is released for printing. This course teaches the guidelines and principles of the publications process and helps participants develop the systems and skills they need to build in quality every step of the way. Topics include

- Quality-oriented planning and systems
- Practice in detecting errors
- Using software effectively
- Working with print vendors

Participants receive *Error-Free Writing: A Lifetime Guide to Flawless Business Writing*.

QuarkXPress I

This is the place to start if you want to master this fantastic desktop publishing program. The course has all the lessons people have asked us for. You'll learn to

- Create and save documents
- Format text and paragraphs
- Work with page elements
- Import and manipulate text and graphics
- Combine text and graphics on a page
- Wrap text around an irregularly shaped graphic

Prerequisite: Experience using Mac OS or Windows.

QuarkXPress II

This is your second stop on the way to mastering QuarkXPress 4.0. You'll learn everything you need to become more efficient with QuarkXPress, including

- Paragraph and character style sheets
- Libraries
- Master pages
- Templates
- Tracking
- Kerning
- Hyphenation
- Process colors

Prerequisite: **QuarkXPress I** or equivalent experience.

QuarkXPress III

By the time you've completed this one-day class, you'll have everything you need to master QuarkXPress. You'll learn to

- Create and build indexes
- Create and build a table of contents
- Collect for output
- Create PostScript files
- Work with books
- Synchronize documents
- Work with trapping

Prerequisite: **QuarkXPress II** or equivalent experience.

Scientific Editing

Technical information doesn't have to be communicated in complicated ways. It's possible to distill complex ideas into engaging, understandable copy. This two-day course will prepare you to edit scientific material with confidence, even if you're not a specialist in the author's field. Day 1 covers preventive editing -- how to ease scientists and engineers away from their wordy tendencies. Day 2 focuses on nitty-gritty techniques specific to scientific editing.

You'll learn how to

- Motivate authors to revise their work
- Curb authors' dependence on jargon and dense text
- Tap into scientific editing resources
- Meet title, abstract, and keyword requirements
- Edit math and scientific data in graphs, diagrams, and illustrations
- Deal with units, measurements, and numbers
- Use scientific and engineering symbols

Prerequisite: **Intensive Introduction to Copyediting** or equivalent experience. You may register for one day.

Strengthening Your Management Skills

For experienced managers or those who have taken the **Managing the Publications Department** course, this highly interactive session is designed to build new skills and strengthen existing ones. Participants will work together on case studies, and they are encouraged to submit a problem statement in advance for class discussion. In a senior manager's in-basket exercise, participants will establish priorities and resolve sticky problems. Topics include

- Setting priorities and managing changing requirements
- Managing risk and developing decision criteria
- Dealing with legal and ethical issues
- Negotiating to win-win solutions
- Measuring performance with objective tools
- Developing an external network

Substantive Editing I

You're comfortable editing text and identifying the usual errors. Now you're ready for the next level: editing for clarity and meaning. In this workshop you'll sharpen your ability to spot factual errors and redundancy. Your classroom workout will include exercises in

- Recasting imprecise or inappropriate phrases
- Untangling garbled language
- Querying effectively
- Revising with a purpose

Participants receive *Stet Again!*

Prerequisite: **Intensive Introduction to Copyediting** or equivalent experience.

Substantive Editing II

The author might have sweated blood over the copy, but you're still faced with a document that needs work. Sound familiar? This course will teach you how to outline and organize unfocused material without abandoning the author's voice. Exercises are based on real-world manuscripts. Topics include

- Crafting effective queries
- Determining the value and accuracy of information
- Mastering the art of diplomacy
- Assessing the total manuscript -- from commas to illustrations
- Organizing unfocused material

Prerequisite: **Substantive Editing I** or equivalent experience.

Technical Writing

This course focuses on the challenges technical writers face. Participants are asked to submit a short writing sample one week before the class. Instructor-led discussions and in-class exercises address the following topics:

- Analyzing document purpose and audience
- Planning the layout and organization of the technical document
- Writing descriptions and explanations
- Writing instructions, procedures, and processes
- Integrating text and graphics
- Applying effective writing and editing techniques to technical documents

The Designing Editor

This course is for editors who must function as -- or hire -- designers but have little formal design training. Participants learn the fundamentals of effective information design appropriate for editors who work with or without desktop publishing software, and with or without artistic talent. Topics include

- How to evaluate a project from the designer's perspective

- What the basic steps in the design process are
- What makes information design work ... or not work
- How editors and designers interact
- What five things are guaranteed to ruin publication design
- What hands-on conceptual design and critique are

Participants receive *Quick Solutions to Great Layouts*.

Using and Modifying CGI Scripts

If you don't have time to learn C++ or Perl but still need the processing power of CGI scripts on your Web site, this is the course for you. Learn how to enhance the processing power of your site with ready-to-use scripts you can modify and use right away. Topics include:

- What is CGI?
- Obtaining free CGI scripts on the Web
- How to manipulate a CGI script
- Processing interactive forms
- Configuring scripts to process forms and generate an automatic e-mail response to the user
- Creating a Web site search engine
- Creating a guestbook
- Creating random ad-banner displays on your site

Prerequisite: Web Page Development I and II.

Visual Basic I

This course is for non-programmers who want to create interactive, user-driven applications for the Windows environment. As an introduction to Windows application development using Visual Basic (VB), topics include

- Integrated Development Environment (IDE)
- Applications for Windows 95
- Object-oriented programming
- Forms, controls, properties, methods, and events
- Applications using VB controls
- Executables -- debugging and building

Prerequisite: Programming Boot Camp and good Windows 95 and mouse skills.

Visual Basic II

Continue to build your skills and make your applications more "data-aware" and flexible. Topics include

- Connecting a Visual Basic application to a database
- Using Visual Data Access Tools and SQL
- Programmatically manipulating databases
- Using dynamic link libraries

Prerequisite: Visual Basic I or equivalent experience.

Visual Thinking I

This course helps people who work with desktop design and publishing. Whether they have prior art experience or not, this class gives participants the ability to use a broader creative base in their graphics and composition. Using modern and contemporary art as a guide, the class focuses on the elements of line, shape, space, form, and value. The class meets with the instructor from 9:00 to 12:00. From 1:00 to 4:00 you'll have lab time to work on your design projects. This is not a software training class, but participants will do class exercises on computers. When you register, please specify the platform and software you prefer to use for the exercises.

Participants receive *Design Dialogue*.

Prerequisite: Knowledge of a Mac or Windows illustration software (Adobe Illustrator, Macromedia FreeHand, or CorelDRAW).

Visual Thinking II: Color Theory

Color Theory is an extension of the **Visual Thinking** course with a concentration on the design element of color. The workshop's focus on color properties, including the color wheel, the seven color contrasts, and the psychological aspects of color, helps participants incorporate their new understanding of color into desktop design. The class meets with the instructor from 9:00 to 12:00. From 1:00 to 4:00 you'll have lab time to work on your design projects. This is not a software training class, but participants will do class exercises on computers. When you register, please specify the platform and software you prefer to use for the exercises.

Participants receive *The Elements of Color*.

Prerequisite: Knowledge of a Mac or Windows illustration software (Adobe Illustrator, Macromedia FreeHand, or CorelDRAW).

Visual Thinking III: Design Principles and Typography

This course will further explore design principles with an emphasis on typography as an art element. The focus will be on perspective, proportion, pattern, selection, abstraction, symbolism, and strategies for problem solving. Like the first two Visual Thinking classes, this class will use modern, contemporary, and other cultures' art as examples. This class is open to people who use MacIntosh or PC programs. Please specify the programs (Adobe Illustrator, CorelDRAW, etc.) that you will be using.

Prerequisite: Knowledge of a Mac or Windows illustration software (Adobe Illustrator, Macromedia FreeHand, or CorelDRAW).

Web Design

This fundamentals course provides an overview of various aspects of graphic interface design for World Wide Web sites on the Internet. This is not a hands-on course. Topics include

- Site conception
- Navigational and schematic design
- Work process flow from delivery of content to well-conceived and -designed page layout for HTML
- Editorial, informational, and navigational graphics
- Graphics for premium performance

Prerequisite: **Web Page Development I** or equivalent experience.

Web Graphics with Adobe Photoshop

This hands-on course shows you how to use Photoshop to prepare graphics for the Web. Topics include

- Creating seamless background patterns
- Making custom bullets, buttons, and horizontal rules
- Positioning your graphics with and without tables
- Making image maps

Participants receive *Creating Web Graphics*.

Prerequisite: **Web Page Development I** and **II** and **Adobe Photoshop I** or equivalent experience.

Web Page Development I

You'll learn how easy it is to create pages for the World Wide Web using HTML. Each participant works at a computer connected to the Internet. This clear, thorough introduction to Web page basics will prepare you to tackle your pages with new confidence. You'll learn

- How to format text
- How to include graphics in your Web page
- How to create links to take your viewers to additional information
- How to avoid basic Web page design errors
- How to create simple tables in HTML

Prerequisite: Web browsing experience.

Web Page Development II

This hands-on class is for those who want a Web page with more punch and more power. Topics include

- Using tables for page layout
- Creating nested tables
- Creating forms, including radio buttons and check boxes
- Creating transparent and interlaced GIFs
- Creating splice animations
- Creating client-side image maps
- Including external media on a Web page
- How to use File Transfer Protocol (FTP)

Prerequisite: Web Page Development I.

Web Page Development III

This course strengthens your page development skills. Topics include

- Creating a frame Web site
- Creating animated GIFs
- Creating a cascading style sheet
- Creating a JavaScript remote window
- Creating a JavaScript image rollover

Prerequisite: Web Page Development II.

What Does It Cost? Web Sites

If you're trying to set up a new Web site or update an existing site, you may have been shocked by some of the price quotes you've received. Which ones are valid and which are outrageous? And why? That's what you'll learn in this course. Topics include

- Who does what to build and maintain a site
- Typical unit costs
- What costs are involved in different types of Web publishing systems
- What it costs to redesign an existing site, and why
- Case studies of site redesign projects
- How to get the best deal on site design

Writing for the Web and New Media

Writing and editing for Web sites are becoming hot topics in the online world today, as organizations cope with getting information online and making it sound as good as it can. Get up to speed in a small class with lots of exercises to practice this new style of writing and editing. You'll learn how to

- Understand the Web's strengths and limitations
- Give your audience the information it needs
- Organize information in user-friendly formats
- Apply techniques tailored to multimedia writing

Writing News

Writing for newsletters and other news periodicals should be brief and to the point. But writing concise, interesting articles can be harder than writing longer stories. Why? It's hard to "write short" without being superficial or even misleading. As for making newsletters enjoyable to read, recent research shows that the traditional "pyramid" style of writing is not necessarily the most effective. And there's a place for longer newsletter articles, too. Topics include

- New, more forceful reporting techniques
- The twelve most common grammar and punctuation errors in condensed writing
- Stronger leads and conclusions

- Tone -- what it means and why you should care
- Ways to bring news to life and avoid tired formulas
- Do's and don'ts of using spoken and printed quotations
- Statistics and logical generalizations
- Resources for research, fact-checking, and story ideas

Participants receive *The Associated Press Guide to News Writing*.

Style Summit: Editorial Evolution in the Internet Era

How can you keep up with transition in style, usage, and grammar--and when can you say for certain the "things have changed"? Most of the answers aren't in any dictionary of major style guide. If the people in your organization make different calls, your publications and Web site will lack the consistency your readers deserve and your professional image requires. The Style Summit will help you simplify your editorial process, addressing issues such as nouns used as verbs (E-mail me), e-jargon, and acronyms, and informal usage's that seem to break the rules (like vs. such as; more than vs. over). Topics include: Why style matters, How style decisions make a difference to the reader, Major contemporary editorial and style considerations, Establishing and perpetuating your own propriety style, Expert advice on electronic style templates and macros, Participants are encouraged to bring two copies of their in house style guide or style sheet. If you don't have your own style guide, bring the major reference you use most often. Participants receive { [HYPERLINK"/press/what/"}E-What? A Guide to the Quirks of New Media Style and Usage or the equivalent.](#)

Adobe Live Motion

Learn to use Adobe's vector-based Web animation program. Create sophisticated compositions that easily incorporate your Illustrator and Photoshop files. Topics include: Using tools and palettes, Creating and combining shapes and text, Building libraries, Working with type and text masks, Incorporating filters, Working with styles, Creating and editing animations, Animating type and gradients, Adding sound, Creating and animating rollovers, Exporting and determining export formats, Prerequisite: A class in { [HYPERLINK"/training/class/illust.html"}Illustrator, { \[HYPERLINK "/training/class/freehand.html"}FreeHand, or { \\[HYPERLINK"/training/class/core1.html"}CoreDRAW, or equivalent experience.\\]\\(#\\)\]\(#\)](#)

Macromedia Homesite

Allaire's powerful HTML editor has extensive features that allow Web developers to design and maintain Web sites quickly and easily. HomeSite will help you to create and manage forms, frames, tables, lists, images, links, image maps, and sounds. Topics include: Exploring the HomeSite interface, Customizing HomeSite settings and toolbars, using the Resource Pane, Editing Web pages with CodeSweeper, Tag Tree, and Tag Inspector, How to measure page download time, Using HomeSite's project concept to organize and maintain Web site files, working with snippets.

Using Digital Cameras

If you use a digital camera for documentation or illustration but are unfamiliar with basic photographic principles and the use of { [HYPERLINK"/training/class/photo1.html"}Adobe Photoshop, this class will help you to improve your digital photos. You will learn how to take pictures that communicate your digital photos. You will learn how to take pictures that communicate effectively and how to control them in the camera. You will also learn how to work with PhotoShop to improve every aspect of your digital photos, whether for print or Web use. Topics include: Camera controls and features, Exposure, Depth of field, and other camera essentials, Understanding lighting, both natural and artificial File formats, Resolution and print size, Color correction, Retouching imperfections, Masking for selective corrections, Sharpening with the "unsharp" mask.](#)

Macromedia Flash II

This hands-on course demystifies complex Flash sites and then teaches you how to plan, organize, and create your own Flash project

Macromedia Flash III

This class will provide the launch pad for advanced Flash development. You will create a project from scratch based on a real-world scenario. You will leave with a CD-ROM containing the class project, related code, and all materials.

Adobe InDesign III

Let InDesign 2.0 take you into the future of publishing. Finish learning all you need to know to use InDesign 2.0 as your fully integrated workflow publishing environment.

Adobe Photoshop Restoring and Retouching

This course is designed to integrate advanced Photoshop techniques for photo recovery, image enhancements, and professional portrait work. Students will work with digital images in their capture state and prepare finished photos for their portfolio.

Creating Video and Streaming Media

This hands-on course teaches the creative process of producing video for streaming over the Web, as well as CD-ROM, DVD-ROM, computer-based presentations, and Digital Video (DV) distribution.

Developing and Delivering Briefs

Presentation skills are essential for career advancement. Learn to plan and deliver effective, persuasive, and enjoyable briefings or presentations. The course uses a mix of lectures, films, lots of practice speaking, and videotapes.

Interpersonal Skills

You need strong communication skills to excel and move ahead. Getting people to accept your ideas and act on your recommendations requires not only good data and analysis, but the ability to interact and work productively in groups. This highly interactive course uses lectures, discussions, role-playing, individual and group exercises, and films to prepare you to prosper in the nuanced world of communication.

XML and Databases

In this hands-on class, you'll learn how to integrate XML into your current relational database setup.

Office Networking Workshop

Designed for a wide range of users in business and government, this is a hands-on workshop in the setup and maintenance of a peer-to-peer small-office LAN.

Macromedia Dreamweaver UltraDev

Designed specifically for application development, Macromedia Dreamweaver UltraDev allows you to use the familiar interface and working environment of Dreamweaver. If you are interested in making database-driven Web pages, you'll find that Dreamweaver UltraDev makes it faster and easier to link your Web pages to a database and create dynamic Web applications using scripting languages like ASP, JSP, and CFML.

Strategies of Effective Writing

This two day course focuses on the planing stages, writing your first draft, and the special skills you will need to edit your own work.

E-mail Marketing

Want to plan and launch an e-mail newsletter campaign to build business? Do you have an existing e-mail newsletter that needs an overhaul? Learn about the rapidly evolving medium of permission e-mail marketing and how it can be a valuable, credible promotional resource for your organization. Topics include, The benefits of e-mail marketing, Attracting new customers with opt-in e-mail lists, Technical issues to consider, E-mail marketing budgets, Creating e-mail newsletter content that sells prospects and maintains customers, Acquisition testing strategies, Promoting your house list, Viral marketing, Tracking and measuring your results.

Java Server Pages for Non-Programmers

Learn how to use JavaServer Pages (JSP) to create interactive, dynamic Web sites based on the Java programming language. Topics include, Setting up the JSP development environment on the PC, JSP syntax summary, Java objects and JavaBeans, JSP tag libraries, Creating and using Java servlets

Introduction to Java for Non-Programmers

New to Java? Find out how to use the Java programming language to enhance your Web site. This hands-on class is for those who have no programming background but want to learn more about Java. Topics include, Java: What is it?, Setting up the Java development environment on your PC, The Java programming language explained, Building, compiling, and running Java applets, Java servlets: What, why, and how, Java and databases.

XML and ASP.NET

With the release of .NET, Microsoft has developed a platform that provides robust end-to-end support for XML. Learn the different ways XML and XSLT can be leveraged in ASP.NET applications to make them more efficient, flexible, and maintainable. Topics include, .NET classes involved in transforming XML, Transforming XML through XSLT, Integrating XML into ASP.NET Web sites.

XML and ColdFusion

ColdFusion supports both XML and XSLT. This functionality makes the task of working with XML-something that can be quite complicated or cumbersome in other languages -- remarkably simple and straightforward. Topics include, Parsing existing XML, Generating new XML, Transforming XML through XSLT.

XML and XSLT

In this hands-on class, you'll learn how XSLT can be used to convert XML data for presentational purposes and to modify data structure. Topics include, What is XSLT?, Building XSLT applications, Transforming XML to HTML, PDF, and more, How to create dynamic XSLT

Adobe Illustrator III: Classic Art Techniques

Build your illustration skills by mastering classic art techniques and harnessing the power of Illustrator. Topics include, Chiaroscuro, One-point perspective, One-point perspective, Creating more believable shadows, Improving geometric depth, Evaluating between masking or pathfinders, Open exercise for the advanced illustrator seeking specific answers.

**EEI COMMUNICATIONS
PROFESSIONAL IT SERVICES DESCRIPTIONS**

Writer

Functional Responsibility: These professionals provide overall documentation support to both management and technical staffs. This includes document preparation by applying the highest levels of industry and client standards, establishing proper formats in accordance with client requirements, and reviewing and correcting draft materials as appropriate. They may also create, implement, and track production of designed documents. As a minimum, they will be adept at using computer based word processing and office applications programs.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Substantive Editor

Functional Responsibility: The Substantive editor is responsible for rewriting and reorganizing content for accuracy and logic. The Substantive editor ensures proper tone and approach for intended audience.

Minimum Education: Bachelors

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Proofreader

Functional Responsibility: Responsible for proofreading one version of a document to mark typographical errors, deviations from format specifications, basic grammatical errors, and style inconsistencies.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Desktop Publisher

Functional Responsibility: Produces layouts using major Macintosh and PC publications software packages.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Computer Graphics and Illustrator

Functional Responsibility: Utilizes a variety of common, industry-standard software applications to create and edit original artwork and other documents such as certificates, charts, posters, forms, labels, brochures, meeting and conference handouts, slides, and other publications and presentation aids. Maintains basic skills and working knowledge of Web development programming tools, including HTML.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Graphics Designer

Functional Responsibility: The graphics designer utilizes a variety of industry standard software applications to create and edit original artwork and other documents.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Production Manager/Coordinator

Functional Responsibility: The production manager/coordinator prepares and maintains the project schedule and budget. The production manager/coordinator is additionally responsible for preparing and delivering status reports to the customer. The PM/C serves as the primary point of contact for the customer. The PM/C routinely oversees all work and takes corrective action as necessary to ensure project success. Manages staffing, budget, prioritization, and other personnel matters. Serves as the technical lead for the project

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Production/QC Coordinator

Functional Responsibility: Responsible for planning and executing a project. Prepares and maintains the project schedule and budget. Prepares and delivers status reports to the customer. Primary point of contact for the customer. Oversees all work and takes corrective action as necessary to ensure project success. Manages staffing, budget, prioritization, and other personnel matters. May serve as technical lead for the project.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

HTML and Web Maintainer

Functional Responsibility: Develops web pages using HTML. Tests and debugs the web pages. Prepares system and program specifications and documentation, which include designing report formats, record layouts, screen layouts, and algorithms. Prepares recommendations for system improvement. Prepares oral and written status reports.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Web Designer

Functional Responsibility: Develops concepts for the design or redesign of Web sites.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Multimedia Producer

Functional Responsibility: Produces multimedia projects or CD-ROMs using software applications such as Directors.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Copy Editor

Functional Responsibility: The copy editor is responsible for reviewing manuscripts for spelling, grammar, and consistency of style and format. The copy editor checks accuracy, completeness, and format of tables, bibliographies, and footnotes. The copy editor does not rewriting documents.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

Technical Writer

Functional Responsibility: The technical writer is responsible for technical documentation research for functional and technical information, regulation writing, legal research and writing on tort law.

Minimum Education: HS

Minimum Experience: Must successfully pass complex EEI testing established for specific labor category.

**EEI COMMUNICATIONS
ADVERTISING & INTEGRATED MARKETING
SOLUTIONS LABOR CATEGORY DESCRIPTIONS**

Proofreader I

Functional Responsibility: Accurately compares one copy to another and marks deviations (knowledge of grammar and style not required).

Minimum Education: HS

Minimum Experience: Minimum of 1 year of professional proofreading experience

Proofreader II

Functional Responsibility: Compares one copy to another and marks deviations with a high level of accuracy. Uses standard proofreading marks. Has knowledge of grammar and one or more industry-standard style guides. Has basic familiarity with typographic and layout conventions; can identify inconsistencies. Is familiar with technical, statistical, or scientific material.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional proofreading experience

Proofreader III

Functional Responsibility: Compares one copy to another and marks deviations with an extremely high level of accuracy. Has detailed knowledge of standard proofreading marks. Has detailed knowledge of grammar and two or more industry-standard style guides. Has detailed knowledge of typographic and layout conventions; identifies inconsistencies and recommends adjustments. Has extensive experience working with technical, statistical, or scientific material.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of professional proofreading experience

Copyeditor I

Functional Responsibility: Corrects grammar, punctuation, and spelling errors. Recognizes and corrects inconsistencies in style (number style, capitalization, compounding, abbreviations). Has basic knowledge of grammar and style.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional copyediting experience

Copyeditor II

Functional Responsibility: Corrects grammar, punctuation, and spelling errors. Recognizes and corrects inconsistencies in style (number style, capitalization, compounding, abbreviations). Has detailed knowledge of grammar and style; reviews the work of other editors.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of professional copyediting experience

Substantive Editor I

Functional Responsibility: Corrects grammar, punctuation, and spelling errors. Recognizes and corrects inconsistencies in style (number style, capitalization, compounding, abbreviations). Has experience using at least one industry-standard style guide. Revises wording to improve clarity and flow of text (e.g., shortens excessively long sentences, makes sure that pronouns have clear antecedents, eliminates passive voice where appropriate). Queries redundant or unclear portions of text. Styles footnotes and bibliographic material. Applies consistent format to tabular material; checks math in tables.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional substantive editing experience

Substantive Editor II

Functional Responsibility: Corrects grammar, punctuation, and spelling errors, either on paper with standard editing marks or online. Recognizes and corrects inconsistencies in style (number style, capitalization, compounding, abbreviations). Has experience using several industry-standard style guides; can apply internal consistency when style is not specified. Revises wording to improve clarity and flow of text (e.g., shortens excessively long sentences, makes sure that pronouns have clear antecedents, eliminates passive voice where appropriate). Queries redundant or unclear portions of text. Styles footnotes and bibliographic material. Applies consistent format to tabular material; checks math in tables. Writes summaries for chapters, sections, or entire manuscript. Writes transitions between paragraphs and sections. Meets with authors to explain revisions and/or further develop manuscript. Has extensive experience with scientific or technical subject matter.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of professional substantive editing experience

Indexer

Functional Responsibility: Creates conceptual indexes for books, manuals, reports, and other documents. Uses indexing software to sort terms. Is familiar with indexing conventions such as alphabetization, cross-referencing, double-posting, and locators. Has the ability to analyze subject matter and anticipate how a reader would seek information.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional indexing experience

Writer I

Functional Responsibility: Writes short articles, news stories, reports, or summaries from provided source material under close supervision of a senior writer or editor. Has basic knowledge of grammar and style.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 1 year of professional writing experience

Writer II

Functional Responsibility: Writes brochures, pamphlets, training materials, instruction manuals, marketing copy, or Web content for non-technical readers under general supervision of a senior writer or editor. Conducts research to locate source material; interviews subject matter experts. Can match writing style to blend new text with existing content. Has intermediate knowledge of grammar and style.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional writing experience

Writer III

Functional Responsibility: Writes long documents and/or technical or scientific reports; summarizes statistical data. Creates text under tight deadlines and with little or no supervision. Interprets complex subject matter for a technical or non-technical audience. Supervises junior writers and/or leads teams of writers on large projects. Has detailed knowledge of grammar and style.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of professional writing experience

Desktop Publisher I

Functional Responsibility: Has basic knowledge of one desktop publishing program. Works with existing formatted files and makes revisions. Has basic understanding of Windows and/or Mac operating systems and file management conventions.

Minimum Education: high school diploma

Minimum Experience: Minimum of 1 year of professional desktop publishing experience

Desktop Publisher II

Functional Responsibility: Has intermediate knowledge of one or more desktop publishing programs and basic knowledge of illustration or photo manipulation software; creates new templates and style sheets to match specifications provided by designer and makes revisions to existing formatted files. Has basic knowledge of typographic and layout conventions. Has intermediate understanding of Windows and/or Mac operating systems and file management conventions.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional desktop publishing experience

Graphic Designer I

Functional Responsibility: Designs simple documents (text-only reports, flyers, signage) under close supervision of art director. Has basic knowledge of desktop publishing, illustration, and photo manipulation software. Has basic knowledge of the printing process.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 1 year of professional design experience

Graphic Designer II

Functional Responsibility: Designs moderately complex documents (brochures, reports with illustrations and graphics, posters, books) with general guidance from art director or senior designer. Has intermediate knowledge of desktop publishing, illustration, and photo manipulation software. Has intermediate knowledge of printing process.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional design experience

Graphic Designer III/Art Director

Functional Responsibility: Designs high-end, complex publications (annual reports, magazines, marketing pieces, direct mail campaigns, corporate identity). Has advanced knowledge of desktop publishing, illustration, and photo manipulation software. Works independently and/or art-directs the work of other designers. Works directly with internal or external clients to develop concepts and design direction. Presents design comps and incorporates client feedback. Has detailed knowledge of printing process; conducts press inspections.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 4 years of professional design experience

Publications/Production QC

Functional Responsibility: Reviews final documents or electronic files and checks for errors in content, style, format, typography, and/or navigation. Compares final products to client requirements to ensure that all specifications have been met. Ensures that electronic files are properly assembled for printing.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 1 year of professional publications/production QC experience

Project Manager I

Functional Responsibility: Coordinates a single task or function within the publications process. Interprets and follows estimates and schedules created by others. Has understanding of and experience with at least one phase of the publications process (writing, editing, design, desktop publishing, proofreading, printing). Has experience working in team situations.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 1 year of professional project management experience

Project Manager II

Functional Responsibility: Coordinates several concurrent projects with varying specifications and requirements. Creates simple time estimates and schedules. Has understanding of and experience with two or more phases of the publications process (writing, editing, design, desktop publishing, proofreading, printing). Has one to five years of supervisory experience.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of professional project management experience

Project Manager III

Functional Responsibility: Coordinates a wide variety of concurrent projects with varying specifications and requirements. Creates detailed time estimates and schedules. Has experience working in a fast-paced environment with tight deadlines. Has understanding of and experience with all phases of the publications process (writing, editing, design, desktop publishing, proofreading, printing). Manages high-end, design-intensive publications. Works with internal or external clients to ascertain needs and develop project plans. Has five or more years of supervisory experience.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of professional project management experience

Web Site Designer I*

Functional Responsibility: Designs Internet and intranet sites that accurately reflect an organization's goals, objectives, and identity. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arrange layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Responsible for overall look and feel of Web sites.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of designing Web sites

Web Site Designer II*

Functional Responsibility: Designs Internet and intranet sites that accurately reflect an organization's goals, objectives, and identity. Provides concept development for online projects, including Web graphics and banner ads, from concept to implementation using design software and authoring tools. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arrange layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Responsible for overall look and feel of Web sites. Designs and implements common user interface standards, system usability guidelines, design guidelines, GUI prototypes, and HTML page design methodologies.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of designing Web sites

Web Animator*

Functional Responsibility: Designs and creates animated images for display on Web sites. Provides strategic direction and concept development for online projects, from concept to implementation using design software, animation software, and authoring tools. Produces graphic sketches, designs, and copy layouts for online content.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of related professional work experience

Web Site Programmer/Developer I*

Functional Responsibility: Creates dynamic, interactive, and personalized Web sites; helping integrate, showcase and maintain complementary technologies as they emerge. Designs complex computer programs requiring in-depth knowledge of an organization's operating procedures and information technology capability.

Develops and implements software-programming applications. Consults with clients and other project team members.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of Web development experience

Web Site Programmer/Developer II*

Functional Responsibility: Creates dynamic, interactive, and personalized Web sites; helping integrate, showcase and maintain complementary technologies as they emerge. Designs complex computer programs requiring in-depth knowledge of an organization's operating procedures and information technology capability. Plans, designs, modifies, develops and implements software-programming applications. Develops software requirements and specifications. Designs and implements programming standards, system usability guidelines, design guidelines, and development methodologies. Consults with clients and other project team members.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of Web development experience

Web Producer II*

Functional Responsibility: Plans, organizes, and oversees the production of Web site projects. Coordinates production throughout the lifecycle, from strategic definition to end-of-life planning. Acts as a liaison for the client, the creative content team, and the IT technical team. Develops the technical specifications for the site. Plans and reviews the navigational user interface design. Plans and reviews site architecture. Troubleshoots, tests, and oversees the launch. Monitors project resources, staff, financial costs, and schedules.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

Web Producer III*

Functional Responsibility: Plans, organizes, and oversees the production of Web site projects. Coordinates production throughout the lifecycle, from strategic definition to end-of-life planning. Acts as a liaison for the client, the creative content team, and the IT technical team. Identifies challenges, recommends and implements solutions. Allocates production resources and adapts to change when necessary. Develops the technical specifications for the site. Plans and reviews the navigational user interface design. Plans and reviews site architecture. Troubleshoots, tests, and oversees the launch. Monitors project resources, staff, financial costs, and schedules.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 5 years of related professional work experience

Web Site Coder II*

Functional Responsibility: Writes the HTML coding for Web pages using a pre-determined design. Develops interface, pages, and the tools to navigate a Web site. Performs unit testing at the page level. Sets code standards and leads code reviews. Reviews specifications and provides time estimates on the development of projects and features. Prioritizes projects and deliverables.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

Multimedia Designer I

Functional Responsibility: Creates and executes creative concepts for interactive media, including, but not limited to, CD-ROMs, presentations, and kiosks. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arrange layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Responsible for overall look and feel of final product.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of related professional work experience

Multimedia Designer II

Functional Responsibility: Creates and executes creative concepts for interactive media, including, but not limited to, CD-ROMs, presentations, and kiosks. Provides concept development from concept to implementation using design software and authoring tools. Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arrange layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Designs and implements common user interface standards, system usability guidelines, design guidelines, GUI prototypes, screen page design methodologies. Responsible for overall look and feel of final product.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

Multimedia Programmer/Developer

Functional Responsibility: Writes the code for interactive multimedia projects, CD-ROMs, presentations, and kiosks. Creates prototypes and uses scripting languages to implement screen designs and database queries. Executes the design structure created by the design team. Incorporates all the content, such as text, graphics,

sound, video, quizzes, simulations, animations, databases, and other softwares. Also writes the code for installation routines. Develops and implements software-programming applications. Consults with clients and other project team members.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of programming Macromedia Director and/or Macromedia Authorware

Multimedia Programmer/Developer II

Functional Responsibility: Writes the code for interactive multimedia projects, CD-ROMs, presentations, and kiosks. Creates prototypes and uses scripting languages to implement screen designs and database queries. Executes the design structure created by the design team. Incorporates all the content, such as text, graphics, sound, video, quizzes, simulations, animations, databases, and other softwares. Also writes the code for installation routines. Plans, designs, modifies, develops and implements software-programming applications. Develops software requirements and specifications. Designs and implements programming standards, system usability guidelines, design guidelines, and development methodologies. Troubleshoots, debugs and implements software code. Consults with clients and other project team members.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of programming Macromedia Director and/or Macromedia Authorware

Multimedia Producer I

Functional Responsibility: Plans, organizes, and oversees the production of multimedia projects. Coordinates production throughout the lifecycle, from strategic definition to end-of-life planning. Acts as a liaison for the client, the creative content team, and the IT technical team. Develops the technical specifications for the product. Plans and reviews the navigational user interface design. Plans and reviews the product's architecture. Troubleshoots, tests, and oversees the final replication and production. Monitors project resources, staff, financial costs, and schedules.

Minimum Education: BS/BA degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

Multimedia Producer III

Functional Responsibility: Plans, organizes, and oversees the production of multimedia projects. Coordinates production throughout the lifecycle, from strategic definition to end-of-life planning. Acts as a liaison for the client, the creative content team, and the IT technical team. Identifies challenges, recommends and implements solutions. Allocates production resources and adapts to change when necessary. Develops the technical specifications for the product. Plans and reviews the navigational user interface design. Plans and reviews the

product's architecture. Troubleshoots, tests, and oversees the final replication and production. Monitors project resources, staff, financial costs, and schedules.

Minimum Education: BS/BA in a related field or the equivalent work experience

Minimum Experience: Minimum of 5 years of related professional work experience

Quality Assurance/Testing Specialist I

Functional Responsibility: Testing Web sites, CD-ROM products, kiosks, and Online Training projects; recording and tracking bugs, defects, problems, errors, and text fixes; and verifying requirements against final products.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 2 years of related professional work experience

Quality Assurance/Testing Specialist II

Functional Responsibility: Testing Web sites, CD-ROM products, kiosks, and Online Training projects; recording and tracking bugs, defects, problems, errors, and text fixes; responsible for project testing plans; and verifying requirements against final products. Develops quality assurance standards.

Minimum Education: BA/BS degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of related professional work experience

Systems Engineer

Functional Responsibility: Researches and evaluates complex business systems to provide system capabilities required for projected workloads. Communicates with people having non-technical backgrounds to develop detailed understanding of user needs. Plans layout and installation of new systems or modification of existing systems. May write programs, set up, and control computer systems to solve problems or automate business system applications.

Minimum Education: Associate degree in a related field or the equivalent work experience

Minimum Experience: Minimum of 3 years of applications development experience from project inception to final deliverables or minimum of 3 years of network integration experience

* Denotes small business set-aside labor categories that must be purchased from EEI Communications' contract GS-00F-0043P.

**E EI COMMUNICATIONS GSA FSS
AUTHORIZED IT SCHEDULE PRICELIST FOR
TRAINING AND PROFESSIONAL SERVICES**

EEl Communications, Inc.

CLASS ID	CLASS	GSA PRICE 0.75% IFF	CC ORDER	DURATION	TIMES	PLATFORM	LOCATION
98725-1	Active Server Pages	\$902	\$857	3	9-4	PC	Alex
				3	9-4	PC	Silv
95100-1	Adobe Acrobat	\$630	\$599	2	9-4	PC	Alex
				2	9-4	Mac	Alex
				2	9-4	Mac/PC	Silv
				4	6-9	Mac/PC	Silv
09610-1	Adobe After Effects	\$902	\$857	3	9-4	Mac/PC	Alex
08202-1	Adobe FrameMaker I	\$902	\$857	3	9-4	PC	Alex
				3	9-4	Mac	Alex
				3	9-4	PC	Silv
				3	9-4	Mac/PC	Silv
				6	9-4	Mac/PC	Silv
89817-1	Adobe FrameMaker II	\$630	\$599	2	9-4	PC	Alex
				2	9-4	Mac	Alex
				2	9-4	Mac/PC	Silv
01825-1	Adobe GoLive	\$630	\$599	2	9-4	Mac	Alex
				2	9-4	PC	Alex
				2	9-4	Mac/PC	Silv
				4	6-9	Mac/PC	Silv
89232-1	Adobe Illustrator I	\$630	\$599	2	9-4	Mac	Alex
				2	9-4	PC	Alex
				2	9-4	Mac/PC	Silv
				4	6-9	Mac/PC	Silv
89320-1	Adobe Illustrator II	\$630	\$599	2	9-4	Mac	Alex
				2	9-4	PC	Alex
				2	9-4	Mac/PC	Silv
95501-1	Adobe InDesign I	\$630	\$599	2	9-4	PC	Alex
				2	9-4	Mac	Alex
				2	9-4	Mac/PC	Silv
				4	6-9	Mac/PC	Silv
95502-1	Adobe InDesign II	\$630	\$599	2	9-4	PC	Alex
				2	9-4	Mac	Alex
				2	9-4	Mac/PC	Silv
95025-1	Adobe PageMaker I	\$630	\$599	2	9-4	PC	Alex
				2	9-4	Mac	Alex
				2	9-4	Mac/PC	Silv
				2	9-4	PC	Silv
				4	6-9	Mac/PC	Silv
90020-1	Adobe PageMaker II	\$630	\$599	2	9-4	Mac	Alex
				2	9-4	PC	Alex
				2	9-4	Mac/PC	Silv
				4	6-9	PC	Silv
95201-1	Adobe PageMaker III	\$325	\$309	1	9-4	Mac/PC	Alex
81020-1	Adobe Photoshop for Photography	\$630	\$599	2	9-4	Mac/PC	Alex
81016-1	Adobe Photoshop I	\$630	\$599	2	9-4	Mac	Alex
				2	9-4	PC	Alex
				2	9-4	PC	Silv
				2	9-4	Mac/PC	Silv
				4	6-9	Mac/PC	Silv
81500-1	Adobe Photoshop II	\$902	\$857	3	9-4	Mac	Alex
				3	9-4	PC	Alex
				3	9-4	PC	Silv
				3	9-4	Mac/PC	Silv
67000-1	Adobe Photoshop/Digital Scanning for Production	\$630	\$599	2	9-4	Mac/PC	Alex
05602-1	Adobe Premiere	\$630	\$599	2	9-4	Mac/PC	Alex
				2	9-4	Mac/PC	Silv
				4	6-9	Mac/PC	Silv
10335-1	Advanced Editing	\$357	\$339	1	9-4		Alex
94810-1	Macromedia Cold Fusion I	\$902	\$857	3	9-4	PC	Alex
				3	9-4	PC	Silv
94815-1	Macromedia Cold Fusion II	\$902	\$857	3	9-4	PC	Alex
				3	9-4	PC	Silv
92500-1	Animation Concepts 2000	\$1,355	\$1,287	5	9-4	Mac/PC	Alex
15300-1	Becoming a Publications Manager	\$357	\$339	1	9-4		Alex
70550-1	Bias-Free Communications	\$357	\$339	1	9-4		Alex
				2	6-9		Silv
50534-1	Comprehensive Proofreading	\$630	\$599	2	9-4		Alex
				4	6-9		Silv
70900-1	Copywriting I	\$630	\$599	2	9-4		Alex
70925	Copywriting II	\$325	\$309	1	9-4		Alex
60243-1	Creating Successful Newsletters	\$630	\$599	2	9-4	PC	Alex
				4	6-9	PC	Silv
65209-1	Design for Presentations I	\$357	\$339	1	9-4	Mac/PC	Alex
				1	9-4	Mac/PC	Silv
96210-1	Design for Presentations II	\$325	\$309	1	9-4	Mac/PC	Alex
				1	9-4	Mac/PC	Silv
17025-1	Design for Print	\$630	\$599	2	9-4	Mac/PC	Alex
98653-1	Cascading Style Sheets (CSS) for Non-Programmers	\$630	\$599	2	9-4	PC	Alex
				4	6-9	PC	Silv
				2	9-4	PC	Silv

EEL Communications, Inc.

CLASS ID	CLASS	GSA PRICE 0.75% IFF	CC ORDER	DURATION	TIMES	PLATFORM	LOCATION
90546-1	Editorial Skills for Non-Editors	\$357	\$339	1	9-4		Alex
				1	9-4		Silv
				2	6-9		Silv
70428-1	Effective Business Writing	\$357	\$339	1	9-4		Alex
				1	9-4		Silv
50708-1	Electronic Copyediting	\$357	\$339	1	9-4	PC	Alex
				1	9-4	PC	Silv
98870-1	Hands-On Web Design	\$1,446	\$1,374	5	9-4	Mac/PC	Alex
				5	9-4	Mac/PC	Silv
10206-1	Improving Editing Skills	\$357	\$339	1	9-4		Alex
				1	9-4		Silv
				2	6-9		Silv
30112-1	Indexing I	\$630	\$599	2	9-4	PC	Alex
30120-1	Indexing II	\$357	\$339	1	9-4	PC	Alex
70710-1	Instructional Design for Multimedia	\$902	\$857	3	9-4	PC	Alex
94800-1	Integrating Databases with the Web	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
10164-1	Intensive Introduction to Copyediting	\$811	\$770	3	9-4		Alex
				3	9-4		Silv
20207-1	Intensive Review of Grammar	\$630	\$599	2	9-4		Alex
98200-1	Internet Marketing	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
98500-1	Intranet Application Development	\$1,446	\$1,374	5	9-4	PC	Silv
65300-1	Introduction to Information Design	\$630	\$599	2	9-4	PC	Alex
16250-1	Introduction to Project Management	\$357	\$339	1	9-4		Alex
				1	9-4		Silv
53000-1	Introduction to RoboHELP Classic	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
53100-1	Introduction to RoboHELP HTML Edition	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
01038-1	Introduction to the Mac	\$357	\$339	1	9-4	Mac	Alex
				1	9-4	Mac	Silv
98654-1	Introduction to XML	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
				4	6-9	PC	Silv
98652-1	JavaScript for Non-Programmers	\$902	\$857	3	9-4	PC	Alex
				3	9-4	PC	Silv
98651-1	JavaScript for Web Application Development	\$902	\$857	3	9-4	PC	Alex
04601-1	Mac Repair and Troubleshooting	\$384	\$365	1	9-4	Mac	Alex
97000-1	Macromedia Authorware Attain I	\$1,537	\$1,460	5	9-4	PC	Alex
				5	9-4	PC	Silv
97500-1	Macromedia Authorware Attain II	\$992	\$942	3	9-4	PC	Alex
97250	Macromedia Authorware Attain III	\$992	\$942	3	9-4	PC	Alex
98204-1	Macromedia Director I	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
				2	9-4	Mac/PC	Silv
98253-1	Macromedia Director II	\$992	\$942	3	9-4	PC	Alex
				3	9-4	Mac	Alex
				6	9-4	Mac/PC	Silv
				3	9-4	PC	Silv
97701-1	Macromedia Dreamweaver I	\$630	\$599	2	9-4	PC	Alex
				2	9-4	Mac	Alex
				2	9-4	Mac/PC	Silv
97703-1	Macromedia Dreamweaver II	\$630	\$599	2	9-4	PC	Alex
				2	9-4	Mac	Alex
				4	6-9	Mac/PC	Silv
05106-1	Macromedia Flash	\$630	\$599	2	9-4	Mac	Alex
				2	9-4	PC	Alex
				2	9-4	PC	Silv
01311-1	Macromedia FreeHand	\$630	\$599	2	9-4	Mac/PC	Alex
15125-1	Managing the Publications Department	\$630	\$599	2	9-4		Alex
95050-1	Microsoft Access I	\$544	\$517	2	9-4	PC	Alex
				2	9-4	PC	Silv
95600-1	Microsoft Access II	\$357	\$339	1	9-4	PC	Alex
				1	9-4	PC	Silv
72109-1	Microsoft Excel	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
99100-1	Microsoft FrontPage	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
				4	6-9	PC	Silv
94510-1	Microsoft Office 2000	\$357	\$339	1	9-4	PC	Alex
				1	9-4	PC	Silv
77097-1	Microsoft PowerPoint	\$544	\$517	2	9-4	PC	Alex
				2	9-4	PC	Silv

EEL Communications, Inc.

CLASS ID	CLASS	GSA PRICE 0.75% IFF	CC ORDER	DURATION	TIMES	PLATFORM	LOCATION
08007-1	Microsoft Project	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
94550-1	Microsoft Publisher	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
94016-1	Microsoft Word I	\$357	\$339	1	9-4	PC	Alex
				1	9-4	PC	Silv
94105-1	Microsoft Word II	\$357	\$339	1	9-4	PC	Alex
				1	9-4	PC	Silv
				2	6-9	PC	Silv
94200-1	Microsoft Word III	\$357	\$339	1	9-4	PC	Alex
				1	9-4	PC	Silv
59002-1	PC Repair and Troubleshooting I	\$384	\$365	1	9-4	PC	Alex
59003-1	PC Repair and Troubleshooting II	\$385	\$366	1	9-4	PC	Alex
15925-1	Preparing and Delivering Effective Oral Presentations	\$357	\$339	1	9-4		Alex
				1	9-4		Silv
				2	6-9		Silv
70500-1	Producing Effective Government Publications: The Plain-Language Approach	\$357	\$339	1	9-4		Alex
				1	9-4		Silv
40756-1	Production Techniques and Technology	\$630	\$599	2	9-4		Alex
				2	9-4		Silv
98690-1	Programming Boot Camp	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
47100-1	Project Management for Multimedia	\$357	\$339	1	9-4	PC	Alex
				1	9-4	PC	Silv
47102-1	Project Management for Multimedia and Web Development	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
				4	9-4	PC	Silv
15214-1	Project Management for Publications	\$325	\$309	1	9-4		Alex
				1	9-4		Silv
71010-1	Project Management for Web Development	\$357	\$339	1	9-4	PC	Alex
				1	9-4	PC	Silv
				2	6-9	PC	Silv
40821-1	Quality Control in Publications	\$357	\$339	1	9-4		Alex
				1	9-4		Silv
				2	6-9		Silv
91017-1	QuarkXPress I	\$630	\$599	2	9-4	PC	Alex
				2	9-4	Mac	Alex
				2	9-4	Mac/PC	Silv
				2	9-4	PC	Silv
91018-1	QuarkXPress II	\$630	\$599	2	9-4	PC	Alex
				2	9-4	Mac	Alex
				2	9-4	PC	Silv
				2	9-4	Mac/PC	Silv
91019-1	QuarkXPress III	\$357	\$339	1	9-4	Mac/PC	Alex
				1	9-4	PC	Alex
				1	9-4	Mac/PC	Silv
10613-1	Scientific Editing	\$357	\$339	2	9-4		Alex
15500-1	Strengthening Your Management Skills	\$630	\$599	2	9-4		Alex
10822-1	Substantive Editing I	\$357	\$339	1	9-4		Alex
10870-1	Substantive Editing II	\$357	\$339	1	9-4		Alex
70700-1	Technical Writing	\$630	\$599	2	9-4		Alex
65109-1	The Designing Editor	\$357	\$339	1	9-4		Alex
98680-1	Using and Modifying CGI Scripts	\$357	\$339	1	9-4	PC	Alex
				1	9-4	PC	Silv
				2	6-9	PC	Silv
98790-1	Visual Basic I	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
98990-1	Visual Basic II	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
19203-1	Visual Thinking I	\$1,037	\$985	5	9-4	Mac/PC	Alex
19204-1	Visual Thinking II: Color Theory	\$1,037	\$985	5	9-4	Mac/PC	Alex
19205-1	Visual Thinking III: Design Principles & Typography	\$1,037	\$985	5	9-4	Mac/PC	Alex
98770-1	Web Design	\$630	\$599	2	9-4		Alex
				2	9-4		Silv
				4	6-9		Silv
98780-1	Web Graphics with Adobe Photoshop	\$630	\$599	2	9-4	Mac/PC	Alex
				2	9-4	Mac/PC	Alex
				2	9-4	Mac/PC	Silv
98781-1	Macromedia Fireworks I	\$630	\$599	2	9-4	Mac/PC	Alex
				2	9-4	Mac/PC	Silv
98600-1	Web Page Development I	\$357	\$339	1	9-4	PC	Alex
				1	9-4	Mac	Alex
				2	6-9	Mac/PC	Delete
				1	9-4	PC	Silv
				2	6-9	Mac/PC	Silv
				1	9-4	Mac/PC	Silv

EEI Communications, Inc.

CLASS ID	CLASS	GSA PRICE 0.75% IFF	CC ORDER	DURATION	TIMES	PLATFORM	LOCATION
98650-1	Web Page Development II	\$357	\$339	1	9-4	PC	Alex
				1	9-4	Mac	Alex
				2	6-9	Mac/PC	Delete
				1	9-4	PC	Silv
				2	6-9	Mac/PC	Silv
				1	9-4	Mac/PC	Silv
98660-1	Web Page Development III	\$357	\$339	1	9-4	PC	Alex
				1	9-4	Mac	Alex
				2	6-9	Mac/PC	Delete
				1	9-4	Mac/PC	Silv
				2	6-9	Mac/PC	Silv
				1	9-4	PC	Silv
				1	9-4	Mac	Silv
15200-1	What Does It Cost?: Web Sites	\$357	\$339	1	9-4		Alex
				1	9-4		Silv
79010-1	Writing for the Web and New Media	\$630	\$599	2	9-4	PC	Alex
				2	9-4	PC	Silv
65200-1	Writing News	\$630	\$599	2	9-4	PC	Alex
				4	6-9	PC	Silv
				1	9-4	PC	Silv
69045	Essentials of Technical Writing and Instruc. Design	\$630	\$599	2 days	9-4	Mac/PC	Alex
				2 days	9-4	Mac/PC	Silv
93520	Web Design for Wider Access: Techniques for Compliance	\$358	\$340	1 day	9-4	Mac/PC	Alex
				1 day	9-4	Mac/PC	Silv
93400	Web Publishing for Desktop Publishers	\$358	\$340	1 day	9-4	Mac/PC	Alex
				1 day	9-4	Mac/PC	Silv
98895	Hands on Web Design for Web Designers	\$1,446	\$1,374	5 days	9-4	Mac/PC	Alex
5520	Macromedia Dreamweaver UltraDev	\$630	\$599	2 days	9-4	Mac/PC	Alex
				2 days	6-9	Mac/PC	Silv
81595	Adobe Photoshop III: Tips and Tricks	\$358	\$340	1 day	9-4	Mac/PC	Silv
				1 day	9-4	Mac/PC	Alex
4625	Mac Repair and Troubleshooting II	\$358	\$340	1 day	9-4	Mac	Silv
87800	Introduction to Windows	\$358	\$340	1 day	9-4	PC	Silv
				1 day	9-4	PC	Alex
72530	Macromedia Fireworks for Graphic Designers	\$630	\$599	2 days	6-9	Mac/PC	Silv
				2 days	9-4	Mac/PC	Alex
03580-1	Style Summit: Editorial Evolution in the Internet Era	\$630	\$599	2 days	9-4	N/A	Alex/Silv
02285-1	Adobe Live Motion	\$630	\$599	2 days	9-4	Mac/PC	Alex/Silv
01330-1	Macromedia HomeSite	\$630	\$599	2 days	9-4	Mac/PC	Alex/Silv
90335-1	Using Digital Cameras	\$630	\$599	2 days	9-4	Mac/PC	Alex/Silv
05133	Macromedia Flash II	\$902	\$857	3 Days			
05145	Macromedia Flash III	\$630	\$599	2 Days			
95503	Adobe InDesign III	\$630	\$599	2 Days			
82530	Adobe Photoshop Restoring and Retouching	\$630	\$599	2 Days			
96102	Creating Video and Streaming Media	\$902	\$857	3 Days			
30590	Developing and Delivering Briefs	\$902	\$857	3 Days			
30645	Interpersonal Skills	\$358	\$340	1 Day			
98672	XML and Databases	\$902	\$857	3 Days			
10980	Office Networking Workshop	\$539	\$512	1 Day			
05220	Macromedia Dreamweaver UltraDev	\$630	\$599	2 Days			
70356	Strategies of Effective Writing	\$630	\$599	2 Days			

EEI Communications

Class ID	Class Description	GSA PRICE 0.75% IFF	CC Order
0400	Comprehensive Proofreading: This proofreading course will prepare you for professional proofreading in either a publications or business setting. Learn the professional methods and vocabulary of proofreading. Use type measurement tools, style sheets and checklists to guarantee accuracy. Learn why spelling is still an important skill in proofreading and practice recognizing misspelled words. Review the most common punctuation and grammatical errors. Practice proofreading text using the standard proofreading marks	\$94	\$89
0100	Introduction to Copyediting: A Review of Grammar & Style. This copyediting course as been offered by EEI Communications since 1972. This course will teach you to: <ul style="list-style-type: none"> - Reduce ambiguity and combat wordiness - Build consistency of grammar and tone - Differentiate between a style decision and a rule of grammar - Eliminate misused modifiers 	\$94	\$89
0200	Grammar for Professionals: Is it that or which? Who or whom? This class, designed for writers and editors, covers the fine points of grammar with a fine-tooth comb. Topics include: <ul style="list-style-type: none"> - Parts of speech - Pesky punctuation rules - Restrictive and nonrestrictive clauses - Dependent and independent clauses - Pronoun-antecedent agreement 	\$94	\$89
0300	QuarkXPress 4.0 – Beginner: This class will teach you the basics of QuarkXPress. You will learn how to develop simple layouts in QuarkXPress and acquire the skills needed to move on to the more advanced aspects of the program. This course is the place to start if you want to master this desktop publishing program. You will learn to: <ul style="list-style-type: none"> - Create and save documents - Format text and paragraphs - Set tabs - Work with page elements - Import and manipulate text and graphics - Combine text and graphics on a page - Wrap text around an irregularly shaped graphic 	\$94	\$89

EEI Communications, Inc.

Class ID	Class Description	GSA PRICE 0.75% IFF	CC Order
0500	<p>Web Page Development I: This online instruction courseware is designed for busy professionals who need to know the structure, tools and techniques necessary to create Web pages. Over 35 course exercises and self-assessments will prepare you to use HTML in the real world. Topics include:</p> <ul style="list-style-type: none"> - Formatting text - Images, hypertext links, and Web color - Imagemaps - Tables, layout, and forms 	\$94	\$89
0600	<p>Creating Successful Newsletters This course is designed especially for newsletter</p>	\$94	\$89
	<p>editors — those charged with managing the day-to-day publication process. This course encompasses many disciplines, including, research, writing, editing, design, production, the art of publications management as well as online newsletters. These topics are covered in short modules, with exercises so you can assess your mastery of the material presented.</p>		
0700	<p>Web Usability and Accessibility The course is geared towards the web developer who is responsible for the designing and coding of websites; or for the managers of web developers who must ensure that the usability and accessibility guidelines are met for websites that they produce. This class also focuses on designing web site so that persons with physical disabilities have equal access to the material. Topics include:</p> <ul style="list-style-type: none"> - Site Navigation - Design Guidelines - Accessibility requirements 	\$94	\$89
0800	<p>Strategies of Effective Writing - Tired of staring at the computer screen, unable to come up with just the right words — or any words — to write that letter or report? Strategies of Effective Writing teaches you how to overcome writer's block and get started with all the major forms of business communication, whether short pieces such as letters and memos or longer pieces such as reports and policy papers.</p>	\$94	\$89

EEI Communications, Inc.

Class ID	Class Description	GSA PRICE 0.75% IFF	CC Order
0900	<p>Effective Business Writing - This course is a concise review of techniques for organizing, planning, writing, and revising your business writing. The focus of this course is on a variety of shorter writing projects, including email, memos, instructions, procedures, problem solving, and replying to a difficult letter. Topics include</p> <ul style="list-style-type: none"> ? Tackling writer's block ? Getting started and planning ? Order and organization ? Tact and positive tone ? Six easy ways to write more approachably 	\$94	\$89
	<ul style="list-style-type: none"> ? Revising and polishing your message ? Word choice 		
0510	<p>Web Page Development II - Intermediate HTML This online course covers more of the advanced topics of HTML. During this course you will create a fully functional Web Site. You'll be able to easily change the content and adapt the site to whatever topics interest you or your organization.</p> <p>Intensive HTML has seven modules, each covering specific topics based on the HTML 4.0 specification:</p> <ul style="list-style-type: none"> ? How to begin ? Advanced Table Layouts ? Interactive Web Forms ? JavaScript ? Web Multimedia ? Clientside Imagemaps ? Metadata 	\$94	\$89
00560	<p>Macromedia Dreamweaver I (Online Course)- Macromedia Dreamwaver's powerful page-layout capabilities, site management tools, and groundbreaking support for dynamic HTML make this package the program of choice for many Web developers.</p>	\$94	\$89
00110	<p>Improving Editing Skills (Online Course) - This course, designed for editors, examines the real-world problems editors struggle with each day.</p>	\$94	\$89

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IT LABOR CATEGORIES	GSA PRICE 0.75% IFF
Writer	\$52.33
Substantive Editor	\$44.38
Proofreader	\$31.58
Desktop Publisher	\$48.78
Graphics Designer	\$38.51
Production Manager/Coordinator	\$40.49
Production/QC Coordinator	\$40.49
HTML and Web Maintainer	\$54.30
Web Designer	\$74.05
Multimedia Producer	\$49.37
CopyEditor	\$38.45
Technical Writer	\$88.87

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MARKETING/MEDIA LABOR CATEGORIES & C R422	GSA HOURLY PRICE			
	8/3/24 - 8/2/05	8/3/05 - 8/2/06	8/3/06 - 8/2/07	8/3/07 - 6/29/08
Proofreader I	\$24.18	\$25.10	\$26.05	\$27.04
Proofreader II	\$28.21	\$29.28	\$30.39	\$31.55
Proofreader III	\$35.26	\$36.60	\$37.99	\$39.43
Copyeditor I	\$31.23	\$32.42	\$33.65	\$34.93
Copyeditor II	\$33.25	\$34.51	\$35.83	\$37.19
Substantive Editor I	\$40.30	\$41.83	\$43.42	\$45.07
Substantive Editor II	\$48.36	\$50.20	\$52.11	\$54.09
Indexer	\$36.27	\$37.65	\$39.08	\$40.56
Writer I	\$45.34	\$47.06	\$48.85	\$50.71
Writer II	\$53.40	\$55.43	\$57.54	\$59.72
Writer III	\$110.83	\$115.04	\$119.41	\$123.95
Desktop Publisher I	\$33.24	\$34.50	\$35.81	\$37.18
Desktop Publisher II	\$46.35	\$48.11	\$49.94	\$51.84
Graphic Designer I	\$45.34	\$47.06	\$48.85	\$50.71
Graphic Designer II	\$60.45	\$62.75	\$65.13	\$67.61
Graphic Designer III/Art Director	\$75.56	\$78.43	\$81.41	\$84.51
Pubs/Production QC	\$29.22	\$30.33	\$31.48	\$32.68
Project Manager I	\$30.23	\$31.38	\$32.57	\$33.81
Project Manager II	\$55.41	\$57.52	\$59.70	\$61.97
Project Manager III	\$75.56	\$78.43	\$81.41	\$84.51
Web Site Designer I*	\$60.45	\$62.75	\$65.13	\$67.61
Web Site Designer II*	\$75.56	\$78.43	\$81.41	\$84.51
Web Animator*	\$75.56	\$78.43	\$81.41	\$84.51
Web Site Programmer Developer I*	\$65.49	\$67.98	\$70.56	\$73.24
Web Site Programmer Developer II*	\$85.64	\$88.89	\$92.27	\$95.78
Web Producer II*	\$60.45	\$62.75	\$65.13	\$67.61
Web Producer III*	\$75.56	\$78.43	\$81.41	\$84.51

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Web Site Coder II*	\$60.45	\$62.75	\$65.13	\$67.61
MM Designer I	\$60.45	\$62.75	\$65.13	\$67.61
MM Designer II	\$75.56	\$78.43	\$81.41	\$84.51
MM Programmer/Developer I	\$65.49	\$67.98	\$70.56	\$73.24
MM Programmer/Developer II	\$85.64	\$88.89	\$92.27	\$95.78
MM Producer II	\$60.45	\$62.75	\$65.13	\$67.61
MM Producer III	\$75.56	\$78.43	\$81.41	\$84.51
QA/Testing Specialist II	\$60.45	\$62.75	\$65.13	\$67.61
Systems Engineer I	\$85.65	\$88.90	\$92.28	\$95.79

* Denotes small business set-aside labor categories that must be purchased from EEI Communications' contract GS-00F-0043P.