



S & K Professional Services, LLC

**Disposition Outreach Plan &
Professional Design Services related
to St. Bernard Parish-Owned Properties
(former LLT Properties)**



Attachment C
ST. BERNARD PARISH
DEPARTMENT OF PUBLIC WORKS
1125 East St. Bernard Highway
Chalmette, LA 70043

Closing Date: June 7, 2016 at 10:00 a.m.

REQUEST FOR PROPOSALS (RFP)

Subject: Outreach Plan

Company S & K Professional Services, LLC
Federal Tax I.D. No. 02-0573527
Street Address 208 Phyllis Ct.
City New Orleans
State LA Zip Code 70123
Telephone: 504-451-3520 Fax 504-305-2747
E- Mail boudriekaren@yahoo.com

Name Karen Boudrie Greig
[PRINT OR TYPE]
Signature* *Karen Boudrie Greig*
Title Vice President
Date 06/06/16

***Authorized Signature: The signer declares under penalty of perjury that she/he is authorized to sign this document and bind the company or organization to the terms of this agreement.**

FOR CONSIDERATION AS A RESPONSIVE SUBMITTAL, THE FOLLOWING IS REQUIRED:

- 1) All information on this Request for Proposal cover page must be completed.
- 2) This cover page must be signed with an original signature.
- 3) Submittals are due on or before the exact closing date and time. Submittals received after the exact closing date and time will NOT be considered. If hand delivering, please allow enough time for travel and parking to submit by the closing date and time.

FOR FURTHER INFORMATION CONCERNING THIS RFP, PLEASE CONTACT:

Jason Stopa, Director – Director, Department of Community Development E mail: jstopa@sbgg.net 504-355-4427

Teri Doskey, Executive Assistant/Office Manager E mail: tdoskey@sbgg.net 504-278-4314





S & K Professional Services, LLC

Teaming with:



Full Motion Productions



FOREST PHOTOGRAPHY, LLC



Is Pleased to Offer the following bid for:

**Disposition Outreach Plan &
Professional Design Services related
to St. Bernard Parish-Owned Properties
(former LLT Properties)**

June 14, 2016



Full Motion Productions



FOREST PHOTOGRAPHY, LLC



scott ott creative inc.



Cover Letter and Executive Summary

S & K PROFESSIONAL SERVICES, LLC

S & K Professional Services and its partners bring a combined 100+ years of Marketing/Advertising, Design, Media, Video Production, Public Relations and Project Management experience to the table. But we don't just get the job done, we provide stellar services that don't break the bank. We strive for excellence for every client because we believe that every job, no matter the size, is worth every ounce of our skill, creativity and diligence.

S & K has been in business since 2002- prior to 2013 DBA Boudrie Communications. S & K, along with its partners, has assisted large corporations and government agencies in dealing with disaster preparation & recovery, major media events such as Jazzland amusement park's bankruptcy, in addition to promoting ongoing government programs, new government services and facilities in parishes and towns throughout the region unrelated to storm events. We have also worked on campaigns for law firms, retail outlets and even the state of Louisiana.

We provide a unique 'Virtual Company' of sorts, meaning that all of our partners freelance on other projects until and unless they are needed. For instance, if a client needs a website, our video partner is not being paid and costs are not hiked up to cover these salaries. You only pay for the service you use. Governments and private industry alike receive exceptional project rates from us because we are not trying to sustain a multitude of divisions. With that lower overhead, the savings are passed on to you the client. Our other strengths include our strong relationships with media outlets, and our creative talent and energy which often leads us 'Outside The Box' in delivering exceptional results.

***S & K is also certified as a Service Disabled Veteran Owned Small Business through the federal government, is certified by the state of Louisiana as a Small Entrepreneurship with Louisiana Economic Development's Hudson Initiative, Small and Emerging Business Development certification, and a Service-Connected Disabled Veteran Small Entrepreneurship with Louisiana Economic Development's Veteran Initiative.





Qualifications Summary & Years of Experience

Karen Boudrie Greig:

Public Relations/Information Specialist with 16 years of experience working with governments & focusing on media relations and overall promotion of government programs and amenities

- Extensive experience with private industry in media crisis management and various business promotion outlets such as brochures, websites, and TV commercials/videos.
- Former Television Journalist (Karen Boudrie Greig) with over 20 + years experience in news and extensive knowledge of media operations.
- Extensive experience in crisis management & issue resolution dealing with high profile & politically sensitive issues.
- Proficient in orchestrating small & large-scale press conferences, press releases, Issue papers, Executive summaries, Fact Sheets, briefings, talking points, speeches and media-related strategies.
- Highly skilled in video news releases, documentaries, power points, websites, logos, print ads and printed collateral materials.

Scot W. Greig:

Service Disabled U. S. Army Veteran and West Point graduate with 26 years in the U.S. Army –retiring as a highly decorated Lt. Colonel. He has 15+ years of Project Management Experience and is currently a licensed Project Management Professional. He is extremely competent in seeing tasks through from planning to implementation all while maintaining tight budget controls.

Scott Ott:

Creative & Art Direction- Scott has more than 25 years of experience in creative development, art direction and graphic design.

Scott is an award-winning designer who brings a firm grasp to all aspects of advertising, design and the creative process.

Heidi Wilson:

Marketing/Media Buyer-

Brings over 20 years' experience in all aspects of marketing including promotions, public relations, creative writing, media planning and buying including social and digital, event planning, and website development. She has a dynamic management style with a proven record of consensus building while developing and retaining high quality team members.





Will Morrow:

Video Production Specialist-

Will has managed his own production company for 11 years and lists Jazzfest, Voodoo Fest and Bayou Country Fest among his clients. He produces a wide range of commercials, webinars and audiovisual services for conventions and corporate events. Overall he has 21 years of production experience, from conceptualizing, to shooting and editing.

Peter Forest:

Photographer/Writer/Publicist

Peter has been working as a freelance photographer for the past 7 years. In addition, he has 18 years of writing/journalism, marketing and publicist experience. He is DBE certified as well as HUBZONE certified. SEBD, SDB, LED, Hudson Initiative, LAUCP (Certified) as well.

*No corporate expansion is needed to perform the scope of work. If additional manpower is needed, freelancers can and will be hired to achieve the task and only the task at hand in order to keep costs in check.

Submittal Prepared By:

Karen Boudrie Greig
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New Orleans, LA 70123
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(504) 305-2747 fax
boudriekaren@yahoo.com

*As the responsible party submitting this Proposal, and the person authorized to contract for the Respondent, I attest to the fact that S & K and its subsidiaries intend to abide by the terms of this submittal and the prices listed herein. However, S & K hopes that lower 'project' prices can be negotiated based on scope and extent of work that is unknown at this time, which may benefit St. Bernard Parish.

Signed





Design Approach & Branding Strategy:

We begin by meeting with the client and doing whatever research is needed to fully comprehend the desired goals and parameters of the project at hand. Once a full understanding of the project is achieved, we would begin to work on designs that would carry a theme over into every aspect of work on the project- from website, to TV to billboards- the idea would be to create a look, a feel, a slogan and a state of mind that projects the message clearly, concisely and simply- and is quickly recognized by the targeted audience no matter what the medium. Our designs will be clean and eye catching- yet inviting and intriguing.

We envision three targets- families, developers and real estate outlets, with the potential for small business depending upon zoning and other issues yet to be determined.

We would begin these campaigns, along with branding by first defining the message as clearly and as concisely as possible.

Our initial thought, without the benefit of research and meetings with St. Bernard officials, would be to promote St. Bernard as an ideal place to live because:

- It's Safe
- It's Close to New Orleans
- It's Affordable
- It's Spacious
- It's rich in heritage & culture

A tag line might be something like....

“Life's Simpler in St. Bernard”





We might focus on a young family that has recently moved there and feature this happy, glowing family- full of hope in starting their life in the perfect setting. They could be featured in various ads focusing on why it was their choice.

We would work to make these words synonymous with St. Bernard:

St. Bernard = Safety
St. Bernard = Space
St. Bernard = Security
St. Bernard = Simplicity
St. Bernard = Simply Better.....

***More specifics will be outlined in Section II's Scope of Work





1. Experience & Qualifications

S & K Professional Services, LLC

S & K has been providing award-winning services in the Greater New Orleans area since 2002. S & K and its partners have extensive experience in the government sector and have assisted with media relations, Public information -crisis & storm management, general marketing including websites, brochures, and pamphlets as well conducting major media campaigns with extensive advertising & media involvement for events and facilities. In addition we have provided photography, video services and even event planning.

S & K Qualifications Summary

- Public Relations/Information Specialists with 16 years of experience working with governments & focusing on media relations and overall promotion of government programs and amenities
- Extensive experience with private industry in media crisis management and various business promotion outlets such as brochures, websites, and TV commercials/videos.
- Former Television Journalist (Karen Boudrie Greig) with over 20 + years experience in news and extensive knowledge of media operations.
- Extensive experience in crisis management & issue resolution dealing with high profile & politically sensitive issues.
- Proficient in orchestrating small & large-scale press conferences, press releases, Issue papers, Executive summaries, Fact Sheets, briefings, talking points, speeches and media-related strategies.
- Highly skilled in video news releases, documentaries, power points, websites, logos, print ads and printed collateral materials.
- Another arm of S & K deals with Construction Project Management, engineering and government consulting services. This expertise gives S & K a unique ability to understand the needs of contractors/builders and allows for less of a learning curve when providing marketing and advertising services for their projects. (more information on specific construction experience is listed in resume of Scot W. Greig)





Government Experience

Plaquemines Parish

1. Plaquemines Medical Center

2014: Worked with the Plaquemines Parish Hospital District #1 to launch the grand opening of a State-of-the-Art medical center to replace the Hurricane-Katrina damaged facility. Coordinated Special behind the scene tour events for the business community and the grand opening itself. Updated the PMC logo, created brochures, flyers, and newspaper ads. Worked closely with stake holders to get them on board and prepping for media interviews...garnered excellent media coverage and overwhelming public support due to media strategies and new marketing concepts for the hospital touting distance versus wait times at health care facilities outside the parish.

2. Plaquemines Parish Public Information/Storm Recovery

From 2006 to 2009 worked with the Parish President and his staff on various recovery issues including informing the public of the status of FEMA PW's and the numerous FEMA-funded projects underway throughout the parish. In this capacity, Boudrie, and staff members including Scott Ott worked with various contractors and officials to create articles, website updates, press releases and various other publications. In 2008, Scott Ott and Boudrie revamped the Plaquemines parish website and coordinated public information and recovery information. For the first time, council meetings were streamed 'online' for the many residents below Belle Chasse who no longer have access to cable television.

3. Hurricane's Gustav & Ike- 2008

As Public Information Officer for Plaquemines Parish before, during and after these two storm events, Boudrie worked directly with key Parish administrators, FEMA & U.S Army Corps of Engineer representatives to assist in coordination of parish's disaster preparations & response.

This included round-the-clock duties in the Parish's Emergency Management Center handling website updates, all media releases, press conferences, press releases, media live shots, tours and access to Parish officials and staff. Boudrie and staff received rave reviews for getting more information and coverage about Plaquemines Parish than ever before during a crisis/storm situation.





City of Kenner, LA

1. Under Boudrie Communications – Karen Boudrie Greig and her graphic design team helped the city open its new Planetarium and Cinema. Boudrie developed the name ‘Megadome’ as well as marketing slogans for the new Cinema & Planetarium and launched a complete advertising campaign including TV Commercials, print ads, billboards and various promotional events for the facility. In 2005, Boudrie beat out two other large advertising agencies to win top honors from the New Orleans Press Club for ‘Best Public Relations Campaign’ for the Kenner Planetarium marketing and PR campaign.
2. Boudrie was also a key player in launching K-TV, the acclaimed government access channel for the city of Kenner in 2005. We orchestrated the equipment purchases, hiring of staff, developed programming and community involvement for the channel.
3. Hurricane Katrina- 2005
As the Public Information Officer for the city of Kenner, Boudrie coordinated all of the public information before, during and after Hurricane Katrina-assisting in what was deemed an exceptional recovery for Louisiana’s sixth largest city after the Hurricane.

This included:

- Working with FEMA and the Red Cross to get information out to displaced residents.
- Working with local, national and international media to disseminate information about Kenner and coordinate all media interviews, briefings, releases and policy statements with and for the Mayor.
- Advised the Mayor on release of information, the how and when to do so. Wrote talking points, speeches and various publications and executive summaries as needed.
- Oversaw the city of Kenner’s website with information at nearly an hourly rate immediately after the storm and revamped site specifically for storm-related releases.
- Oversaw the city of Kenner’s Public TV Channel, coordinating all footage, shows and information as it related to Hurricane Katrina.
- Oversaw the city of Kenner’s phone banks to ensure updated and information was released to public and that phones were staffed at appropriate levels.
- Worked with various contractors such as those conducting debris cleanup and companies like Entergy to dispense pertinent information to residents and businesses of Kenner.





City of New Orleans

- Jazzland Bankruptcy: Hired to assist then Mayor Marc Morial's administration in dealing with the bankruptcy of Jazzland Amusement Park in 2002. Worked with attorneys and others to review the financial implications and present the most accurate and positive face on this potentially huge crisis for the city. Created press releases, talking points and handled press conferences.

Town of Jean Lafitte

- Produced a half hour professional Tourism video for the Town promoting the area's history, as well as attractions and offerings. Video airs in the visitor's information center and other outlets.
- B.P. Oil Spill- provided video and reporting services for the Town of Jean Lafitte, Louisiana as needed for documentation purposes.

Jefferson Parish School System

- Boudrie launched the first ever Telethon in Louisiana for a school system. Airing over four nights in January 2003, the 'Kids Count' Telethon for Jefferson Parish Schools raised over \$278,000 in pledges of both money and materials, but most importantly callers pledged to work 17,350 volunteer hours in Jefferson Parish Schools. This volunteer concept was introduced by Boudrie to help the schools with the parental and community involvement they so desperately need. Boudrie and her production crews produced news-type stories in 51 schools highlighting their achievements, selected 'Acts' for each school to perform, and brought on a wealth of local talent to entertain. Boudrie produced 24 hours of programming for the schools which showcased the schools, their unique programs and the students in a way never before attempted.
- Additionally, from 2007 to 2011, Boudrie was contracted to produce video stories of ongoing programs, various student/teacher/school accomplishments and capital projects for the Jefferson Parish School System. Boudrie then took these stories and combined them into a informative half hour show complete with professional graphics, music and special effects which aired on the school system's channel monthly.





Other Relevant Experience:

Mosquito Control Inc.: Hired initially to lead a crisis management team during a deadly mosquito-borne virus outbreak in north Louisiana. After successfully helping company to weather this storm, S & K was subsequently hired to develop brochures, mailers, Public Service announcements, Radio campaigns, convention materials and handle various media relations to date in Louisiana, Mississippi and Georgia.

Other Video Production/Commercial Production Experience

With our Partner Full Motion Productions-Our experience includes: Voodoo Fest, Jazzfest, Essence Festival, Big Easy Music Awards, Mardi Gras Parades and Balls, Concerts, Conventions, National & local Sporting events, School Telethons, and many more. Here are some recent Projects & Productions:

Honda Dealers Convention September 2015

Provided staging/AV & video services for large Honda Dealers convention at the New Orleans Convention Center with multiple breakout rooms and three general session rooms for some 2,000-conference attendees. Our crews provided full lighting, audio visual, video and directing services, with two cameras operating in each of the general session rooms. In addition, we coordinated all of our efforts with Honda's corporate team to provide a seamless and uniform look and feel to all media and AV services offered throughout this three-day convention.

Voodoo fest October 30, 31, Nov 1 2015

Responsible for set up and operations at three large stages for this massive, outdoor music festival. Full Motion has been part of this extremely challenging and demanding Festival for the past ten years. In addition to the complicated staging and set up, we provide continuous video and audio operations on large screens for the audiences at each stage. This high-energy operation includes constant movement of our crews to obtain the best and most unique shots all while maintaining superior audio. Our crews also establish and operate a fiber optic network that inner-connects all stages and provides a feed to the main stage for live streaming.





AMC Into The Badlands Red Carpet Event St. John Parish, November 15, 2015

Provided Audio Visual and live camera operations, directing and engineering for this local Red Carpet event designed to allow locals access to the cast and crew of the AMC show with a 'Hollywood' type experience including a Panel Discussion. Our crews provided first-class services on par with any Hollywood-type production of this kind.

Microsoft Inc.

Provide all video gear, lighting, audio and a full crew for the production of the Microsoft Office Mechanics web show that is shot on location on the Microsoft campus in Redmond, Washington each year. Microsoft demands an absolute first-class operation and end product.

The most recent shoot was published on Aug 12, 2015

and explains the process used to test and roll out changes and updates in Office 365.





2. Approach

1. Develop a branding and marketing strategy-Outreach Plan.

As mentioned in our Cover letter addressing Design & Branding Strategy, we would begin by meeting with the client (SBPG) and doing whatever research is needed to fully comprehend the desired goals, extent and types of properties and parameters of the project.

For instance, are these properties going to be offered at market price or special 'incentive' pricing?

As outlined in Addendum #1 June 6, 2016: the scope of the plan developed will include (4) years of outreach and will be divided into two phases.

Phase 1

Year One would encompass the necessary research, development of messages/tag lines/Slogans/website/social media and the basic launch of the program as outlined here:

- a. Market Research: We would begin Phase 1 with market research to determine what are the negatives keeping people from settling back in St. Bernard Parish & what are the positives that might bring them back and attract new families/developers to the parish. We would also conduct research to determine who should be targeted in this outreach campaign...and where this target audience is.

For instance:

Is the target audience New Orleanians seeking a safer place to live? Is it retirees looking to utilize the new VA medical Center? Is it first time homebuyers in metro New Orleans? Is it young people moving to the area to work at the various new medical facilities and other new start-up companies? Or all of the above? Other?

- b. Developing Message/Brand: Once the target audience is identified, and based upon where that target audience is and who it is- we would develop a message and a brand to appeal to that audience. This message would likely focus on St. Bernard as being the 'in' place to be... Focusing on the influx of young families, the welcoming climate for small business opportunities and the proliferation of upscale shops and eateries such as those leaving the more expensive 'Bywater' for the affordability and growing markets of St. Bernard.





Our initial thought would be to promote St. Bernard as an ideal place to live because:

- **It's Safe**
- **It's Close to New Orleans-Less than 10 minutes from the French Quarter**
- **It's Affordable**
- **It's Spacious**
- **It's rich in heritage & culture**

A tag line might be something like....

“Life's Simpler in St. Bernard”

or

“St. Bernard- Simply Perfect”

We might focus on a young family that has recently moved there and feature this happy, glowing family- full of hope in starting their life in the perfect setting. They could be featured in various ads focusing on why St. Bernard was their choice.

We would work to make these words synonymous with St. Bernard:

St. Bernard = Safety

St. Bernard= Space

St. Bernard = Security

St. Bernard = Simplicity

St. Bernard= Simply Better.....





2. Create advertisements and Marketing Materials stated in the Outreach Plan.

a. Again, once the overall project is clearly defined, work can begin on **Tag lines, Slogans**, color schemes, logos and an overall message that will be carried through consistently in all marketing materials and outlets...a logo would be developed to carry this message and help brand the campaign. This logo along with some basic designs would be devised to carry a theme over into every aspect of work on the project- from website, to TV to billboards. The idea would be to create a look, a feel, and a state of mind that projects the message clearly, concisely and simply- and is quickly recognized by the targeted audience no matter what the medium. Our designs will be clean and eye catching- yet inviting and intriguing.

b. Secondly, a compelling, yet informational **Website** should be created before any collateral materials or even press conferences or launches...so that all materials, press releases and launches have the website listed and the property listings and visuals are all easily accessible and mapped out cohesively on the website. The Website will be updated regularly to include new information and remain relevant.

c. **A basic fact sheet** would be created for the website as well as for future handouts. This way all the pertinent facts are established and agreed upon and will be ready to be used in all of the forthcoming marketing materials.

d. **Social Media Development:** in conjunction with the website, we would develop a Facebook page, prepare lists for email blasts, establish a twitter feed and prepare any and all other social media outlets for use in campaign. For instance YouTube could be utilized to feature St. Bernard families showcasing their love of life in St. Bernard through a video campaign/contest.

Launching the Outreach Campaign

With the benefit of research, a clear message, logo, basic designs, website and fact sheets, and social media in place (or nearly so)...our team would work closely with SBPG to launch the campaign as soon as possible.

This launch would involve a **Major Media blitz** involving a launch press conference, media tours and as many placement articles, blogs and informational sessions as possible. In addition to SBPG officials doing these media interviews, we would endeavor to select a business owner and perhaps a





family that could act as ambassadors for the parish and with a well-spoken demeanor and plan of action, promote the parish and the campaign. We would anticipate this media blitz being conducted over a period of a month or so.

While most of this would be non-paid advertising using the press themselves as well as social media, this launch would be augmented by a certain amount of strategic Billboards and print ads in metro New Orleans to provide aggressive initial outreach.

- 1) Billboards: For cost effectiveness and reach- we would anticipate 8-10 billboards spread throughout metro New Orleans for a two-month period, beginning at the time of the overall launch. After two months, those billboards would be rotated to different locations. In addition, they can be updated with specifics about Tours, events and happenings so that any new 'happening or event' is promoted and the message doesn't become stale. They will be simple, and eye catching- and feature the website that will have more information. We would endeavor to always send residents to the website where visits can be monitored and information gleaned from potential buyers.
- 2) Print Ads: Initial print ads should be placed in the New Orleans Advocate, Times Picayune and various small, local papers to help the launch the initiative and draw people to the website for more information. This will also help to create branding by familiarizing people with the outreach slogan and logo. These should appear at least two to three times per week for a period of two weeks, one week off, then repeated in order to establish frequency, which helps to brand and get the campaign established in the minds of the target audience.
- 3) Fact sheets/Simple brochures: Several thousand need to be created/printed to hand out at various 'willing' businesses, parish offices, government facilities, and health care facilities in and outside of the parish. These will also be made available for events such as the 'Family Day' which we will provide more details on next page.

After First Six Months:

Because there will be so much 'Free Publicity' via press events and social media initially as well billboard and print ads...we recommend not doing the more expensive television ads until the latter part of Phase I- six months in when the initial 'newness' has worn off and the need to generate interest anew is needed.

This second phase of ads could launch our focus on "The Family" and why young families are choosing St. Bernard- it could also feature a model home launch. But whatever is ultimately decided will be based on an analysis of the first six months and with the help of SBPG we will determine what is working best and can be added to the campaign to generate 'freshness' and new interest.





Once that is determined...a series of TV ads can be created and strategically placed over a two-month period along with 'tweaked' print ads. This will depend upon budget, but we would recommend at least a \$10,000-\$20,000 TV buy and focus on just a few channels to generate repetition and frequency. A series of PSA's can also be created to air with this campaign and increase the frequency of the spots.

St. Bernard Family Day

Within two months of the major media launch, we would also recommend a Family Day that would be almost like a Country Fair – a big, 'Free' festival of sorts that brings the whole community together to spotlight itself to prospective new residents.

This fair could include donated food from local restaurants, musicians and activities including performances from the Los Iselinos Cultural & Heritage Society...also bouncy houses, pony rides, contests-whatever would make this feel like a true Country Fair. In addition, tours of properties could be offered along with an information booth and pamphlets with some featured properties available., perhaps even a hay-ride that tours some properties. We therefore suggest this should be a 'Fall' event.

This Fair or Family Day could be advertised in the 'Free announcements' pages of various media outlets, additional press conferences/releases, updates to Facebook, Twitter & website as well as some print ads in major local papers. Mostly this could be done with 'Free' advertisements', and minimal cost with donations of resources for the 'Fair' itself and volunteers.

FREE ADVERTISING

We would endeavor to use as much 'free publicity as possible via social media and the main stream media by holding press events, tours and general creative events that draw media attention and require little advertising dollars every couple of months to keep updating and doing a 'Count down' of how many properties are left and release of any new 'incentives'.

Contests

PROPOSED AFTER SIX MONTHS IN YEAR ONE:

One way to create a huge 'buzz' would be to consider a contest whereby a family or individual could WIN one of the 1,000 properties either through a contest, an 'Amazing Race' or drawing that involves a charity as well. If the parish could 'donate' one property for some type of 'Giveaway' the publicity generated could be huge and draw a great deal of attention to the entire project.





PSA'S

Another 'Free advertising' source is to utilize as much PSA time as possible. We are competent in the use of PSA's, the parameters of their use and how to work with outlets to get them to air them...we would utilize this after the initial media campaign has waned...in say months 5, 6 and 7 to continue to keep the campaign relevant and in the media.

Summary

A formalized plan consisting of these and/or other ideas after our market research and meetings with SBPG would be developed into a draft outreach plan for review by SBPG within 45 days of contract award and would incorporate comments received by SBPG and a finalized plan would be submitted for review to SBPG within 14 days of SBPG comments. We understand the plan would then be submitted for regulatory approval and shall not be considered complete without regulatory approval. We would anticipate a launch within one month of regulatory approval.

Campaign Evaluation and Effectiveness

The key component in measuring the effectiveness of the campaign will be the Outreach Website- because all other advertising mediums will direct people to the website.

Through the use of Google Analytics-we will be able to monitor location of people visiting site, if they are first time visitors or repeat visitors, their age-even the time of day of their visit to determine when site is most active. Google analytics can also help us determine whether it's a cell phone or a computer used to access the site and if it's a phone, we can determine the origin city/state of the phone number. This tool will be extremely effective in determining who is visiting site and where they are from.

In addition, we can ask website visitors to 'sign up' online and in doing so they can enter to win 'free' things such as meals at local restaurants This will encourage people to give us their contact information, as well as other pertinent questions we might ask them. This too can help us to determine where the respondents are coming from, and allow us to create an 'interested party' list which we can use to send email blasts and direct mail to as desired.

Also we would encourage 'Likes' on the campaign Facebook Page and those likes and comments can be gauged on the social media pages as well as things such re-tweeting can be analyzed.

Also, we would expect to meet with parish officials weekly or as often as needed and gauge the inquires they are getting as well as discuss their opinions and advice on effectiveness. The intent is to make sure SBPG is at the table often so that their concerns, ideas and needs are constantly being met.





Other measures of gauging effectiveness would include monitoring YouTube views to gauge the hits of our various videos and news stories...and to utilize media clipping services as warranted to determine frequency and reach of any all news stories (print or video).

S & K would prepare a written report for SBPG officials on a monthly basis and sit down in a face-to-face meeting to discuss, and review this report. It would be our intent to garner feedback from SBPG before moving forward with any new work.

3. Design Logos and artwork for television, digital media, print, web (CMS) and billboards

We would create logos and designs based on the message that is established after initial research as stated in Phase I.

Our designs would be easily transferable to whatever medium is being utilized. Once a logo is designed it can be given various sizes and backgrounds and file types to be transferred smoothly and seamlessly & quickly. The idea being that the look and feel of the campaign remains the same no matter what the medium. This is 'branding' so that the campaign and the message are easily recognizable whatever the medium, and that message remains constant and concise.

We do this using clean images and lines, bold colors when called for and simple designs that aren't too busy and confusing. We want them to not be bombarded with every bit of information at first glance, but rather to be so intrigued that they want to look for more information by going to the website and coming to see the properties in person.

4. Design and establish a website (CMS) Word Press preferred

As previously mentioned we believe this should be one of the first tasks undertaken after the basic message is determined and a fact sheet devised.

Suggested Pages

1. Homepage should deliver the basic message and mission statement of the program and be simple and eye catching- drawing the viewer in. Subsequent links should be easy to spot and the homepage uncluttered.





2. Contractors Link-with pertinent info related to Contractors
3. Homebuyers/Families Link.
4. Realtor Link
5. Small business link- in the event there are properties zoned for commercial uses or simply encouraging them to locate in St. Bernard along with the expected influx of homebuyers.
6. Property Listings: This should include a simple map listing locations, pictures and descriptions of each property.
7. How do I acquire a property Link? This should have all the pertinent information about buying a property and getting started.
8. Testimonials Link: we would recommend a page/link with testimonials and pictures of families and business owners touting the virtues of life in St. Bernard in their own words and pictures.
9. A Virtual Video Tour of various neighborhoods might be helpful as well.
10. A Safety page with stats from the Sheriff would also be ideal-such as the fact that upon every entryway into and exiting the parish...there is a police station within a block. A listing of crime stats should be included as well.
11. Storm Protection: This is a key component being that the flooding of Katrina and the devastation is what drove some families away, never to return. This page needs to explain the progress made in better flood/levee protection touting specifics of improvements that will keep these properties safe from 100-year floods in the future. Page should cite very specific stats and committed future projects for maintaining these levees and any additional work that may be forthcoming.
12. Amenities Page: List the many parks, playgrounds (such as , blue-ribbon schools, restaurants (such as those higher end eateries leaving the By-Water and now choosing St. Bernard)
13. History/Cultural Heritage: This page could give a brief history the history of St. Bernard focusing on rich cultural heritage and the many festivals and events held each year in the parish.
14. Schools: This should tout St. Bernard High School as an A+ rated school as well as the many other Blue Ribbon schools in the area.





5. Work with media groups as well as SBPG's internal production staff (newspapers, billboard, radio, and TV companies) to produce and deliver work in proper format (including PSA's)

We have a great deal of experience working with media and in-house production staffs. We would utilize all of our contacts throughout the area and the state in order to promote this project.

Initially to kick off the campaign, we would hold a 'MEDIA DAY' to give them as much access to the sites and information as possible and work with them diligently to get the most positive spin possible. In addition, in the potential 'contest' or 'giveaway' property event, we could involve the media directly in that if for instance it's a race- we could have media members take part in the race and pick a random name out of a hat and they would race for that family. These kinds of events literally involving the media can garner great coverage and attention.

We appreciate the in-house government staff's ability to assist and provide valuable material and guidance and would look forward to working with them.

We are adept at delivering work in various formats and can do so for any medium and do so in most cases quite quickly.

6. Purchase all media format and transfer ownership rights to SBPG (including all design work and website development)

Everything we create for a client, becomes the property of that client. We have no intention of doing anything different in this case. We will purchase all media format and transfer ownership of all design materials, logos, website development to St. Bernard Parish Government in any format and multiples formats as needed.





PHASE 2

- a. Because the branding, logos, message and the basics of the campaign would have already been developed- Phase 2 could focus more on reaching further out of greater New Orleans as well as target specific groups. Phase 2 would begin only after a thorough analysis of Phase 1 has been conducted with SBPG and a determination made as to what worked best and what new ideas could be incorporated. Feedback from the public will be tantamount to the success as well...so we suggest some light polling and expanded questionnaires on the website in order to gauge response. There will be many unknowns until that first year is completed. It will only be after evaluating Phase 1 that a concise Phase 2 can be implemented, however after each month of analysis of Phase 1- we would begin to work ahead to Phase 2 and develop those ideas accordingly.
- b. Without the benefit of this specific research, we envision the start of Phase 2 at this point involving the development of target-market brochures to utilize direct marketing to developers and realtors by hosting informational sessions and tours every few months to generate interest and keep St. Bernard on the minds of these entities. These could be simple brochures and/or oversized post-cards which can be highly effective to promote a particular event such as an informational meeting or Tour event. We would utilize the resources of various state agencies as well as Realtor Associations and the Association of General Contractors to reach potential builders.
- c. Additionally other target markets could be identified such as retirees, large local companies that have a yearly influx of new staff, local plants, hospitals and other businesses. We could work with large companies to provide an informational session with their employees. Also working with entities such as JEDCO and other economic Development engines in New Orleans and at the state level would assist in finding companies that are expanding or looking to locate in the state and would have staff that need to find housing.
- d. Additionally, we might find partners with local lenders and others to which incentives could be offered.
- e. Expanding the reach of the campaign: Depending upon the results and the analysis of the first year, we would likely expand the reach of the campaign outside of greater New Orleans to markets across the state, Mississippi and even perhaps Texas. To expand the reach, we would utilize a mixture of TV ads, print, radio, social media and billboards to reach these markets such as north Louisiana and Baton Rouge. A multi-level approach is best to reach the most residents...because there are so many media outlets today...one or even two will not suffice.





This expansion might offer new incentives such as lower prices and/or auctions to attract a new wave of prospects, TBD as mandated by SBPG.

- f. An additional push in St. Bernard Parish itself with inserts in water bills etc... to current residents could encourage their friends and family by word of mouth or even renters to consider the buy-in.
- g. Additional 'Family Days', Tours and other events and or 'Concerts for St. Bernard' could be offered to continue to push the concepts and desirable way of life should be considered in each year of Phase 2 as well.

*It is essential that each year of Phase 2 offer some new incentive or program...even if it's a minor change... it can be touted as 'New' and therefore breathe new life into the campaign. With this approach to the greater New Orleans market as well as spreading the campaign statewide and possibly adjacent states, the program can remain relevant and draw in new prospects from our own backyard as well hundreds of miles away.





3. Capacity to Perform

Organizational Chart/Names & Roles of principal staff Members



- All principal staff members will provide as much time and attention as needed to meet the demands of the St. Bernard Project in the timeliest manner possible. We have been known to produce overnight results when needed and will do what it takes to meet each and every deadline with professionalism and quality, timeliness and cost-effectiveness. When necessary, we will hire 'temporary' staff to meet demands.
- Attached please find all resumes of the principals which include their education and certifications.





Resumes

KAREN BOUDRIE GREIG

Qualification Summary

- Public Relations/Information Specialist with 16 years of experience working with governments & focusing on media relations and overall promotion of government programs and amenities
- Extensive experience with private industry in media crisis management and various business promotion outlets such as brochures, websites, and TV commercials/videos.
- Former Television Journalist with over 20 + years experience in news and extensive knowledge of media operations.
- Extensive experience in crisis management & issue resolution dealing with high profile & politically sensitive issues.
- Proficient in orchestrating small & large-scale press conferences, press releases, Issue papers, Executive summaries, Fact Sheets, briefings, talking points, speeches and media-related strategies.
- Highly skilled in video news releases, documentaries, power points, websites and printed collateral materials.
- Excellent research and organizational skills as well as development of team responses to various issues & crisis.

PROFESSIONAL EXPERIENCE:

Award winning journalist, News Director and Marketing & Public Relations/Public Information consultant with over 30 years of Television Production & Public Relations/Public Information experience. After nearly 10 years as a television News Reporter and Anchor at FOX 8 News in New Orleans, Karen established Boudrie Communications in 2002 offering private business and governments her unique insight into media relations and strategy.

Karen Boudrie Greig





Boudrie Communications –(now S & K Professional Services) handles media crisis management, public relations, special events planning, advertising as well as television production. S &K has assisted large corporations and government agencies in dealing with major media events such as Jazzland amusement park's bankruptcy, the pull out of a major shipping company after Hurricane Katrina and the United Way's effort to launch a major recovery initiative in the Gulf Coast region.

ACCOMPLISHMENTS:

Boudrie was a key player in launching K-TV, the acclaimed government access channel for the city of Kenner in 2005. Boudrie orchestrated the equipment purchases, hiring of staff, the development of programming and community involvement for the channel.

Boudrie also launched the first ever Telethon in Louisiana for a school system. Airing over four nights in January 2003, the 'Kids Count' Telethon for Jefferson Parish Schools raised over \$278,000 in pledges of both money and materials, but most importantly callers pledged to work 17,350 volunteer hours in Jefferson Parish Schools. This volunteer concept was introduced by Boudrie to help the schools with the parental and community involvement they so desperately need. Boudrie and her production crews produced news-type stories in 51 schools highlighting their achievements, selected 'Acts' for each school to perform, and brought on a wealth of talent to entertain. Boudrie involved numerous media celebrities, politicians, business leaders and educators and weaved all these people into the show with the featured schools to create a true 'community' effort. In the end, Boudrie produced 24 hours of programming for the schools which showcased the schools, their unique programs and the students in a way never before attempted.

In 2004, Boudrie was instrumental in launching the first ever Tail-a-thon for the Humane Society of Louisiana...a Telethon in conjunction with Cox Communications to benefit the Humane Society's safe house for animals and its anti-cruelty crusade. Boudrie produced the three-hour show in conjunction with Cox Communications and raised over \$30,000 for the Humane Society. Boudrie developed the concept, format, and recruited local celebrities to take part.

In 2008, Boudrie revamped the Plaquemines parish website and coordinated public information and recovery information. For the first time, council meetings are available 'online' for the many residents below Belle Chasse who no longer have access to cable television. In addition, during Hurricanes Gustav and Ike in 2008, Boudrie handled Public Information for the parish and garnered rave reviews for the dissemination of information and issues pertinent to Plaquemines locally and nationally.

Karen Boudrie Greig





EDUCATION:

Mariemont High School, Mariemont, Ohio
B.A. in Journalism- 1982
Ohio State University, Columbus, Ohio

OTHER PROFESSIONAL EXPERIENCE:

WVUE TV, Fox 8 New Orleans: Reporter, Anchor 1992-2001.

As weekend anchor from 1999-2001, was managing editor of weekend news. Oversaw news content and weekend operations. General assignments reporter for 5, 6 and 10pm newscasts.

WBSG TV, Independent, Brunswick, Georgia: News Director, Main Anchor 1990-1992

News Director:

Responsible for setting up entire news department of 12 people for new television station in Jacksonville, Florida ADI. In addition to coordinating coverage in a 15 county area, I was responsible for training staff, setting policy and working with public to establish the new operation. After our first 10 months on the air, we received three awards from the Georgia Associated Press Broadcaster's Association.

WBSG-Brunswick, Georgia 31520.

News Anchor: Solo anchor for 6, 10 and 11pm newscasts daily. In addition, I assisted with assignments and the producing and writing of all three shows. I also made numerous public appearances speaking to various groups promoting the station and donating time to charitable causes.

KRIS TV (NBC) Channel 6, Corpus Christi, Texas: News Anchor & Reporter 1986-1989.

News Anchor: 10pm Co-Ancor, Monday-Friday March 1989 to December 1989. Noon News Co-

Ancor, Sept. 1988 to March 1989. Morning Anchor, M-W, June 1986 to September 1988.

News Reporter: Covered general assignments for 6 and 10pm newscasts. Also assigned to courts, police beat and city hall.

KZTV (CBS) Channel 10, Corpus Christi, Texas: News Anchor & Reporter, March 1983- to June 1986.

News Anchor: Weekend Co-Ancor 1985-1986. Also produced the weekend news shows. Substitute

Anchor for 5 & 10pm weekday news, 1983-1986

Karen Boudrie Greig





AWARDS

Award of Merit, Public Relations Society of America, Brochures & Fliers: L'Ultime Condominium Brochure, 2006

Award of Merit Public Relations Society of America, Video/Film: Crisis in Kenner Documentary, 2006

1ST Place, Best PR Campaign, Press Club of New Orleans-2005

Boudrie Communications for Kenner Planetarium & Megadome Cinema Campaign.

1st Place, In Depth Series, 1996, Louisiana Associated Press

1st Place Environmental Reporting, 1996, New Orleans Press Club

Award of Excellence: Women in Communications 1994

1st Place, Business Reporting, 1997 New Orleans Press Club

1st Place: Best Series Reporting, Louisiana Associated Press Broadcaster's Association-1993

Best Newscast: Second Place 1991, Georgia Associated Press Broadcaster's Association

1st Place News Video: 1991, Georgia Associated Press Broadcaster's Association

1st Place Specialized Reporting: 1991, Georgia Associated Press Broadcaster's Association.

Journalism Excellence Award: Glynn County Press Club 1992

National Public Service Award: National Kidney Foundation, 1988

Local Public Service Award: Coastal Bend Kidney Foundation, 1988

1st Place General News 1988-Corpus Christi Press Club

1st Place Television Specials, 1988 Corpus Christi Press Club

2nd Place Television Spot News, 1988 Corpus Christi Press Club

1st Place General News, 1986 Corpus Christi Press Club

Activities/Community Involvement

President, Military Officers' Wives Club NOLA 2016 to present

Vice President, New Orleans Military Officers Wives Club, 2012, 2015-2016

Volunteer Soccer Coach, Louisiana Fire Juniors 2006-2011

Board of Directors, Press Club of New Orleans 2004-2005

New Orleans Press Club Scholarship Chairman, 1999-2005

Board of Directors, New Orleans Bread for the World

New Orleans Strength in Age Committee

Humane Society of Louisiana

ARNO Volunteer (Animal Rescue of New Orleans)

Leukemia Lymphoma Society Patient Information Committee

Board of Directors, Glynn County Chapter, American Red Cross 1991-1992

Karen Boudrie Greig



S & K Professional Services, LLC



Board of Directors, Golden Isles Chapter, American Diabetes Association-1991.
Glynn County Special Olympics 1990-1991.
Texas Special Olympics-State Public Awareness Committee- 1988
Co-Chair of Texas State Public Awareness Committee-1988-1989
Nueces County Special Olympics-Public Relations Chair, 1986-1989

Proficient in:

Microsoft Word & Word Publishing
Microsoft Power Point

Karen Boudrie Greig

Vice President, S & K Professional Services, LLC
208 Phyllis Ct.
New Orleans, LA 70123
504.305.2747 (home) 504.451.3520 (cell)

Karen Boudrie Greig



Full Motion Productions



FOREST PHOTOGRAPHY, LLC



scott creative inc.



SCOT WILLIAM GREIG

Construction/Certified Program Manager
U.S. Army (Retired), Disabled Veteran

Education:

Bachelor of Science (Civil Engineering), United States Military Academy (West Point) May 1992
Masters Degree Science (Civil Engineering), Mississippi State, April 2003
Defense Acquisition University (DAU) Program Managers Course, April 2012

Certifications:

Project Management Professional (P.M.P.) Certified
Lean Six Sigma (Black Belt) Certified
Defense Acquisition Level III Program Management Certified
Defense Acquisition Level II System Engineering Certified
Defense Acquisition Level II Technical Management Certified
Defense Acquisition Level I Material Testing Certified
LA DOTD Construction 1 & 2 Certified
FEMA Debris Management Supervisor Certified
LA TCS and TCT Certified
LA DOTD Hazmat Certified
ATSSA Flagger Certified

All South Consulting Engineers, Metairie, Louisiana

Mr. Greig joined All South in December 2012 following 22 years of Military Service. Mr. Greig oversees all aspects of construction performance and scheduling across the breadth of ASCE projects. When required, Mr. Greig acts as the Senior Project Manager to manage cost, schedule and performance parameters of the construction phase of selected projects. He leads a team of 10 qualified construction inspectors. In the event of a natural disaster or storm event, Mr. Greig is capable of recruiting, training, and managing the operational deployment of storm monitors in various locations around the State of Louisiana to effect recovery and repairs.

Projects

Replacement Bridge (Plaquemines Parish) Bel Air Pump Station.
January 2014 – June 2014

Construction manager and program manager for the survey, battered piles and precast structures for a 55 foot span, prefabricated bridge for rural and emergency traffic. Coordinated all aspects of construction reviews and on-site inspection. Managed the materials inspection, safe construction practices, and on site

Scot William Greig





testing protocols. Review and provided substantive comments on various late design modifications to design architect and survey requirements for proper alignment of the structure prior to construction. Advised design engineer of required field changes for constructability, performed all critical submittal reviews, and responsible for all aspects of on-site construction. Programs was managed and constructed within all cost schedule and performance parameters established.

East Saint John High School Repairs September 2014 – Ongoing

Construction and program over sight for the demolition, hazardous materials remediation and selected reconstruction of five high school buildings damaged incidental to Hurricane Isaac. Oversees all matters of on- site construction, schedule and performance to include testing, adherence to specifications, safe construction procedures and quality control. Oversees the daily reporting and priorities of an on-site inspector and coordinates any required field changes with the architectural design teams. Oversees and de-conflicts the space usage and all trades requirements of 75-120 construction personnel each day. Manages a highly complex and diverse set of all trade contractors with a tight production and repair schedule. Manages a highly confined and cluttered construction environment that maintains sufficient noise, dust, and construction debris minimization to allow part of the school to remain in operation.

East Saint John High School Flood Mitigation September 2014 – Ongoing

Program manager and construction oversight for all aspects to protect East Saint John High School from flood waters with protective mitigation levee and drainage construction. Oversees all aspects of construction management and program management within the cost, schedule, and performance standards outlined. Manages the daily focus and coverage of resident inspector and the daily inspection of materials, construction practices, conformance to specifications, and testing protocols. Provides daily oversight of a highly complicated traffic management plan and the associated construction phases in and around the active portion of the East Saint John High School. Manages customer concerns and conduct weekly construction synchronization meetings to ensure conformance to schedule and quality parameters. Daily management of technical inspection of force drainage, excavation, pump and sluice gate installation and levee construction in a confined space. Daily coordination with school administrators, various local utilities and government representatives. Daily management of controlled traffic diversion and road way repairs.

Scot William Greig





Plaquemines Government Complex February 2014 – Ongoing

Oversees various repairs and new construction projects at Plaquemines Parish Government Complex to include storm damage repairs, electrical revisions, complex and standard roof and window storm retro fit and various storm related damaged items. Manages a complex array of construction projects, schedules and all trade requirements in a confined space and compressed construction schedules. Manages and on site inspectors and the oversight of materials inspection, testing and quality controls. Maintains constant communication and dialogue with various supervisors and construction managers to ensure de-confliction of resources and space allocation. Informs owner representatives of the progress, quality status and milestone decisions. As appropriate participates in change orders discussions to improve performance and customer satisfaction.

Venetian Isles Road Repair (Storm Damage) June 2014 – Ongoing

Construction and program manager for Venetian Isles road repairs resultant of Hurricane Isaac. Oversees all field operations issues and schedules. Performs site surveys, field analysis and manages on site inspection when required. Manages material testing, quality assurance and construction inspection on site in various locations simultaneously. Follows the New Orleans Department of Public Works requirements for documentation and quantity tracking of every line item and design sheet in exacting detail. Personally conducts constructability analysis and produces required field change requests for quantities, additions and subtractions to curb and gutter, driveways, walk ways, and various full and partial asphalt and Portland Cement Concrete road repairs.

Pump Station Quiet Rooms: Plaquemines Parish, LA October 2013 – January 2015

Program coordinator for 8 unique quiet room designs in Plaquemines Parish. Receive, review and reconcile submittals to with original design. Manage all aspects of cost schedule and performance. Project consisted of adding quiet rooms in 8 existing pump stations. For this project, my duties included the review of submittals, verifying the structural soundness of changes and material trades within the specifications. I managed the quality control of inspections. During construction, I worked with the design engineer and contractor to resolve coordination issues, clarify design intent and de conflict drawing ambiguities. I attended weekly construction reviews and conducted on-site inspections as required to answer request for information, recommend solutions to area of concern and issue appropriate request for quotes. I approved all shop drawings, attended weekly construction meetings and visited the site to resolve any conflicts. I reviewed the resident inspectors daily reports and made sure that the critical path was being met on schedule and recommended changes required due to unforeseen conditions.

scot william greig





Replacement Medical Facility, Plaquemines Hospital District Number 1 October 2013 – September 2014

Construction oversight and program manager for FEMA funded improved project to replace medical facilities in southern Plaquemines Parish. The project is valued at over 26 million dollars. I directly supervised the efforts of one full time and 3 part time employees involved in on-site inspection, quality control, materials testing, medical and IT procurement, and several aspects of public relations. Responsible for programmatic briefings and analysis of cost, schedule, and performance measures on behalf of the board of directors. I also reviewed all submittals, consolidated change order requests and conducted impact study of program changes. Coordinated the input of the primary architect, structural engineer, electrical and mechanical engineer, and all the trade contractors. Challenges on this program involved synchronization of construction schedule with the critical path, complexity of IT and security changes, and various late changes to design.

LAW ENFORCEMENT EXPERIENCE

Attended Lafourche Parish Sheriff's Department's Regional P.O.S.T. Academy- Jan 5, 2014 through May 5, 2015. Graduated on May 5, 2015 (POST Certified). Began field training with Plaquemines Parish Sheriff's Office immediately thereafter-with said training continuing to present. Also-Volunteer with Young Marines Program with PPSO.

MILITARY EXPERIENCE

Research and Development Coordinator Army Night Vision and Electronic Sensors Directorate (January 2012 to December 2013) Fort Belvoir, Virginia

Research and Development Coordinator for the Night Vision and Electronic Sensors Directorate's (NVESD) research and development programs (6.2 & 6.3) with an annual budget of \$660 million and 798 personnel. Provide early life cycle management of Army and Department of Defense (DoD) developmental and special interest programs in the area of electro-optic/infrared sensor and countermeasure capabilities. Coordinates the development efforts of scientists and engineers with HQDA, TRADOC, the Rapid Equipping Force, the Joint Improvised Explosive Device Defeat Organization, Program Managers, Research, Development and Engineering Command (RDECOM) Engineering Centers and Service Laboratories throughout the DoD. Ensures that relevant, mature, technology programs selected for military capability integration meet cost, schedule, and performance requirements to be placed into combat worldwide. Coordinates management requirements with customers at the strategic levels of Headquarters Department of the Army and Department of Defense entities. Conducts periodic reviews and cross-leveling activities with various national intelligence agencies and determines classification and capability integration issues with new and emerging technologies. Performs the duties of the NVESD Military Deputy Director in his absence, and manages the administrative support and utilization of 14 military personnel assigned to the laboratory.

scot William Greig





- Managed deployed programs estimated at over \$120 million
- Led a military specialty team of advisors comprising of 14 NCOs and 2 Officers
- Capture manager for Assistant Secretary of the Army funding in substrate development estimated at \$50 million
- Oversaw Installation engineering
- Disaster relief coordinator for Sector B of Fort Belvoir, Virginia

Systems Engineer 2010 - 2011, Bagram Airfield Afghanistan

Responsible for technology introductions relevant to Improvised Explosive Devices in the combat theater of Afghanistan. Led integration efforts and coordination of technology enablers in excess of \$700 million and answered over a hundred Warfighter requests for information throughout the Combined Joint Operations Area. Authored 16 operational requirements that materialized into technology solutions and leveraged the engineering resources at all levels of the DoD and other federal agencies to provide relevant and timely solutions. Worked closely with IJC, USFOR-A, Regional Commands, JIEDDO, CENTCOM, REF, AWG, 401st AFSB, and coalition forces to support the C-IED mission. Lead a team of 4 Non Commissioned Officers, 3 Contract support personnel and operational responsibility for 43 programs across Afghanistan.

- Managed 43 technology programs in Afghanistan at the Secret and TS level
- Led small teams and large IPTs for full life cycle support of technology enablers
- Planned integration of 9 theater-wide technology programs during combat and stability operations
- Executed 4 contract actions valued at \$ 2.8 Million Explosive Ordnance Disposal specific needs
- Oversaw initial contract formation for contracting actions to include military construction
- Accountable to the theater Engineer for procurement of combat engineer specific equipment for explosive remediation.
- Manager of Corps of Engineer Expeditionary programs (CIED) in Afghanistan.

Deputy Director Manufacturing and Technology Integration, Assistant Secretary of the Army Acquisition Logistics, Technology (ASAALT) 2007 -2010

Deputy Director for Technology transition and Protection for the Chief Scientist of the Army (DASA(R&T)) and responsible for the execution of the U.S. Army Technology Transition Program. Managed the Army Manufacturing Technology investment portfolio of \$100 Million dollars in annual 6.7 funding. Direct oversight of over 30 Army Technology Objective programs in support of modernization goals. Responsible for the cost, schedule, performance and transition planning of funded programs. Led the Army Lean Six Sigma project for technology transfer process and authored the Army Policy on Technology Transfer Agreements from 2008 to 2010. As Deputy Director, required to attend meetings and present Army Policy

scot William Greig





and position to Joint and DoD agencies on a regular basis. Served at the Army lead in manufacturing technology investment in the DoD forums.

- Developed Army Technology Transition Agreement Six Sigma Project and policy in 2008-2010
- Led 3 Army Integrated Product Teams of over 70 members on technical transfer
- Implemented Lean practices in Technology Evaluation saving \$ 2.8 Million a year in core funding
- Personally responsible for the management and congressional reporting of \$ 100 million in 6.7 funding

Assistant Program Manager 2003- 2007 Warren Michigan

Accountable to the Program Manager Bradley for full life cycle management of the family of related combat vehicles. Principal manager of all investments for production, modernization, logistical readiness, and disposal of a 6,780 vehicle fleet. Principal developer of the National Reset and Recapitalization process for vehicles returning from combat in Iraq. Led the partnering activities and contractual execution of a milestone partnering between BAE and Red River Army Depot for the rebuild of subsystems and Led Six Sigma Manufacturing processes. Personally managed \$315 million in budget appropriations and over \$ 2 billion in FY05 Supplemental funding. Principal system engineer for work breakdown structure, and technology transfer documentation of 9 Army Technology Objectives. Managed and synchronized the efforts of 250 Department of the Army civilians, industry partners and military personnel. Lead System engineer on lightweight armor structures and electric drive components on combat chassis.

- Initiated survivability modernization program for Bradley combat vehicles.
- Served as the primary contract oversight on production of over 2,390 new Army combat vehicles in 2004-2005
- Oversaw 7 major contract awards worth over \$2 billion in national level reset and recapitulation

System Engineer 2001-2003, Vicksburg Mississippi

Research Coordinator and System Engineer for the United States Corps of Engineers research and development center. Developed and managed systems and subsystems in support of early user requirements based of operational gaps. Managed the development of two deployable systems to augment the surveillance, reconnaissance and target acquisition of deployed infantry, armor and engineer units. Oversaw the functional design, testing, and early deployment of 7 reconnaissance programs and 12 communication programs worldwide. Supervised 3 Department of the Army Civilians and 2 general contractors. Managed a technology budget of \$750 k annually.

Scot William Greig





- Developed the requirement and early system demonstrators of the Automated Route Reconnaissance Kit
- Managed 7 government employees and 3 contractors' daily activities and operational support
- Supported System Engineering Efforts and vehicle design initiatives for track mobility on the track and wheeled vehicles
- Deployed in support of combat engineers during Operations Iraqi Freedom

1992-2001 US Army Infantry Officer, Various locations

Commissioned Infantry Officer with ten years of tactical training and various leadership roles that including:

- Mechanized Infantry Platoon Leader (Led small unit of 35 Soldiers, 4 Vehicles)
- Scout Platoon Leader (Led a large Platoon of 45 Soldiers, 15 vehicles)
- Commander Infantry Headquarters (Led a Company of 189 Soldiers, 35 Vehicles, and 19 Disciplines)
- Commander Long Range Surveillance Detachment (Led a Company of 89 Soldier and Managed 250 Soldiers in Combat formation)

MILITARY EDUCATION

Defense Acquisition University Program Management, Systems Engineering, Technology Management, Test and Evaluation, Contracting, Army Command and General Staff College; Army Planning, Programming, Budgeting, Resourcing Management Course; Instructor Training Course; Infantry Officer Basic / Advance Courses; Airborne Course; Ranger Course, Air Assault Course, Special Warfare School, Hazardous Explosive Remediation Course; Scout Reconnaissance Course and Chemical Officer Course.

Proficient in:

Microsoft Word, Excel & Power Point

Scot W. Greig

President, S&K Professional Services, LLC
208 Phyllis Ct. New Orleans, LA 70123
(504) 428-4209 scot.greig@gmail.com

Scot William Greig





SCOTT OTT

Creative Director

Summary

Creative Director, Art Director, Graphic Designer -
Print Design, Web Design, Branding and Identity Development

Resume

26+ years of advertising and design experience - art direction, graphic design, concept development, creative direction, brand development, web design / development, and print production

Numerous years of Agency, In-House Advertising Department and Management experience

Developed, launched, and successfully operates a design and branding studio in New Orleans, Scott Ott Creative Inc. for the past 16+ years

Advertising Associations:

- The American Institute of Graphic Artists (AIGA)
- The Advertising Club of New Orleans
- The American Advertising Federation
- The American Marketing Association of New Orleans

Experience

Creative Director – Scott Ott Creative Inc.
2000 – Present (16 years)

Art Director - Peter Mayer Advertising
1999 – 2001 (2 years)

Art Director - Zehnder Communications
1997 – 1999 (2 years)

Scott Ott





Creative Director - Tulane University
Medical Center - Advertising & Marketing Department
1997 – 1998 (1 year)

Art Director - Graham Group - Marketing and Advertising
1992 – 1997 (5 years)

Art Director / Graphic Designer
Expressions Custom Furniture - Corporate Marketing Department
1988 – 1992 (4 years)

Awards

Recognized with numerous creative, design, and advertising awards on national, regional, and local levels

Recognized by the Advertising Club of New Orleans as the Advertising Person of The Year for Creative Services

Featured in How Design Magazine's Self-Promotional Annual

Featured in The Business Insider – One of “The 22 Most Creative Business Cards We’ve Ever Seen” – Scott Ott Creative Inc.

Education

Loyola University, New Orleans and University of New Orleans Bachelor of Fine Arts (B.F.A.), Graphic Design, Computer Graphics, Photography

Scott Ott





Professional Services

- graphic design
- print advertising
- web site design and development
- branding development
- logo design
- art and creative direction
- identity and branding
- collateral and brochures
- web banner ads and motion graphics
- email design and campaigns
- environmental design
- outdoor and signage
- catalog and publication design
- photography
- image manipulation and correction
- illustration
- concept and copy writing
- packaging design
- specialty advertising and p.o.p.
- direct mail

Proficient in:

Adobe InDesign, Illustrator, Photoshop

Adobe Creative Cloud Applications

Microsoft Word, Excel & Power Point

Scott Ott





Bio

Scott Ott

Creative Director / Art Director / Graphic Designer

Scott Ott brings a firm grasp to all aspects of advertising, design and the creative process. With more than 26 years of experience in creative development, art direction and graphic design; Scott knows the advertising and design business from front to back.

Scott has worked in a variety of environments, from advertising agencies (including The Graham Group, Zehnder Communications Inc., and Peter A. Mayer Advertising), to corporate, in-house marketing departments (including Tulane University Hospital and Clinic and Expressions Custom Furniture), leading to the successful development and launch of a branding and graphic design studio in 1999 — Scott Ott Creative, Inc. - a print, web, branding and graphic design studio based in New Orleans.

A few of the prestigious local and regional accounts to have benefited from Scott's creativity include: Burger King, DDD New Orleans (Downtown Development District), Harrah's Casino, Westin Hotel/ Canal Place, East Jefferson General Hospital, Ochsner Health System, Slidell Memorial Hospital, Tulane University Hospital and Clinic, Terrebone General Hospital, TISM (Tulane Institute of Sports Medicine), and The Zurich Golf Classic of New Orleans.

Scott has been honored by his professional peers on numerous occasions on both a local and regional basis. He was recognized by The Advertising Club of New Orleans as the Advertising Person of The Year for Creative Services, was featured in The Business Insider – “The 22 Most Creative Business Cards We've Ever Seen”, and has been recognized for excellence in design by national design publications, to name a few acknowledgements.

Scott Ott

scott@scottottcreative.com

www.ScottOttCreative.com

143 Ridgeway Drive - Metairie, LA 70001

504-837-5444

Scott Ott



Full Motion Productions



FOREST PHOTOGRAPHY, LLC



scott ott creative inc.



HEIDI WILSON

PROFESSIONAL PROFILE

Marketing/PR Specialist with over 20 years' experience in all aspects of marketing including promotions, public relations, creative writing, media planning and buying including social and digital, event planning, and website development. Dynamic management style with a proven record of consensus building while developing and retaining high quality team members.

PROFESSIONAL EXPERIENCE

FELD ENTERTAINMENT, Ellenton, FL

2010 – 2014

Regional Manager of Event Marketing & Sales

Responsible for strategic and business development for family entertainment touring properties including Ringling Bros. and Barnum & Bailey circus, Disney On Ice, Disney Live, and Marvel Universe LIVE! within Tampa, Orlando, Jacksonville, Lakeland, Fort Myers, Melbourne, and Bossier City. Developed marketing strategies and budgets for each property and market. Selected and secured appropriate media partners. Worked with publicists in each market on PR campaigns. Responsible for setting ticket pricing and scaling. Acted as liaison between venues and show management. Procured local sponsorships for various properties.

- Designed multiple social and digital marketing campaigns that resulted in local ticket sales of over \$100,000 for various touring properties.
- Under my management three circus properties averaged a 24% increase in attendance, 20% increase in net revenue and exceeded projections by 30%. Two of the markets had the highest revenue ever.
- Disney On Ice properties averaged an 18% increase in attendance, 8% increase in net revenue and exceeded projections by 22%. Two of the markets had the highest revenue ever.
- Received Rookie of the Year Award in 2010. Received numerous company awards for promotional efforts.

CBS RADIO, INC., St. Petersburg, FL

2001 – 2010

Non-Traditional Revenue Promotions Manager 2010

Developed and managed all radio station events from inception to final execution. Handled media relations for all events. Responsible for event P&L management and time line development. Negotiated contracts with event vendors and entertainers. Personally designed all event promotional materials.

Heidi Wilson





- Exceeded budget in a down economy by 6% accounting for \$1.7 million in revenue.
 - Fundraisers in 2009 generated over \$640,000 in donations.
- Marketing & Promotions Director 2000-2009
- Developed and oversaw all marketing, public relations, promotions and online initiatives for six radio stations. Responsible for preparing and maintaining annual marketing plan and budget. Directly supervised, hired, trained, disciplined, and appraised employees. Oversaw the development of all stations advertising including TV, direct mail and outdoor. Developed key relationships with local government officials and MacDill Air Force Base.
- Developed and executed unique marketing programs in conjunction with station clients:
 - Kenny Chesney promotion with Crown Imports delivered an 86% increase in business for distributor.
 - Kennedy Space Center online contest generated more leads for client than any other program in the nation including those with national brands such as Kraft.
 - Introduced an online consumer rewards program on station websites that increased pageviews over 50%.
 - Radio stations were consistently in the top five in ratings.
 - Honored with the CRB Radio Promotion of the Year Award.
 - Received multiple nominations for the R&R Promotions Director of the Year Award.
 - Two Station of the Year awards for WQYK-FM.

TICKETMASTER ONLINE, CITY SEARCH, INC., Tampa, FL

1999 - 2000

Marketing Manager

Developed strategic marketing plans for online city guide and executed fully integrated brand initiatives and marketing plans across all marketing disciplines. Responsible for the development and implementation of locally driven promotions and user value-added programs, including tactical components, relationships with third party partners, communication with national organization and fulfillment.

- Marketing initiatives resulted in an average monthly pageview growth of 11%.
- Recognized for Most Innovative Marketing Program for 1999.
- Identified strategic media promotional partners and developed relationships with them that created promotional opportunities and increased awareness of city guide.
- Planned and negotiated all media campaigns.

Heidi Wilson



Full Motion Productions



FOREST PHOTOGRAPHY, LLC



scott | creative inc.



THE LIPPHARDT AGENCY, Tampa, FL

1995 – 1999

Senior Account Executive

Developed brand positioning, marketing strategy and communications plans for agency clients. Responsible for formulating client budgets, designing and facilitating research vehicles and evaluating results of marketing programs. Developed strategic positioning for agency clients. Planned and supervised promotional events and trade show participation.

- Retained and opened million dollar accounts.
- Successfully planned and executed a comprehensive marketing program with a building product called WallSpan which led to a 33% market share increase in the first year.
- Responsible for developing creative distributor incentive programs for Danka Business System's wholesale division that resulted in an increase in business by 41%.
- Created progressive employee incentive programs and consumer loyalty programs: Responsible for program that generated a 100% increase in holiday gift certificate sales for Hops Restaurant, Bar & Brewery.
- Planned and conducted advertising workshops across the U.S. for Melting Pot restaurants. The two-day workshops focused on teaching the managers how to identify and implement local marketing initiatives.

EDUCATION

Bachelor's Degree in Public Relations
Florida State University, Tallahassee, FL

TECHNICAL SKILLS

Microsoft Office Suite, Adobe Photoshop, In Design, WordPress, and Dreamweaver.

Heidi Wilson
719 Aurora Oaks Dr.
New Orleans, LA 70131
Phone: 813.833.8700
E-mail: heidiheinzwilson@gmail.com
www.linkedin.com/in/heidiheinz

Heidi Wilson





PETER G. FOREST

EDUCATION:

Bachelor of Arts in Liberal Studies, Department of Mass Communications; Southern University and A&M College; Baton Rouge, Louisiana; December 1991; Concentration: Broadcasting

PROFESSIONAL EXPERIENCES:

Freelance Photographer/March 2009 – Present

The Times-Picayune Newspaper; New Orleans, Louisiana
Covered various events throughout the River Parishes and New Orleans regional areas for submission into the daily newspaper as well as the NOLA.com website.

Customer Service Manger/November 2007 – February 2008

Schwan's Foods; Shreveport, Louisiana
Sold frozen food products to both residential and business customers throughout the Northwest Louisiana region. Also helped to recruit and develop new customers.

Sales Trainee/November 2006 – November 2007

Eagle Distributing (Budweiser); Shreveport, Louisiana
Involved with the overall learning process of the beer industry with the Eagle Distributing branch of Budweiser.

Account Executive/May 2006 – November 2006

KSHV/KMSS Television; Shreveport, Louisiana
Marketed KSHV (My Network TV45) and KMSS (Fox 33) television affiliates to various businesses and entities throughout the Arkansas-Louisiana-Texas regional area.

Director of Athletic Media Relations/July 2003 – December 2005

Grambling State University; Grambling, Louisiana
Coordinated all athletic media related activities for the university's 18 sports.
Supervised the publication, layout and distribution of athletic media guides, game programs and releases.
Chief fund raiser.

Sports Information Director/July 1998 – June 2003

Alcorn State University; Alcorn State, Mississippi
Coordinated all athletic media related activities for the university's 15 sports.
Supervised the publication, layout and distribution of athletic media guides, game programs and releases.
Chief fund raiser.
Served as the chairman for all SWAC sports information directors - 2000-2002

Peter G. Forest





Sports Stringer/January 1998 – July 1998

Associated Press; Dallas, Texas

Sports stringer who covered all of Texas Christian University's home men's basketball games.

Sports Information Director/January 1993 – January 1997

Alabama State University; Montgomery, Alabama

Coordinated all athletic media related activities for the university's 15 sports.

Supervised the publication, layout and distribution of athletic media guides, game programs and releases.

Liaison officer for communications with the NCAA Self-Study Steering Committee at Alabama State University - August 1995 to January 1997.

RELATED EXPERIENCES:

-Computer knowledge (Corel WordPerfect, Microsoft Word, Microsoft Powerpoint, Internet, FTP (File Transfer Protocol), Electronic Mail, Macintosh, Microsoft Publisher, Excel, Automated Scorebook for Baseball, Basketball football and volleyball including Statcrew for football).

-Photographer for The Times-Picayune and at the World Trade Center of New Orleans various events.

-Videographer on various classroom assignments throughout college career.

-Sports Statistician for various organizations over the past 18 years in addition to sports information.

-Photographer at the 35th Annual Caribbean Central American Action Conference which was held at the Marriott in New Orleans, Louisiana from November 30-December 2, 2011.

-Photographer at United States Attorney for the Eastern District of Louisiana Kenneth Polite's Ceremonial Investiture at Walter L. Cohen High School in New Orleans, Louisiana on December 5, 2013.

-Campaign Photographer for elected officials, Marlin Gusman (Orleans Parish Sheriff, 2014), Baron Burmaster (Jefferson Parish Juvenile Court Judge, 2013), Randal Gaines (Louisiana State Representative, 2011)

PREVIOUS PROFESSIONAL MEMBERSHIPS:

-Current Member of the Crescent City Business Referral Network

-Football Writers Association of America

-College Sports Information Directors of America

-Louisiana Sportswriters Association

-Louisiana Sports Hall of Fame Selection Committee

Peter G. Forest





HONORS AND AWARDS:

-Eagle Values, Eagle Values Employee Session, from Eagle Distributing (Budweiser) of Shreveport (April 2 & 9, 2007).

-Certificate of Recognition, Thurgood Marshall Scholarship Fund's 6th Annual President's and Member Schools' Professional Conference (March 6-9, 2005).

-Elmore (Scoop) Hudgens Lifetime Sports Information Director Award, All-America Football Foundation (February 13, 2002)

-Excel Award, Birmingham Grid Forecasters (May, 1993)

SUMMARY OF QUALIFICATIONS:

- Public Relations
- Marketing Strategies
- Writer/Reporter
- Sports Statistics
- Communications
- Photography

REFERENCES:

Available upon request.

Peter G. Forest

113 Apricot Street
LaPlace, LA 70068

Home: (985) 652-2516 Cellular: (504) 201-5874

E-mail: pforest68@gmail.com

Photo website: <http://www.flickr.com/photos/pforest68/>

Peter G. Forest





WILLIAM F. MORROW

PROFILE

I began my video production career as a grip on a local Cox 10 Mardi Gras parade broadcast. From there I went up the ranks to work as a freelance camera op, director, producer and editor. In 2005 I opened my company Full Motion Productions, INC. Full MotionProductions has since become a leader in the video production community. We always strive to be the best while always maintaining our integrity. Our reputation is the single most important thing to us.

EXPERIENCE

INSIDE SALES REPRESENTATIVE

Sight & Sound Distributors, Harahan, LA 1994-1999

Sight & Sound Distributors was the nations leading video distribution center. Our main business was working hand in hand with the different movie studios and selling their movies to video stores across the country. I managed over 100 individual video stores and chains. I worked with the buyers to identify the right movie and game purchases for their particular region.

PRODUCTION COORDINATOR

Event Producers, Kenner, LA 2000-2005

I was the main camera operator, video director and also responsible for the hiring of any freelance labor that was needed. While here I also had the opportunity to learn video editing and producing.

PRESIDENT/OWNER

Full Motion Productions, Harahan, LA 2005-Present

I act as the main video director, producer, sales manager and operations manager for Full Motion Productions.

We specialize in multi camera live events. We also produce broadcast shows, commercials, training videos, web casts as well as offer a wide variety of video production services. Some current clients include: Festival Productions, Jazz Fest, Voodoo Fest, Solomon Group, Essence Fest, Bayou Country Fest, Gambit, Big Leaf Marketing, St. John Parish and Surgical Specialists of LA.

William F. Morrow





EDUCATION

DELGADO

New Orleans, LA-Associate Degree in Communications, 1992

SKILLS

Video Director: Proficient in video production switchers such as the Panasonic 450 and Black Magic 2ME

Camera Operator: Knowledge of most video cameras and support equipment such as the Hitachi Z-HD5000 camera, Cannon C100, JVC 790U and JVC 600.

Video Editor: Final Cut Pro, Playback Pro, Power Point, Keynote, Livetype and Presentation Pro software.

REFERRALS

Available upon request.

William F. Morrow

1509 Hickory Ave.
Harahan, La 70123
Fullmotionproductions.com

William F. Morrow





4. Cost

The S & K Team proposes the following project rates –but would like to note that these rates are negotiable based on quantity of work and length of campaign, with the intent being to reduce costs to St. Bernard whenever possible.

General Consulting:

\$75 per hour. This encompasses all meetings with clients to develop outreach plan and overall approach, as well as continued development of each phase of programs.

Copy Writing:

\$60 per hour: This is for all professional writing for TV ads, print ads & website content.

Media/Publicity Coordination:

\$75 per hour: This involves all press conference work, press events, media kits & press releases.

Market Research:

General consulting fees of \$75 per hour would apply, plus any outside fees needed such as polling, phone banks etc. Those rates TBD by extent of programs and budgets and would be agreed upon by St. Bernard after a proposal of researched rates in an effort to get best pricing.

Creative:

*All pieces to have consistent design and look”, building off of initial logo, campaign concept and layout

- all copy/text and photos to be supplied by client
- 2 rounds of client revisions
- Full usage granted upon receipt of payment in full

Flat Rates:

Art Direction/Campaign Concepting	= \$850.00
Graphic Standards Manual	= \$650.00
Logo Design	= \$950.00
Billboard Design	= \$600.00
Print Ad (Full page Initial Design)	= \$600.00
Print Ad (1/2 page Initial Design)	= \$450.00
Trifold Brochure	= \$850.00
Rack Card (2 panel)	= \$450.00





Folder Design	= \$650.00
Folder Inserts (2 sided)	= \$300.00each
WORDPRESS Website Design (2-3 pages *range depends upon functionality of website)	= \$1800 - \$3000.00
WORDPRESS Website Design (8-10 pages * range depends upon functionality of website)	= \$4800 - \$6500.00
Web Banner Ad	= \$250.00

*Note the rates under Creative are for design & artwork only.

All copywriting associated with this work will be billed under the \$60 per hour copywriting fee.

*All costs are estimates unless otherwise noted. *These estimates are based on 2 rounds of client revisions.

*However, overall rates can be negotiated based on size and length of campaign.

Media Buying:

Standard 15% agency commission (no other charges for research & coordination with media outlets)

- All creative related to the buy such as TV commercial production and ad creation/copy writing will be billed separately at stated rates.

*The cost of all ads, whether billboard, TV spot, or print are separate fees based on the market price at time, placement and frequency. Printing and mailing fees are separate. Whenever possible, we will endeavor to get three prices and choose the cheapest, most responsive estimate.

Video Production:

- 1) Single Camera Broadcast Quality HD shoot with audio, lighting and crew (3-man crew): \$3,000 per day
- 2) Post production editing: \$145 per hour
- 3) No charge for Video production when using in-house production by St. Bernard staff & other collateral already created.

Rates incurred utilizing these (already created or shot videos) would include the \$75 per hour Creative Consulting fee in determining concepts and copy writing at \$60 per hour along with \$145 Postproduction editing.





Still Photography:

\$75.00 per Hour

Time to Perform

- All work will be conducted as quickly as possible and often with 2-3 business days with the exception of website development which can take longer depending upon number of pages to be developed and programming requirements. The S & K team will endeavor to meet whatever deadlines St. Bernard imposes. Our team has never missed a deadline.

Additional Costs

Insurance: Due to extensive insurance requirements in the RFP that would require purchase of additional coverage, S & K is proposing a \$2000.00 Insurance fee. This would allow for \$500 per year of the four-year contract period to meet additional insurance requirements.





Section IV-Submittal Requirements

Requirements in addition to Section III Evaluation Procedure and Factors:

- Provide a list of previous projects and past clients. Include a portfolio of design work.

Response:

PROJECTS

Plaquemines Parish Medical Center:

Created updated logo, brochures, talking points, press releases, & invitations for opening of new medical center in south Plaquemines. Devised branding and tag lines and worked extensively with media and business community to garner support for project. Also worked closely with hospital staff and builders to create accurate fact sheets. In addition, planned and executed various business and media tours, parties and the actual Ground Breaking event itself.

Plaquemines Parish Government:

From 2006 to 2009 worked with the Parish President and his staff on various recovery issues including informing the public of the status of FEMA PW's and the numerous FEMA-funded projects underway throughout the parish. In this capacity, we worked with various contractors and officials to create articles, website updates, press releases and various other publications. In 2008, Boudrie revamped the Plaquemines parish website and coordinated public information and recovery information. For the first time, council meetings were streamed 'online' for the many residents below Belle Chasse who no longer have access to cable television.

During storm events such as Hurricane's Gustav & Ike in 2008, we acted as Public Information Officers for Plaquemines Parish before, during and after these two storm events. We worked directly with key Parish administrators, FEMA & U.S Army Corps of Engineer representatives to assist in coordination of parish's disaster preparations & response.

This included round-the-clock duties in the Parish's Emergency Management Center handling website updates, all media releases, press conferences, press releases, media live shots, tours and access to Parish officials and staff. Our staff received rave reviews for getting more information and coverage about Plaquemines Parish than ever before during a crisis/storm situation.





Plaquemines Parish Fire District #2:

When faced with a crucial fire protection vote in 2009 and weak public support, S & K was hired to quickly turn the tide and garner support for a 1% sales tax to finally dedicate funds to the Volunteer Fire Departments' 7 Districts in Plaquemines Parish. The Tax passed with strong support and Fire Chief Roy Robichaux has stated that without S & K's strong public information campaign and approach, the tax would not have passed.

City of Kenner:

1. Under Boudrie Communications – Karen Boudrie Greig and her graphic design team helped the city open its new Planetarium and Cinema. Boudrie developed the name 'Megadome' as well as marketing slogans for the new Cinema & Planetarium and launched a complete advertising campaign including TV Commercials, print ads, billboards and various promotional events for the facility. In 2005, Boudrie beat out two other large advertising agencies to win top honors from the New Orleans Press Club for 'Best Public Relations Campaign' for the Kenner Planetarium marketing and PR campaign.

2. Boudrie was also a key player in launching K-TV, the acclaimed government access channel for the city of Kenner in 2005. We orchestrated the equipment purchases, hiring of staff, developed programming and community involvement for the channel.

3. Boudrie also worked closely with the city's various attractions and museums to assist in marketing and advertising. Devised monthly advertising campaigns for these entities plus special events such as the city's Halloween event, Music in the Park and Laketown Family Day.

4. Advised the Mayor on all aspects of dealing with the media, wrote speeches and power points as well as press releases and coordination of press conferences.

5. Attended all city council meetings to assist with media releases and helped city purchase and maintain new council audio/visual system and oversaw staffing to shoot and edit meetings.

3. Hurricane Katrina- 2005

As the Public Information Officer for the city of Kenner, Boudrie coordinated all of the public information before, during and after Hurricane Katrina-assisting in what was deemed an exceptional recovery for Louisiana's sixth largest city after the Hurricane.





This included:

- Working with FEMA and the Red Cross to get information out to displaced residents.
- Working with local, national and international media to disseminate information about Kenner and coordinate all media interviews, briefings, releases and policy statements with and for the Mayor, Advised the Mayor on release of information, the how and when to do so. Wrote talking points, speeches and various publications and executive summaries as needed.
- Oversaw the city of Kenner's website with information at nearly an hourly rate immediately after the storm and revamped site specifically for storm-related releases.
- Oversaw the city of Kenner's Public TV Channel, coordinating all footage, shows and information as it related to Hurricane Katrina.
- Oversaw the city of Kenner's phone banks to ensure updated and information was released to public and that phones were staffed at appropriate levels.
- Worked with various contractors such as those conducting debris cleanup and companies like Entergy to dispense pertinent information to residents and businesses of Kenner.

Mississippi River Delta Restoration Coalition:

Conducted Media training for 11 scientists in March of 2015. This required research and meetings with Audubon Louisiana and the coalition to determine the issues involved and what are the stumbling blocks to effective dissemination of these critical issues. Once that was determined, S &K prepared a tailor-made Media Training Guide for the scientists and conducted a half-day seminar involving review of various tips and techniques- then an actual live interview conducted with each scientist. Those interviews were then edited and presented for critique so that each could see how they appear and how best to adapt their approach for better televised response. In addition print interview and general public speaking tips were reviewed as well.





Mosquito Control Services:

Hired initially to lead a crisis management team during a deadly mosquito-borne virus outbreak in north Louisiana... After successfully helping company to weather this storm with carefully crafted media releases and media consulting, S & K was subsequently hired to develop brochures, mailers, Public Service announcements, Children's animated Power Point Presentation, Radio campaigns, convention materials and handle various media relations to date. This included a logo redesign, new branding messages and a complete upgrade to a more professional look overall for the company.

Microsoft:

Provide all video gear, lighting, audio and a full crew for the production of the Microsoft Office Mechanics web show that is shot on location on the Microsoft campus in Redmond, Washington each year. Microsoft demands an absolute first-class operation and end product.

The most recent shoot was published on Aug 12, 2015

and explains the process used to test and roll out changes and updates in Office 365. It can be found here: <https://www.youtube.com/watch?v=mqyYCjb20og&app=desktop>

Kenneth Polite, United States Attorney for the Eastern District of Louisiana

Mr. Peter Forest served as the official photographer for Mr. Polite's Ceremonial Investiture at Walter L. Cohen High School on December 5, 2013. Attorney General Eric Holder was in attendance along with various local and state elected officials during this event.

St. John the Baptist Parish, Hurricane Isaac Disaster Relief and Recovery Efforts

Photographed the flood-damaged areas throughout St. John the Baptist Parish to document the extent of damages as well as the relief and recovery efforts in August-September 2012. Also took aerial photos of the area from an U.S. Army National Guard helicopter. Peter Forest is also the current event photographer at a variety of events for St. John Parish government.

U.S./Angola Chamber of Commerce

Official Visit to New Orleans May 2-3 2013. Documented the activities of this group ranging from the Business-to-Business Conference, tours of both the Mr. Charlie Oil Rig Museum and Oceanering offshore facilities in Morgan City along with a riverboat dinner and reception.





Past & Present Clients

Microsoft
City of Kenner
City of Jean Lafitte
Jefferson Parish Government
Jefferson Parish Schools
SMA Global
Louisiana Airport Authority
Laliberte, Ott, Larzelere & Douglass
Mosquito Control, Inc.
Lambert & Nelson
Deutsch, Kerrigan & Stiles
HBO
Teddle Media
United Way, National
Humane Society of Louisiana
Frank D'Amico, Attorney
International Shipping Corporation
Allan Kanner & Associates
St. Rose Travel Center
Actor's Theatre
Adventure Quest Laser Tag
All South Consulting
Engineers
Mark Starring & Associates
Don Cousins & Associates
Performance Geotextiles
L'Ultime Condominiums
Golden Boy Promotions
New Orleans Hornets
Swanson Communications
Plaquemines Parish Government
Zurich Classic
Burger King
Dixie Brewing Company
Tulane
Harrah's Casino
East Jefferson General Hospital
Slidell Memorial Hospital
Plaquemines Medical Center
Nurses Registry Inc.
Ochsner Health System
Terrebonne General Hospital
Tulane Institute of Sports Medicine
Orthopedic Specialist of New Orleans
Hard Rock Construction
Plaquemines Dirt & Clay
Jazzfest
Voodoo Fest
Honda Dealers
St. John Parish/AMC
M2 USA
WLAE TV
J & G Excafis
Sheraton Hotel
Associates in Dermatology
Jazzland Amusement Park
Mississippi River Delta Restoration Campaign
Plaquemines Parish Fire District 2
Audubon Louisiana





- Attach Portfolio

Response:

Portfolio is attached at the very end of this submission.

- Submit Resumes for all employees working on the project. State education, certifications, awards, and software proficiency.

Response:

Resumes with specifics requested are included under Section III, . Capacity to Perform.

- Provide at Least two recommendations:

Response:

Three recommendations are attached.

- Submit a cover letter describing proposed design approach and branding strategy.

Response:

Cover letter with required information is attached at beginning of RFP submittal (pages 6, 7)
In addition, Cover Letter & Executive Summary is attached as pages 3, 4, 5.

- Provide a cost breakdown and time to perform.

Response:

Cost breakdown and time to perform are listed in Section III Evaluation Procedure And Factors- item #4.





Office of the Lieutenant Governor
State of Louisiana

BILLY NUNGESSER
LIEUTENANT GOVERNOR



P. O. Box 44243
BATON ROUGE, LOUISIANA 70804-4243
(225) 342-7009

May 25, 2016

To Whom It May Concern:

While Parish President in Plaquemines Parish it was my pleasure to work with Ms. Karen Boudrie. Her dedication to the job at hand, and her knowledge proved invaluable, particularly when faced with Hurricanes Ike and Gustav in 2008. Karen handled the media with such skill that Plaquemines Parish received more coverage than ever before during a storm event. Our message was delivered loud and clear locally and across the state and even Washington D.C. thanks to Karen's efforts. From knowing just when to call the media to giving them the visuals they need to getting the right clarification when she sees them missing the point, Karen was always right on target. The media know her and respect her and that is of utmost importance.

In addition, Karen and her staff revamped our website, making it much more user friendly- adding online functions the parish never had before. She is also competent in developing press releases and press conferences as well as various publications and speech writing. She is very knowledgeable of government and FEMA-related issues and is a quick study on issues she is not familiar with.

I highly recommend Karen for any position she may seek in government or the private sector. She would truly be a great addition to any such entity.

Sincerely,

Billy Nungesser
Lt. Governor
State of Louisiana

WWW.CRT.LA.GOV





Mr. James L. Cappiello
125 Clausen Road
Belle Chasse, LA 70037
(504) 656-7599 (504) 756-3863

June 1, 2016

To Whom It May Concern:

It is my pleasure to recommend S & K Professional Services for its exceptional marketing and advertising abilities. Almost ten years after Hurricane Katrina, Plaquemines Medical Center, Hospital Service District # 1 opened a new \$30 million dollar medical center that required a great deal of expert media relations, promotion and marketing to convince the public that the location and upgraded services were necessary and relevant for all residents.

S & K worked with business and industry to bring them on board with a behind the scenes 'Special Business Tour' that aided in the support and built momentum for the Grand Opening. In addition, Karen Boudrie Greig, Vice President of S & K was very professional and worked well with the Plaquemines Medical Center Board, and myself as Chairman of the Board. S & K designed cost-effective, brochures and invitations, revamped the hospital's logo and created successful marketing strategies and slogans to promote the hospital beyond our expectations.

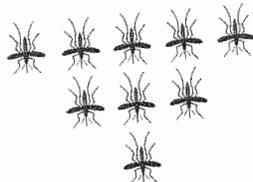
S & K also orchestrated a highly successful media day that brought television and print media all the way to Port Sulphur and garnered tremendous positive coverage. From talking points and fact sheets, to assisting with media interviews and other advertisements, S & K was thorough, competent and didn't miss a beat.

I highly recommend S & K for any marketing and media work. The team is creative, professional and has a great grasp of government operations, construction and budget parameters.

Sincerely,

James L. Cappiello
Former Board Chairman
Plaquemines Medical Center, Hospital Service District #1





MOSQUITO CONTROL SERVICES, LLC

June 3, 2016

To Whom It May Concern:

I am writing at the request of the S&K Professional Services team for an opinion of their performance.

Over the past 15 years Karen Boudrie and her team have provided effective and valuable guidance which proved to be essential to our companies' growth and development. They were able to seamlessly integrate with our staff, allowing for the quick development of ideas which was essential during periods with time constraints. We employed her company to develop valuable tools for public relations, advertisement, website development, and media management. Also, as technology and trends in media have changed, they have helped us stay relevant and improve aspects of our company to keep us at the forefront of our industry.

The length of our business relationship illustrates their quality of work. There has never been a regret associated with our partnership. I am confident that you will find S&K to be a competent and professional firm. I would not hesitate in recommending this company.

They are an excellent choice to represent you.

Sincerely,

Sam Stines
Chief Operations Officer
Mosquito Control Services

1000 Labarre Road • Metairie, LA 70001
(504) 366-0084 • 1-800-256-1784 • Fax: (504) 368-2512
www.mosquitoes.com





Portfolio

Video

(Please click on each link below to view or listen)

Microsoft Webinar

<https://youtu.be/O5ImRmQcfgI>

Don Cousins & Associates TV Spot

https://youtu.be/fiF51_jtnrE

Drew Brees/Big Shots TV Spot

<https://youtu.be/9TieUynmVCQ>

Kenner Planetarium “Dog Days” TV Spot

<https://youtu.be/6sO2LN8hOyk>

Kenner Planetarium “Now Open” TV Spot

<https://youtu.be/5uar-WQGikM>

RMMA TV Spot

https://youtu.be/T_6Ux3wCMec

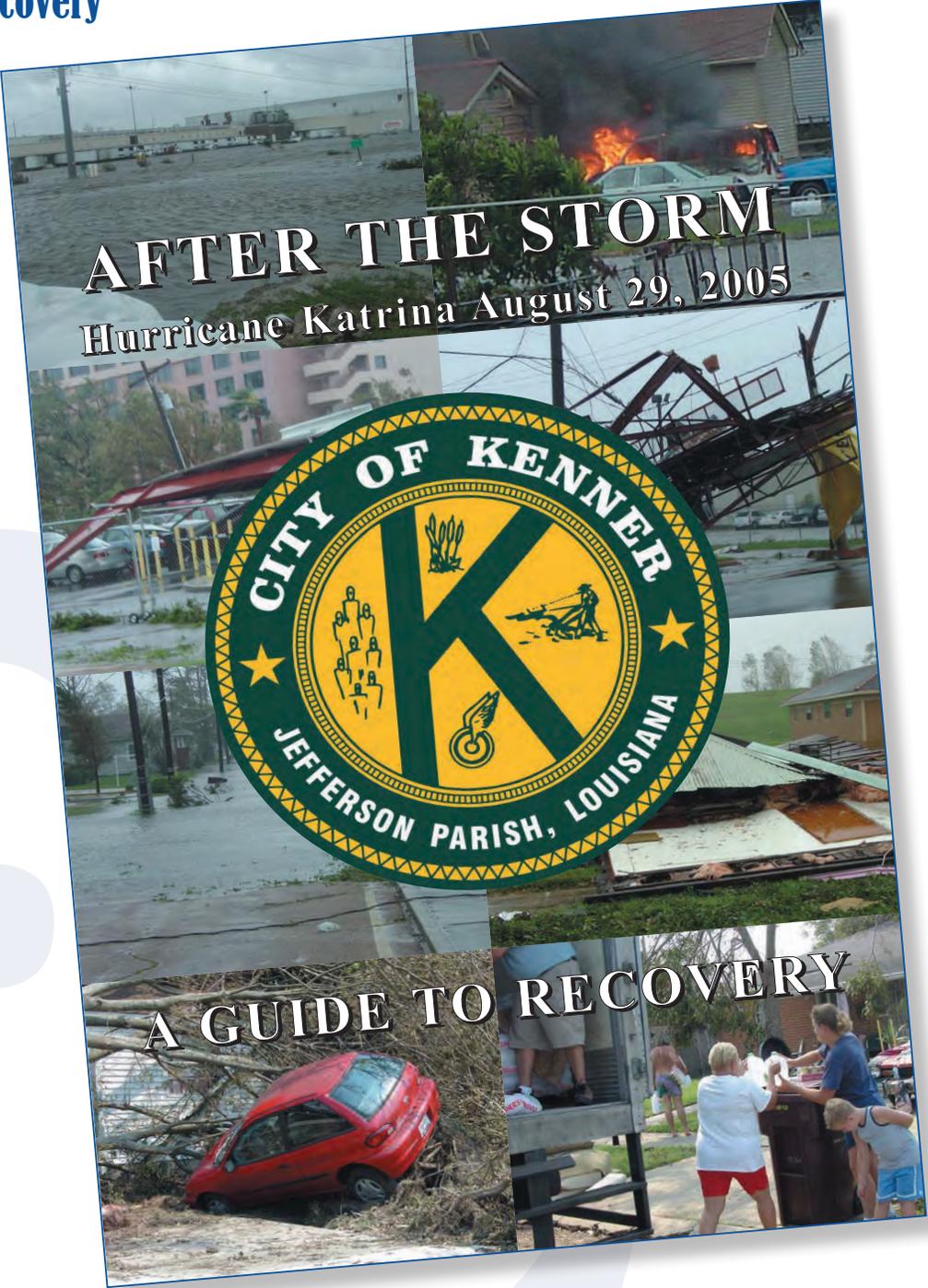
Mosquito Control Services Radio Spot

<https://youtu.be/ImlJnkGxenw>





City of Kenner - After The Storm A Guide to Recovery



View Here

<https://drive.google.com/file/d/0B967jD3NNDDRnmozWlRtbVp6Vm8/view?usp=sharing>





Mosquito Control Services, Inc. Collateral



View Here

<https://drive.google.com/file/d/0B967jD3NNDDRZ3F5V2JIMDg5UWc/view?usp=sharing>





Mosquito Control Services, Inc. Power Point Presentation



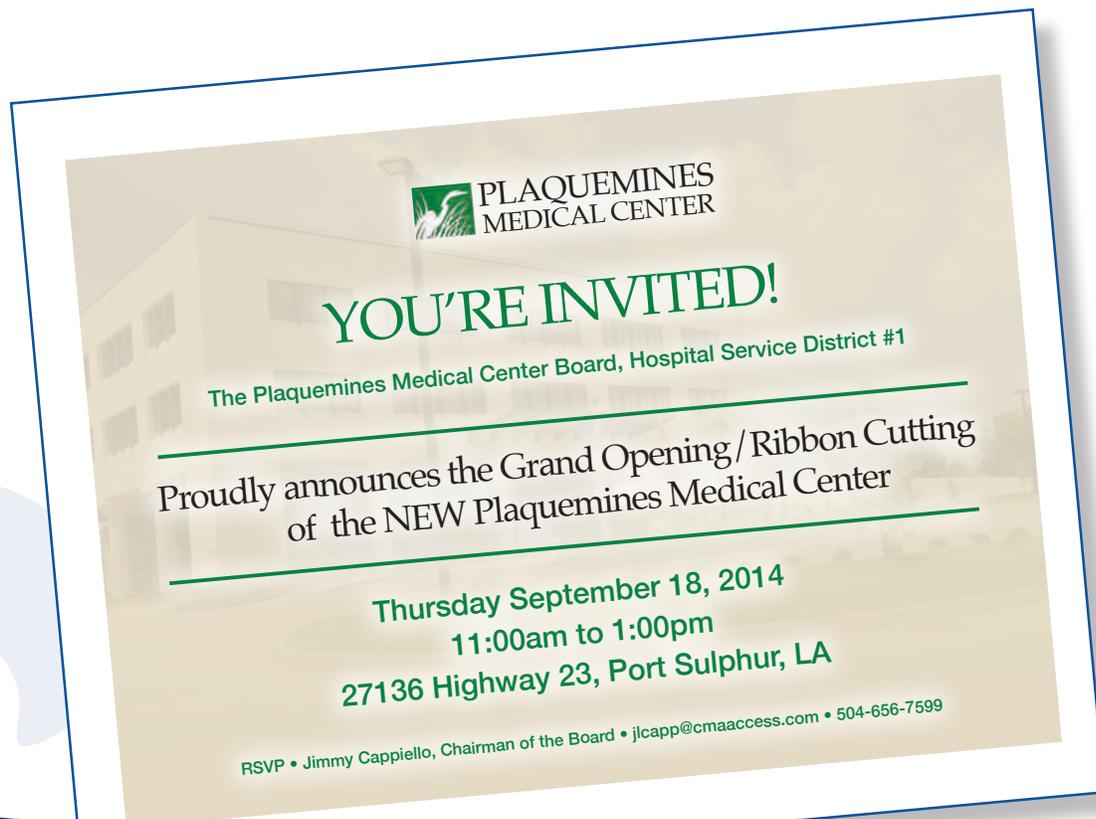
View Here

<https://drive.google.com/file/d/0B967jD3NNDDRQnJTQ1hkRUEyd3c/view?usp=sharing>



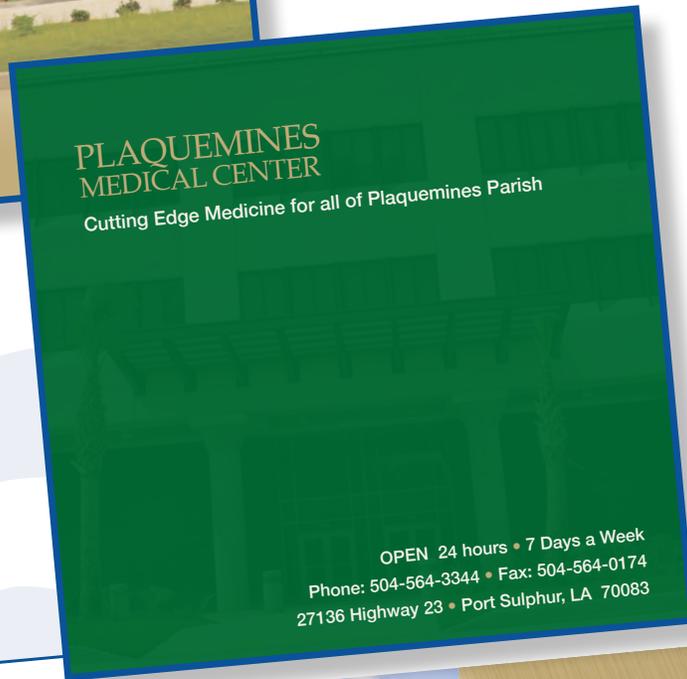
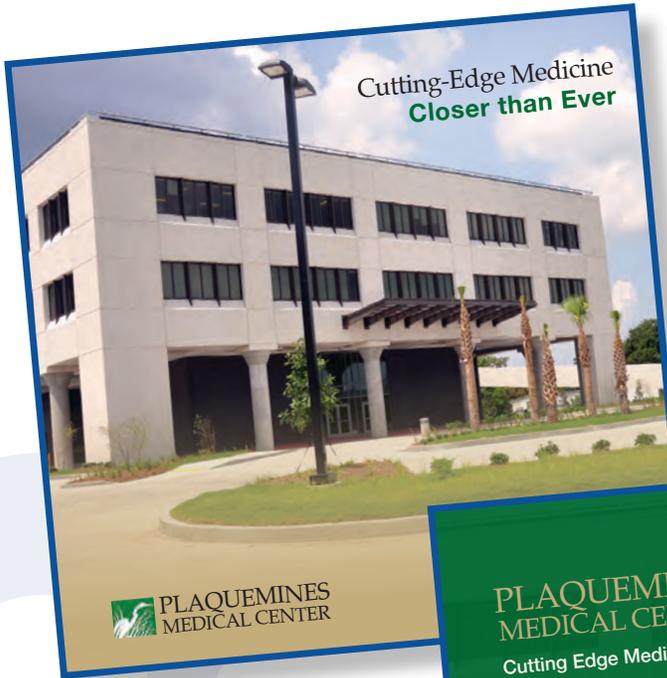


Plaquemines Medical Center





Plaquemines Medical Center





Plaquemines Parish Government



View Website Here

<http://www.plaqueminesparish.com>



Full Motion Productions



FOREST PHOTOGRAPHY, LLC



scott creative inc.



Zurich Classic of New Orleans



View Website Here

<http://zurichgolfclassic.com>



Full Motion Productions



FOREST PHOTOGRAPHY, LLC



scott off creative inc.



Downtown Development District (DDD) New Orleans



View Website Here

<http://downtownnola.com>



Full Motion Productions



FOREST PHOTOGRAPHY, LLC



scott off creative inc.



Dr. Richard L. Meyer, Jr.



OSNO
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DR. RICHARD L. MEYER, JR.



Dr. Richard Meyer is board certified and the only fellowship/specialty trained orthopaedic surgeon in both hip and knee reconstruction/replacement and Sports Medicine at Touro Infirmary. His 20 plus years of experience includes the Direct Anterior Approach total hip replacement, State-of-the-Art Computer Navigated Surgery, partial knee replacements, total hip and knee replacements and complex revisions. In fact, he is an instructor for the Direct Anterior Approach for total hip replacement as well as the first Louisiana physician to use the CI computer navigation system to perform knee replacement surgery. Dr. Meyer is one of the most experienced orthopaedic surgeons in the area, having performed thousands of successful total hip and knee replacement surgeries using computer technology.

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Plaquemines Medical Center Fact Sheet



Fact Sheet

- The new Plaquemines Medical Center was built with a FEMA grant as well as millage funds dedicated by voters to the hospital district.
- PMC's rebuilt facility offers roughly the same square footage as old building, (44,000 sq. feet) ...but is now a State-of-the-Art facility, 26 feet off the ground and is built to today's Hurricane-resistant codes and standards.
- Why not build in Belle Chasse? Because there are already numerous accessible hospitals and medical facilities just minutes from Belle Chasse. But the lower end of the parish is in need of the multi-faceted approach to medical care that PMC offers. In fact, many believe that it is a key infrastructure component necessary to the future growth of the parish.
- 85% of the tax dollars and other revenue realized by the parish are generated from the southern end of Plaquemines Parish.
- PMC is just 25 minutes from Belle Chasse and therefore can be utilized by the entire parish as the drive time to PMC can often be offset by the long wait times at other area medical facilities.
- Originally PMC was a full-fledged hospital with 'overnight' beds. Why not offer these hospital services? Because it's not warranted, and through strategic relationships with large urban medical centers, PMC can now offer Acute Care as well as a broad range of medical specialties- which is a new concept in rural health care.
- Except for major surgery, PMC can provide most pre-op and post-op services (through associated 'clinic' doctors), allowing for easier access for all patients especially the indigent. PMC offers diagnostic services, trauma services as well as various screening and testing. There are no overnight 'beds'. However there are two '23'-hour beds which will allow staff to stabilize any seriously ill patients before transport to another medical facility.

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Plaquemines Medical Center Press Release



NEWS RELEASE

*Plaquemines Parish to open new, state-of-the-art Medical Center
PMC to be catalyst for growth in parish*

FOR RELEASE SEPTEMBER 16, 2014
Port Sulphur, Louisiana:

For the first time ever, Plaquemines Parish residents, visitors, seafood and oil & gas industry workers alike will have access to cutting-edge medical technology and life-saving services without having to leave the parish when the new Plaquemines Medical Center opens September 18, 2014.

When the old PMC was destroyed by Hurricane Katrina flood waters in 2005, the Hospital Service District #1 Board pushed to not only rebuild, but add more advanced technology and build in a more accessible location right on Highway 23 in Port Sulphur. The new center also features a rooftop Heliport, a digital X-Ray machine, a Cat scan machine that takes images equal to an MRI to aid in detection of strokes and other ailments, a trauma center and extensive diagnostic services.

The new facility also houses a full service pharmacy, eye & hearing exams, Physical Therapy, Hospital Grade Lab Services and primary care facilities all raised 26 feet above the ground. "Not only have we added more life-saving technology, but we've created a storm-secure facility that will allow us to use this technology to take care of the community during times of crisis," says PMC Board President Jimmy Cappiello. "This facility has also been designed to become a command center during a storm or crisis, and that's important for keeping the lines of communication and life-saving operations open throughout the parish."

With the important oil & gas industry in mind, an industry-standard decontamination unit was added to the new PMC and expanded Occupational Medicine/OSHA services to work with business & industry. PMC currently has numerous contracts with companies in the seafood and oil and gas industries to provide drug screenings and physicals. In addition, many of the staff physicians are now trained in Tele-Medicine, which can assist with medical emergencies hundreds of miles offshore.

"I believe this was a once-in-a life-time chance to build important infrastructure for the future of our community," explains, Mr. Cappiello. That's why he dedicated so much time and energy over the past nine years to not only rebuild, but breathe new life into the overall medical center mission. "This is not your average urgent care facility. It's way more...just about everything short of major surgery can be handled at the new medical center."

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Plaquemines Medical Center Venice Port Article

State-of-the-art Medical Center to open in Port Sulphur Life-Saving & Cutting Edge Services closer than ever!

The Venice Port Complex may be at the 'End of the Road', but now businesses and industry utilizing the complex won't have to go out of Parish for cutting-edge and life saving medical care, it will be just 'up the road' at the New Plaquemines Medical Center. The new 44,000 square foot facility in Port Sulphur is set to open the doors to patients in mid to late September.

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In fact, the new PMC is changing the face of rural medicine according to Dr. Michael Kotler who has been the medical director at the facility since 1991, and worked closely with Mr. Cappiello and the hospital board in the design. "We have implemented a new concept in care. Through strategic relationships with large urban medical centers, PMC can now offer acute care as well as a broad range of medical specialties," says Kotler. "The fourth floor of the Medical Center is dedicated to rental space which will allow a variety of doctors and specialists to see patients each week from OBGYN to mental health services." The new facility will provide easy urgent and primary care access to residents and businesses from Venice to Belle Chasse and the East Bank of the Mississippi River, who will find the quick trip to Port Sulphur can save them hours of waiting at large medical centers outside of the parish.

After a recent tour of the facility, Plaquemines Business and Industry Association President Bobby Thomas said he was greatly impressed by the scope of improvements and sees the center as an essential catalyst for growth for the parish. "The new medical center is first class and will definitely be an asset to the business community as well as residents and help in attracting new industry to the parish," says Thomas.

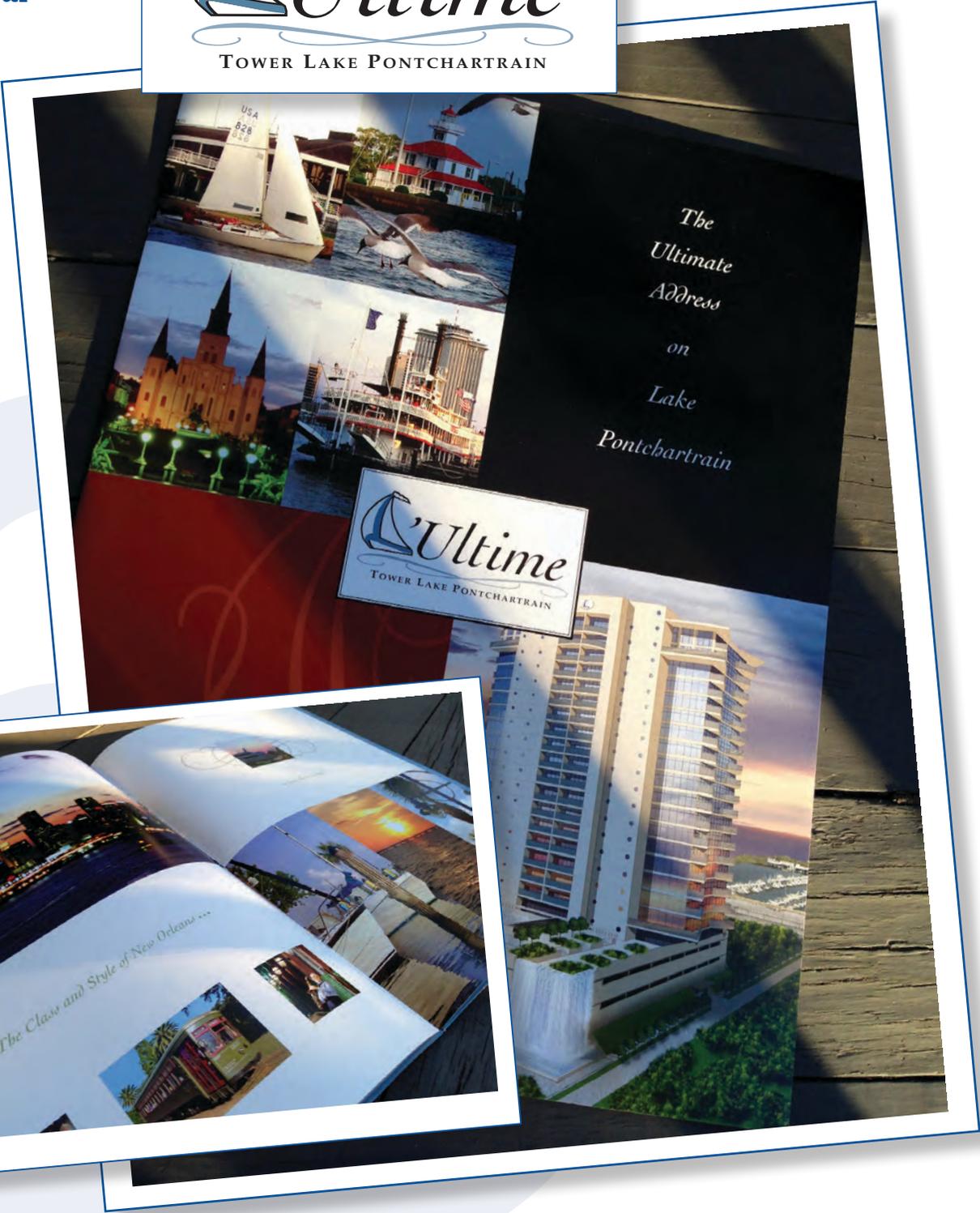
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