

CITY OF FAIRLAWN WEBSITE DESIGN

COMPUTER DEPARTMENT



REQUEST FOR PROPOSAL

NOVEMBER 20, 2006

WEBSITE DESIGN, MAINTENANCE AND HOSTING

FOR

THE CITY OF FAIRLAWN

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INTRODUCTION

The City of Fairlawn (City) Computer Department invites prospective companies (Proposers) to submit a written proposal for the financing and management of a Website Design, Maintenance and Hosting (Network) for the City. Proposals are solicited in accordance with the terms, conditions and instructions as set forth in this Request for Proposal (RFP).

All materials related to the FINAL RFP will be available on the Internet at <http://www.cityoffairlawn.com/rfp/website.html>

In the event you do not have download capability, all materials may be obtained from City Hall, 3487 S. Smith Rd., Fairlawn, Ohio, 44333.

Proposers must submit any questions concerning the RFP no later than **Friday, December 22, 2006, at 4:00 P.M. EST** using the instructions provided at <http://www.cityoffairlawn.com/rfp/website.html>. All questions submitted and corresponding answers will be correlated and made available on the Internet at this address.

The City will receive proposals at the City of Fairlawn, 3487 S. Smith Rd., Fairlawn, Ohio 44333 until **Friday, January 12, 2007, at 10:00 A.M. EST**. No proposals will be accepted after the stated deadline.

The City reserves the right to reject any or all proposals or to accept any proposal or portion of a proposal deemed to be in the City's best interest.

1. GENERAL INSTRUCTIONS

1.1 Submittal Procedure

Proposers must submit three (3) copies of their proposal, plus one (1) printed original, signed in ink, in a sealed envelope. Proposers may elect to either personally deliver, or mail, their proposals to the addresses provided below:

Mail Delivery: Website Proposal
 City of Fairlawn
 3487 S. Smith Rd.
 Fairlawn, Ohio 44333

The deadline for the submittal of proposals is no later than **Friday, January 12, 2007, at 10:00 A.M. EST.** Proposers may submit their proposals at any time prior to the above stated deadline. Failure to submit the require number of copies by this deadline may be subject for disqualification from the RFP process.

Proposals received by the City becomes the property of the City and will not be returned to the Proposer. The City shall bear no responsibility for submitting proposals on behalf of any Proposer.

1.2 Proposal Format

All proposals should be electronically generated and the printed original signed in ink. Proposals should not be submitted in elaborate or expensive binders. Legibility, clarity and completeness are important and essential. One (1) electronic disk containing an Adobe Portable Document Format (PDF) version of all proposal materials should also be provided.

The proposal must be signed by individual(s) legally authorized to bind the Proposer(s) and must contain a statement that the proposal and the prices contained therein shall remain firm for a period of one hundred-eighty (180) days after receipt by the City.

1.3 Additional Information and Questions

Requests for additional information and questions should be submitted using email addressed to Stephen Ameling, AmelingS@ci.fairlawn.oh.us, no later than **Friday, December 22, 2006, at 4:00 P.M. EST.** Questions received from all Proposers shall be answered and posted to the website at <http://www.cityoffairlawn.com/rfp/website.html>. Any changes to the RFP or the RFP process shall be posted to the website as addenda.

1.4 Addenda & Modifications

All addenda, amendments, and interpretations to this solicitation shall be in writing. Any amendment or interpretation that is not in writing shall not legally bind the City. Only information supplied by the City in writing or in this RFP should be used in

preparing proposal responses. All contacts that a Proposer may have had before or after receipt of this RFP with any individuals, employees, subcontractors, consultants or representatives of the City and any information that may have been read in any news media or seen or heard in any communication facility regarding this RFP should be disregarded in preparing responses.

The City does not assume responsibility for the receipt of any addendum sent to Proposers.

1.5 Examination of Documents and Requirements

Each Proposer shall carefully examine all RFP documents and thoroughly familiarize themselves with all requirements prior to submitting a proposal to ensure that the proposal meets the intent of this RFP.

Before submitting a proposal, each Proposer shall be responsible for making all investigations and examinations that are necessary to ascertain conditions and requirements affecting the requirements of this RFP. Failure to make such investigations and examinations shall not relieve the Proposer from the obligation to comply, in every detail, with all provisions and Requirements of the RFP.

Proposers shall provide the City the following information when obtaining this RFP: company name, address, telephone number, fax number, and email address; and name, address, telephone number, fax number and email address of individual receiving the RFP.

1.6 Post-Proposal Discussions with Proposers

It is the City's intent to commence final negotiation with the Proposer(s) deemed most advantageous to the City. The City reserves the right to conduct post-proposal discussions with any Proposer(s).

1.7 Terms, Conditions, Limitations and Exceptions

1. This RFP does not commit the City to award a contract, issue a purchase order, or to pay any costs incurred in the preparation of a proposal in response to this request.
2. The proposals will become part of the City's official files without any obligation on the City's part. All proposals shall be held confidential from all parties other than the City until after a contract is awarded. Afterward, the proposals shall be available to the public.
3. The City shall not be held accountable if material from proposals is obtained without the written consent of the Proposer by parties other than the City, at any time during the proposal evaluation process.
4. In the event a Proposer submits trade secret information to the City, the information must be clearly labeled as a "Trade Secret". The City will maintain the confidentiality of such trade secrets to the extent provided by law.

5. Proposer(s) shall not offer any gratuities, favors, or anything of monetary value to any official or employee of the City (including any and all members of proposal evaluation committees).
6. Proposer(s) shall not collude in any manner, or engage in any practices, with any other Proposer(s), which may restrict or eliminate competition or otherwise restrain trade. This is not intended to preclude subcontracts and joint ventures for the purposes of: a) responding to this RFP, or b) establishing a project team with the required experience and/or capability to provide the goods or services specified herein. Conversely, the City can combine or consolidate proposals, or portions thereof, for the purposes mentioned above.
7. All proposals submitted must be the original work product of the Proposer. The copying or paraphrasing of the work product of another Proposer is not permitted. The only exception to this section would be in the event the website's hosting is outsourced to a third party provider. Therefore terms and pricing shall be negotiated by the City with the third party vendor.
8. The RFP and the related responses of the selected Proposer may by reference become part of any formal agreement between the selected Proposer and the City. The City and the selected Proposer may negotiate a contract or contracts for submission to City Council for consideration and approval. In the event an agreement cannot be reached with the selected Proposer, the City reserves the right to select an alternative Proposer. The city reserves the right to negotiate with alternative Proposer(s) the exact terms and conditions of a contract.
9. Proposers, their authorized representatives, and their agents are responsible for obtaining, and will be deemed to have, full knowledge of the conditions, requirements, and specifications of the RFP at the time a proposal is submitted to the City.
11. Clerical support and reproduction of documentation costs shall be the responsibility of the Proposer. If required, such support and costs shall be defined in the contract negotiated.
12. The City may terminate its performance under a contract in the event of a default by the Proposer and a failure to cure such default after receiving notice of default from the City. Default may result from the Proposer's failure to perform under the terms of the contract or from the Proposer becoming insolvent, having a substantial portion of its assets assessed for the benefit of creditors, or having a receiver or trustee appointed.
13. The City has sole discretion and reserves the right to cancel this RFP or to reject any or all proposals received prior to contract award.
14. The City reserves the right to waive any formalities canceling this RFP, or to reject any or all proposals or any part thereof.

15. The City reserves the right to request clarification of any proposal after all proposals have been received.
16. The City reserves the right to select elements from different individual proposals and to combine and consolidate them in any way that best serves the City's interest. The City reserves the right to reduce the scope of the project and evaluate only the remaining elements from all proposals. The City reserves the right to reject specific elements contained in all proposals and to complete the evaluation process based only on the remaining items.
17. Proposers must furnish a "Certificate of Vote" signed by their Chief Executive Officers or managing partners, which lists the specific officers who are authorized to execute agreements on behalf of the Proposer.
18. The selected Proposer must furnish a "Certificate of Registration" which authorizes them to conduct business in the State of Ohio prior to the awarding of the contract. Such Registration is obtained from the Ohio Secretary of State's Office, which will also provide the certification thereof.
19. The City shall not be responsible for any costs incurred by Proposers related to the development of and/or submission of the information requested in this RFP.

1.8 Project Administration

Overall project administration shall be provided by Stephen Ameling, Computer Coordinator, Computer Department, for the City of Fairlawn. Questions regarding the scope of the project, requirements, etc. may be addressed to the Computer Coordinator by email addressed to AmelingS@ci.fairlawn.oh.us.

1.9 Schedule

Listed below are important dates and times by which actions related to this RFP should be completed.

EVENT	DATE
Date of Issue of the RFP	Monday, November 20, 2006
Written Questions from Proposers Due to City	Friday, December 22, 2006
Proposals Due from Proposers by 10:00 A.M. EST	Friday, January 12, 2007
Multi-Phase Evaluation Process	January 15 – 26, 2007
Contract Negotiation with Highest Rated Proposers	January 29 – 31, 2007
Begin Implementation	February, 2007

2. PROJECT OVERVIEW

2.1 Purpose

The City of Fairlawn, Computer Department, has been tasked to provide a new website with easy navigation for residents, visitors, and businesses to retrieve information and services and transact business with the City via the Internet.

The new website design should address the following concerns:

- **Easy Site Navigation and Organization** – The user interface should consist of modern tools and techniques to intuitively guide the visitor to the information they are seeking. The site should include a menu system as the primary navigation method for the site that is displayed at the top or left of each page, except with specific pages where it is not necessary. Each department should present their page where visitors can navigate to the services they provide.

The website shall have a cohesive graphic design, with a consistent visual theme and color scheme. The website shall meet federal standards for handicapped accessibility. (Federal guidelines, Section 508) More information can be found at www.usability.gov.

- **Automated Content Management** - The City desires the content of the website to be managed dynamically by select non-technical department employees in as simple a method as possible. Each department manager will need to add, change and delete their own department content without manipulating any HTML or scripting code. This includes formatted text, hyper-links, digital pictures, as well as providing downloadable documents in Word, Excel, PDF, and other formats. The City's computer administrators will have the sole authority to publish all changes made by the departments. Documentation to use the automated content management should be provided upon completion of this function.
- **Search Engine** - A search engine should be included with the website for accessing information, and expandable capabilities for future use with LaserFiche and/or City of Fairlawn Code of Ordinances.
- **Web Site Reporting** - In order to maintain a quality site that continues to meet City needs, the City would like to track daily traffic using a website reporting system. The tracking system shall include the current location where the website is being accessed, which page is being viewed, and the time it was accessed.

2.2 Vision

The City's vision is to provide both residents and businesses with relatively easy access to information at their finger tips at any time without the interaction of a city employee. In the long term, this will lead to a more effective and efficient way of communicating with the City's residents and businesses.

The City would like to nurture its heritage, cultural diversity, and natural setting by providing a diversified and well-planned cyberspace community for people of all ages and backgrounds. We will work together under an open government process to guarantee the best possible environment of public safety, a strong economy, and an effective infrastructure. Quality education and recreation will provide our citizens with a sense of well-being and personal freedom. The City will continue to be a leader in effective local government.

2.3 Policy Goals

The City's policy goals for this initiative are summarized below:

- **Universal Service** – All government employees, residents, businesses and visitors to the City deserve to have an intuitive, well designed website for their use in accessing City services.;
- **Affordability** – Services shall be priced at a level that maximizes the City's buying power.
- **Community Communication** – It will always be the constant goal of the City to improve direct communication with the citizens of the City and allow them the ability to have unfettered access to the City and its services.

3. PROPOSAL OUTLINE AND CONTENT

Proposers responding to this RFP must submit the following information, in the order specified below:

3.1 Introduction and Executive Summary

Submit a letter of introduction and executive summary of the proposal. The letter must be signed by a person authorized by your firm to obligate your firm to make the commitments contained in the proposal. Submission of the letter will constitute a representation by your firm that your firm is willing and able to perform the commitments contained in the proposal.

3.2 Firm Description

Provide information on your firm's background and qualifications which addresses the following:

- Name, mailing address, e-mail address, telephone number and fax number of the primary contact person for your firm.
- A brief description of your firm, to include number of years in business, major business lines, major markets served, company history, relevant operating segments, primary vision and strategy, number of employees, office locations and any Joint Venture Partners.
- If the proposal is submitted with Joint Venture Partners, provide full information concerning the nature and structure of the Joint Venture, including:
 - Entity (ies) that will be guaranteeing contract performance.
 - Date of Joint Venture formation.
 - A statement as to whether the agreement between Joint Venture Partners makes each partner jointly and severally liable for contractual obligations of this project.
- Provide references for not more than three projects - similar in size and scope - performed by your firm including client, reference and telephone numbers, staff members who worked on each project, budget, schedule and project summary. Descriptions should be limited to one page for each project. If Joint Venture Partners are proposed, provide references for each:
- Describe your firm's ownership structure.

- Describe any and all lawsuits, liens, restraining orders, consent decrees, foreclosures or other legal/financial actions either now pending, in progress or which have been brought against your firm or any of its officers/principals in the past three years. For lawsuits, include date initiated, plaintiff, description, name of court location, docket number, resolution and current status. Regarding product liability issues your firm would typically face during the normal course of business, indicate who would review these issues (e.g. corporate legal counsel, "outside" counsel, etc.) and identify what their opinion is as to your firm's exposure to product liability issues.
- Indicate whether your firm (i.e. management, key employees, large stockholders) would enter into any conflicts of interest by conducting this arrangement.
- Provide any other information not specifically itemized above that is believed to be demonstrative of your firm's financial capacity.

3.3 Sample Layout

Provide a sample layout in a Adobe Portable Document Format (PDF) that best conveys what the Proposer envisions the new website look.

3.4 Solution Description

Provide information on your firm's proposed solution to address the following:

- A description of the solution that is being proposed to meet the Detailed Requirements in Exhibit A. Proposers shall enumerate their responses according to the outline in Exhibit A.
- A completed Requirements Compliance Matrix using the template provided as Exhibit C.

3.5 Deployment Plan

Proposers shall provide a strategic timeline for deployment and delivery to the City.

4. EVALUATION CRITERIA

The process for selecting a winning Proposer for the design, maintenance and hosting of the website will be an open, competitive and fair process that is in compliance with Ohio statutes.

Firms with extensive experience in partnering with local governments to design, maintain and host - consistent with the vision, objectives, policy goals and requirements defined in this RFP - are encouraged to respond.

Following an evaluation of written proposals, the Proposer(s) receiving the highest scores may be invited to participate in a second round of competition. This may be followed by a second scoring, and the highest rated Proposer(s) may be invited into contract negotiations.

4.2 Value to the City

This will be determined by the proposed amount and level of value assigned to any service proposed in response to the Requirements defined in Exhibit A to this RFP.

4.3 Experience

This will be determined by the relevance and quality of references demonstrated in response to Section 3.2 and organization, quality and service experience demonstrated in response to Section 3.6 of this RFP.

4.4 Deployment Strategy and Plan

This will be determined by the timeliness and reasonableness of the proposed deployment strategy and plan demonstrated in response to Section 3.5 of this RFP.

EXHIBIT A - DETAILED REQUIREMENTS

A.1 Homepage - Dynamic

The homepage will allow the citizens to have immediate access to all areas of the site. In addition, sections will include the latest four notices and events which will be dynamically queried from the database.

A.2 Departmental Sections – Dynamic

This section will provide information on all of the departments within the City and will be heavily interactive with the rest of the website. Department layout templates will include department title, staff, description and contact information. A contact form will be provided which will allow the end-user to enter their name, address, city, state, zip, email and phone. Upon submission, an automated response will be sent to the end-user acknowledging that it was received and then forwarded on to department main contacts.

An area within this section will display only the following items that belong to the department:

1. Meetings
2. Special Notices
3. Employment Positions

The backend administration will need to allow the City to update these department-specific sections as well as add, modify and delete departmental staff. Variables for department staff will include the following:

1. Name
2. Title
3. Email
4. Contact Phone
5. Biography
6. Toggle Switch for main contact (could have more than one)

A.3 Meetings & Special Notices - Dynamic

This section will allow the citizens to keep up-to-date with all meetings, events and special notices. The layout should be very intuitive and easy to navigate for the end-user. A backend administration will need to be provided which will allow the city to add, modify and delete the following:

1. Meetings
 - a. Title
 - b. Subtitle
 - c. Meeting Date
 - d. Department (which the meeting belongs)
 - e. File Upload (multiple uploads)

- f. File Upload Title (multiple uploads)
- g. Post Date
- h. Meeting Description

2. Special Notices

- a. Title
- b. Subtitle
- c. Notice Date
- d. Department (which the notice belongs)
- e. File Upload (multiple uploads)
- f. File Upload Title (multiple uploads)
- g. Post Date
- h. Notice Description

A.4 City History - Static

This section will contain information on the history of the City and will be provided in electronic format.

A.5 City Schools - Static

This section will contain information on the schools within the City limits and will be provided in electronic format

A.6 City Council - Static

This section will contain information on the City Council and will be provided in electronic format.

A.7 City Safety - Static

This section will contain information on City Safety as well as links to Emergency Services and will be provided in electronic format

A.8 City Stats - Static

This section will contain information on City Statistics and will be provided in electronic format

A.9 Codified Ordinances, Legislation & Meeting Minutes

This section will provide links to third-party vendors who provide Codified Ordinances, Legislation & Meeting Minutes.

A.10 City Newsletter

This section will allow the end-user to view the latest and past newsletters from the City. A link will be provided which will allow citizens to enter their name, email and sign up to receive upcoming newsletters. Fields will include the following:

1. Title
2. Newsletter Date
3. File upload

A.11 Signage Module

The Signage Module will allow Realtors to post available property for lease. It will include the following sections:

1. Registration and Login

In order to post available property, the Realtor, referred to as the “poster,” would first be required to register with the city. Fields will include:

- a. Company Name
- b. Address
- c. Address 2
- d. City
- e. State
- f. Zip
- g. Contact Name
- h. Phone
- i. Email
- j. Username (upon submission, the system will check for duplicates)
- k. Password
- l. Verify Password

Upon submission, a confirmation email will be sent to authenticate the poster and company. The email will contain a link, when clicked, it will complete the registration process and take the poster to a login section. After the poster has logged in, they will be able to proceed to the next section.

2. Main Portal Section and Property Maintenance.

After logging into the Signage Module, the poster will be able to add, modify & delete any property. The main landing page after logging in will be populated with any pre-existing properties. Property fields will include the following:

- a. Submit Date
- b. Property Name
- c. Broker
- d. Agent
- e. Broker Phone
- f. Agent Phone

- g. Broker Email
- h. Agent Email
- i. Broker Fax
- j. Agent Fax
- k. Broker Mobile
- l. Agent Mobile
- m. Website
- n. Displayed Date
- o. Signage Size
- p. Height
- q. Width
- r. Property Type
- s. Building Owner
- t. Building Manager
- u. Description (HTML tags allowed and
 recognized)
- v. Unit Size
- w. Unit Number
- x. Unit Floor

Once originally submitted, the property profile will be added to the Module's database. A "Cloning" function will be provided that will allow poster to add multiple postings of similar properties without the need of re-entering all fields. This option will only appear if the poster chooses to edit a property profile. Upon selecting the "Add Similar" button, all fields will be populated with the previous property's variables, under a new unique property ID and with the exception of Submit Date and Property Name fields.

3. Periodic Maintenance Notification

This function will be a script which will be scheduled to run every night and will query for properties that have been posted within multiples of forty-five days. If any properties return, the system will trigger an email to the poster asking to please log in to the Signage Module (link provided in email) and update their property profiles. Therefore, if the script finds a property that was posted to the Module exactly eighty days prior, it will notify the poster via email to update it if still available.

4. Property Search & Lead Forms

The Property Search function will be on the front end of the City's website and available to all users. Search fields will include:

- a. Property Type (Office, Industrial, Retail, etc.)
- b. Square Footage
- c. For Sale, Space for Lease, or Both

Upon finding a property of interest, an end-user could elect to fill in a contact form which will be sent to the City and poster. Fields will include:

- a. First Name
- b. Last Name
- c. Company
- d. Contact Phone
- e. Contact Email
- f. Desired Move-in Date
- g. Contact Method (Email or Phone)
- h. Additional Questions or Comments

A.12 Employment Positions with the City

This section will allow the City to post employment positions which are open. Fields will include the following:

1. Title
2. Department
3. Date Posted
4. File Upload
5. File Upload Title
6. Description of Position
7. Job Position Requirements

A.13 Service Pricing

Proposers shall propose specific rates in their proposals for the services requested in this RFP. All rates, terms and conditions for Service Providers not affiliated with the winning Proposer shall be as favorable as those provided to the winning Proposer and/or Service Providers affiliated with the winning Proposer.

A.14 Network Infrastructure

If the Proposer plans to propose to host the website, please describe their Network infrastructure. The Proposer shall also include contingency mechanisms to insure operation during a natural or other disaster and their proposed disaster recovery plan for the Network.

A.15 Security

The website shall be secure and the data obtained support multi-layered security protocols and methods, to include at a minimum the following:

- a. Physical security for all critical network equipment components via secured facilities.

- b. Mechanisms to prevent or mitigate the risk of hackers, spammers, denial of service and other forms of malicious attacks on or through the network. These mechanisms should balance the need to prevent these attacks, while at the same time not punishing or burdening unnecessarily all users of the Website.

A.16 Privacy

The City requires that consumer privacy be protected for all users of the website.

- a. A full disclosure of the privacy policy for all Proposers is required. This privacy policy shall adhere to all applicable federal and state laws, shall be communicated to all users on the Network and shall require users' explicit acceptance before any service is provisioned.

Proposers' privacy policy should, at a minimum, address the following:

- b. Data about users must not be commercialized in any way.
- c. Personal information about users must be kept only as long as it is operationally necessary.

FORM A

CONTRACTOR SUBMISSION LIST

Firm or Company Name: _____

Firm or Company Address: _____

The firm/company is organized as a (Check one as applicable) and attach additional pages if needed to supply the required names and addresses:

SOLE PROPRIETORSHIP

Name: _____

Address: _____

PARTNERSHIP

List each partner having equity interest of 10% or more of partnership (if none, please state "none")

Name: _____

Address: _____

Name: _____

Address: _____

CORPORATION

List all directors of the corporation (if none, please state "none")

Name: _____

Address: _____

Name: _____

Address: _____

Name: _____

Address: _____

List all officers of the corporation (if none, please state "none")

Name: _____

Address: _____

Name: _____

Address: _____

Name: _____

Address: _____

List all individuals owning 10% or more of outstanding shares of stock of the corporation (if none, please state "none")

Name: _____

Address: _____

Name: _____

Address: _____

Name: _____

Address: _____

I certify that I am duly authorized to submit this list on behalf of the firm, that I am associated with the firm in the capacity noted below and that I have personal knowledge of the accuracy of the information provided herein.

Printed Name **Date**

Signature

Title