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products & services expo

by Caroline Wenstrup

GSA's Outreach Europe 2004, the Overseas Products and Services Exposition for Federal buyers, is taking place October 18-21, 2004 at Patrick Henry Village in Heidelberg, Germany. This is the fifth biennial exposition designed specifically for GSA's Federal customers in Europe, Africa, and the Middle East.

Outreach Europe 2004 features over 200 displays from more than 150 of GSA's quality commercial partners, representing all products and services available through GSA. In addition, over 50 hours of FREE training will be available, half of which provide continuing education units (CEUs) to our customers.

Customers from both appropriated and non-appropriated fund activities are encouraged to attend.

Expo Highlights:
America's Leading Suppliers of…

- Force Protection and Security Equipment
- Computer Equipment and IT Solutions
- Professional Services
- Furniture
- Cleaning Supplies
- Office Supplies
- Appliances
- Food Service Products and Equipment
- Tools and Hardware
- Athletic and Recreation Equipment

Schedule of Events

Monday	October 18, 2004	Registration Professional Development Seminars Welcome Reception
Tuesday	October 19, 2004	Grand Opening/Ribbon Cutting Professional Development Seminars Exhibits Open
Wednesday	October 20, 2004	Professional Development Seminars Exhibits Open
Thursday	October 21, 2004	Professional Development Seminars Exhibits Open

For more information, check out the web site at www.gsa.gov/oe2004 or contact your GSA representative:

Katie Meehan
(215) 446-5093
(215) 446-5115 fax
Katie.Meehan@gsa.gov

Or our Customer Service Office Europe:

011-49-69-699-7985
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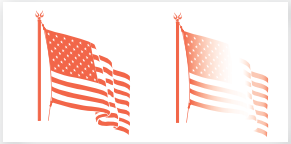
From left: Agency Certificate, "VOID" Paper, Laser Check, "Official Use" Paper, "COPY" Paper & Permit Record

Our "Permit Record" & "Agency Certificate" paper feature bank note quality borders & microtext that will distort & become unreadable if photocopied or scanned.

The "Laser Check" paper and other products feature overt warning bands that alert recipient of security features and discourage counterfeiters. Paper stock will also stain if information on the document is altered.

All of our products, such as this "VOID" Paper, feature patented hidden text patterns which appear on copies or scans of the original document.

Products such as our "Laser Check" paper feature text or logos printed in heat-reactive security ink which allow the recipient to immediatley authenticate an orginal (rub ink by hand and watch it disappear).



STOCK NO.	PRODUCT NAME	DOCUMENT SECURITY FEATURES	SHEET SIZE	PRICE (1,000 Sheets)
V1	"VOID" Paper	Hidden "VOID" images, microtext, warning band	8½" x 11"	$45.39
V2	"VOID" Paper (2-sided)	Hidden "VOID" images, microtext, warning band, (printed 2-sided)	8½" x 11"	$55.36
C1	"COPY" Paper	Hidden "COPY" images, microtext, warning band	8½" x 11"	$45.39
OU	"OFFICIAL USE" Paper	Hidden "VOID" images, microtext, warning band, heat-reactive security ink	8½" x 11"	$65.34
AC	Agency Certificate	Hidden "COPY" images, microtext, bank note border, custom heat-reactive seal, watermark paper	8½" x 11"	$80.36
PR	Permit Record	Hidden "COPY" images, microtext, bank note border, receipt, custom heat-reactive seal, watermark paper	8½" x 11"	$80.36
LC	Laser Check Stock	Hidden "VOID" images, microtext, warning band, heat reactive flag logo, watermark paper	8½" x 11"	$69.32

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Schedule # 75

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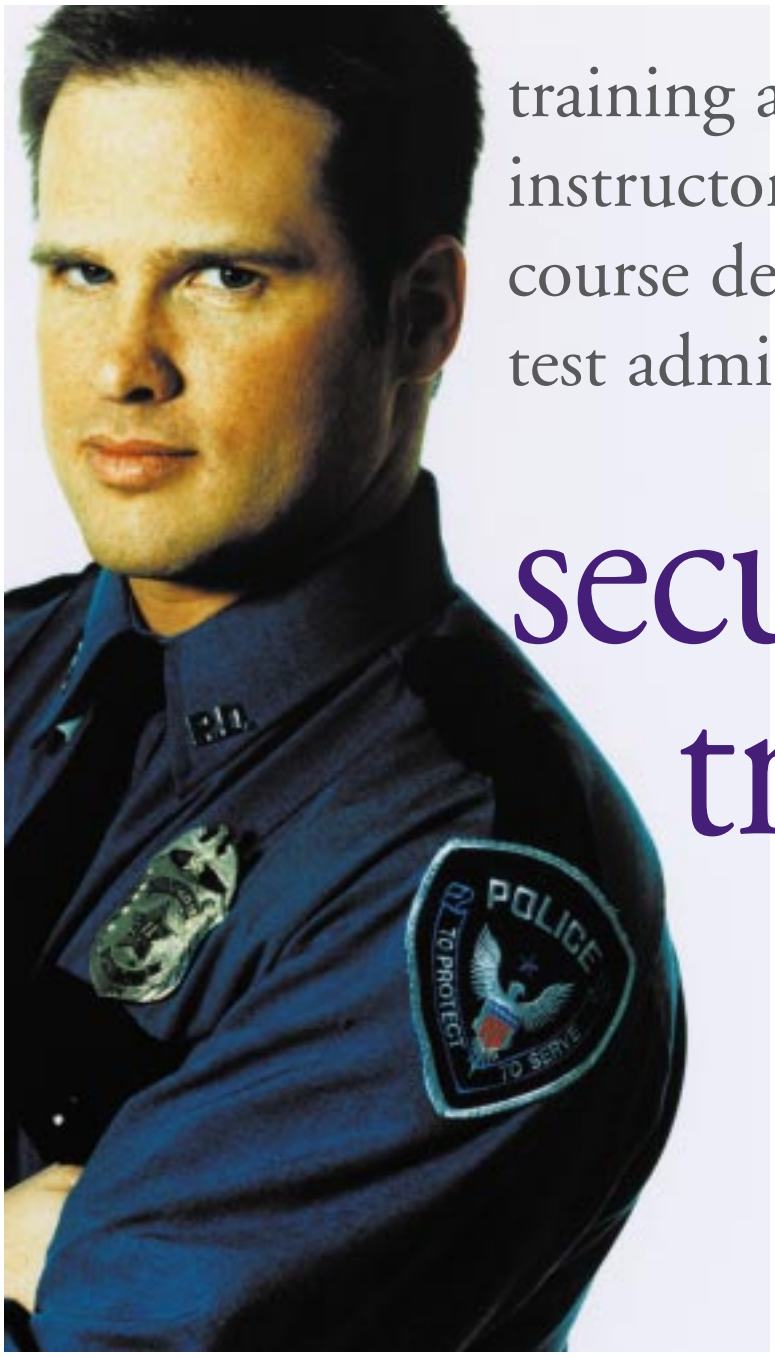
office products/supplies and services and new products/technology

security paper

With the proliferation of color copiers and scanners, the duplication and counterfeiting of important documents has increased dramatically. To help protect sensitive documents, GSA offers security paper on Schedule 75, Office Products/Supplies and Services and New Products/Technology.

Security paper is 8-1/2" x 11" and has hidden repetitive text that appears when the original document is photocopied or scanned. (Messages available include "VOID" or "COPY", with "VOID" available printed either single- or double-sided.) At the bottom of all security paper is the warning "THIS PAPER IS PROTECTED BY A HIDDEN "VOID" IMAGE WHICH SHOULD APPEAR WHEN THE DOCUMENT IS DUPLICATED". Additional security features available include the vertical left and right message "OFFICIAL USE ONLY DO NOT DUPLICATE" and micro text borders that read "PROTECTEDDOCUMENTDONOTDUPLICATE" or "PROTECTEDDOCUMENT". Other security paper products available include agency certificates and permit records sensitive to bleach and solvents. This paper has a watermark and invisible fluorescent fibers. (Agencies may also submit a seal or artwork to customize their certificates and permit records.)

GSA Contact:
Carol Brown
(212) 264-9577
carol.brown @gsa.gov



training aids & devices
instructor-led training
course development
test administration

security training

A well-educated workforce is a prime deterrent to security problems. Instructor-led training courses in security, as well as training devices and materials, may be found on the Schedule 69, Training Aids & Devices, Instructor-Led Training; Course Development; Test Administration. The Schedule offers a wide range of trainers and courses designed to supplement your security-based programs. New areas include weapons and explosives simulation training devices, Hazmat training, risk assessment, maritime, and general surveillance on-site training.

Security-related skills can be learned or kept fresh using Schedule 69. Courses offered to law enforcement/ security professionals are taught by commercial vendors and range from surveillance technologies and interrogation skills to refresher courses in handgun skills. Listed below are just a few of the courses available.

If you find that the classes listed on the schedule do not meet your needs, a custom course can be designed and offered via the Internet, Intranet, CD-ROM, text, or study guide. In addition, training can be designed to include problem analysis, interactive and simulation-based workshops, case studies, and role-playing.

Domestic Terrorism

A course in domestic terrorism focuses on crisis management by applying intelligence and skills that may be used to resolve terrorist threats or incidents. Topics discussed include threat and vulnerability analysis, domestic threat organizations, the methods of domestic threat organizations, and open source intelligence resources.

Handgun and Rifle Use

These courses provide students with the opportunity to improve their rifle or handgun skills. Courses include use of assault rifles and carbines, shotguns, and handguns.

Defensive Handgun Use

Defensive handgun use teaches barricade, low-light, and weak hand shooting, marksmanship, and the skills needed to carry and use a concealed weapon in a hostile environment. Information on the psychological and physiological effects of fear and danger on an officer during a violent confrontation are also covered in this course.

Combative Handgun Use

Combative handgun use focuses on the techniques needed for personal protection in violent confrontations. Students learn to contend with multiple attackers using their knees and hands in close combat situations, and how to retain their weapons. A refresher course is available for handgun users.

Surveillance Technologies

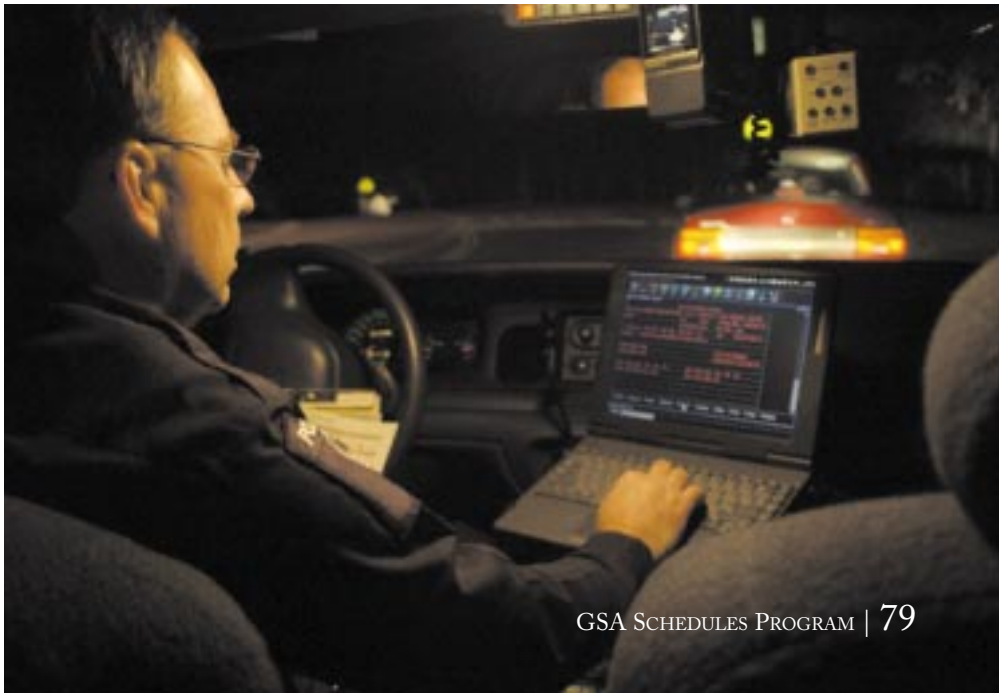
Courses are offered in the use of audio, electronic, or video technologies for surveillance.

Audio

Audio surveillance courses include an introduction to capturing clear audio, learning to construct electronic devices for field operations, countermeasure techniques, body-worn audio devices, information recovery, field-testing equipment, and concealment of devices.

Electronic

In electronic surveillance courses students may learn to employ body-worn electronic transmitters, make field adjustments to equipment, build covert devices, perform technical adjustments, and detect eavesdropping from various



systems. Other electronic surveillance courses teach the role of various participants in an assignment.

Video

An introductory-level video surveillance course teaches officer safety, long-range and portable video surveillance, and the legal considerations of video. Advanced courses involve topics such as the use of an undercover vehicle, rapid deployment surveillance, long-term installations, concealment of equipment, the use of sensors, and how to defeat interference. A course in low-light video surveillance addresses the use of low-light devices, auxiliary illumination devices, and thermal imagers.

Investigation

Investigation courses teach students how to identify critical information, analyze changing threats, use surveillance vehicles, and collect information for an investigation. Classes focusing on gangs are also offered. A course in photography for investigation covers basic principals, lenses and accessories, low-light photography, digital imaging, and the legal requirements of photographic evidence.

Computer Investigations and Forensics

There is a wide offering in computer investigation courses. Introductory courses provide an understanding of hacking, telecommunications fraud, and collection and preservation of computer evidence. Advanced computer investigation courses are for those whose primary duties revolve around

computer crime. Topics covered include practices for seizing electronic evidence, trends in computer crime, an introduction to computer forensics, and using the computer as an investigative tool. The computer forensics class is designed for forensic analysts whose primary duties involve analysis of seized evidence. Topics include networks, computer storage devices, computer architecture, and using commercial technical support when investigating crimes.

Interviews and Interrogation

A course on interviewing and interrogation techniques studies the effects of an interrogator's body language, eye contact, facial expressions, and attitude on an interrogation. Psychological factors that make getting a confession easier are discussed, as well as the importance of providing a supportive setting for an interrogation room, determining the truthfulness of a confession, handling denials, and proper development of reasons to psychologically justify a suspect's behavior. An explanation of how a properly worded question can elicit an admission of guilt is also covered.

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Schedule 874 – Management, Organizational and Business Improvement Services (MOBIS) SIN 874-1: Consulting Services SIN 874-2: Facilitation Services SIN 874-4: Training Services SIN 874-5: Support Products

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Introducing Zodiak® The Working Capital Fund Game

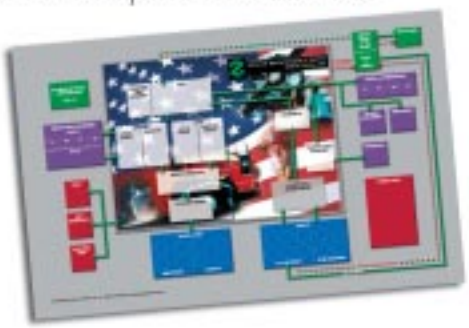
Developed with the US Air Force, and customizable to any government organization. Zodiak®: The Working Capital Fund Game is a sophisticated one-day classroom based simulation cleverly disguised as a game. Players are plunged into the challenge of managing the financial and strategic operations of a critical municipal department. It isn't long before they face demands for services that exceed appropriations, looming deficits and budget cuts. On top of that, payroll has to be met, cash flow is tight and city personnel are asking questions.

Players review budgets, determine labor and supply needs, make difficult decisions and experience the ups and downs of using a Working Capital/Revolving Fund. By the end of the day (three years in game time!), strategies pay off, costs are under control and learners have discovered what it takes to run a financially sound and operationally effective "business."

Then, learners are guided to link what they've learned in the game to their real-world challenges. Tailored "Connections" activities help them understand the financial and strategic issues of their own business environment, and where they personally have an impact on success.

This innovative simulation allows all government personnel to:

- Understand the "big picture" of utilizing a Working Capital/Revolving Fund to operate a unit or department
- Read and interpret "financial statements" as well as key financial measures such as operating results and inventory turnover
- Recognize how day-to-day decisions impact operational success and effective fund usage
- Understand the impact of vendor relationships and cost-effective purchasing on cash
- Recognize their own impact on "bottom line" success.



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SCHEDULE 738 X

& human resources equal employment opportunity services

Could your agency use some help in performing human resources duties, including pre-employment screening? Schedule 738 X, Human Resources & Equal Employment Opportunity Services, offers assistance with human resources duties including planning and recruitment, personnel actions, and pre-employment screening (low-end and high-end).

Schedule 738 X can further assist in pre-employment screening with activities such as verification of previous employers, salary histories, education, references, professional licenses, residences, family and neighbors, or criminal records, and credit history checks. All investigative activities are also conducted in compliance with the Fair Credit Report Act, (Title 15 USC), as amended.

This isn't all you can do with this schedule. The Human Resources Department can also provide assistance with workers compensation issues, alternative dispute resolution for discrimination claims, counseling for those who believe they have been discriminated against, and instruction and delivery of EEO courses.

GSA Contact:

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valerie.thomas@gsa.gov

Tony Zaza
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tony.zaza@gsa.gov

NEED LOGISTIC SERVICES?

GSA Schedule 874 V, Logistics Worldwide, provides a simplified process to procure Logistic Services. Using Schedule 874 V, you are now able to issue a task order in weeks as opposed to months, with just a few clicks of your mouse. The Services offered are:

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For further information, please visit:
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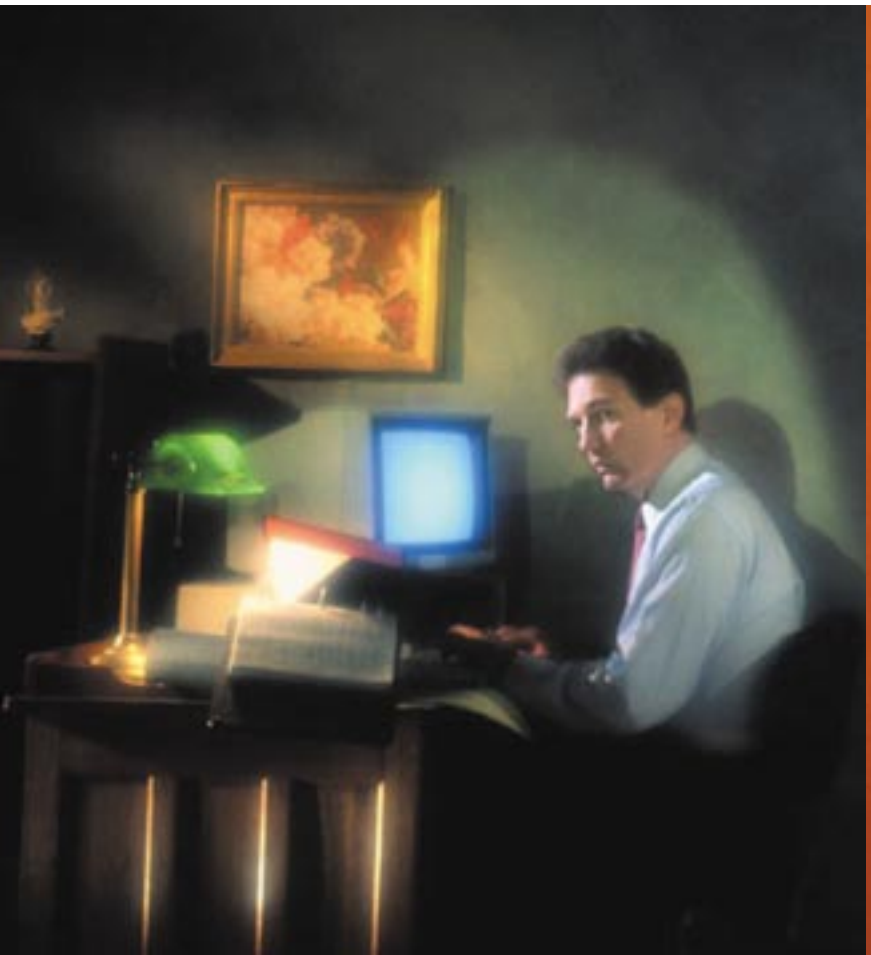
A dense thud echoes throughout the office hallway. A shadowy figure emerges from the distance and walks into the light. What appears is a middle-aged man dressed in an inexpensive suit in need of ironing. He walks hastily through the hallway, pushing coworkers left and right, grasping tightly a worn manila folder containing ostensibly important documents. The man bursts through a door marked "language services". A thin, pale looking fellow is nervously sifting through documents in a desk drawer and is startled by the man's sudden appearance. ☛

found *in* translation



The man bellows, "Johnson, I need these documents translated into five languages by 4 p.m. Monday!" The man exits, slamming the door on his way out. Johnson runs his pale fingers through his thinning mane. He mumbles, "how am I going to get this job done and in time?" At that exact moment, Johnson spots the latest issue of MarkeTips on his desk. He quickly moves everything aside and grabs the following checklist.

Translation Project Preliminary Checklist

The following checklist can be extremely helpful when preparing documents and allocating resources for a translation project.

Objectives

Type of service
Translation
Multilingual Desktop Publishing
Both
Final output (file type, reference hard copy, camera ready, pdf)

Timeframe
Are the source language files or documents approved and ready for translation?
Are the materials available in electronic format?
What software application was used to create the source language files?
PC or Mac platform?
Word count?
Has your agency translated similar materials before?
If so, do you have access to a glossary of preferred terms?

Target languages/Target audience
Determine the target audience and languages.
Determine the register (i.e. reading level) of the target audience.

Revision process
Will you have the translated materials reviewed by an internal or a third-party reviewer?
Who will coordinate the review process?

File Preparation

For translation
Create a list of files that will require translation.
Classify the files by type and determine the order in which they should be completed.

For desktop publishing
Create a list of graphic files that will require translation.
The text in these files should be editable.
The multilingual desktop publisher will need you to provide fonts used to create the original graphics.

Basic guidelines – Daily output
Translation: 1,500-2,000 words per day
Editing/Proofreading: 4,000-5,000 words per day

Translation memory (TM) Consider using TM if applicable. By utilizing translation memory software, translators are able to analyze files and identify what percentage of the content requires translation. Redundant text can result in substantial cost reduction and decrease the overall duration of a translation project.

Translation memories offer dramatic productivity and efficiency gains on translation projects as they improve quality and consistency. A translation memory acts as a repository that stores a translator's past work. The translator retains full control over content and quality while the database relieves the burden of repetitive work and time-consuming terminology searches or searches for changes to update revised documents. These source-target language repositories are updated and maintained throughout the project, to ensure consistency across the client's documentation.

Stay tuned to MarkeTips for more information on our Language Services offerings featured in our upcoming September issue!

For more information on GSA's Language Services Schedule, please contact:
Tammy Lindsley
(253) 931 7627
tam.lindsley@gsa.gov.

SCHEDULE 67

photographic equipment, supplies, and services

Photography—it's a tool that's used in a wide range of applications throughout the Federal government. From security to science, from public information to archival requirements, Federal agencies depend upon a vast assortment of cameras, equipment, photographic supplies, and photographic services.

That's why GSA is proud to announce Schedule 67, Cameras, Photographic Printers, and Related Supplies & Services (Digital and Film-Based), formerly part of Schedule 36, The Office, Imaging, and Document Solutions. Schedule 67 offers customers a staggering array of photographic tools that help your department fulfill its mission reliably and consistently.

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- 35mm, photo ID, and microfilm cameras. (Schedule 67 also has print systems to produce quality IDs and software for microfilm cameras.)
- 70mm, aerial, still picture, motion picture, and x-ray films, as well as paper and chemicals for photo and radiographic applications. Conventional cameras include APS, single-lens reflex cameras, and self-processing systems.
- Photo ID cameras include digital card print systems. Accessories include plastic cards, card, and badge attachments.
- Photographic laboratories providing services for images on film, CDs, floppy discs, memory cards, or even in e-mails. (For digital cameras, instant prints are available via the Internet.)
- A variety of film processing services for 16mm and 35mm films, as well as for microfilm, slides, and filmstrips. In addition, Schedule 67 can be used to have photos scanned, retouched, restored, archived, duplicated, saved on CD, or even stored on a vendor-maintained website.
- Desktop digital photo equipment that includes scanners, inkjet and wide-format printers, and software.

You'll find a complete line of photographic equipment, supplies, and services by going to schedule 67 on e-schedules library at GSA*Advantage!*®

Contact:
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(212) 264-9577
carol.brown@gsa.gov