

PAT DAVIS DESIGN GROUP

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January 31, 2014

Philip Wenkstern, Marketing Coordinator  
West Piedmont Workforce Investment Board  
233 West Commonwealth Boulevard  
Martinsville, VA 24112

RE: Website Development and Design Services RFP

Pat Davis Design Group, Inc. is pleased to present this proposal to the West Piedmont Workforce Investment Board for *Website Development and Design Services*. Our firm has 37 years experience providing marketing communications services for clients throughout the United States and abroad. We also have 20+ years experience working with clients in the workforce and economic development sectors, and our team has completed nearly 1,000 unique projects for Workforce Boards across the country.

Founded in 1977, Pat Davis Design Group has earned a solid reputation as a highly respected marketing and visual communications firm. We provide creative services with nationwide coverage thanks to the reach of our California and Texas offices. Our staff has grown to encompass a highly talented team of marketing, advertising, multimedia, design, and print specialists. We have a proven track record of delivering high quality services on time and on budget.

Some of our relevant client engagements include work for The **SkillsSource** Group, Inc. (VA), Heart of Texas Workforce Development Board (TX), Foothills Workforce Investment Board (CA), Sacramento Employment and Training Agency (CA), SacramentoWorks (CA), Silicon Valley Workforce Investment Network (CA), and the South Central Workforce Development Board (PA).

For all proposal and contract-related matters, our primary contact information is as follows:

George Dimotakis, Marketing Director	T ~ 916.563.7148
777 Campus Commons Road, Suite 200	F ~ 866.367.7126
Sacramento, CA 95825-8343	E ~ georged@pddesign.com

I welcome the opportunity to discuss our capabilities and qualifications in further detail. This proposal shall remain valid for a period of no less than 90 days. Our Federal tax identification number is 20-3986008.

Respectfully submitted,



George Dimotakis  
President, Marketing Director

## EXECUTIVE SUMMARY :: INTRODUCTION

### General Company Information

Pat Davis Design Group was founded in February 1977 in Sacramento, California. Over the past 37 years the firm has strategically evolved into a highly regarded visual and marketing communications firm. The creative team at Pat Davis Design Group is award-winning in the design and development of traditional and digital campaigns, including: branding and identities, publications, brochures/folders, reports, newsletters, exhibits, technical illustrations, and web design. We also have the in-house capability to perform a broad range of target marketing, copywriting, advertising, public relations, social media, and community outreach. Recently, our firm received two awards from the International Academy of the Visual Arts for marketing campaigns we developed for a client in Texas.

In October 2011, our agency opened a regional office in Texas to better serve our Central and Eastern U.S. clients. We have since grown that office into a powerhouse team, providing full-service graphic design, social media, copywriting/editing, and marketing communications services. In addition, we continue to expand our footprint along the Eastern U.S., with the addition of new accounts in Virginia, New York, and Washington, D.C.

Our team also continues our efforts to provide high-value marketing communication services to many non-profit organizations. We are proud to be working with the Assistance League of Sacramento, the Capital Region Family Business Center, KVIE / PBS Public Television, and the County of Sonoma's *Healthy Eating Active Living* Community Health Initiative, among others.

Of note, we have extensive, directly-relevant experience in designing websites for workforce development agencies. We have developed—from concept to completion—multiple websites for the Heart of Texas Workforce Development Board; and, we're in the middle of a major redesign of the main website for The **SkillSource** Group. In addition, we built the online Business Services Toolkit for the Foothill Workforce Investment Board, and designed the framework for the previous edition of the South Central Workforce Investment Board's website.

### Service Offering

Pat Davis Design Group, Inc. currently provides the following services in-house:

Graphic Design	Collateral Development	Web Design & Development
Branding & Identity Management	Target Marketing Services	General Advertising Services
Public Relations	Exhibit & Tradeshow Services	Signage & Displays
Social Media Marketing	Campaign Development	Conference & Event Planning

### Contact Information

The HQ / West Coast Office of Pat Davis Design Group will serve as the lead creative office for this contract, with support from the Central U.S. Office, as needed. The contact details are as follows:

HQ / West Coast Office T 916.563.7148 F 866.367.7126	Central U.S. Office T 254.495.5507 F 866.367.7126	<a href="http://www.pddesign.com">www.pddesign.com</a> <a href="http://www.facebook.com/PatDavisDesignGroup">www.facebook.com/PatDavisDesignGroup</a> <a href="http://www.twitter.com/pddg">www.twitter.com/pddg</a>
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## TECHNICAL VOLUME :: DEVELOPMENT PROCESS

Please see below for a basic outline of the development process we will employ in building out the redesigned WPWIB website.

### *Research, Scoping, Content Gathering*

Any project of this caliber begins with an initial client consultation to discuss in detail the full scope and expectations for the total functionality of the new website. During this phase is also when we perform background research on goals and objectives of the new site, and make key determinations as to the most time- and cost-effective means for accomplishing these objectives. In addition, we also strive to collect a concise list of expected content categories, as that will help shape the overall website architecture, navigation, and functionality.

### *Website Architecture*

Once we have completed the initial consultation, and gathered the necessary baseline data, we can then begin developing the preliminary website architecture, which includes the primary navigation, sub-navigation, and overall site structure. We often present this information in an org chart fashion. During this phase we will work closely with client staff to flush out revisions, modify the architecture as needed, and finalize the core structure of the new site.

### *Concept Development*

Following the completion and approval of the new website architecture, we can then begin the creative development process of crafting the initial look and feel concepts for the new site. This process includes design development of a sample home page and sample interior page. We typically develop two to three concepts for client consideration. Each concept will show full page layout, navigation, graphics, and sample content. This phase will include client selection of the one preferred concept, and a period of revisions to finalize the concept.

### *Production*

The production phase of this task is the largest phase in the project, as it includes full population of the entire website. Once the final look and feel concept has been approved, we then immediately move into physically building out each web page of the new site. During this phase we also populate the content and graphics for each page, in addition to preparing all navigational links, offsite links, and other key components of the new site. It is also during this phase that any client-selected custom features are built out. The production phase typically includes two complete rounds of client proofing of the entire website.

### *Testing, Launch*

Once all of the new web pages have been fully populated and client approved, we then move into the testing phase. Testing of the new site includes uploading it to the host server, performing compatibility tests across multiple web browsers, checking for mobile compatibility, ensuring all links and tools are functioning properly, and scanning for any potential hosting errors. Once all issues have been identified and addressed, we then launch the new site in a live format. We then perform one additional round of testing, and conclude with final client sign-off of the entire new website.

## TECHNICAL VOLUME :: USABILITY STANDARDS AND TESTING

As described in the *Testing and Launch* phase of our Development Process, we perform extensive testing on all new websites before and after they launch. Testing includes a thorough review of web browser compatibility, mobile device compatibility, functionality, navigation, graphics and imagery, internal and external links, and performance of any custom web tools that may be installed.

## TECHNICAL VOLUME :: TECHNOLOGY

To allow for the greatest amount of flexibility in website design, future editing, and potential client content management, we typically build the base website in HTML, and then employ custom Flash, PHP, or Java coding for specific web features and tools. Depending upon the final chosen host server solution, the platform will most likely be Linux or Windows-based.

## MANAGEMENT VOLUME

### Customer Service

Pat Davis Design Group has developed a strict project management and quality control policy that is our guiding light for project assignment, monitoring, and completion. Please see below for the highlights of our management plan.

- Each project is assigned to a dedicated Account Manager.
- Account Managers are responsible for keeping all creative and marketing staff on schedule, and report to the firm's Principal or Directors, as applicable.
- Budgets, deliverables, and deadlines are tracked at the end of each week.
- Weekly production meetings are held to monitor productivity and milestones.
- Internal monthly and quarterly progress reports are prepared for ongoing client engagements.
- All projects involving printing, fabrication, or production are reviewed for accuracy and completeness prior to sending the artwork to the vendor, proofed at the vendor's facility (when possible), and inspected before final delivery occurs.
- Project staff is available in a multitude of ways – office, email, text, in person, etc.

### Organizational Chart

For the WPWIB *Website Development and Design Services* project, we propose the following staff:

**TIER 1** George Dimotakis

Principal

Marketing & Creative Director

**TIER 2** Ron Deforest

Account Manager

Business Development Director

Melissa Briske

Account Manager

Marketing & Social Media Strategist

**TIER 3** Ranin Zubi

Events Director

PR & Social Media Strategist

Stephanie Faiferek

Senior Graphic Designer

Web & Multimedia Designer

Andrea Johnston

Senior Graphic Designer

Web & Multimedia Designer

## MANAGEMENT VOLUME

### Schedule of Deliverables

Please see below for our proposed production schedule. We estimate a project of this size will take roughly four months to complete.

PROJECT TASK / MILESTONE	DATE
Initial Consultation, Research, Scoping, Content Gathering	Week 1
Present Draft of Menu, Navigation, and Site Architecture to Client	Week 2
Client Feedback of Menu, Navigation, and Site Architecture Due to PDDG	Week 3
Presentation of Look and Feel Concepts	Week 3
Client Feedback of Initial Look and Feel Concepts Due	Week 4
Draft Content (Text, Photos, Graphics, etc.) Due to Client Project Lead (Internal)	Week 5
Refine One Concept Selected by Client	Week 5
Client Approval of Final Look and Feel Concept	Week 6
Identify>Select Majority of Stock Photos for Website	Week 6
Final Content (Text, Photos, Graphics, etc.) Due to PDDG	Week 6
PDDG to Begin Build-Out of Website	Week 7
PDDG to Complete Build-Out of Template for all Web Pages	Week 8
PDDG to Complete Population of all Web Pages with Client Content	Week 10
PDDG to Complete Build-Out of Desktop and Mobile Versions of Website	Week 10
Present First Proof of Complete Website Due to Client	Week 11
Client Feedback of First Proof of Complete Website Due to PDDG	Week 12
Present Second Proof of Complete Website Due to Client	Week 13
Final Feedback/Approval of Second Proof of Complete Website Due to PDDG	Week 14
Test Entire Website on PDDG Internal Server	Week 14
Upload Web Files to Host/Client Vendor's Web Server	Week 15
Test Complete Website on Host/Client Vendor's Web Server	Week 15
Incorporate Final Revisions for Host Vendor's Web Server	Week 16
Soft Launch of Brand New WPWIB Website	Week 16

## BUDGET VOLUME :: COST PROPOSAL

***NOTE: All information contained in our Cost Proposal is proprietary and confidential as it contains rates and discounts not offered to all our clients.***

### Website Development and Design (Core Elements)

Research, Scoping, Content Gathering	10 hrs.	\$95/hr	\$ 950.00
Website Architecture	8 hrs.	\$95/hr	\$ 760.00
Concept Development	12 hrs.	\$95/hr	\$1,140.00
Production (based on 30-40 web pages)	40 hrs.	\$95/hr	\$3,800.00
Testing, Launch	10 hrs.	\$95/hr	\$ 950.00
Project Management	8 hrs.	\$95/hr	\$ 760.00
Total Budget for Core Elements	88 hrs.		\$8,360.00

### Website Development and Design (Additional Options)\*

Content Management System	\$1,500.00
Interactive Calendar Function	\$ 850.00
Online Sign-Up Forms	\$ 750.00
Language Translation Tool	\$ 350.00
Google Analytics Reporting	\$ 250.00
Ongoing Website Maintenance	\$ 550.00
Website Hosting	\$ 450.00
Stock Photography	\$ 300.00

*\*NOTE: Please see the next page for a detailed explanation of the additional options for your consideration. Any of the above Additional Options can be added to the Core Elements and/or customized in any way to best meet the client's needs.*

## BUDGET VOLUME :: COST PROPOSAL

***NOTE: All information contained in our Cost Proposal is proprietary and confidential as it contains rates and discounts not offered to all our clients.***

This page outlines the additional website development options for client consideration.

### 1 – Content Management System (CMS)

- incorporate WYSIWYG CMS directly into website architecture
  - create login/password for client staff to access CMS directly from their preferred web browser
  - CMS will allow editing of predetermined page layout/content elements
  - CMS will be based upon the MS Word Toolbar editing format, and requires extremely minimal experience in web editing
  - CMS will allow real-time access to the server, meaning edits can be live within minutes
- Estimated Cost = \$1,500.00 (one-time fee; no ongoing licensing or annual fees)

### 2 – Interactive Calendar Function

- create and install interactive calendar feature (such as Google Calendar)
  - install onto website, setup for annual (Jan-Dec) use, and allow for addition of content to any day of the calendar month
  - calendar will be editable via the CMS
  - calendar will include interactive features with links to applicable resources, possible jobseeker sign-up form (see #3 below), option for visitor to add events to their Google calendars, and more
- Estimated Cost = \$850.00

### 3 – Online Sign-up Forms

- built-in web-based data collection form to capture necessary data that will easily and automatically be relayed via email to the appropriate client staff member(s)
  - form will be custom built to capture any and all data fields desired by client, and can be used for jobseeker, employer, and/or youth purposes
  - form will be accessible in a multitude of ways (to maximize use and functionality)
- Estimated Cost = \$750.00 for the first form; \$650 for each additional form

### 4 – Language Translation Tool

- built-in, integrated web-based translation tool that allows visitors to use Google Translator to automatically translate web page content into a multitude of languages
  - translator will be included into the site architecture so that it can be accessed from any of the web pages
- Estimated Cost = \$350.00

### 5 – Custom Website Data Report

- PDDG will take Google Analytics raw data and prepare customized data report based upon criteria provided by client staff
  - export reports on pre-determined cycle of monthly and/or quarterly
- Estimated Cost = \$250.00 per report

## BUDGET VOLUME :: COST PROPOSAL

***NOTE: All information contained in our Cost Proposal is proprietary and confidential as it contains rates and discounts not offered to all our clients.***

### 6 – Ongoing Website Maintenance

- PDDG will provide, as needed, basic web edits to the redesigned site
- initial volume of edits is estimated to be the equivalent of 8-10 hours per month
- includes all content and graphical edits
- NOTE: The addition of new web pages or new web features will be additional.

Estimated Cost = \$550.00 per month

### 7 – Website Hosting

- if requested, PDDG will research and secure appropriate website hosting services
- hosting will include all routine website server features, but does not include email, or domain name registration (those can be purchased separately for an additional cost)
- NOTE: WPWIB is welcome to secure their own host server, and we will gladly upload the new website and test it against the client's server. Those fees are already included in the Core Elements budget.

Estimated Cost = \$450.00 per year

### 8 – Stock Photography

- research, identify, and purchase client-approved stock photography (as needed)

Estimated Cost = \$300.00 (includes 10 images)

## ATTACHMENTS :: OVERVIEW OF QUALIFICATIONS

### Relevant Experience

To learn more about our agency, and our recent projects, engage with us via our social media networks: Facebook (<http://www.facebook.com/PatDavisDesignGroup>) and Twitter (<http://www.twitter.com/pddg>). You can also see work samples in our online portfolio at [www.pddesign.com](http://www.pddesign.com).

Pat Davis Design Group has more than 37 years of marketing communications experience, of which more than 20 are directly relevant to the workforce development industry. With a 20-year working history with the Sacramento Employment and Training Agency, active, ongoing relationships with several other Workforce Development Boards, and having spent the past seven years serving as agency of record for Workforce Solutions for the Heart of Texas, we feel our team is especially well suited for this contract.

Some key highlights that make our firm a great fit for this project include:

- We have worked with workforce and economic development agencies across the country.
- We understand how to work with public agencies (60% of our revenue comes from the public sector).
- Over the past 37 years, our firm has received more than 250 awards of distinction.
- In 2010, our firm received two awards from the International Academy of the Visual Arts for work we produced for the Heart of Texas Workforce Development Board.
- We have produced nearly 10,000 unique projects for clients in more than 20 different industries.
- Our marketing work has included projects across the U.S. and in 14 different countries around the world.
- We are well-versed in the design of cross-cultural and multilingual collateral, and have worked with 11 different languages in recent years.

Some of our recent workforce development projects include, but are not limited to, the following:

- assist with branding, brand-building, and consumer awareness campaigns
- write, design, produce, and distribute all workforce collateral (brochures, annual reports, media kits, labor market information, industry-specific resources, etc.)
- oversee all marketing, advertising, and public relations activities for all special projects, initiatives, and programs (jobseekers, employers, child care, veterans, and youth)
- develop targeted Rapid Response collateral
- develop targeted youth-focused outreach, including hard-to-reach audiences (rural)
- write, distribute, and track press releases; design, produce, and place public service announcements
- build relationships with local, regional, and national media
- design and place all print, electronic, and broadcast media (design, buys, tracking, etc.)
- develop Crisis Communications Plan, Pandemic Influenza Plan, and Emergency Preparedness Plan
- design, develop, and maintain five different workforce-related websites
- handle all elements of numerous workforce conferences and forums (logistics, speakers, registration, collateral, décor, media, etc.)
- assist with event planning for several workshops, banquets, youth career expo, and rural programs
- write, produce, and distribute monthly newsletters
- manage all aspects of social media campaigns (Facebook, Twitter, MySpace, YouTube, etc.)
- provide on-site project management, strategic marketing, and media relations support

## ATTACHMENTS :: OVERVIEW OF QUALIFICATIONS

### Relevant Experience (Cont.)

Our team also maintains active memberships with the Public Relations Society of America and the American Marketing Association. We regularly attend statewide and national conferences, including the Texas Workforce Conference, National Association of Workforce Boards (NAWB), Workforce Innovations, and National Association of Workforce Development Professionals (NAWDP).

Some of our recent workforce marketing contracts have included work for the following agencies:

- Foothill Workforce Investment Board (Pasadena, CA)
- Heart of Texas Workforce Development Board (Waco, TX)
- Sacramento Employment & Training Agency (Sacramento, CA)
- SacramentoWorks Employer Services (Sacramento, CA)
- Silicon Valley Workforce Investment Network (San Jose, CA)
- SkillSource Group, Inc. (Vienna, VA)\*
- South Central Workforce Investment Board (Harrisburg, PA)
- work2future (San Jose, CA)

*\*NOTE: We were hired by The SkillSource Group, Inc., in 2012 to provide marketing communications support for a wide variety of services. Since 2012, our deliverables have included design of their 2012 and 2013 annual reports, print collateral, and we are currently in the middle of a complete redesign of their website. We are also actively working on tasks supporting their social media efforts, electronic communications, and more.*

Although our workforce and economic development experience is diverse and varied, we are most proud of our seven-year ongoing relationship with the Heart of Texas Workforce Development Board. Beginning in 2007, we have served as the agency of record for all of the Board's marketing, advertising, and public relations activities. To date, we have worked on nearly 660 unique projects covering every initiative, program, service, and audience of the Board. Below is an abbreviated list of the items we have designed, produced, and distributed.

#### General Workforce Services (jobseekers and employers)

- branding and brand integration services for Workforce Solutions
- graphic design, copywriting, and ongoing maintenance for the website ([www.hotworkforce.com](http://www.hotworkforce.com))
- event planning and design for annual Awards of Excellence Banquet (200+ attendees)
- graphic design, copywriting, printing, and distribution for bi-annual media kit
- graphic design, copywriting, and printing for WIA services brochure
- graphic design, copywriting, and printing for all Business Services Unit materials (employer toolkit, tri-fold brochures, rack cards, flyers, annual report, etc.)
- graphic design, copywriting, and placement of all print ads in the six county service area
- graphic design, copywriting, and printing of annual customer satisfaction survey materials
- graphic design, copywriting, and fabrication of workforce center interior and exterior signage
- copywriting and distribution of multiple press releases
- graphic design, copywriting, and distribution of monthly e-newsletter
- marketing assistance for annual financial literacy campaign
- translation and marketing promotion for Limited English Proficiency (LEP) program
- integration of social media (Facebook, Twitter, and YouTube) – handle all daily posts, photo albums, video uploads, and account maintenance

## ATTACHMENTS :: OVERVIEW OF QUALIFICATIONS

### Relevant Experience (Cont.)

#### Child Care Initiative (ChildOne)

- developed the name, brand, and formal identity for this initiative
- graphic design, copywriting, and ongoing maintenance for the website ([www.ChildOneTexas.com](http://www.ChildOneTexas.com))
- graphic design, copywriting, and printing for annual recognition banquet collateral (save the date, invitation, RSVP, program, signage, etc.)
- graphic design, copywriting, ad design, and printing for annual child care providers 12-month calendar
- graphic design, copywriting, translation, and printing of child care services rack card
- marketing outreach to program partners, vendors, and community organizations
- graphic design, copywriting, and ongoing maintenance for a special Child Care Services micro-site with numerous secured web forms, fill-in forms, and provider and applicant resources

#### Regional Economic Development Initiative (STEWARD – Solutions To Encourage Widespread Action for Regional Development)

- developed the name, brand, and formal identity for this initiative
- graphic design, copywriting, and ongoing maintenance for the website ([www.STEWARDforGrowth.com](http://www.STEWARDforGrowth.com))
- graphic design, copywriting, and printing for annual workshop collateral (save the date, invitation, RSVP, program, handouts, signage, etc.)
- event planning and design for annual economic development workshops

#### Public Transportation Initiative (6 To Success [2007-2011], rebranded as LINK [2011-Present])

- developed the name, brand, and formal identity for this initiative (both the original and the rebrand)
- graphic design, copywriting, and ongoing maintenance for the original website ([www.6ToSuccess.com](http://www.6ToSuccess.com))
- graphic design, copywriting, and ongoing maintenance for the new website ([www.myLINKtransit.com](http://www.myLINKtransit.com))
- graphic design, copywriting, translation, and printing of all route maps, brochures, flyers, and signage
- graphic design and placement interior card transit advertising
- graphic design, printing, and distribution for multiple direct mail campaigns
- develop interactive destination guide to allow riders to easily find their bus stop and pickup time
- copywriting and distribution of multiple press releases and public service announcements
- marketing outreach to program partners, vendors, and community organizations
- management of all social media activities via Facebook

#### Youth Initiative (YES! – Youth Employment Solutions)

- developed the name, brand, and formal identity for this initiative
- graphic design, copywriting, and ongoing maintenance for the website ([www.YEStoYouth.com](http://www.YEStoYouth.com))
- graphic design, copywriting, and printing for annual youth career expo collateral (registration packet, posters, high school outreach materials, signage, rack cards, promotional items, etc.)
- marketing outreach to program partners, vendors, and community organizations
- management of all social media activities via Facebook

## ATTACHMENTS :: OVERVIEW OF QUALIFICATIONS

### Work Samples

Below are several examples of websites recently produced by our firm.

Ag Association Management Services, Inc. :: <http://agamsi.com/>

Applied Landscape Materials :: <http://www.appliedlandscapematerials.com/>

California Alfalfa and Forage Association :: <http://www.calhay.org/>

California Agricultural Irrigation Association :: <http://www.calirrigation.com/>

California Association of Nurseries and Garden Centers :: <http://cangc.org/>

East Sacramento Self Storage :: <http://www.eastsacselfstorage.com/>

Items4Sale209 :: <http://items4sale209.com/>

LeadershipOne :: <http://leadershipone.net/>

LINK Transit :: <http://www.mylinktransit.com/>

Trayer Engineering Corporation :: <http://www.trayer.com/>

Workforce Solutions for the Heart of Texas :: <http://www.hotworkforce.com/>

## ATTACHMENTS :: KEY TEAM MEMBERS

Management Staff Resumes**George Dimotakis — Principal, Marketing and Creative Director**

George has 13 years experience in various roles of marketing, communications, and project management in the professional and educational fields, and has served as the agency's lead creative director since 2006. He currently manages all internal staff, both on the creative side and the project management side.

As the chief creative officer for Pat Davis Design Group, George is responsible for leading all high-level concept development, creative implementation, and graphic design elements of all agency assignments, including print, multimedia, and digital. He also leads the marketing communications team in strategy development, research, program implementation, and integration of advertising, public relations, and social media. He has led high-level marcom campaigns for such clients as Savings By Design, Heart of Texas Workforce Development Board, the Office of Inspector General, and the City of Maricopa, Arizona.

Currently, George also provides senior-level oversight of the firm's account management team. Responsibilities include management of all client budgets, schedules, and tracking. He contributes to the development of integrated campaign planning, media placement schedules, and is responsible for ensuring client timelines are upheld, budgets are met, and deliverables exceed client expectations.

George holds a double Bachelor's degree in Marketing and Strategic Management from CSU Sacramento. He also is a member of the American Marketing Association and Delta Sigma Pi, the premier professional business fraternity.

**Ron Deforest — Business Development Director, Marketing Strategist, Account Manager**

Ron Deforest has more than 13 years experience in high-level internal and external sales, with a specialization in the financial services industry. As the Business Development Director at Pat Davis Design Group, he leads all new client initiatives, including expansion of the firm's existing portfolio.

Ron leads the sales division at Pat Davis Design Group. He is responsible for developing new client relationships, and helping to expand the firm's reach into new markets. In addition, Ron provides dedicated account management services for many of the firm's largest accounts. His relevant experience includes assignments for the Heart of Texas Workforce Development Board, California Public Utilities Commission, Sacramento Municipal Utility District, SCHOTT Solar, and the City of Milpitas.

With seven years of sales training experience, Ron has successfully delivered management-level coaching, delivery and implementation, sales tracking, and evaluation services. He has a proven sales record, and consistently receives quarterly and yearly sales awards; one specifically for obtaining a record breaking million dollar portfolio expansion.

## ATTACHMENTS :: KEY TEAM MEMBERS

Management Staff Resumes (Cont.)**Melissa Briske — Social Media and Communications Director, Account Manager**

Melissa has over 10 years experience in marketing, public relations, government relations, and project management for both the public and private sectors, and has an extensive workforce development background. She joined Pat Davis Design Group as the Marketing and Media Services Director for the Central U.S. Office.

As a lead on the social media and marketing communications teams, Melissa provides high-level social media program implementation, strategy development, forecasting, and evaluation and analysis. She also contributes marketing expertise, including planning, outreach, and execution, to many of the firm's largest accounts. Melissa is also one of the agency's lead content development experts, providing copywriting, editing, and research services to many corporate accounts.

On the account management team, she provides oversight, art direction, vendor management, scheduling, time tracking, budgeting, and other support services.

Melissa holds a Bachelor's degree from Baylor University, and is a member of the National Association of Workforce Boards, the National Association of Workforce Development Professionals, and the Heart of Texas Chapter of the Society of Human Resources Management. She is also a Certified Workforce Professional with the National Workforce Institute and has certificates from the American Management Association for Finance & Account Management and Business Communications Management.

**Ranin Zubi — Events Director, Public Relations and Social Media Strategist**

Ranin joined the team at Pat Davis Design Group after spending 11 years in management positions at several of California's largest financial institutions. Her diverse background includes project management, small and large team oversight, marketing plan development and implementation, event planning, social media strategy and integration, and business development.

In the last year alone, Ranin has managed more than 30 special events, ranging from 15 people to more than 200 people. She is involved in all aspects of event planning for Pat Davis Design Group clients, including site selection, marketing, vendor relations, registration, event design, speaker recruiting, onsite logistics, and event evaluation.

Additionally, Ranin is closely involved with many of the firm's large marketing and public relations campaigns, including her ongoing work for the Heart of Texas Workforce Development Board, the City of Citrus Heights, and Savings By Design. She actively contributes to all social media campaigns currently managed by the firm, including developing integrated strategies for social media exposure and reach. Ranin also runs 10 social media sites, including two of her own blogs, and client sites on Facebook, Twitter, Google+, LinkedIn, Blogspot, YouTube, and Pinterest.

Ranin holds a Bachelor's degree in Communications, with a focus on Public Relations, from CSU Sacramento. She is also a member of the Public Relations Society of America, and the Association of Bridal Consultants.

## ATTACHMENTS :: KEY TEAM MEMBERS

### Creative Staff Resumes

#### Stephanie Faiferek — Senior Graphic Designer, Multimedia Designer, Illustrator

Stephanie Faiferek is an invaluable member of the creative team at Pat Davis Design Group. She comes to the firm with a Bachelor's degree in Graphic Design from California State University Sacramento. Her talents are quite varied, including extensive award-winning illustration design, multimedia and website development, branding and print production, and packaging design.

Prior to coming on board at Pat Davis Design Group, Stephanie worked for two years at University Enterprises, providing graphic design, illustration, web design, and print production services for all retail and restaurant outlets on the CSU Sacramento campus. Additionally, she previously ran a successful freelance design company.

Since joining the team, Stephanie has provided creative solutions for the Heart of Texas Workforce Development Board, Cynergy Solutions, the City of Maricopa (Arizona), The Plastic Surgery Center, and the California Department of Transportation. Stephanie has a specialty in high-end website design, tradeshow and exhibit design, and large-scale brand integration campaigns. She also is extremely well versed in workforce development marketing projects.

#### Andrea Johnston — Senior Graphic Designer, Multimedia Designer

Andrea has a very long history with Pat Davis Design Group. From 1986-2000 she served as a Senior Graphic Designer and Art Director, managing all high-level accounts for the firm at that time. She not only developed creative concepts and final products, she also oversaw the entire creative staff, and contributed to all design strategy. After a brief stint as a stay-at-home-mom, Andrea opened her own freelance studio in 2004, which she continues to operate today. Earlier this year, Andrea returned to the team at Pat Davis Design Group as a Senior Graphic Designer and Multimedia Designer.

Andrea has an impressive portfolio of award-winning artwork produced for large and small clients across a wide range of industries. Some of her more recent projects include identities, print collateral, advertisements, and interactive websites. She has worked on highly visible campaigns for the California Public Utilities Commission, McKesson, California Forest Products Commission, Adventist Health, City of Rocklin, Genencor, Hewlett-Packard, and Intel.

With a Bachelors degree in Applied Art and Design from CalPoly San Luis Obispo, and several thousand graphic design projects under her belt, Andrea is a valuable part of the Pat Davis Design Group team.

## ATTACHMENTS :: REFERENCES

### The **SkillSource** Group, Inc.

Contact Name / Title: Ann Hyslop / Development Associate  
Contact Address: 8300 Boone Boulevard, Suite 450, Vienna, VA 22182  
Contact Phone / Website: (703) 752-1606 / [www.myskillsource.org](http://www.myskillsource.org)  
Project Duration: 2012 – Present  
Scope of Work: Graphic & Website Design, Printing

### Workforce Solutions for the Heart of Texas

Contact Name / Title: Julie Talbert / Contract Manager  
Contact Address: 801 Washington Avenue, Suite 700, Waco, TX 76701  
Contact Phone / Website: (254) 296-5300 / [www.hotworkforce.com](http://www.hotworkforce.com)  
Project Duration: 2007 – Present  
Scope of Work: Branding, Marketing, Advertising, Public Relations, Event Planning, Graphic & Website Design, Social Media

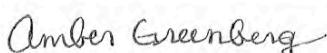
### City of Scottsdale, Arizona

Contact Name / Title: Danielle Casey / Economic Development Director  
Contact Address: 4021 North 7<sup>th</sup> Street, Suite 102, Scottsdale, AZ 85251  
Contact Phone / Website: (480) 312-7989  
Project Duration: 2013 – Present  
Scope of Work: Branding, Marketing, Advertising, Graphic & Website Design

January 31, 2014

## ATTACHMENTS

### Insurance Certificate

<b>CERTIFICATE OF LIABILITY INSURANCE</b>						DATE (MM/DD/YYYY) 1/10/2014
<b>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERNS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</b>						
<b>IMPORTANT:</b> If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).						
<b>PRODUCER</b> McGee & Thielen Insurance Brokers, Inc. 3780 Rosin Court Suite 120 Sacramento, CA 95834			CONTACT NAME: Amber Greenberg PHONE (A/C, No, Ext): 916-561-4614      FAX (A/C, No): 916-561-4658 E-MAIL ADDRESS: amiles@mcoethielen.com			
<b>INSURED</b> Pat Davis Design Group, Inc. 777 Campus Commons Road #200 Sacramento CA 95825			INSURER(S) AFFORDING COVERAGE      NAIC # INSURER A : Continental Casualty Company      20443 INSURER B : Technology Insurance Company      42376 INSURER C : Sentinel Insurance Company Ltd      11000 INSURER D : INSURER E : INSURER F :			
<b>COVERAGES</b>			<b>CERTIFICATE NUMBER:</b> 18908828			<b>REVISION NUMBER:</b>
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
<b>INSR LTR</b>	<b>TYPE OF INSURANCE</b>	<b>ADDL SUBR INSR WVD</b>	<b>POLICY NUMBER</b>	<b>POLICY EFF (MM/DD/YYYY)</b>	<b>POLICY EXP (MM/DD/YYYY)</b>	<b>LIMITS</b>
C	GENERAL LIABILITY	/	57SBABF7194	9/17/2013	9/17/2014	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 50,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
C	AUTOMOBILE LIABILITY		57SBABF7194	9/17/2013	9/17/2014	COMBINED SINGLE LIMIT \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ \$ \$
	UMBRELLA LIAB	OCCUR				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	Y/N	TWC3391233	12/31/2013	12/31/2014	✓ WC STATUTORY LIMITS OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
A	Errors and Omissions		425160234	5/6/2012	5/6/2014	\$1,000,000 Each Occurrence \$1,000,000 Aggregate \$1,000 deductible
<b>DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES</b> (Attach ACORD 101, Additional Remarks Schedule, if more space is required)						
<b>CERTIFICATE HOLDER</b>			<b>CANCELLATION</b>			
			SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.			
			AUTHORIZED REPRESENTATIVE   Amber Greenberg			

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ACORD 25 (2010/05)

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