



**Word Wizards**® inc.

508 compliance  
transcription  
graphic design

Response to  
**Alliance for Innovation (AFI)**  
**RFP AFI-2025-118**

**ADA Digital Accessibility**

**WCAG 2.1 AA / 2.2 AA Compliance Services**

Workstreams 2, 3, 4, 6, and 7

**Tab 4: Qualifications and Experience**

*Submitted by*

**Word Wizards Inc.**

UEI: N5FGWMP1ZW89

SBA Certified Woman-Owned Small Business (WOSB)

WBENC Certified | GSA Contract: GS-07F-0641X

8609 Second Avenue, Suite 406-B  
Silver Spring, MD 20910

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## Tab 4: Qualifications and Experience

### EVALUATION SECTION 3: OFFEROR QUALIFICATIONS & EXPERIENCE

#### Section 3.1: Company Information

##### Authorized Agent

Ilana Gordon, Chief Executive Officer  
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##### Company Profile

Company Name:	Word Wizards Inc.
Address:	8609 Second Avenue, Suite 406-B, Silver Spring, MD 20910
Phone:	301.986.0808
Website:	www.wordwizardsinc.com
Year Established:	1981 (Operating) - 1989 (Incorporated)
UEI:	N5FGWMP1ZW89

Word Wizards Inc. is a woman-owned small business that has specialized in digital accessibility services, document compliance, and multimedia accessibility solutions since the earliest days of these technologies. Our CEO, Ilana Gordon, pioneered digital publishing services in the professional market and has guided the company through every subsequent technological transformation. Our location in the Washington, D.C. metropolitan area provides proximity to federal agency partners while our remote-capable infrastructure enables seamless service delivery to agencies nationwide.

The company is financially stable with a consistent history of profitable operations and successful contract performance spanning over four decades. We maintain the capacity to support a multi-year, national cooperative contract through a combination of full-time professional staff, a vetted subcontractor network, and strategic technology partnerships including our collaboration with the leading automated document remediation platform.

##### Client Scope

Word Wizards serves a diverse portfolio of public and private sector and regulated industry clients, with particular depth in federal agencies and growing experience with state, local, and educational institutions.

**Federal Government:** Word Wizards has served federal agencies for over 35+ years, establishing long-term relationships with major departments including the U.S. Department of Health and Human Services (HHS), the U.S. Small Business Administration (SBA), and the U.S.

Office of Personnel Management (OPM). Our federal work spans multiple sub-agencies within HHS, including the Food and Drug Administration (FDA), Health Resources and Services Administration (HRSA), National Institutes of Health (NIH), and the Program Support Center (PSC). This multi-agency federal experience has developed our capacity to coordinate with diverse stakeholders, navigate complex organizational structures, and deliver consistent quality across varied requirements.

**State and Local Government:** Word Wizards is expanding our state and local government portfolio, recognizing the urgent compliance needs created by DOJ's Title II web accessibility requirements. We were recently awarded a contract with the City of Palm Coast, Florida, demonstrating our capability to serve municipal governments with the same quality and responsiveness we provide to federal clients. We are actively pursuing additional state and local opportunities as public entities face the April 2026 and April 2027 compliance deadlines.

**Higher Education:** Word Wizards holds a contract with University of California Berkely, Harvard University, Coastal Carolina University and most recently the University of Missouri for document remediation services, providing accessibility support to the university community. Our higher education experience includes understanding the unique challenges faced by academic institutions in making diverse content, course materials, administrative documents, research publications, and public communications, accessible to students, faculty, and the public.

**Healthcare and Regulated Industries:** Through our extensive work with HHS component agencies, Word Wizards has developed deep expertise in healthcare-related accessibility requirements. We regularly handle sensitive health information, medical research documents, and regulatory materials that require both accessibility compliance and careful attention to accuracy and confidentiality. Our experience with FDA, NIH, and HRSA has equipped us to serve healthcare organizations, research institutions, and entities operating in highly regulated environments.

## Section 3.2: Accessibility & Government Experience

### Digital Accessibility Expertise

Word Wizards has specialized in digital accessibility services for over 25+ years, making us one of the longest-tenured accessibility service providers in the United States. Our expertise spans the full range of accessibility standards and requirements relevant to public sector entities:

- **WCAG Expertise:** Comprehensive experience with WCAG 2.0, 2.1, and 2.2. Our team actively monitors W3C working groups and prepares for emerging standards including WCAG 3.0 readiness.
- **Section 508:** Deep expertise in Section 508 of the Rehabilitation Act, developed through two decades of federal agency service. We contributed to the development of HRSA's accessibility checklist, an extension of the HHS 508-compliance PDF checklist covering graphic design, media, and video products.
- **PDF/UA:** Expert implementation of ISO 14289 (PDF/UA) standards, ensuring documents meet international accessibility specifications for PDF content.
- **ADA Title II and Title III:** Current expertise in Americans with Disabilities Act requirements for state and local governments (Title II) and places of public accommodation (Title III), including the DOJ's April 2024 final rule establishing WCAG 2.1 AA as the standard for public entity web content.

## Training and Consulting Experience

Word Wizards brings substantial experience developing and delivering accessibility training and consulting services for government and institutional clients. Our training expertise complements our remediation services by helping agencies build sustainable internal capacity for accessible content creation.

Our consulting and advisory programs draw on the same deep expertise that powers our remediation services, decades of hands-on experience making federal documents, forms, and video accessible, combined with current knowledge of evolving standards and technologies. We translate this expertise into practical, actionable education that enables agency staff to contribute meaningfully to their organization's accessibility mission.

Our training delivery capabilities span multiple formats and audiences. We developed and delivered an extended webinar series for the University of Nevada, Reno covering accessible design principles and accessible video production techniques. For private sector clients, we have conducted live webinar sessions educating content producers on creating accessible documents and multimedia from the outset. Most recently, Word Wizards began producing modular videos for the HUD Exchange to create a series exploring specific accessibility topics for broad educational distribution. These engagements demonstrate our ability to tailor training content and delivery methods to diverse organizational needs, from higher education institutions to federal agencies to private enterprise.

## Experience with Formal Remediation Requirements

Word Wizards has supported clients operating under formal accessibility remediation obligations. This experience has given us insight into the structured remediation planning, progress reporting, and documentation requirements that accompany formal compliance mandates. We understand the heightened accountability and timeline pressures that agencies face when operating under settlement agreements, consent decrees, or regulatory enforcement actions, and we structure our services to support clients in meeting these obligations.

## Multi-Agency and Cooperative Experience

**Demonstrated Experience—Document Design and Remediation:** Word Wizards' most extensive multi-agency experience comes from our 35-year relationship with the U.S. Department of Health and Human Services through the Program Support Center (PSC). This engagement involves direct coordination with multiple HHS sub-agencies, including FDA, HRSA, NIH, and PSC divisions, each with distinct requirements, stakeholders, and workflows.

**Scope and Scale:** This work required us to coordinate with diverse agency contacts and decision-makers simultaneously while maintaining consistent quality standards across varied requirements and content types. We developed the capacity to scale our operations to meet fluctuating demand across multiple agency portfolios, ensuring timely delivery regardless of volume. Success in this environment demanded effective communication with both technical staff and executive stakeholders, as well as the flexibility to adapt our processes to accommodate different agency preferences and systems.

**Demonstrated Experience—Development and remediation of Fillable Forms:** Another example of how our team brings substantial experience delivering accessibility and document compliance services across large-scale, multi-jurisdictional programs is our work with the **Administrative Office of the U.S. Courts (AOUSC)**, where we provided comprehensive Section 508 compliance services spanning the entire federal judiciary system.

**Scope and Scale:** Under this engagement, we were responsible for converting court forms from jurisdictions across all 94 federal judicial districts, 12 courts of appeals, and specialized courts nationwide to Section 508-compliant, fillable PDF formats. This work required coordinating with multiple stakeholders across diverse geographic regions while maintaining consistent quality standards and compliance with federal accessibility requirements.

**Standardization Across Agencies:** Beyond form remediation, we led efforts to standardize all letterheads for administrative judges throughout the federal court system. This initiative required developing uniform templates that met both accessibility standards and the unique branding requirements of the judiciary, ensuring consistency across hundreds of judicial offices while accommodating regional variations where necessary.

#### **Key Capabilities Demonstrated:**

- Successfully managed high-volume document remediation across a decentralized, multi-jurisdictional organization
- Developed scalable workflows capable of processing documents from numerous source agencies simultaneously
- Maintained strict compliance with Section 508 requirements while meeting diverse stakeholder needs
- Delivered standardized solutions that balanced consistency with flexibility for local requirements

#### **Financial Stability**

Word Wizards brings exceptional financial stability to this contract, built on 44 years of continuous operation and prudent business management:

- **Operational longevity:** Founded in 1981 and incorporated in 1989, Word Wizards has successfully navigated multiple economic cycles, technology transitions, and market changes while maintaining continuous operations and client service.
- **Credit and banking relationships:** Word Wizards maintains an exceptional credit rating and positive banking history, reflecting our consistent financial management and reliable business practices.
- **Vendor and contractor relationships:** We maintain solid relationships with vendors and contractors, ensuring operational continuity and cash flow stability between periods of service delivery and payment receipt. These relationships enable us to scale capacity as needed without financial strain.
- **Federal contract performance:** Our multi-year federal contracts, including ongoing agreements with HHS, SBA, and OPM-OIG, demonstrate our capacity to sustain performance over extended contract periods and our reliability as a government contractor.

Word Wizards has the financial foundation to support a multi-year, national cooperative contract, with the stability to invest in service delivery, maintain staffing levels, and honor commitments throughout the contract term.

## Section 3.3: Capacity & Reach

### National Service Capacity

Word Wizards confirms our capacity to provide the full scope of proposed services, including training, consulting, guidance, advisory roles, document remediation, forms remediation and development, video captioning, and audio description to agencies throughout the United States. Our service delivery model is location-independent: all work is performed by U.S.-based staff, with secure file transfer infrastructure enabling seamless service to agencies regardless of geographic location.

Our capacity model combines three elements that enable us to scale efficiently:

- **Core professional team:** Full-time accessibility specialists with years of federal agency experience, providing consistent quality and institutional knowledge.
- **Trained subcontractor network:** Vetted accessibility professionals who meet our quality standards and can be engaged for surge capacity or specialized requirements.
- **Automation-Enhanced (AE) processing:** Through our partnership with archSCAN, LLC, we offer AE services utilizing the Accessibility On-Demand (AoD) platform. archSCAN serves as our technology partner and reseller for AoD, handling platform implementation, deployment, training.

### U.S. Territory Coverage

Word Wizards can serve Participating Public Agencies in U.S. territories including Guam, U.S. Virgin Islands, Puerto Rico, American Samoa, and the Northern Mariana Islands. Our remote service delivery model, based on secure file transfer and electronic communication, operates identically regardless of agency location. No special conditions or limitations apply to territory-based agencies; they receive the same services, pricing, SLAs, and support as agencies in the continental United States. Our support model includes live telephone assistance during standard business hours, supplemented by after-hours email support to address urgent issues outside normal operating times.

### Addressing Challenges Across Agency Sizes and Capabilities

Word Wizards anticipates and proactively addresses the challenges inherent in serving agencies of varying sizes and technical capabilities:

**Small agencies with limited resources:** Many small municipalities, special districts, and nonprofit organizations lack dedicated IT or accessibility staff. We address this through full-service support that minimizes agency burden, simple submission methods, plain-language communication, ready-to-use deliverables, and dedicated Project Manager attention regardless of project size. Our no-minimum-order policy and affordable per-page pricing ensure that small agencies can access professional services within their budgets.

**Agencies with legacy content backlogs:** Many agencies face large volumes of legacy documents requiring remediation before compliance deadlines. AE automation-enhanced processing addresses this challenge by enabling cost-effective batch processing of archival content, while manual remediation handles priority and complex materials.

**Agencies with diverse content types:** Public agencies publish widely varied content, from simple meeting minutes to complex technical reports, interactive forms, and multimedia. Our comprehensive service offering covers this full spectrum, and our tiered complexity pricing ensures agencies pay appropriately for actual content difficulty.

**Agencies with varying technical maturity:** We tailor our engagement approach to each agency's capabilities, providing full-service support for agencies with limited technical resources while offering deeper technical collaboration, API integration, and self-service platform options for agencies with advanced IT teams.

## Section 3.4: Key Personnel

Word Wizards assigns experienced leadership to every engagement, ensuring that participating agencies receive senior-level attention and expertise.

### Program/Engagement Lead

#### Ilana Gordon, Chief Executive Officer

Ilana Gordon brings over 45 years of experience in project management, business development, and accessibility services. As CEO and company founder, she oversees all aspects of Word Wizards' operations and serves as the ultimate point of accountability for contract performance.

Ms. Gordon serves as 508 Compliance Consultant and Specialist, with hands-on involvement in establishing quality standards and remediation methodologies. She contributed to the development of HRSA's accessibility checklist, extending the HHS 508-compliance PDF checklist to cover graphic design, media, and video products. She manages Word Wizards' HHS relationship involving coordination across multiple sub-agencies (FDA, HRSA, NIH, PSC) with diverse stakeholders and requirements—experience that translates directly to multi-agency cooperative contract administration.

### Customer Success/Relationship Manager

#### Benjamin Gordon, President

Benjamin Gordon brings over 15 years of experience in 508 compliance and specialization in media accessibility. As President, he focuses on client relationships, service innovation, and ensuring customer success across Word Wizards' engagements. Mr. Gordon has been instrumental in guiding Word Wizards through multiple industry transitions, adapting the company's service offerings to evolving market demands and technological landscapes while preserving the commitment to quality and human expertise that defines Word Wizards' reputation.

Mr. Gordon is an expert in both document and media accessibility technologies and workflows, serving as senior technician for transcription, audio description, and captioning. He pioneered the development of SAIV (Synthetic AI Voice), Word Wizards' proprietary AI-generated voice technology for audio description production, reducing costs by 40-60% while enabling rapid turnaround for agencies with large video libraries. He also pioneered AI-assisted transcription validation (CAIV) technologies. His work on enterprise Captioning Analysis studies contributed to industry milestones including IBM's development of AI-driven live captioning. Mr. Gordon maintains relationships with federal agency clients including DOJ, DEA, IRS, USDA, HHS, SBA,

and OPM-OIG. He holds a Bachelor of Science degree in business administration and entrepreneurship.

## **Technical Accessibility Lead**

### **Andrew LaGow, Vice President, 508 Operations**

Andrew LaGow brings over 30 years of experience in graphic design, accessible document production, and project management. He provides direct management of Word Wizards' remediation staff and contractors and oversees technical quality across all deliverables. Mr. LaGow has been a driving force behind the evolution of Word Wizards' accessibility services division, implementing new technologies and management methodologies that have enabled the company to scale operations while maintaining quality standards that federal clients require.

Mr. LaGow is an expert in Adobe Creative Cloud accessibility features and accessible design principles. He serves as the primary client contact for document remediation projects and is responsible for troubleshooting, software development, and IT management. Under his technical leadership, Word Wizards has successfully implemented new accessibility technologies including CommonLook PDF, axesPDF, and screen reader testing protocols. He manages production workflows for high-volume remediation projects, ensuring consistent quality and on-time delivery across large document portfolios.

**Stephanie Batista, Project Manager / Forms Designer / Graphic Designer:** Stephanie Batista brings a unique combination of project management, technical forms development, and creative design expertise to Word Wizards. With specialized education in design and digital art platforms, she manages complex design projects while providing hands-on visual design challenges. Ms. Batista is proficient in Adobe Creative Cloud applications including video editing and publication authoring tools, enabling her to support the full spectrum of document and multimedia accessibility needs. Her cross-functional skill set allows her to bridge the gap between technical accessibility requirements and effective visual communication, ensuring that remediated content is both compliant and professionally designed.

## **Subject Matter Experts**

### **Valerie Kaplan, Senior Remediator/Team Leader, DHS Certified Trusted Tester**

Valerie Kaplan brings over 15 years of specialized experience in document accessibility remediation, forms development, and Section 508 compliance. Ms. Kaplan holds DHS Trusted Tester certification and maintains expert-level proficiency in industry-leading accessibility tools including Adobe Acrobat Pro, CommonLook PDF, and axesPDF. She is certified in assistive technology testing using JAWS and NVDA screen readers, ensuring remediated documents meet WCAG 2.1 AA, PDF/UA, and Section 508 standards through real-world user validation. Her programming expertise includes JavaScript, Visual Basic, C++, HTML, CSS, and PHP. Ms. Kaplan leads quality assurance protocols for complex remediation initiatives and has developed scalable workflows capable of processing thousands of documents while maintaining consistent compliance standards.

### **Laura Shillingburg, Senior Remediator/Assistant Manager, DHS Certified Trusted Tester**

Laura Shillingburg contributes over 11 years of expertise in document accessibility remediation, interactive forms development, and advanced scripting solutions. Ms. Shillingburg holds DHS Trusted Tester certification and specializes in Microsoft Office-to-accessible PDF conversions and JavaScript programming for advanced form functionality, including field validation, calculation scripts, and conditional logic. She performs final quality control using JAWS and

NVDA screen readers. Ms. Shillingburg has supported accessibility initiatives for federal judiciary clients, contributing to the standardization of court forms and official correspondence templates across multiple districts. She has developed templated solutions and scripting frameworks that enable efficient scaling of accessible form production.

**Catherine Lewis, Senior Remediator / DHS Certified Trusted Tester:** Catherine Lewis serves as a Senior Remediator with DHS Trusted Tester certification obtained in 2020, bringing rigorous federal testing methodology to Word Wizards' quality assurance processes. With over 10 years of dedicated accessibility experience, Ms. Lewis specializes in complex documents and visual data remediation, including intricate tables, charts, graphs, and data visualizations that require expert judgment to make accessible without losing meaning. She is proficient in industry-standard accessibility tools including CommonLook PDF, axesPDF, Colour Contrast Analyser, and JAWS and NVDA screen readers. Her Trusted Tester certification ensures that Word Wizards' deliverables meet the exacting standards required by federal agencies, while her expertise in visual data accessibility addresses one of the most challenging areas of document remediation.

## Section 3.5: Diversity & Inclusion

Word Wizards Inc. is proud to be a certified woman-owned business, reflecting our commitment to diversity in the federal contracting community and the broader business ecosystem.

- **SBA Certified Woman-Owned Small Business (WOSB):** Word Wizards holds current certification as a Woman-Owned Small Business through the U.S. Small Business Administration, verified through the federal certification program.
- **WBENC Certified Women's Business Enterprise:** Word Wizards is certified by the Women's Business Enterprise National Council (WBENC), the largest certifier of women-owned businesses in the United States.
- **State-level certifications:** Word Wizards maintains various state-level small business and women-owned business certifications as required for specific contract opportunities.
- **EEO Complaint:** Word Wizards celebrates and encourages diversity in full compliance with EEO standards.

These certifications may support Participating Public Agencies in meeting their own diversity and inclusion procurement goals when utilizing this cooperative contract.

## Section 3.6: References

Word Wizards provides the following references from public sector clients for whom we have provided digital accessibility services of similar scope and complexity. These references represent long-term relationships demonstrating our reliability, quality, and responsiveness.

### Reference 1: U.S. Department of Health and Human Services / Program Support Center

**Entity Name and Type:** U.S. Department of Health and Human Services, Program Support Center (Federal Agency)  
**Contact:** Lisa Sneed, Supervisor, Mail and Publishing Services  
**Phone:** 301-594-0545  
**Email:** Lisa.Sneed2@psc.hhs.gov  
**Contract Period:** 2006–Present (20+ years)  
**Annual Value:** Approximately \$350,000/year

**Description:** Word Wizards serves as PSC’s primary 508-compliance provider, supporting multiple HHS divisions including FDA, HRSA, NIH, and PSC. Our services encompass document remediation across multilingual projects in Microsoft Office and Adobe Creative Cloud formats, as well as translation, transcription, captioning, and audio description services. We handle daily project intake from multiple divisions with same-day turnaround capability on urgent requests. Our 25-year partnership with HHS and close collaboration with HRSA’s compliance office demonstrates our deep understanding of agency-specific accessibility requirements. We actively contributed to developing HRSA’s accessibility checklist, an extension of the HHS 508-compliance PDF checklist covering graphic design, media, and video products.

### Reference 2: U.S. Office of Personnel Management, Office of Inspector General

**Entity Name and Type:** U.S. Office of Personnel Management, Office of Inspector General (Federal Agency)  
**Contact:** Charles Reilly, Assistant Inspector General for Audits  
**Phone:** 202-606-1200  
**Email:** Charles.Reilly@opm.gov  
**Contract Period:** 2023–2028 (Option Year 2)  
**Total Contract Value:** \$479,175.02

**Description:** Word Wizards remediates sensitive documents for Section 508, WCAG 2.2, and PDF/UA compliance under demanding turnaround requirements. All staff were subject background checks and fingerprinting to fulfill the contract security requirements. Source files are submitted as MS Office documents and PDFs requiring review and remediation. When documents contain scanned or non-machine-readable text, we apply OCR technology to convert static images to accessible text. All deliverables between 1 and 100 pages are completed within 24 hours. Documents are exchanged via OPM-OIG’s secure file transfer system. Upon notification from the Contract Administrator, our project manager logs the request in our internal tracking system and assigns it to remediation technicians. Completed documents undergo quality assurance review and compliance certification by a senior remediator before delivery.

### Reference 3: U.S. Small Business Administration

**Entity Name and Type:** U.S. Small Business Administration (Federal Agency)  
**Contact:** Carla Thomas, Program Analyst-Audit Liaison  
**Phone:** 202-215-8850  
**Email:** Carla.Thomas@sba.gov  
**Contract Period:** 2025–2029 (Option Year 5)  
**Total Contract Value:** \$246,924.83

**Description:** Word Wizards provides 508 compliance remediation of documents and forms for SBA. This ongoing contract illustrates our technical depth, scalability, and commitment to quality. Our services include creating and designing accessible documents and dynamic forms with advanced functionality. Our proven ability to integrate with agency workflows, provide quick turnaround when required, adapt to changing requirements, and deliver consistently compliant products has established Word Wizards as a critical accessibility partner to SBA. Work is performed at our Silver Spring location with primary delivery via our secure File Transfer Protocol (FTP) server or via email.