



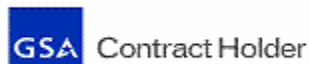
## TECHNICAL/MANAGEMENT CAPABILITIES AND CERTIFICATION

### A Brief Introduction to Keith King & Associates

The KK&A team has managed brands, created international award winning commercials, placed and bought millions of dollars in media, directed complex research to support brand and corporate launches all with successful, measured outcomes. Each Keith King associate has a long standing business relationship with KK&A and have worked together on many successful projects. KK&A simply has a team that most agencies couldn't afford or would not be able to assemble.

### KEITH KING & ASSOCIATES' SIN AND NAICS CODES

Special Item Number	SIN Codes	NAICS Codes
Advertising Agencies	541-1	541810
Advertising Material Distribution Service	541-5	541870
Direct Mail Advertising	541-1	541860
Graphic Design Services	541-4F	541430
Marketing Consulting Services	541-5	541613
Marketing Research and Public Opinion Polling	541-4A	541910
Media Buying Agencies	541-1	541830
Other Services Related to Advertising	541-1000	541890
Public Relations Agencies	541-2	541820
Motion Picture and Video Production	541	512110



### GSA Schedule Contract GS-23F-0368P

#### Advertising and Integrated Marketing Solutions (AIMS):

SIN 541-1	Advertising Services
SIN 541-2	Public Relations Services
SIN 541-4A	Market Research and Analysis
SIN 541-5	Integrated Marketing Services
SIN 541-1000	Other Direct Costs

## GSA Schedule Contract GS-23F-0369P

:  
SIN 541-4F

Commercial Art and Graphic Design

**The GSA has reviewed all completed projects awarded to Keith King & Associates and issued their Administrative report that rated Keith King & Associates as “OUTSTANDING” for their performance under both GSA contracts. Keith King & Associates GSA contracts have been extended until August, 2014.**

### **A Plug And Play Team**

- ▶ Service Disabled Veteran Owned Small Business (SDVOSB)
- ▶ GSA Contract Holder
- ▶ Extensive commercial, state and federal government account experience
- ▶ Combined KK&A media billings - \$6 million (across all media)
- ▶ Combined KK&A teaming staff – 12+
- ▶ Complete line of communications services
- ▶ The Keith King & Associates principals are a known entity

As a GSA contract holder and a verified Service Disabled Veteran Owned Small Business (SDVOSB) by the U.S. Government [www.vip.vetbiz.gov](http://www.vip.vetbiz.gov) we hope that you will assign projects to us to help meet your contracting requirements for both small businesses and Veteran Owned-Disabled Veteran Owned businesses. In preparation (anticipation) of being a valuable vendor to you we have added experts in Market Research to our team. The overall idea is to provide you with a partner that can do the job and do it well in multiple markets and disciplines.

### **Credentials/Team Bio’s**

#### **Project Manager (POC): Keith King**

Keith King is the President and CEO of Keith King & Associates and has 35+ years experience in advertising and public relations. He worked for the (then) parent Corporations of ABC, CBS and Sinclair Broadcasting television stations. **He is the primary project manager on all business.**

Keith has recently completed the US Army Accessions Command (USAAC) Institutional Review Board Protocol for Human Research Behavioral and Social Sciences and **is a certified Principal Investigator.**

Keith King & Associates, LLC (KK&A) has the privilege of working with other professionals who have been in the business a similar length of time. The KK&A team brings all of the resources needed to complete the tasks of any project.

Keith is a member of the National Association of Government Communicators (NAGC) and attended the NAGC 2009 Communications School in Orlando. At the event he reviewed the Blue Pencil and Gold Screen Award winners and has first hand knowledge of the level of competition among Government agencies and the magazines and collateral material they produce.

He is also the President of the Veterans Support Foundation, National Chairman of the Public Affairs Committee of the Vietnam Veterans of America and is a highly regarded Veterans advocate. Keith is a past State Commander and was the Public Affairs Commissioner for the

Michigan Vietnam Monument. Appointed by Governor John Engler Keith served on the Michigan Veterans Trust Fund, a \$50 million trust to assist Veterans in need for 10 years.

He studied Communications at University of Pittsburgh and over the last 20+ years he attended a multitude of industry sales and management training programs conducted by the RAB, TVB, INTV, NAB, DMA and the Sterling Institute. He graduated from Macomb County Comm. College: Warren, Mi with an Associates Degree in Business Management with Honors.

**Creative Director: Graphic Art and Web Site Design: Ellen Duckman**

Ellen is the Creative Director of Keith King & Associates and is President of the Orange Factory a cutting edge design studio. With a primary interest in visual identity campaigns, Ellen increased the scope of Orange Factory's portfolio to include all 2 dimensional design projects. These include logo design, marketing pieces, retail advertising and most recently web design for local and national accounts. She has worked on every KK&A awarded GSA project and has worked with Keith for over 15 years.

Ellen graduated from Michigan State University's (MSU) renowned Advertising and Studio Art program with a BA.

**Media Director: Barbara Mozer**

**Public Relations: Bruce MacDonald**

**Brand Management and Research: Jeff Haugen**

**Internet Marketing: Bryan Riegner**

**Multimedia Manager: Jay Ragsdale**

**Washington Office and interactive support: Jeff Smith**

Jeffrey is the KKA Digital Director and VP/General Manager of the KKA Washington DC office. Jeff developed the database, live links and the interactive "auto start" CD for all four KKA GSA "Disabled Veteran Owned Business" directory projects.

Jeff holds a MBA and BS in Business Administration from the University of Maryland University College.

**Administrative Support: Dana King**

Dana is the CFO of Keith King & Associates has been a professional Office Manager for the past 15 years. Her duties include overseeing all clerical functions, which include tracking of all media invoices, sub contractors, and billing documents. Dana left her studies at Madonna University to accept an appointment in an advanced geriatrics work program, which lead her to working in the medical field before she joined KK&A on a full time basis.

**Clients (partial list) - Relevant Experience**  
General Services Administration (GSA)  
National Institute of Allergy and Infectious Diseases (NIAID)  
Veterans Affairs (VA)  
The U.S. Army National Guard Bureau (NGB)  
Michigan Economic Development Corp. (MEDC)  
Michigan Defense Contract Coordination Center (DC3)  
Veterans Support Foundation (VSF)  
Vietnam Veterans of America (VVA)  
Don Gooley Cadillac  
Jefferson Chevrolet  
Jim Causley Pontiac-GMC  
Michigan Pain Center  
United Central Methodist Church

Please go to: [www.keithkingassociates.com](http://www.keithkingassociates.com) and click on “Portfolio” for samples of our creative work.

**Past Performance:**

Keith King & Associates has “passed” two DCAA audits of our accounting system and general business practices.