

# Corporate Capabilities



## THE BALDWIN GROUP, INC.

*Delivering Inspired Results!™*

**2010 #1 Fastest Growing Asian American Business in America**



***“Over 20 years of management support for our nation’s environment, health and transportation systems!”***

### THE BALDWIN GROUP, INC.

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Washington, DC 20003-4303

HQ: 202.544.2877; Fax: 202.544.1763

[www.tbgroupconsultants.com](http://www.tbgroupconsultants.com)

MOBIS: GS-10F-0312R

DUNS: 83-793-9115

NIH BPA: HHSN263999900T12B

Attn: **Tina Page**, VP Finance

703.392.0918

[tina@tbgva.com](mailto:tina@tbgva.com)



*Corporate Capabilities*

# GENERAL BUSINESS INFORMATION

**Company Name**

The Baldwin Group, Inc.

**Company Addresses**

*Headquarters:*

611 Pennsylvania Avenue, SE #352  
 Washington, DC 20003-4303

*Virginia Office:*

8573-D Sudley Road  
 Manassas, VA 20110

**DUN's Number**

837939115

**Contracting Vehicles**

MOBIS, SIN 874-1,-2,-4,-7 (GS-10F-0312R)

NIH BPA HHSN263999900772B

NOAA CSC Contract

**Do you have a government approved accounting system?**

Yes. Approved by NIH

**Type of company as validated by the CCR**

Small minority owned business; 8(a) graduate

**Company Point of Contact**

Tina Page, VP Finance  
 703.392.0918  
 tina@tbgva.com

NAICS Codes	NAICS Description
56111	Custom Computer Programming Services
541512	Computer Systems Design and Related Services
541513	Computer Facilities Management Services
541519	Other Computer Related Services
541611	Administrative management/General management consulting
541612	Human resources and Executive search
541613	Marketing Consulting Services
541618	Other Management Consulting Services
541690	Other Scientific and Technical Consulting Services
541720	Research & Development in the Social Sciences & Humanities
541910	Market Research & Public Opinion Polling
541990	All other Professional, Scientific, and Technical services
561110	Office Administrative Services
611710	Educational Support Services



*Corporate Capabilities*

# CONTENTS

*CORPORATE FOUNDATION. . . . . 4*

*WHAT WE DO - OUR SERVICES. . . . . 5*

*TBG PAST PERFORMANCES. . . . . 11*

*CORPORATE OVERVIEW . . . . . 12*

*CODE OF ETHICS . . . . . 13*

*The Baldwin Group, Inc. was recognized as the  
**2010 #1 Fastest Growing Asian American Business**  
in America by the U.S. Pan Asian American  
Chamber of Commerce*



CMC® (Certified Management Consultant) is the certification mark awarded by the *Institute of Management Consultants USA* (IMC USA) to Dr. Baldwin H. Tom, President & CEO of TBG, and represents evidence of the highest standards of consulting and adherence to the ethical canons of the profession. For more information about CMC, see [www.IMCUSA.org](http://www.IMCUSA.org).



*Corporate Capabilities*

# CORPORATE FOUNDATION

## Vision

*“To contribute toward a better world, one client at a time”*

## Mission

*“To deliver inspired results to transform agencies and organizations”*

# OPERATING PRINCIPLES

### Our Purpose

TBG Resultants™ deliver inspired results to exceed client expectations.

### Our Values

TBG Resultants™ believe the best relationships are built on integrity and open communications.

### Our Impact

TBG Resultants™ work with our clients to develop creative and innovative solutions that make a difference.

# OUR FOCUS



## Environment

TBG is the prime contractor for the National Oceanic and Atmospheric Administration (NOAA) Coastal Service Center (CSC) and the National Ocean Service (NOS) Coastal Management Fellowship. TBG’s CSC staff works with stakeholders to bring information, services, and technology to the nation’s coastal resource managers throughout the country and has delivered over 90 projects geared to resolve coastal issues.



## Health

For over 20 years, TBG’s staff has successfully served the Department of Health and Human Services (DHHS) and the National Institutes of Health (NIH). TBG’s record of superior performance on the NIH’s Contractor’s Evaluation testifies to our ability to provide excellent services to our clients. We work with national and international stakeholders to introduce and manage programs that support the health and well being of our country and its targeted audiences.



## Transportation

TBG serves the Department of Transportation (DOT) and has worked with the Federal Motor Carrier Safety Administration (FMCSA) and Federal Highway Administration (FHWA). TBG works with client teams to recommend performance objectives and policies; to develop effective messages; to manage services and technology programs; and to monitor progress toward improving the safety of our Nation’s transportation system and its end users.



# WHAT WE DO - OUR SERVICES

## Strategic Consulting & Facilitation

TBG Resultants™ provide expert performance improvement consulting services. We provide facilitation and decision-support services as an integral part of our engagements. We support group leaders by conducting meetings, discussion groups, and planning sessions. Our expert facilitators know how to help organizations bring teams together and use their diversity and divergent views to build a constructive and productive advantage.

- Strategy Development
- Business Case Analysis
- Business Process Modeling and Improvement
- Performance Objectives Development
- Change Management
- Strategic Facilitation
- Partnership Development and Support

### CASE EXAMPLE: Organizational Change



**CHALLENGE.** One client was concerned about a remote service center that experienced significant organizational culture issues, poor employee morale, and high turnover. The client was also concerned about potential legal ramifications. The unit needed immediate and major intervention.



**SOLUTION.** We assembled key personnel, designed a process, gathered data via What If scenarios, facilitated appreciative learning focus groups and interviews, provided coaching, and delivered an action-based report.



**IMPACT.** Within five months, new leadership was installed, key personnel departures stopped, employee grievances were reduced, morale improved, and the operating unit returned to its original high performing mode.

### CASE EXAMPLE: Decision Making



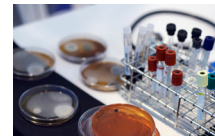
**CHALLENGE.** This client was tasked with developing a national training program within a very tight time frame. Gaining consensus of national managers was critical.



**SOLUTION.** TBG Resultants™ helped design a two-day work session that brought together 35 senior decision-makers. The sessions were energetic and productive, creating consensus on topics and approaches to the training.



**IMPACT.** The client was extremely impressed with the process with which the work flowed and decisions were made. The participants left the session energized and supportive of next-step efforts.



## Technology & Science

With our science and technical expertise, TBG staff, located in 13 states, support government officials and stakeholders in responding to challenges along our coastal zones – along bays, oceans, rivers, lakes. We help address issues around the natural environment -- climate change, source water safety, pollution mitigation, inundation, and soil erosion.

- Geographic Information Systems (GIS)
- Geospatial Data Tools
- Application, Database and Web Development
- Remote Sensing
- Document and Knowledge Management (KM)
- Systems Integration
- Technical and Scientific Support
- Project Management
- Business Process Modeling, Optimization and Improvement
- Custom Applications Development
- Software Engineering
- Systems Integration
- Contract and Grants Management

### CASE EXAMPLE: Coastal Remote Sensing



**CHALLENGE.** The coastal zone is home to an abundance of unique, diverse, and often fragile resources. Wetlands, estuaries, forests, beaches, dunes, and barrier islands harbor many benefits for coastal communities, such as maintaining air and water quality, preserving cultural and economic resources, and providing habitat, hazard mitigation, and recreation. Plans for protection and wise administration require knowledge of the presence, quantity, and condition of these resources.



**SOLUTION.** Remotely sensed imagery offers a unique opportunity to periodically document and inventory the state of the coastal landscape and how it has changed. The 2-day Remote Sensing for Spatial Analysts course offered by NOAA and TBG provides the coastal resource management community with knowledge about remote sensing data, the tools with which to analyze these data, and examples of common coastal mapping and monitoring applications.



**IMPACT.** Hundreds of professionals in the coastal resource management community now have the experience and tools to inventory and monitor the coastal landscape. Knowledge of how to select, acquire, and analyze remotely sensed data promotes the protection and wise administration of the unique, diverse, and often fragile resources found in the coastal zone.



## Program Management & Support

TBG Resultants™ assist clients in meeting their strategic and operational requirements. We pride ourselves on our ability to develop effective approaches to manage client projects. Our TBG Team creates opportunities to jointly learn and share knowledge through partnering with the client to meet their mission needs. Our expertise includes the following areas:

- Work Assignment/Task Order Management
- Program/Project Planning
- Program Audit and Evaluation
- Fellowship Management
- Help Desk

### CASE EXAMPLE: Work Efficiency



**CHALLENGE.** The client, following downsizing, needed a team to manage a set of six interrelated projects focused on commercial motor vehicle and highway safety.



**SOLUTION.** We provided a Work Assignment process to establish a structure for managing each task with defined budgets. TBG provided a senior Project Director and five Project Managers to cover and execute the six projects. In order to optimize synergies (and avoid duplication of efforts), TBG used a Think-tank Team approach (*T3-Advantage™*) that leveraged collective knowledge, yet managed each task set as discretely funded assignments with separate activities and budgeting.



**IMPACT.** Client was pleased when every project moved forward simultaneously with proposed goals met. The successes included a benchmarked study that recommended improved processes for a grants program to include full automation of the application, evaluation, and administration aspects of multiple grants. The client won two national awards from their peers for this effort.

### CASE EXAMPLE: Process Improvement



**CHALLENGE.** The costs of warehouse space for the \$6.6 million printing and distribution center operation for this agency was growing faster than revenues



**SOLUTION.** TBG studied the operations and provided process improvement recommendations.



**IMPACT.** The implemented recommendations saved \$1.6 million/year, reduced equipment utilization rates to 58%, and reduced warehouse inventories by implementing print-on-demand eBusiness capabilities.



## Meeting & Conference Planning

TBG’s staff, led by a Certified Meeting Professional, has over 20-years of continuous practice in designing, planning, and implementing meetings and conferences locally, nationally, and internationally.

### Pre-meeting Services:

- Program Development
- Budget & Financial Management
- Identification of Speakers/Participants
- Site Selection & Setup Design
- Supplier/Vendor Negotiation
- Marketing/Promotion (mail/e-mail/Web)
- Audiovisual/Multimedia Support
- Trade Show & Exhibit Planning
- Guest Programs/Special Needs
- Travel & Housing Arrangements
- Material Design and Production
- Event Database Creation & Maintenance

### Onsite Support:

- Conference/Event Coordination
- Exhibition Management
- Registration & Fee Collection
- Recording/Videotaping/Transcription
- Media Relations
- Security

### Post-Conference/Event Services:

- Reimbursements/Vendor Payments
- Tabulation/Analysis of Evaluations
- Database & Website Demographics
- Conference Proceedings
- Financial & Final Meeting Report

### CASE EXAMPLE: Unforeseen Responsiveness



**CHALLENGE.** TBG staff had a training scheduled for its client who was working with an Asian country on a drug abuse project. Meeting participants included representatives from the United States and the partnering country. The princess of that country appeared unexpectedly the night before the meeting.



**SOLUTION.** The night before the princess’s arrival, TBG’s conference coordinator was contacted by the State Department officials involved with the princess’s security. TBG’s coordinator provided all appropriate meeting information to hotel security and State Department Officials. According to protocol, the princess had to be seated in front of all meeting attendees. The room layout was changed on the day of the meeting to accommodate the princess and her entourage.



**IMPACT.** Everyone who attended the meeting had an opportunity to be introduced to the princess. Additionally, several of the princess’s subjects were extremely happy to meet her and take photographs. The princess’s attendance was handled according to protocol, the State Department’s safety and security concerns were addressed effectively, and all attendee’s expectations were exceeded by having an opportunity to meet the princess.



## Training & Organizational Development

TBG Resultants™ facilitate business successes through continuous education. We recognize the importance of investing in an organization’s human capital. This includes the application of eLearning tools. We help leverage the collective knowledge of client teams with group training and interactive processes that develop insights and skills to understand the importance of vision and accountability. TBG’s arsenal of training tools includes:

- Customized and Off-The-Shelf Training Modules
- Curriculum Development and Course Design
- Web-based Learning
- Performance Management and Outcome Evaluation
- Leadership and Team Development

### CASE EXAMPLE: Superior Service



**CHALLENGE.** The client wanted to improve their service to customers and to standardize the process through requiring customer service training.



**SOLUTION.** TBG Resultants™ developed a customized training and delivered the course to 375 persons with a corps of 12 instructors, videotaping one of the sessions. Following these sessions, the client decided that a Web-based offering would better serve the need for ongoing training for new personnel. TBG converted the training into an online course with video vignettes, case examples, section quizzes, final test, and a completion certificate.



**IMPACT.** The client rated the instructor-led training very high. In designing the online training, we engaged the client throughout by utilizing their personnel for voice-overs of text materials and as ‘actors’ in the lesson vignettes. The resulting Web-based training also received high marks because of its fully personalized approach in content and delivery.

### CASE EXAMPLE: Cycle Time Reduction



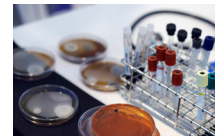
**CHALLENGE.** Client wanted to change the cycle time in their repair shop yet wanted everyone to be part of the solution and not be resistant.



**SOLUTION.** We provided training to their team in designing their OWN solutions.



**IMPACT.** The result was that they were able to reduce repair time from three days to 24 hours.



## Survey, Marketing & Outreach

An important need of all government agencies is to get the message out to its customers. *TBG Resultants™* are practiced in a range of research methods and in reaching the public and key stakeholders. We provide strategies and tactical operational plans from messaging of targeted communications to consensus building of disparate groups to focus on a common cause. We provide effective facilitation and decision-support services to aid client-partners in their mission needs. TBG excels in the following areas:

- Survey Design & Research
- Focus Groups and Market Research
- Benchmarking and Best Practices
- Social Marketing/Segmentation
- Messaging and Market Strategy
- Collateral Design and Development
- Graphic Design
- Refresh or Design Website
- Survey, Market, Educate Target Populations
- Partnership Engagement, Development and Support

### CASE EXAMPLE: State Engagement



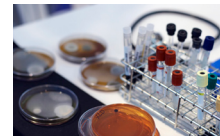
**CHALLENGE.** Our client wanted to build a national network of State representatives to serve as a national information highway safety resource for highway safety and share approaches to save lives by reducing crashes.



**SOLUTION.** TBG's team of communications and social science specialists developed a strategy, utilized collaboration methodology, introduced electronic facilitation methods, and established a robust communication schedule to engage and ultimately excite the state participants.

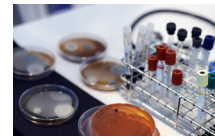


**IMPACT.** After six months, the state participants wanted to meet each other and further design the national network. The result of the face-to-face work session was the development of a national forum that attracted nearly 100 participants that included 19 new states. This success ultimately led to a national award for the Federal team guiding this program.



# TBG RESULTANTS™ PAST PERFORMANCES

		TBG Service Areas					
		Strategic Consulting & Facilitation	Technology & Science	Program Management & Support	Survey, Marketing & Outreach	Meeting & Conference Planning	Organizational Development & Training
<b>Federal Agencies</b>	Dept. of Agriculture, Food Safety & Inspection Service	✓		✓	✓		
	Dept. of Agriculture, Office of Operations	✓		✓			
	Dept. of Commerce, NOAA, Coastal Services Center	✓	✓	✓	✓	✓	✓
	Dept. of Defense, WHS/ Defense Facilities Directorate	✓		✓		✓	✓
	DHHS/Office of Family Planning			✓		✓	
	DHHS/Office of General Council				✓		
	DHHS/NIH/National Institute on Drug Abuse	✓	✓			✓	
	EPA (via Univ. W. VA)	✓			✓	✓	✓
	General Services Administration						✓
	Treasury Dept., Financial Management Services	✓		✓			
	Nuclear Regulatory Commission						✓
	Dept. Transportation, FHWA/ Office of International Programs	✓		✓			✓
	Dept. of Transportation, FHWA/EEO	✓			✓		
	Dept. of Transportation, FHWA-DC	✓		✓			✓
	Dept. of Transportation, Federal Motor Carrier Safety Administration	✓	✓	✓	✓	✓	



## CORPORATE OVERVIEW

The Baldwin Group, Inc. (TBG) is an award-winning consulting firm with a reputation for delivering inspired results. Our *Resultants™* pride ourselves on practicing customer-centric consulting to exceed client expectations. *TBG Resultants™* provide new strategies, ideas, tools, processes, and even training whenever needed. Most importantly, *TBG Resultants™* help our clients make critical decisions and validate ideas.

TBG's headquarters is in Washington, DC with staff in Manassas, Virginia, Charleston, South Carolina, and 10 other states. TBG is a Small Disadvantaged Business and an 8(a) graduate.



TBG was founded in 1988 by Dr. Baldwin H. Tom, a former university professor, Executive Director of a nonprofit leadership group, and executive with an international consulting firm. Dr. Tom was the National Board Chair of the *Institute of Management Consultants USA* (see

[www.imcusa.org](http://www.imcusa.org)). Dr. Tom is a *Certified Management Consultants (CMC®)*, a mark representative of the highest standards of consulting practices with adherence to the ethical canons of the profession. It is recognized worldwide by the *International Council of Management Consulting Institutes*.

Since 1988, TBG has successfully completed a broad range of projects for federal, state and local governments, private sector, and nonprofit organizations. Through hard work and an uncompromising dedication to ethics and excellence, TBG has won high praise as an

innovator in helping government agencies achieve new levels of excellence in performance.

TBG has a highly experienced staff of professionals working together with an arsenal of proven tools and solutions to address client needs. *TBG Resultants™* want to be more than technical advisors; we seek to become trusted advisors and partners with our clients! We have access to the expansive national network of *Certified Management Consultants (CMC®)* from IMC USA to supplement staffing needs.

Importantly, we partner with clients to create more effective and productive organizations by bridging the

**“Bridging the people side of the enterprise with the technology side of the task.”**

people resources of an enterprise with the task components of its operations. We are skilled at providing the optimal integration of an organization's purpose, processes, and people. TBG has over 22 years of management support in our nation's environment, health and transportation systems. TBG's service areas include:

- Strategic Consulting & Facilitation
- Technology & Science
- Program Management & Support
- Meeting & Conference Planning
- Training & Organizational Development
- Marketing & Outreach.



# TBG Code of ETHICS & PROFESSIONAL CONDUCT\*



*Corporate Capabilities*

CLIENTS	1.0	We will serve our clients with integrity, competence, independence, objectivity, and professionalism.
	2.0	We will mutually establish with our clients realistic expectations of the benefits and results of our services.
	3.0	We will only accept assignments for which we possess the requisite experience and competence to perform and will only assign staff or engage colleagues with the knowledge and expertise needed to serve our clients effectively.
	4.0	Before accepting any engagement, we will ensure that we have worked with our clients to establish a mutual understanding of the objectives, scope, work plan, and fee arrangements.
	5.0	We will treat appropriately all confidential client information that is not public knowledge, take reasonable steps to prevent it from access by unauthorized people, and will not take advantage of proprietary or privileged information, either for use by us, the client's firm, or another client, without the client's permission.
	6.0	We will avoid conflicts of interest or the appearance of such and will immediately disclose to the client circumstances or interests that we believe may influence our judgment or objectivity.
	7.0	We will offer to withdraw from a consulting assignment when we believe our objectivity or integrity may be impaired.
	8.0	We will refrain from inviting an employee of an active or inactive client to consider alternative employment without prior discussion with the client.
FISCAL INTEGRITY	9.0	We will agree in advance with a client on the basis for fees and expenses and will charge fees that are reasonable and commensurate with the services delivered and the responsibility accepted.
	10.0	We will not accept commissions, remuneration, or other benefits from a third party in connection with the recommendations to a client without that client's prior knowledge and consent, and we will disclose in advance any financial interests in goods or services that form part of such recommendations.
PUBLIC & PROFESSIONAL	11.0	If within the scope of our engagement, we will report to appropriate authorities within or external to the client organization any occurrences of malfeasance, dangerous behavior, or illegal activities.
	12.0	We will respect the rights of consulting colleagues and consulting firms and will not use their proprietary information or methodologies without permission.
	13.0	We will represent the profession with integrity and professionalism in our relations with our clients, colleagues, and the general public.
	14.0	We will not advertise our services in a deceptive manner nor misrepresent or denigrate individual consulting practitioners, consulting firms, or the consulting profession.
	15.0	If I perceive a violation of the Code, I will report it to TBG's President to take appropriate action, as all persons (W2 or 1099) working on behalf of TBG will have agreed to adhere to this Code.

*\*This code of ethics has been adapted from the Institute of Management Consultants (IMC USA)*

