	ASG Renaissance	SMZ	Berg Muirhead & Associates	Liebler!MacDonald
	Dearborn, Michigan	Troy, Michigan	Detroit, Michigan	Rochester Hills, Michigan
Years in Business	18 years	76 years	7 years	3 years
Years providing public relations	18 years	30 years	Founding Partners - 20 years	Combined Team - 100 years
Staff responsible for project	B. Prebo, Porg Mgmt, PR	N Grandberry - 29 yrs PR, broad		B Liebler prin 35 yrs PR at
	Strategy Dev, prior Ford bkgrd	cast TV WXYZ/WJBK	bureau chief; Exe Assist Public	Ford and Chrysler
	T Orozco, Mkt Strat Dev & Proj	W. Muir - 33 yrs	Affairs Millikin, Pr Sec, C Young	B. MacDonald prin 31 yrs GM &
	Mgmt - Acct Mgr	J August 33 yrs Ex Mgmt Adv	G Muirhead Pres 24 yrs, PR	US Army public affairs des storm
	A Dimond, Message Dev &	M Gielow 16 yrs VP Mgmt Spvr	Ann Arbor, E Lans, Southfied Det	P Liebler VP Chrysler, Ross Roy
	Support	A Drouillard 7 yrs Mgmt Spvr	A Tackett Acc Spr 5yr comm func	J McCoy-Acct Exe-mkting,
	J Williamson, Art Director		Y Jenkins Acc Spr 4yr PR	Ritz Carlton Hotel, Mitsubishi
	M. Petroi, Art Director		campaigns	M Allen-Acct Coor-Pt Huron Rec
	P. Colley, Media Relations		P Kemp Acct Mgr -writing, media	A. Stier PR comm education
	Specialist		event planning, press materials	K Kosowski - publication and
	M Cetrone, Event Coordinator			strategic planning
Public Sector Clients	National Biodiesel Board	Michigan Bureau State Lottery	Detroit Public Library	The Skillman Foundation
Tublic occioi olicitis	Detroit Wildlife Refuge	Det River Tunnel Partnership	Detroit Institute of Arts	US Army Nat Automotive Ctr
	California Fuel Cell Partnership	Detroit Police Officers Assn	Let Voters Decide-Yes on 1-Det	Motor Cities Nat Heritage Area
	Pontiac School District	Wayne Cty Sheriff/Airport Local	Bloomfield Twp Library	Motor Cities Nat Heritage Area
	Mich Econ Dev Corporation	City of Troy	Bloom Twp Public Safety Millage	
	Mich Econ Dev Corporation	City of 110y	Bloom Twp Fublic Safety Williage	
Experience with marketing efforts	Marketing analysis, users	Det River Tunnel - community	Special messages to voters,	Comprehensive strategies,
through education & information	survey, id key groups, direct	meetings and materials to	targets, comm events, mailings,	action programs to target
	mail, media publications,	educate community; work w/	press confs, speaker's bureau,	audiences.
	education campaign, feature	comm leaders; explain, build	door-to-door, signs, buttons, hats,	
	stories & press releases for	consensus, experts to speak	press kit, rally, tv	
	National Biodeisel Board	, , , , , , , , , , , , , , , , , , ,		

	ASG Renaissance	SMZ	Dava Muirhand & Associates	Liebler!MacDonald
			Berg Muirhead & Associates	
	Dearborn, Michigan	Troy, Michigan	Detroit, Michigan	Rochester Hills, Michigan
Experience w/ political campaigns	Det Police Dept-ImageCampaign	Detroit CC members: Maryann	Bloomfield Twp library and public	Base Realignment & closure
	Benny Napolean campaign	Mahaffey, Joann Watson and	safety bond issue and millage,	(BRAC) process as a lead
	for Wayne County Executive	Barbara-Rose Collins	Similar work for City of Detroit	commissioner for Gov Graholm
	j	Coleman Young Major campaign	and Detroit Public Library, PR	resulting in addition of 650
		Carl & Sander Levin, Dennis	for cities of Southfield, Ann Arbor,	high-tech jobs to Tacom in
		Archer for St Sup Ct, Neal	Detroit, East Lansing, Work for	Warren, MI
		Staebler/Phil Hart US Senate	Young and Archer administration	
Experience in Roch/Roch Hills Area	Office in Farmington Hills	Ingersoll-Rand	Bloomfield Twp same type of	Offices in Rochester Hills;
·	3	Big Boy-Crittenton -Play It Safe	community - similar population,	experience in immediate area
		, ,	age and lifestyle	
Methodology/work plan for project	Deliverables will be informational	Research Strategic Planning	Develop educational and info	Three step approach: Research
Methodology/ Work plan for project	brochures, message developmt,	Objectives, Marketing Comm.	campaign, challenges, best meth,	a comm strategy, plan out all
	media relations; mkting strategy	Strategies, Marketing Comm	key issues, dev literature, citizen	issues determine pro/con groups
	will promote achievement of RH	Tactics, Action Plan, Results	support groups, public mtgs,	determine best role for PR firm;
	and education community on	Specifics include planning/key	media contacts, talking points,	Plan critical path for success;
			training session, community	Execute the plan with a set of
	and maintenance. Increase	Wk before elect. Press conf/	awareness, gain community buy-	realistic deliverables
	trust on effective & responsible	materials development/ comm	in, communication program, com-	
	admin of add funds for rd maint.	meetings/save roads rally	munication strategies, materials	
		,	tv, press kits, website, comm	
			events, neighborhood assn, mail,	
			outreach event, media coverage	

	ASG Renaissance	SMZ	Berg Muirhead & Associates	Liebler!MacDonald
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Timeline/Schedule	Leadership Training - 9/15	Aug - Planning/key messages	Aug- develop theme; Aug-Sept-	Research 30 to 45 days
	Target Messaging - 9/15	On-going public relations	develop print materials; Sept-	Plan - tied to research
	Printed Materials - 10/5	Mid Sept Kick off press conf	production of promotion items;	initiative
	Media/PR - 11/1	End Oct press conf	Aug-Sept-comm event; Sept-	Execute - Beginning not later
		Mid Aug-Sept materials dev	roll-out campaign; Sept-web	than Sept 1
		5 public mtgs-end Sept to end	presence; Sept-Oct-TV, Sept-	
		Oct. Road Rally - End Oct	Oct-Comm influencers, mail;	
			Oct - mailings with timing of	
			absentee ballots, Nov-mailing	
			before election	
Scope of in-house services	Public Relations	Specialty design & production	Media relations	Research - 100-120 staff hours
	Creative Design	signage, printed material as	Special events	Plan - 40 staff hours
	Government Relations	posters, brochures, booklets,	Community relations	Execute - Depends on
	Marketing and Sales	banners, danglers. Comprehen-	Strategic planning	acceptance of the plan and
	Environmental Consulting	sive information kits.	Crisis management	City's budget
	Information Technology		Media training	
	Engineering		Business writing	
	Project Management			
	Supplier Development			
	Technical Staffing			
List of Project currently in progress	Extensive list includes Ford.	Detroit Tigers, Big Boy Rest,	City of Detroit DOT, City of Det	Alberici Constructors, Energy
List of Froject currently in progress	, , , , , , , , , , , , , , , , , , , ,	<u> </u>		Conversion Devices, Global Auto
	Mazda, Fuel Cell, Jaguar, Land	Nederlander Group, Fisher Theat		*
	Rover, THINK City End of Lease,	Masonic Temple, Taubman Corp,		Systems, Magna International,
	Nat Parks Program, Diversity	12 Oaks Mall, Ford House,	Greater Downtown Ptsh, MGM	Mental Illness Research Assn,
	Supplier Research, Wayne Co	Mich Arthristis Foundation, Old	Grand Detroit Casino, Kilpatrick	MotorCities Nat Heritage Area,

	Web Designer/Service Mgr,	Newsboys Goodfellows, Wayne	Re-election campaign, New Det,	New Venture Holdings, Quasar
	Detroit-Disability Service	Detroit Police Department SMZ	Inc, Skill Foundation	Financial, RouteOne, US Army National Automotive Center
	ASG Renaissance		Berg Muirhead & Associates	Liebler!MacDonald
	Dearborn, Michigan	Troy, Michigan	Detroit, Michigan	Rochester Hills, Michigan
Outside Firms frequently used	Alteris	PR Newswire, freeland photogr,	CompuArt Design	E-companies
Catolae i iiiio irequentiy acca	7110110	printers, Mich Press Reading	Compartit Design	McDonald Communications
		Serv, Bacon's Information,		Hill & Knowlton Worldwide
		freelance illustrators		Tim & Rifewiteri Werlawide
Mathada of Oammaniadian	Dhana fan anailt anith airte	Marking and a second second		Full on the Release and the second
Methods of Communication	Phone, fax,email, onsite visits	Meetings, reports, e-mail, phone	Email, phone fax, weekly or	Full on-site liaison, one-on-one
		WorkZone web-based comm	other face-to-face meetings,	mtgs, email, phone and fax
		tool	conference calls	
Number of Employees	201 full time employees,22 part	50 full time employees, 1 part	9 full time employees, 1 part	5 full time employees, 5 part
Litigation last 5 years	None	No	Information provided	No
Contract	Signed Proposal	Contract Provided	Contract Provided - Ltr-type	Contract Provided
Billing Procedures	Time and Materials Monthly	PR services billed monthly;	Project Fee based on hourly	Prefer Monthly Retainer but
		broadcast projects prepayment	rate of \$110/hr and projected	works on hourly basis
		Net 25 days	hours; Monthly billing based on	
Cost Proposal:			proportional scale.	
Brochure #1	Det Riv Int Refuge -	Re-elect Conscience of Detroit	Detroit Police - Design \$2000,	MIG-Alberici Brochure \$3100
	\$18,200.20 for 20,000	\$567	O .	500 quantity/14 hrs development
Brochure #2	Merchants Wine	What's wrong with Detroit	Detroit Public Schools - Design	E companies \$12,000/1000
	\$5646.00 for 2500	\$567	\$2500, Printing \$12,600	quantity/ 25 hrs development

Brochure #3	Pontiac School District	When you play, we all win	Det Area Agency on Aging -	Daimler Chrysler/United Way
	\$1120.88 for 2000		Design \$2500, Printing \$4500	\$2500/500 quantity/10 hrs dev
Brochure #4	Mich Hispanic Cham of Comm	2003 Annual Report	Let Voters Decide Yes on 1	Quasar Money Pub \$4000/
	\$6129.04 for 500	Total cost 3 & 4 under \$5000	Design \$1500, Printing \$18,500	5000 quantity/ 8 hrs development
	ASG Renaissance	SMZ	Berg Muirhead & Associates	Liebler!MacDonald
	Dearborn, Michigan	Troy, Michigan	Detroit, Michigan	Rochester Hills, Michigan
Brochure #5	Gala & Associates	The Jobs Tunnel	Wright Museum 40th Anniversary	ESI Black Tie Dinner \$750/
	\$1440 for 2000	1000 folders \$4754; 1000 maps	Design \$1300, Printing \$3800	75 quantity/4 hrs development
		in pads of 20 \$9641; 1500	3 +	
		brochures \$9003		
Cost of Program Development	Not Provided	Costs per brochure provided	\$13,650	\$1000 to multi-million dollar
		at \$500 to \$9000. No prog dev.	+ -7	programs
Hourly Rates:	B Prebo - \$95/hr	Blended hourly rate \$110/hr	\$110/hr - blended hourly	Principal \$135/hr
riodily reacos.	T Orozco - \$75/hr	Biolided floatily face \$1.10/111	VI 10/111 Storidod Hodily	Vice President \$121.80/hr
	A Dimond - \$75/hr			Account Executive \$105/hr
	M Petroi - \$75/hr			PR Acct Coord/Researcher -
	J Williamson - \$75/hr			\$58.80/hr
	M Cetrone - \$60/hr			PR Staff Assistant \$42/hr
	P Colley - \$75/hr			·
Subsequent Year Increases	2007 - 3%	2007 - 0%	2007 - 0%	Recommended CPI percentage
	2008 - 3%	2008 - 3%	2008 - 2%	
	2009 - 3%	2009 - 3%	2009 - 0%	
Direct/Indirect Costs/Reimbursables	Mileage, parking, tolls, postage,	No Admin Overhead; Reimburs	Out-of-pocket & project expenses	Brochures \$5000 production
Administration Overhead	shipping, printing	long dist call, postage, copies,	Optional: Alternative approach	Flyers \$500/flyer
		shipping; Admin Overhead for	and related cost proposal -	E blasts \$500
		outside costs-15%	Flat project cost	Dev of comm lists \$2000
				Graphics Ltrhead design \$1000

E mail blog site \$500
website \$5000
PR Newswire \$200
Photos \$1000
Misc meeting w/comm grps \$200