



Anatomy of a Warrior, 1870

# George Mason University Athlete Services

Proposal by CORE Sport Massage Therapist,  
Kim Fischer-Key, CMT, LMBT, NCBTMB

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Signed: Kim Fischer-Key

Date: January 17, 2019

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# I. Procedural Information

## a. Signed Cover Page



Purchasing Department  
4400 University Drive, Mailstop 3C5  
Fairfax, VA 22030  
Voice: 703.993.2580 | Fax: 703.993.2589  
<http://fiscal.gmu.edu/purchasing/>



### REQUEST FOR PROPOSALS GMU-1556-19

**ISSUE DATE:** January 10, 2019

**TITLE:** Sports Massage Therapy

**PRIMARY PROCUREMENT OFFICER:** Christopher Mullins, Sr. Buyer, [cmullin4@gmu.edu](mailto:cmullin4@gmu.edu)

**SECONDARY PROCUREMENT OFFICER:** Erin Rauch, Assistant Director, Purchasing, [erauch@gmu.edu](mailto:erauch@gmu.edu)

**QUESTIONS/INQUIRIES:** E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on January 15, 2019. **All questions must be submitted in writing.** Responses to questions will be posted on the Mason Purchasing Website by 5:00 PM EST on January 16, 2019. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

**PROPOSAL DUE DATE AND TIME:** January 21, 2019 @ 2:00 PM EST. Hand deliver or mail proposals directly to the address above. Electronic submissions will not be accepted. A public opening will not be held. Late proposals will not be accepted.

**Note:** A return envelope is not being provided. It is the responsibility of the Offeror to ensure the proposal is submitted in a sealed envelope, box, container, etc. that clearly identifies the contents as a proposal submission in response to this Request for Proposal. See Section XI Paragraph C herein. If delivering proposals by hand, deliver to the Purchasing Department located in Suite 4200 of Alan and Sally Merten Hall (Merten Hall), Fairfax Campus. Campus Map. Office hours are 8:30AM to 5:00PM.

**In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.**

Name and Address of Firm:

Kim Fischer-Key  
3425 Martha Custis Drive  
Alexandria, VA 22302

FEI/FIN No. \_\_\_\_\_

Fax No. \_\_\_\_\_

Email: Kim.fischerkey@gmail.com

Date: 1/17/2019

By: Kim Fischer-Key  
Signature

Name: Kim Fischer-Key

Title: Owner

Telephone No. 202.412.1405

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

b. Vendor Data Sheet

**ATTACHMENT A  
VENDOR DATA SHEET  
TO BE COMPLETED BY OFFEROR**

1. **QUALIFICATION OF OFFEROR:** The Offeror certifies that they have the capability and capacity in all respects to fully satisfy all of the contractual requirements.

2. **YEARS IN BUSINESS:** Indicate the length of time in business providing this type of service:

Type of Business: Sport massage and injury therapy 6 Years 3 Months

3. **BUSINESS STATUS:**

- A. Type of organization (circle one):

Individual  
Sole Proprietor

Partnership  
Government

Corporation  
Other (explain)

- B. Category (circle one):

Manufacturer/Producer  
Service Establishment  
Other (explain)

Mfg.'s Agent  
Distributor

Retailer  
Wholesaler

- C. Status: If your classification is certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), provide your certification number \_\_\_\_\_. For certification assistance, please visit <http://www.sbsd.virginia.gov/>. (Please check all applicable classifications. Must be certified with VIRGINIA SBSBD to qualify)

\_\_\_\_ (MB) MINORITY OWNED. "Minority-owned business" means a business that is at least 51% owned by one or more minority individuals who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more minority individuals.

☒ (WB) WOMAN OWNED. "Women-owned business" means a business that is at least 51% owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or legal resident aliens, and both the management and daily business operations are controlled by one or more women.

☒ (SB) SMALL BUSINESS: "Small business" means a business that is at least 51% independently owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens, and together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years. One or more of these individual owners shall control both the management and daily business operations of the small business.

\_\_\_\_ LARGE BUSINESS

I certify the accuracy of this information.

Signed: Kim Fischer-Key Title: owner  
Printed Name: Kim Fischer-Key Date: 1/17/2019

**c. Payment Preference**

As specified in Section XIV of the Request for Proposal: **Payment Terms / Method of Payment**, Kim Fischer-Key is requesting **Option #3 – Net 30 Payment Terms**

**d. Copy of Virginia Massage Therapy License**

**COMMONWEALTH OF VIRGINIA**  
DEPARTMENT OF HEALTH PROFESSIONS

*David E. Brown, D.C., Director*

*Jay P. Douglas, MSM, RN, CSAC, FRE*  
Executive Director  
(804) 367-4515

**Board of Nursing**

**Certificate to Practice as a Massage Therapist**

**Kimberly Fischer**

9960 Mayland Drive, Suite 300  
Henrico, VA 23233-1463  
[www.dhp.virginia.gov/nursing](http://www.dhp.virginia.gov/nursing)

Expires  
**02/28/2019**

Certificate to be posted in public area of practice location  
pursuant to 18 VAC 90-50-20(C)

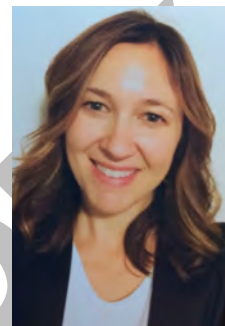
Number  
**0019006024**

**For Information About This License, visit our website: [www.dhp.virginia.gov](http://www.dhp.virginia.gov)**  
**To File a Complaint About a Licensee, Call: 1-800-533-1560**

## II. General Firm Background and Information

### a. Background and brief history of the firm

Kim Fischer-Key, CMT, LMBT, NCBTMB, began her professional life of bodywork in the Bay Area after returning to the states in 2000 with several French degrees. She obtained her Massage Therapy Certification in 2005 with a specialization in NeuroKinetic Therapy which focuses on muscle activation and discovering inefficient musculoskeletal compensation patterns. She became Board Certified in Therapeutic Massage and Bodywork by the National Certification Board for Therapeutic Massage and Bodywork in 2006.



Her first move to the Washington, DC area in 2006 led her to merge her sole proprietor private practice, where she spent two years working on high school athletes, into an integrative rehabilitation clinic in 2008. There, she became the Director of Clinical Massage Therapy and created a clinically focused professional mentor program for massage therapists and taught at two area massage therapy schools. She was also on call for performers for the Washington Ballet and the Kennedy Center.

Kim became certified in Clinical Bike Fit after a move west to Portland, Oregon in 2013. She used her posture knowledge with injured cyclists and started Posture Bike Fit to discern athletes' inefficient body patterns with bike corrections to create a longer, pain free race.

Always seeking to expand her skills, she completed Mind Body Medicine training at Harvard, has a Postural Alignment Certification from the founders of The Center of Neurosomatic Studies and was the first American to graduate from Connaissance et Evolution with a diploma in Neuro-Sensory Therapy in Paris, France, a two year program for European osteopaths in understanding how chronic pain affects the nervous system. She recently studied Myofascial Decompression (MFD) with Chris Daprato, DPT, from UCSF.

Kim recently returned to the Washington DC area after spending two years in Boone, North Carolina as the Sport Massage Therapist for the Division I Appalachian State Football Team, helping them win two conference titles. She is also a three year member of the National XPE Core Sport Bodywork Team, working with Division I football players preparing for the NFL Draft at a training facility in Florida where last year, five of her athletes were signed.

Kim has experience working in a variety of athletic environments, from the training room, on the field, pre and post race events, or backstage. She has established a reputation for helping athletes both prepare for the demands of their individual sport as well as find relief from pain to achieve more efficient movement.

### b. Location and organization structure

Kim Fischer-Key is currently a Sole Proprietor with a business license in North Carolina and is currently obtaining her background checks for a business license in Fairfax, VA.

She holds Massage Licenses in both Virginia #0019006024 and North Carolina #16200 as well as the National Certification Board for Therapeutic Massage and Bodywork #504109-05.

SWaM Certification is fully agreed upon and paperwork is being aggregated for application to the Department of Small Business and Supplier Diversity.

### **c. Experience in Division I College Athletics**

Kim spent two seasons as the Sport Massage Therapist for Appalachian State Football Team, a Division I college football team in Boone, North Carolina.

She worked an average of 4 hours/week, beginning in August during training camp and ending after the Conference title game first week of December: 72 hours per year x 2 years = 144 hours

In July 2016 and January 2017, Kim traveled to a training facility in Florida to work as a Sport Massage Therapist with graduated Division I athletes preparing for NFL Combine.

She worked an average of 20 hours/week for 2 weeks = 40 hours

Kim has a combined total of 184 hours of work experience with Division I athletes in two different settings.

### **d. Other qualifications**

Association of Bodywork and Massage Practitioners  
Wellcoaches Training  
Brain Gym

## **III. Cost of Services**

Kim Fischer-Key, CMT, LMBT, NCBTMB maintains two billing structures:

Structure I: Time spent traveling to and from specified athletic events required by the team  
\$60/ hour

Structure II: Time spent working on athletes  
\$120/hr for Swimming, Men's and Women's Basketball, and Track and Field. This includes the contract example of a 2-3 year contract with no rate change allowed.

One (1) hour, billed in one (1) hour segments with 15 minute sub-segments. This allows for maximum flexibility for the athlete.

### **a. Set-up**

Each one (1) hour can be divided into any 15 minute segment as needed by athlete/coach/trainer etc. Each segment includes Sports Massage based on the athlete's pain/injury/coach or trainer suggestions.

Example Set-up 1: One (1) Hour provides four (4) 15-minute sessions for four (4) individual athletes which equals \$30 per athlete.

Example Set-up 2: One (1) Hour provides two (2) 30- minute sessions for two (2) individual athletes which equals \$60 per athlete.

Example Set-up 3: One (1) Hour provides one (1) 60- minute session for one (1) individual athlete which equals \$120 per athlete.

Minimum schedule is a three (3) hour block for a maximum of 12 athletes. There is a six (6) hour day block maximum with a one (1) hour lunch break.

## **b. Schedule**

Sessions can be scheduled per season with mutually agreed upon days of availability.

Sample Schedule:

Tuesday:	8am-11:00am; Swimming 12pm-3pm; Women's Basketball
Friday:	9-12pm; Men's Basketball
Saturday:	1-4pm; Track and Field

## **c. Payment Terms/Method of Payment**

Option #3- Net 30 Payment Terms

# **IV. Additional Material**

## **a. Statement of Needs:**

To improve and support the performance of George Mason University athletes, specifically Men's Basketball, Women's Basketball, Track&Field, and Swim teams.

Kim Fischer-Key, CORE Sport Massage Therapist, uses individualized targeting of athletes' specialized sport to increase their ability to play and practice at optimal levels. Focused attention on each players' musculoskeletal needs, Kim Fischer-Key helps to increase practice and play time and decrease risk of injury.

## **b. Athletic Improvement Services Provided**

The following are examples of techniques used to help athletes with 1. Postural Alignment, 2. Structural Balance, 3. Improved Movement Patterns

1.Body Alignment by focusing on an athlete's pelvic positioning by working on hip flexor and leg muscles to increase stride length and leg reach allowing them to run/jump stronger, faster.

This skill will assist the following sports: basketball, soccer, swimming, track and field, football, field hockey, tennis, cross country, baseball, softball, cycling

2. Balance patterns are improved by working rib cage muscles and diaphragm attachments to increase arm reach and spinal twisting range of motion. This includes arm, wrist, and hand work to allow for increased grip potential.

This skill will assist the following sports: wrestling, golf, swimming, baseball, softball, football, soccer, field hockey, tennis, cross country, volleyball, cross country, track and field

3. Movement patterns are refined with an increase in lateral leg stride with work on ankle flexibility and medial leg muscles.

This skill will assist the following sports: soccer, golf, baseball, softball, football, field hockey, tennis, volleyball, track and field, cycling

Additional services available depending on individual athlete. Myofascial Decompression Therapy (MFD) Cupping Therapy is also available.



**V. Signature of Offeror:**

Signed: Kim Fischer-Key  
Kim Fischer-Key, CMT, LMBT, NCBTMB  
Sole Proprietor, Offeror

Date: January 17, 2019

ORIGINAL COPY