



Contract # AV2435

STATE OF UTAH CONTRACT COOPERATIVE CONTRACT

1. CONTRACTING PARTIES: This contract is between the Division of Purchasing and the following Contractor:

<u>Penna Powers</u>		
	Name	
<u>1706 South Major Street</u>		
	Address	
<u>Salt Lake City</u>	UT	84115
City	State	Zip

- LEGAL STATUS OF CONTRACTOR
- Sole Proprietor
 - Non-Profit Corporation
 - For-Profit Corporation
 - Partnership
 - Government Agency

Contact Person Chuck Penna Phone #801-487-4800 Email cpenna@pennapowers.com
 Vendor #38199F Commodity Code #915-01, 915-22, 918-07, 918-76, 961-53

2. GENERAL PURPOSE OF CONTRACT: The general purpose of this contract is to provide: Marketing and Advertising Services
3. PROCUREMENT: This contract is entered into as a result of the procurement process on FY____, Bid#WA16016, a pre-approved sole source authorization (from the Division of Purchasing) # SS____, or other method: _____.
4. CONTRACT PERIOD: Effective Date: July 1, 2016 Termination Date: June 30, 2021 unless terminated early or extended in accordance with the terms and conditions of this contract. Renewal options (if any): None.
5. Payment: Prompt Payment Discount (if any): N/A.
6. ATTACHMENT A: State of Utah Standard Terms and Conditions for Goods Services, or IT
 ATTACHMENT B: Categories of Qualification
 ATTACHMENT C: Statement of Qualifications
 ATTACHMENT D: Approved Vendor List - Assignment of Work Steps
Any conflicts between Attachment A and the other Attachments will be resolved in favor of Attachment A.
7. DOCUMENTS INCORPORATED INTO THIS CONTRACT BY REFERENCE BUT NOT ATTACHED:
 a. All other governmental laws, regulations, or actions applicable to the goods and/or services authorized by this contract.
 b. Utah State Procurement Code, Procurement Rules, and Contractor's response to Bid #WA16016 dated May 24, 2016.
8. Each signatory below represents that he or she has the requisite authority to enter into this contract.

IN WITNESS WHEREOF, the parties sign and cause this contract to be executed.

CONTRACTOR
Chuck Penna 8-4-16
 Contractor's signature Date
CHUCK PENNA CEO
 Type or Print Name and Title

STATE
[Signature] 8.29.16
 Director, Division of Purchasing Date

<u>Windy Aphayrath</u>	<u>801-538-3097</u>		<u>waphayrath@utah.gov</u>
Division of Purchasing Contact Person	Telephone Number	Fax Number	Email

**ATTACHMENT A: STANDARD TERMS AND CONDITIONS FOR SERVICES
STATE OF UTAH COOPERATIVE CONTRACT**

This is a State of Utah Cooperative Contract ("State Cooperative Contract") for services (including professional services), meaning the furnishing of labor, time, or effort by a contractor. This State Cooperative Contract is the result of a cooperative procurement for the benefit of Eligible Users and may be used by Eligible Users without the Eligible Users signing a participating addendum.

1. **DEFINITIONS:** The following terms shall have the meanings set forth below:
 - a) "**Confidential Information**" means information that is deemed as confidential under applicable state and federal laws, including personal information. The Eligible Users shall have the right to identify, during and after this Contract, additional types of categories of information that must be kept confidential under federal and state laws by Contractor.
 - b) "**Contract**" means either: (i) the Contract Signature Page(s), including all referenced attachments and documents incorporated by reference, or (ii) the Solicitation and the Proposal when accepted and signed by the Division. The format of the Contract, as described in the prior sentence, will be at the sole option of the Division. Additionally, the term "Contract" may include any purchase orders issued by the Division that result from this Contract.
 - c) "**Contract Signature Page(s)**" means the State of Utah cover page(s) that the Division and Contractor sign.
 - d) "**Contractor**" means the individual or entity delivering the Services identified in this Contract. The term "Contractor" shall include Contractor's agents, officers, employees, and partners.
 - e) "**Division**" means the State of Utah Division of Purchasing.
 - f) "**Eligible User(s)**" means those authorized to use State Cooperative Contracts and includes the State of Utah's government departments, institutions, agencies, political subdivisions (e.g., colleges, school districts, counties, cities, etc.), and, as applicable, nonprofit organizations, agencies of the federal government, or any other entity authorized by the laws of the State of Utah to participate in State Cooperative Contracts.
 - g) "**End User Agreement**" means any agreement that Eligible Users are required to sign in order to participate in this Contract including an end user agreement, customer agreement, memorandum of understanding, statement of work, lease agreement, service level agreement, or any other named separate agreement.
 - h) "**Services**" means the furnishing of labor, time, or effort by Contractor pursuant to this Contract. Services shall include, but are not limited to, all of the deliverable(s) that result from Contractor performing the Services pursuant to this Contract. Services include those professional services identified in Section 63G-6a-103 of the Utah Procurement Code.
 - i) "**Proposal**" means Contractor's response to the Division's Solicitation.
 - j) "**Solicitation**" means the documents used by the Division to obtain Contractor's Proposal.
 - k) "**State of Utah**" means the State of Utah, in its entirety, including its institutions, agencies, departments, divisions, authorities, instrumentalities, boards, commissions, elected or appointed officers, employees, agents, and authorized volunteers.
 - l) "**Subcontractors**" means subcontractors or subconsultants at any tier that are under the direct or indirect control or responsibility of the Contractor, and includes all independent contractors, agents, employees, authorized resellers, or anyone else for whom the Contractor may be liable at any tier, including a person or entity that is, or will be, providing or performing an essential aspect of this Contract, including Contractor's manufacturers, distributors, and suppliers.
2. **GOVERNING LAW AND VENUE:** This Contract shall be governed by the laws, rules, and regulations of the State of Utah. Any action or proceeding arising from this Contract shall be brought in a court of competent jurisdiction in the State of Utah. Venue shall be in Salt Lake City, in the Third Judicial District Court for Salt Lake County.
3. **LAWS AND REGULATIONS:** At all times during this Contract, Contractor and all Services performed under this Contract will comply with all applicable federal and state constitutions, laws, rules, codes, orders, and regulations, including applicable licensure and certification requirements. If this Contract is funded by federal funds, either in whole or in part, then any federal regulation related to the federal funding will supersede this Attachment A.
4. **RECORDS ADMINISTRATION:** Contractor shall maintain or supervise the maintenance of all records necessary to properly account for Contractor's performance and the payments made by Eligible Users to Contractor under this Contract. These records shall be retained by Contractor for at least six (6) years after final payment, or until all audits initiated within the six (6) years have been completed, whichever is later. Contractor agrees to allow, at no additional cost, State of Utah, federal auditors, and Eligible Users, access to all such records.
5. **CERTIFY REGISTRATION AND USE OF EMPLOYMENT "STATUS VERIFICATION SYSTEM":** This "Status Verification System" requirement, also referred to as "E-Verify", only applies to contracts issued through a Request for Proposal process and to sole sources that are included within a Request for Proposal.
 1. Contractor certifies as to its own entity, under penalty of perjury, that Contractor has registered and is participating in the Status Verification System to verify the work eligibility status of Contractor's new employees that are employed in the State of Utah in accordance with applicable immigration laws.
 2. Contractor shall require that each of its Subcontractors certify by affidavit, as to their own entity, under penalty of perjury, that each Subcontractor has registered and is participating in the Status Verification System to verify the work eligibility status of Subcontractor's new employees that are employed in the State of Utah in accordance with applicable immigration laws.
 3. Contractor's failure to comply with this section will be considered a material breach of this Contract.
6. **CONFLICT OF INTEREST:** Contractor represents that none of its officers or employees are officers or employees of the Division or of the State of Utah, unless disclosure has been made to the Division.
7. **INDEPENDENT CONTRACTOR:** Contractor and Subcontractors, in the performance of this Contract, shall act in an independent capacity and not as officers, employees, or agents of the State Entity or the State of Utah.

8. **INDEMNITY:** Contractor shall be fully liable for the actions of its agents, employees, officers, partners, and Subcontractors, and shall fully indemnify, defend, and save harmless the Division, Eligible Users, and the State of Utah from all claims, losses, suits, actions, damages, and costs of every name and description arising out of Contractor's performance of this Contract caused by any intentional act or negligence of Contractor, its agents, employees, officers, partners, or Subcontractors, without limitation; provided, however, that the Contractor shall not indemnify for that portion of any claim, loss, or damage arising hereunder due to the sole fault of the Division, Eligible Users, or the State of Utah. The parties agree that if there are any limitations of the Contractor's liability, including a limitation of liability clause for anyone for whom the Contractor is responsible, such limitations of liability will not apply to injuries to persons, including death, or to damages to property.
9. **EMPLOYMENT PRACTICES:** Contractor agrees to abide by the following employment laws: (i) Title VI and VII of the Civil Rights Act of 1964 (42 U.S.C. 2000e), which prohibits discrimination against any employee or applicant for employment or any applicant or recipient of services, on the basis of race, religion, color, or national origin; (ii) Executive Order No. 11246, as amended, which prohibits discrimination on the basis of sex; (iii) 45 CFR 90, which prohibits discrimination on the basis of age; (iv) Section 504 of the Rehabilitation Act of 1973, or the Americans with Disabilities Act of 1990, which prohibits discrimination on the basis of disabilities; and (v) Utah's Executive Order, dated December 13, 2006, which prohibits unlawful harassment in the workplace. Contractor further agrees to abide by any other laws, regulations, or orders that prohibit the discrimination of any kind by any of Contractor's employees.
10. **AMENDMENTS:** This Contract may only be amended by the mutual written agreement of the Division and Contractor, which amendment will be attached to this Contract. Automatic renewals will not apply to this Contract.
11. **DEBARMENT:** Contractor certifies that it is not presently nor has ever been debarred, suspended, or proposed for debarment by any governmental department or agency, whether international, national, state, or local. Contractor must notify the State Entity within thirty (30) days if debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in any contract by any governmental entity during this Contract.
12. **TERMINATION:** Unless otherwise stated in this Contract, this Contract may be terminated with cause by either party in advance of the specified expiration date, upon written notice given by the other party. The party in violation will be given ten (10) days after written notification to correct and cease the violations, after which this Contract may be terminated for cause immediately and is subject to the remedies listed below. This Contract may also be terminated without cause (for convenience) in advance of the specified expiration date by either party upon sixty (60) days written termination notice being given to the other party. The Division and the Contractor may terminate this Contract, in whole or in part, at any time, by mutual agreement in writing. On termination of this Contract, all accounts and payments will be processed according to the financial arrangements set forth herein for Services properly performed prior to date of termination.

Contractor shall be compensated for the Services properly performed under this Contract up to the effective date of the notice of termination. Contractor agrees that in the event of such termination for cause or without cause, Contractor's sole remedy and monetary recovery from the State Entity or the State of Utah is limited to full payment for all Services properly performed as authorized under this Contract up to the date of termination as well as any reasonable monies owed as a result of Contractor having to terminate other contracts necessarily and appropriately entered into by Contractor pursuant to this Contract. In no event shall the State Entity be liable to the Contractor for compensation for any services neither requested by the State nor satisfactorily performed by the Contractor. In no event shall the State Entity's exercise of its right to terminate this Contract for convenience relieve the Contractor of any liability to the State Entity for any damages or claims arising under this Contract.

13. **NONAPPROPRIATION OF FUNDS, REDUCTION OF FUNDS, OR CHANGES IN LAW:** Upon thirty (30) days written notice delivered to the Contractor, this Contract may be terminated in whole or in part at the sole discretion of the Division, if the Division reasonably determines that: (i) a change in Federal or State legislation or applicable laws materially affects the ability of either party to perform under the terms of this Contract; or (ii) that a change in available funds affects the Divisions or the Eligible User's ability to pay Contractor. A change of available funds as used in this paragraph includes, but is not limited to, a change in Federal or State funding, whether as a result of a legislative act or by order of the President or the Governor.

If a written notice is delivered, the Eligible User will reimburse Contractor for the Services properly performed until the effective date of said notice. The Division, the Eligible User, and the State of Utah will not be liable for any performance, commitments, penalties, or liquidated damages that accrue after the effective date of said written notice.

14. **SALES TAX EXEMPTION:** The Services under this Contract will be paid for from the Eligible User's funds and may be used in the exercise of the Eligible User's essential functions. Upon request, the Eligible User will provide Contractor with its sales tax exemption number. It is Contractor's responsibility to request the Eligible User's sales tax exemption number. It also is Contractor's sole responsibility to ascertain whether any tax deduction or benefits apply to any aspect of this Contract.
15. **INSURANCE:** Contractor shall at all times during the term of this Contract, without interruption, carry and maintain commercial general liability insurance from an insurance company authorized to do business in the State of Utah. The limits of this insurance will be no less than one million dollars (\$1,000,000.00) per occurrence and three million dollars (\$3,000,000.00) aggregate. Contractor also agrees to maintain any other insurance policies required in the Solicitation. Contractor shall provide proof of the required insurance policies to the Division within thirty (30) days of contract award. Contractor must add the State of Utah as an additional insured with notice of cancellation. Failure to provide proof of insurance, as required, will be deemed a material breach of this Contract. Contractor shall not cancel or allow the insurance policy to expire unless written notice has been given to the Division at least thirty (30) days prior to the cancellation or expiration. Contractor's failure to maintain this insurance requirement for the term of this Contract will be grounds for immediate termination of this Contract.

16. **WORKERS' COMPENSATION INSURANCE:** Contractor shall maintain during the term of this Contract, workers' compensation insurance for all its employees as well as any Subcontractor employees related to this Contract. Workers' compensation insurance shall cover full liability under the workers' compensation laws of the jurisdiction in which the service is performed at the statutory limits required by said jurisdiction. Contractor acknowledges that within thirty (30) days of contract award, Contractor must submit proof of certificate of insurance that meets the above requirements.
17. **END USER AGREEMENT:** If Eligible Users are required by Contractor to sign an End User Agreement before participating in this Contract, then a copy of the End User Agreement must be attached to this Contract. The term of the End User Agreement shall not exceed the term of this Contract, and the End User Agreement will automatically terminate upon the completion or termination of this Contract. An End User Agreement must reference this Contract, and may not be amended or changed unless approved in writing by the Division. Eligible Users will not be responsible or obligated for any early termination fees if the End User Agreement terminates as a result of completion or termination of this Contract.
18. **LARGE VOLUME DISCOUNT PRICING:** Eligible Users may seek to obtain additional volume discount pricing for large orders provided Contractor is willing to offer additional discounts for large volume orders. No amendment to this Contract is necessary for Contractor to offer discount pricing to an Eligible User for large volume purchases.
19. **ELIGIBLE USER PARTICIPATION:** Participation under this Contract by Eligible Users is voluntarily determined by each Eligible User. Contractor agrees to supply each Eligible User with Services based upon the same terms, conditions and prices of this Contract.
20. **INDIVIDUAL CUSTOMERS:** Each Eligible User that purchases Services from this Contract will be treated as if they were individual customers. Each Eligible User will be responsible to follow the terms and conditions of this Contract. Contractor agrees that each Eligible User will be responsible for their own charges, fees, and liabilities. Contractor shall apply the charges to each Eligible User individually. The Division is not responsible for any unpaid invoice.
21. **QUANTITY ESTIMATES:** The Division does not guarantee any purchase amount under this Contract. Estimated quantities are for Solicitation purposes only and are not to be construed as a guarantee.
22. **PUBLIC INFORMATION:** Contractor agrees that this Contract, related purchase orders, related pricing documents, and invoices will be public documents, and may be available for public and private distribution in accordance with the State of Utah's Government Records Access and Management Act (GRAMA). Contractor gives the Division, the Eligible Users, and the State of Utah express permission to make copies of this Contract, related purchase orders, related pricing documents, and invoices in accordance with GRAMA. Except for sections identified in writing and expressly approved by the Division, Contractor also agrees that the Contractor's Proposal to the Solicitation will be a public document, and copies may be given to the public as permitted under GRAMA. The Division, Eligible Users, and the State of Utah are not obligated to inform Contractor of any GRAMA requests for disclosure of this Contract, related purchase orders, related pricing documents, and invoices.
23. **DELIVERY:** Time is of the essence for all deliveries made under this Contract. All deliveries under this Contract will be F.O.B. destination with all transportation and handling charges paid for by Contractor. Responsibility and liability for loss or damage will remain with Contractor until final inspection and acceptance, when responsibility will pass to the Eligible User, except as to latent defects or fraud. Contractor's failure to provide the Services by the required delivery date is deemed a material breach of this Contract. Contractor shall be responsible for the customary industry standard in packing and shipping any goods relating to these Services.
24. **REPORTS AND FEES:**
 1. **Administrative Fee:** Contractor agrees to provide a quarterly administrative fee to the State in the form of a Check or EFT payment. The fee will be payable to the "State of Utah Division of Purchasing" and will be sent to State of Utah, Division of Purchasing, 3150 State Office Building, Capitol Hill, PO Box 141061, Salt Lake City, UT 84114. The Administrative Fee will be the amount listed in the solicitation and will apply to all purchases (net of any returns, credits, or adjustments) made under this Contract.
 2. **Quarterly Reports:** Contractor agrees to provide a quarterly utilization report, reflecting net sales to the State during the associated fee period. The report will show the quantities and dollar volume of purchases by each agency and political subdivision. The quarterly report will be provided in secure electronic format and/or submitted electronically to the Utah reports email address: salesreports@utah.gov.
 3. **Report Schedule:** Quarterly utilization reports shall be made in accordance with the following schedule:

<u>Period End</u>	<u>Reports Due</u>
March 31	April 30
June 30	July 31
September 30	October 31
December 31	January 31
 4. **Fee Payment:** After the Division receives the quarterly utilization report, it will send Contractor an invoice for the total quarterly administrative fee owed to the Division. Contractor shall pay the quarterly administrative fee within thirty (30) days from receipt of invoice.
 5. **Timely Reports and Fees:** If the quarterly administrative fee is not paid by thirty (30) days of receipt of invoice or quarterly utilization reports are not received by the report due date, then Contractor will be in material breach of this Contract.
25. **ORDERING:** Orders will be placed by the Eligible User directly with Contractor. All orders will be shipped promptly in accordance with the terms of this Contract.
26. **ACCEPTANCE AND REJECTION:** The Eligible User shall have thirty (30) days after delivery of the Services to perform an inspection of the Services to determine whether the Services conform to the standards specified in the Solicitation and this Contract prior to acceptance of the Services by the Eligible User.

If Contractor delivers nonconforming Services, the State Entity may, at its option and at Contractor's expense: (i) return the any deliverable related to the Services for a full refund; (ii) require Contractor to promptly correct or reperform the nonconforming Services subject to the terms of this Contract; or (iii) obtain replacement Services from another source, subject to Contractor being responsible for any cover costs.

27. **INVOICING:** Contractor will submit invoices within thirty (30) days after the delivery date of the Services to the Eligible User. The contract number shall be listed on all invoices, freight tickets, and correspondence relating to this Contract. The prices paid by the Eligible User will be those prices listed in this Contract, unless Contractor offers a prompt payment discount within its Proposal or on its invoice. The Eligible User has the right to adjust or return any invoice reflecting incorrect pricing.
28. **PAYMENT:** Payments are to be made within thirty (30) days after a correct invoice is received. All payments to Contractor will be remitted by mail, electronic funds transfer, or by a Purchasing Card (major credit card). If payment has not been made after sixty (60) days from the date a correct invoice is received by the Eligible User, then interest may be added by Contractor as prescribed in the Utah Prompt Payment Act. The acceptance by Contractor of final payment, without a written protest filed with the Eligible User within ten (10) business days of receipt of final payment, shall release the Division, the Eligible User, and the State of Utah from all claims and all liability to the Contractor. The Eligible User's payment for the Services shall not be deemed an acceptance of the Services and is without prejudice to any and all claims that the Division, Eligible User, or the State of Utah may have against Contractor. The State of Utah, the Division, and the Eligible User will not allow the Contractor to charge end users electronic payment fees of any kind.
29. **TIME IS OF THE ESSENCE:** Services shall be completed by any applicable deadline stated in this Contract. For all Services, time is of the essence. Contractor shall be liable for all reasonable damages to the Eligible User and the State of Utah, and anyone for whom the State of Utah may be liable, as a result of Contractor's failure to timely perform the Services required under this Contract.
30. **CHANGES IN SCOPE:** Any changes in the scope of the Services to be performed under this Contract shall be in the form of a written amendment to this Contract, mutually agreed to and signed by both parties, specifying any such changes, fee adjustments, any adjustment in time of performance, or any other significant factors arising from the changes in the scope of Services.
31. **PERFORMANCE EVALUATION:** The Eligible User may conduct a performance evaluation of Contractor's Services, including Contractor's Subcontractors, if any. Results of any evaluation may be made available to the Contractor upon Contractor's request.
32. **STANDARD OF CARE:** The Services of Contractor and its Subcontractors shall be performed in accordance with the standard of care exercised by licensed members of their respective professions having substantial experience providing similar services which similarities include the type, magnitude, and complexity of the Services that are the subject of this Contract. Contractor shall be liable to the Eligible User and the State of Utah for claims, liabilities, additional burdens, penalties, damages, or third party claims (e.g., another Contractor's claim against the State of Utah), to the extent caused by wrongful acts, errors, or omissions that do not meet this standard of care.
33. **REVIEWS:** The Division and Eligible Users reserve the right to perform plan checks, plan reviews, other reviews, and/or comment upon the Services of Contractor. Such reviews do not waive the requirement of Contractor to meet all of the terms and conditions of this Contract.
34. **INDEMNIFICATION RELATING TO INTELLECTUAL PROPERTY:** Contractor will indemnify and hold the Division, the Eligible User, and the State of Utah harmless from and against any and all damages, expenses (including reasonable attorneys' fees), claims, judgments, liabilities, and costs in any action or claim brought against the Division, the Eligible User, or the State of Utah for infringement of a third party's copyright, trademark, trade secret, or other proprietary right. The parties agree that if there are any limitations of Contractor's liability, such limitations of liability will not apply to this section.
35. **OWNERSHIP IN INTELLECTUAL PROPERTY:** The Division, the Eligible User, and Contractor agree that each has no right, title, or interest, proprietary or otherwise, in the intellectual property owned or licensed by the other, unless otherwise agreed upon by the parties in writing. All Services, documents, records, programs, data, articles, memoranda, and other materials not developed or licensed by Contractor prior to the execution of this Contract, but specifically manufactured under this Contract, shall be considered work made for hire, and Contractor shall transfer any ownership claim to the Eligible User.
36. **ASSIGNMENT:** Contractor may not assign, sell, transfer, subcontract or sublet rights, or delegate any right or obligation under this Contract, in whole or in part, without the prior written approval of the Division.
37. **DEFAULT AND REMEDIES:** Any of the following events will constitute cause for the Division to declare Contractor in default of this Contract: (i) Contractor's non-performance of its contractual requirements and obligations under this Contract; or (ii) Contractor's material breach of any term or condition of this Contract. The Division may issue a written notice of default providing a ten (10) day period in which Contractor will have an opportunity to cure. Time allowed for cure will not diminish or eliminate Contractor's liability for damages. If the default remains after Contractor has been provided the opportunity to cure, the Division may do one or more of the following: (i) exercise any remedy provided by law or equity; (ii) terminate this Contract; (iii) impose liquidated damages, if liquidated damages are listed in this Contract; (iv) debar/suspend Contractor from receiving future contracts from the Division or the State of Utah; or (v) demand a full refund of any payment that an Eligible User has made to Contractor under this Contract for Services that do not conform to this Contract.
38. **FORCE MAJEURE:** Neither party to this Contract will be held responsible for delay or default caused by fire, riot, act of God, and/or war which is beyond that party's reasonable control. The Division may terminate this Contract after determining such delay will prevent successful performance of this Contract.

39. **CONFIDENTIALITY:** If Confidential Information is disclosed to Contractor, Contractor shall: (i) advise its agents, officers, employees, partners, and Subcontractors of the obligations set forth in this Contract; (ii) keep all Confidential Information strictly confidential; and (iii) not disclose any Confidential Information received by it to any third parties. Contractor will promptly notify the Division and the relevant Eligible User of any potential or actual misuse or misappropriation of Confidential Information.

Contractor shall be responsible for any breach of this duty of confidentiality, including any required remedies and/or notifications under applicable law. Contractor shall indemnify, hold harmless, and defend the Division, the Eligible User, and the State of Utah, including anyone for whom the Division, the Eligible User, or the State of Utah is liable, from claims related to a breach of this duty of confidentiality, including any notification requirements, by Contractor or anyone for whom the Contractor is liable.

Upon termination or expiration of this Contract, Contractor will return all copies of Confidential Information to the Eligible User or certify in writing, that the Confidential Information has been destroyed. This duty of confidentiality shall be ongoing and survive the termination or expiration of this Contract.

40. **PUBLICITY:** Contractor shall submit to the Eligible User for written approval all advertising and publicity matters relating to this Contract. It is within the Eligible User's sole discretion whether to provide approval, which must be done in writing.
41. **CONTRACT INFORMATION:** During the duration of this Contract, the State of Utah Division of Purchasing is required to make available contact information of Contractor to the State of Utah Department of Workforce Services. The State of Utah Department of Workforce Services may contact Contractor during the duration of this Contract to inquire about Contractor's job vacancies.
42. **PROCUREMENT ETHICS:** Contractor understands that a person who is interested in any way in the sale of any supplies, services, construction, or insurance to the State of Utah is violating the law if the person gives or offers to give any compensation, gratuity, contribution, loan, reward, or any promise thereof to any person acting as a procurement officer on behalf of the State of Utah, or to any person in any official capacity who participates in the procurement of such supplies, services, construction, or insurance, whether it is given for their own use or for the use or benefit of any other person or organization.
43. **WAIVER:** A waiver of any right, power, or privilege shall not be construed as a waiver of any subsequent right, power, or privilege.
44. **ATTORNEY'S FEES:** In the event of any judicial action to enforce rights under this Contract, the prevailing party shall be entitled its costs and expenses, including reasonable attorney's fees, incurred in connection with such action.
45. **DISPUTE RESOLUTION:** Prior to either party filing a judicial proceeding, the parties agree to participate in the mediation of any dispute. The Division, after consultation with the Eligible User and Contractor, may appoint an expert or panel of experts to assist in the resolution of a dispute. If the Division appoints such an expert or panel, the Eligible User and Contractor agree to cooperate in good faith in providing information and documents to the expert or panel in an effort to resolve the dispute.
46. **ORDER OF PRECEDENCE:** In the event of any conflict in the terms and conditions in this Contract, the order of precedence shall be: (i) this Attachment A; (ii) Contract Signature Page(s); (iii) the State of Utah's additional terms and conditions, if any; (iv) any other attachment listed on the Contract Signature Page(s); (v) Contractor's terms and conditions that are attached to this Contract, if any; and (vi) Contractor's attachments, if any. Any provision attempting to limit the liability of Contractor or limit the rights of the Division, Eligible Users, or the State of Utah must be in writing and attached to this Contract or it is rendered null and void. Contractor's terms and conditions on its Sales Orders, Invoices, website, etc., will not apply to this Contract.
47. **SURVIVAL OF TERMS:** Termination or expiration of this Contract shall not extinguish or prejudice the Division's or the Eligible User's right to enforce this Contract with respect to any default of this Contract or defect in the Services that has not been cured.
48. **SEVERABILITY:** The invalidity or unenforceability of any provision, term, or condition of this Contract shall not affect the validity or enforceability of any other provision, term, or condition of this Contract, which shall remain in full force and effect.
49. **ENTIRE AGREEMENT:** This Contract constitutes the entire agreement between the parties and supersedes any and all other prior and contemporaneous agreements and understandings between the parties, whether oral or written.

(Revision date: 21 August 2015)

Attachment B

Categories of Qualification: Penna Powers

Ad Copy Writing	X
Advertising Media Recommendations	X
Branding	X
Digital Marketing	X
Email Advertising	X
Market Surveys	X
Media Buying Capability	X
Native Content Generation	X
Out-of-Home Advertising	X
Print Media	X
Public Relations	X
Social Media	X
Television / Radio Media	X
Trade Shows and Expos	X
Video Production and Editing	X

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



MARC STRYKER
MEDIA DIRECTOR

With his start in the New York ad agency world, Marc takes a holistic, integrated approach to media strategy. He leads efforts to create media partnerships that go beyond the 30-second spot, championing clients' causes to gain broader acceptance and collaboration. Marc has expertise in media strategy, including research, planning, negotiating and buying, and is the rare media director who can speak the language of both traditional and nontraditional media. Marc has an eclectic taste in music so you never know what you'll hear as you walk by his office.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2006-Present	Media Director	Penna Powers
2004-2006	Market Analyst	MarketStar for HP
2000-2002	Media Planner	JWT/MindShare

EDUCATION

University of Utah, MA Marketing, 2004

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Relay Utah
- Sun Valley Resort
- Utah Transportation Coalition
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BECKI LETHAM MEDIA PLANNING SUPERVISOR

Becki has 20 years of experience working at regional and national agencies. She develops and negotiates integrated media plans of all sizes. She has a deep understanding of Utah's broadcast market, but is also strong in outdoor and print media. She extends the reach of our clients' campaigns by skillfully negotiating added value and promotions. Becki also holds media accountable to contract terms and carefully measures campaigns to ensure that everything promised is delivered. In the summer you might be able to spot Becki on her Honda Shadow motorcycle, complete with her unique, reflective vest.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Media Planning Supervisor	Penna Powers
2011-2012	Freelance	Monster Marketing
2004-2011	Associate Media Planner/Buyer	ThomasArts
2002-2004	Associate Media Planner/Buyer	Kassing Andrews

EDUCATION

University of Utah

RELEVANT PROJECT EXPERIENCE

- Utah Office of Tourism
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- TravelWise
- Nevada Department of Transportation
- Rio Tinto Kennecott
- Mountain View Corridor

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JASON ALLEGER DIGITAL MEDIA SUPERVISOR

Jason plans, negotiates, optimizes and reports on digital media. Jason is constantly helping his clients innovate, from being one of the first local advertisers on Twitter, Xbox and Spotify, to testing out new technologies like viewability and attribution modeling. He isn't just great at juggling his client's media plans, however, Jason is also an accomplished torch juggler.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Digital Media Supervisor	Penna Powers
2013-2015	Digital Media Planner	Penna Powers
2013-2013	Media Planner/Buyer	R&R Partners
2012-2013	Digital Media Planner	Penna Powers
2011-2012	Assistant Media Planner/ Search Specialist	Penna Powers

EDUCATION

Brigham Young University, BA Advertising, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Nevada Department of Motor Vehicles
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Primary Children's Hospital
- MGM
- Circus Circus Reno

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JENNIFER WHITAKER DIGITAL MEDIA PLANNER

Jennifer is a digital media planner for Penna Powers. Outside of her public relations and broadcast media experience, Jennifer is a wizard at planning, executing and managing digital, print and out-of-home advertising campaigns. She is experienced in creating incredible media mixes and standout message platforms for an array of large accounts, including Zero Fatalities. When Jennifer isn't consistently delivering the highest quality work to our clients, she manages an online book club complete with over 1,300 members.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2014-Present	Digital Media Planner	Penna Powers
2012-2014	Associate Engagement (Media) Planner	MRM Worldwide/McCann
2011-2012	Traffic Coordinator	KTVX
2009-2011	Advertising Sales Assistant/ Master Control Operator	KTVX-TV

EDUCATION

University of Utah, BA Communications, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Iowa
- Harmon's Grocery
- Utah Clean Air Partnership

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.

Agreed and accepted

- **Vendor Availability**
 - Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - Representative(s) must respond to inquiries within 24 business hours.

Agreed and accepted

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Advertising Media Recommendations	Marketing mix	Marc Stryker, Media Director (16 years) Becki Letham, Media Planning Supervisor (20 years) Jason Alleger, Digital Media Supervisor (6 years) Jennifer Whitaker, Digital Media Planner (11 years) Years Organization Has Been In Business: 32	65

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS—EXPERIENCE AND DEMONSTRATED ABILITY TO PERFORM

The media plan needs to be more than the sum of its parts. TV + Radio + Digital Video + Social shouldn't equal four, but needs to reach at least 11. We will select media channels that complement each other, tell the story and close the sale. We can do this through a correlation study or by isolating different media combinations to see what's driving the actions we want.

We're experts in each media channel and know the strengths and weaknesses of each. Below is a sample media plan illustrating how each chosen media channel needs to enhance the campaign much like every instrument in an orchestra contributes to the final score.

SAMPLE PENNA POWERS MEDIA FLOWCHART

Audience: 197,853 People Goal: 37,500 Enrollments	October				November				December				January				Research	Delivery	Enrollment Contribution	Cost		
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9					16	23
Video																						
Television																			149 index		750	\$150,000
Hulu																			73% watch social video	1,000,000 views	800	\$40,000
Facebook Video																			e.g. ESPN - 117 index	1,600,000 views	1,600	\$48,000
Programmatic Video																			40 min average watchtime	2,800,000 views	1,050	\$42,000
YouTube																				2,000,000 views	1,200	\$36,000
Audio																						
Terrestrial Radio																			65% heavy listener		1,080	\$108,000
Pandora																			38% likely to change health insurance	45% reach / 6x freq	640	\$32,000
Digital																						
Search																			95% use Google search	16,000 clicks	5,000	\$50,000
Programmatic																			e.g. MSN - 10% access	20,000,000 imp	10,000	\$80,000
Display/Retargeting																			Subscribes to average of 3 blogs		2,000	\$30,000
Content Marketing																			Checks 14x per day		5,000	\$80,000
Facebook/Instagram																						
Outdoor																						
Bulletin																			83% are heavy commuters	30,000,000 imp	300	\$60,000
Theater																			1/3 see 3+ movies per week	4,000,000 imp	600	\$40,000
Total																					30,020	\$796,000

UNIQUELY EXPERIENCED TO WORK WITH YOU

b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



UCAIR 2014 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status.

WHERE MEDIA MIX MEETS MAXIMUM EFFICIENCY

The landscape of digital media is always changing, but when it comes to the cutting edge, no one beats Penna Powers. Our digital media team has relevant experience in social change marketing and also can leverage its buying power to bring the state of Utah digital savings. Besides typical optimizations, tracking, placements and reporting that many digital firms offer, here's what makes us unique.

- **COMSCORE/SCARBOROUGH.** We utilize research data to make smart decisions before an ad even runs.
- **TRACKING.** We use Google Tag Manager, Google Analytics and a CRM database to ensure everything is trackable.
- **AD SERVING.** We utilize DoubleClick to track every impression and ensure ads are running in the correct geography to the correct audience.
- **VIEWABILITY.** We partner with Integral Ad Science to proactively block ad impressions that would be shown to bot traffic, below-the-fold or on questionable websites. Our clients average 40% higher viewability than the current industry benchmark.
- **CUTTING EDGE.** We were one of the first local advertisers on Twitter, Instagram and Pinterest, and were quick to adopt native advertising, HTML5 interactive units, search retargeting and other emerging technologies.
- **OPTIMIZATIONS.** We frequently rotate creative and use dayparting and ad sequencing while testing new placements to find what is working best.
- **REPORTING.** We give our clients access to real-time reporting, as well as useful monthly reporting that shows results. Below is an example of a reporting dashboard we use to make real-time decisions on campaign optimizations.
- **SEARCH ENGINE OPTIMIZATION.** We offer our clients the option to add SEO to their digital spaces and websites, boosting searchability and organic search page rank.



Our digital team works hard to help you achieve your maximum ROI. When working with Penna Powers you can expect full transparency and regular briefs on digital advancements and opportunities.

OUTDOOR BUYING CAPABILITIES

Outdoor billboards may seem straightforward—just choose some boards in a high traffic area, right? Actually, there's a lot more science to it when done correctly. And at Penna Powers, we've perfected the billboard buy.

- **SHOWINGS/GRPs.** Outdoor buying used to be done by showings (reach), but has transitioned to GRPs (gross rating points). We look at the reach and average frequency of each board we purchase.
- **DIGITAL VS VINYL.** Digital boards come at a premium, so we weigh the average view time, number of rotations and whether the message will change. Vinyl boards work well for long campaigns and we rotate locations constantly to avoid message blindness.
- **EYE TRACKING.** We work with eye tracking firms to see if our boards are noticeable. One insight we have found is that digital boards actually have 2x the view time of traditional boards.
- **MAPPING.** We map out the location of each board and provide it in an easy-to-understand map.
- **EFFICIENCIES.** We have a solid track record of negotiating added value on our outdoor buys, including extended run time, reduced/free production and expedited service.
- **OUT OF THE BOX.** We've done plenty of incredible billboard executions in the past, including extensions and dynamic message changes.

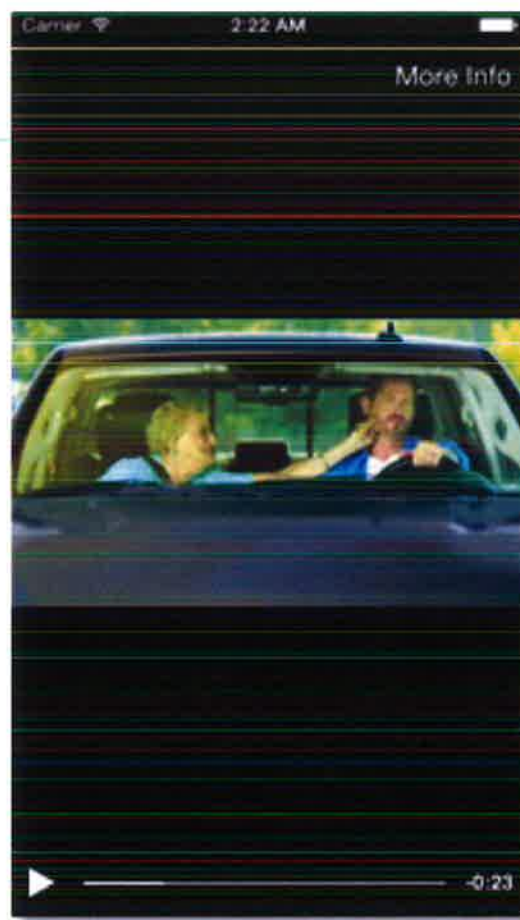
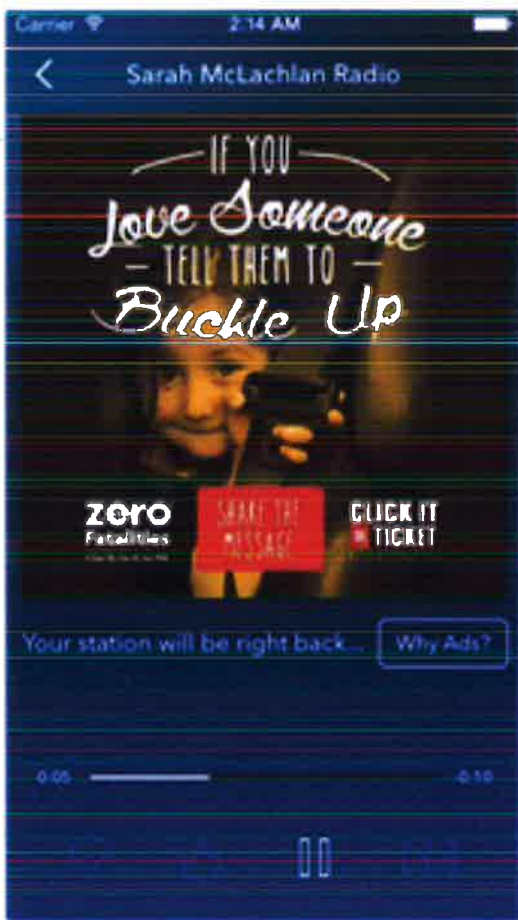
Outdoor is a good fit for companies looking for increased awareness and brand lift. We have the capability and creative drive to produce creative designs for any kind of out-of-home advertising solution, and we're confident we can negotiate low rates and get you great placements that will achieve your goals.



RADIO BUYING CAPABILITIES

According to local research data, 89% of Utah Adults 18+ have listened to terrestrial radio in the last seven days. Despite this, radio is (and always will be) the underappreciated medium. What we like about radio is how truly local it is and we partner with stations who understand that power and allow our clients to tap into it. We subscribe to Nielsen Audio, creative qualitative weighting templates from Scarborough and integrate into Strata for enhanced evaluation and execution.

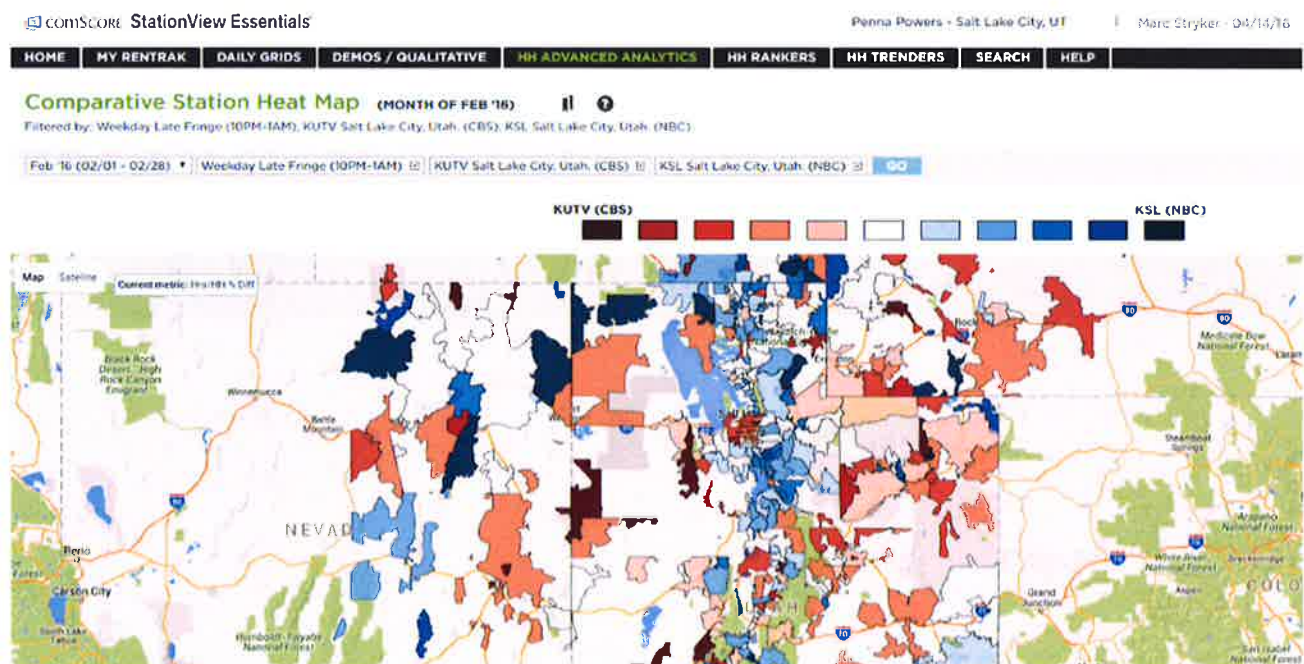
- **TERRESTRIAL RADIO PARTNERSHIPS.** Radio has been a fantastic medium for our social change efforts. For a recent Click it or Ticket seat belt campaign, we partnered with Salt Lake metro and rural station groups to help us motivate the significant others of non-seat belt users, asking them to get their loved ones to buckle up. Along with running a spot flight, the station group ran talent testimonials of personal stories related to buckling up. Another station encouraged listeners to record “shout-outs” to their loved ones to buckle up, which aired over 35 times per flight. All told, our radio station partnerships have yielded over \$184,000 of added-value, nearly twice our original budget.
- **STREAMING AUDIO.** Radio is taking on many forms, so we have also partnered with our friends at Pandora, iHeart Radio and Spotify. What we lose in leveraging local talent we gain in audience segmentation and efficient buying. For the same seat belt campaign, we also used Pandora to reach all of the available rural audiences within our target demographic and even used Pandora’s video capabilities.



TV BUYING CAPABILITIES

Television has been going through a major disruption in the last few years like we've never seen. The paradox is that an advertiser needs to spend more than it ever has on a fragmenting but still dominant medium just to maintain the same audience attention it used to have. We used to recommend a TV frequency of at least 3 or 4 over a four-week flight, but that number has grown as audiences are increasingly distracted.

- COMSCORE STATIONVIEW ESSENTIALS** Penna Powers is one of the few agencies that subscribes to comScore data (formerly called Rentrak), which uses local viewing data from digital set-top boxes of DISH and DirecTV subscribers. It's another lens through which to see what and how people are watching. Not only can we see what rating a program pulls, but we can also see what kind of social engagement, or "stickiness," it has with an audience. We can see geographically what stations and programs viewers prefer. We can even layer in qualitative information, like those in the healthcare occupation for example, and see just how many doctors we can reach with a spot on The Voice.



- NIELSEN TV DATA.** Most agencies use Nielsen data, which is still the "currency" for setting rates and posting on a buy. We use Nielsen as our main negotiating and fulfillment tool, but we also look at comScore data to get another perspective on what's happening.
- SCARBOROUGH RESEARCH.** TV data is great for viewing patterns among gender and age demographics, but we use Scarborough data to add another dimension to our decision making process. We subscribe to Scarborough data for the Utah market, which is survey data from nearly 2,000 participants. We incorporate this data into our Strata buying software. This allows us to get specific and see that a given TV plan will generate 400 GRPs for women aged 40-54 with a certain household income who live in apartments (as opposed to just 400 GRPs for women 40-54).
- TV STATION PARTNERSHIPS.** We do more than just the necessary data adjustments to make your television investment worthwhile. We create partnerships with television stations because we see their value as trusted voices in the community. When we're working on traffic safety programs like Zero Fatalities or air quality education campaigns like UCAIR for example, we understand that a 30-second commercial is only going to go so far in creating real social change. We need stations to participate with us on programs that have a real impact on the health of the community. But don't worry, our PR team works in conjunction with these partnerships and your client team to ensure a seamless experience.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



CHUCK PENNA
PARTNER, EXECUTIVE CREATIVE DIRECTOR

Chuck founded Penna Powers in 1984 on the premise that smart marketing is something that isn't reserved for big-city clients and produced exclusively by big-city agencies. His work on national brands such as American Express, 3M, Yahoo! and the groundbreaking Zero Fatalities campaign, featured in the New York Times, has proved that creative work in the Intermountain West can be the equivalent of that produced anywhere in the nation. In the summer you can find Chuck on the remote part of some river fly-fishing or fixing up a 100+-year-old cabin.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
1984-Present	Partner/CEO	Penna Powers
1982-1983	Creative Director	Miller & Assoc.
1980-1981	Art Director	Evans Group

EDUCATION

University of Utah, Graphic Design

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Zero Fatalities Utah/Nevada
- Utah Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- LDS Business College
- Sun Valley Resort
- Primary Children's Hospital
- Salt Lake Convention and Visitors Bureau
- American Express
- Yahoo!
- 2002 Winter Olympics

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



MIKE BRIAN
PARTNER, INTERACTIVE DIRECTOR

Mike is a pioneer in the evolution of interactive marketing. His expertise is a resource that Penna Powers values in the progressive world of online communication. Mike excels at helping clients find their niche in the technical battlefield of their industries, and determining how best to stimulate public action through online media. When it comes to emerging tech, Mike knows it best and he's always got the latest-and-greatest gadget somewhere close by.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2002-Present	Partner/Interactive Director	Penna Powers
1994-2001	Owner	ProClix Interactive, Inc
1987-1993	Marketing Director	Murdoch Travel Management

EDUCATION

Weber State University, BS Marketing; Advertising, 1987

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Zero Fatalities Utah/Nevada/Iowa
- U.S. Bank
- Utah Department of Transportation
- Nevada Department of Motor Vehicles
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Blue Cross Blue Shield
- Primary Children's Hospital
- J.P. Morgan Chase
- TravelWise
- Murdoch Travel

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



DAVE SMITH
PARTNER, STRATEGIC DIRECTOR

Dave began his career with Penna Powers over 20 years ago as an intern. Today, in addition to working on some of Utah’s largest and most complicated transportation projects, Dave serves as the managing partner of Penna Powers. His skills include research, strategic planning, message development, media relations, grassroots public information and government relations. Outside of his love for providing clients best-in-class work, Dave is an outdoor enthusiast. He can be found in the mountains valleys, rivers and lakes of the intermountain region hiking, camping, hunting or fishing with family, friends and colleagues.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
1984-Present	Partner/Chief Finance Officer	Penna Powers
1994-2007	Director of Client Services	Penna Powers
2002-2007	Public Relations Director	Penna Powers
1997-2002	Public Relations Manager	Penna Powers
1994-1997	Public Relations Coordinator	Penna Powers
1993-1994	Public Relations Intern	Penna Powers

EDUCATION

Weber State University, BS Communications, 1994

RELEVANT PROJECT EXPERIENCE

- Utah Department of Transportation
- Managed Lanes Study
- Mountain View Corridor
- I-15 CORE
- Utah Transportation Coalition
- Wasatch Front Central Corridor Study

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERICO BISQUERA VICE PRESIDENT OF CREATIVE SERVICES

Erico offers Penna Powers' clients a unique creative mix. His background in marketing, coupled with his unparalleled creative genius, provide a potent mix when designing and delivering concepts. Whatever the medium, from logos and TV spots, to websites and billboards, he does it all. Erico's ability to turn creative concepts into captivating campaigns has successfully guided our clients for over 20 years and his black belt in Kung Fu has been keeping our creative team in line for just as long. He is the force behind many of the numerous ADDY, Telly and Golden Spike awards Penna Powers has won over the years—and he has even won Penna Powers an Emmy.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Creative Services	Penna Powers
2006-2015	Creative Director	Penna Powers
2002-2004	Senior Art Director	Penna Powers
1998-2002	Art Director	Penna Powers
1995-1998	Designer	Penna Powers
1994-1995	Production Artist	Penna Powers

EDUCATION

Utah State University, BA Marketing, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CHRISTINE MENGES ADVERTISING DIRECTOR

There are account managers, and then there is the hard-hitting powerhouse that is Christine Menges. With experience as the team leader on all of Penna Powers' high-profile accounts, Christine has covered the agency business from just about every angle. During her career at Penna Powers, she has specialized in strategic planning, branding and paid media coordination. If she's not at work (which is pretty rare) don't be surprised to hear she's planning her next trip to South Africa.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2009-Present	Advertising Director	Penna Powers
2004-2009	Account Supervisor	Penna Powers
2000-2004	Account Manager	Penna Powers
1996-2000	Account Coordinator	Penna Powers

EDUCATION

Portland State University, BS Marketing & Advertising Management, 1989

RELEVANT PROJECT EXPERIENCE

- Harmons Grocery
- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Silver State Health Insurance Exchange
- Relay Utah
- Salt Lake Convention & Visitor Bureau
- Emergency 911
- Rio Tinto
- 2002 Winter Olympics
- Primary Children's Hospital

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRITNI BROZO ADVERTISING ACCOUNT MANAGER

Britni has established a strong track record as an advertising account manager. She excels at opening the lines of communication with clients and fostering an environment of teamwork. Along with account management, Britni is also responsible for research, conceptual direction, media planning, messaging, plan execution and playing construction trucks with her three-year-old son.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2008-Present	Advertising Account Manager	Penna Powers
2005-2008	Account Manager	Alan Frank & Associates
2004-2005	Marketing Manager	Americom Technology, Inc.
2002-2003	Marketing Assistant	Lincoln Financial Advisors

EDUCATION

University of Utah, *BS Marketing*, 2003

RELEVANT PROJECT EXPERIENCE

- Zero Fatalities Iowa
- Utah Clean Air Partnership
- TravelWise
- Clear the Air Challenge
- SL Valley Health Department
- Utah Department of Health
- Emergency 911
- Primary Children's Hospital
- Click It or Ticket
- Relay Utah
- Smog Spotter
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
2007-2012	Senior Copywriter	ThomasARTS
2006-2007	Copywriter	McCann Erickson
2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley CVB
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



WENDY HANSEN
PUBLIC INVOLVEMENT DIRECTOR

If there's a message that needs to be spread, Wendy can make it happen. Her more than 15 years of experience communicating in the public and private sector has helped her fine tune her messaging and outreach skills to the point that she is a public engagement expert. But her skills don't stop there; Wendy's strategic thinking enables her to tie in public involvement with other disciplines such as advertising, digital and social media to communicate unified messages to all target audiences. These same skills also make her a force to be reckoned with come Fantasy Football season.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Director	Penna Powers
2000-2015	Public Involvement Account Manager	Penna Powers
2000-2002	Marketing Coordinator	Layton Construction
1999-2000	Account Executive	R&O Construction

EDUCATION

University of Utah, MBA Business Administration & Management, 2003

RELEVANT PROJECT EXPERIENCE

- Rio Tinto Kennecott
- Utah Clean Air Partnership
- Utah Transportation Coalition
- Wasatch Front Regional Council
- City Creek
- Utah Transit Authority
- Salt Lake Chamber
- Wasatch Front Central Corridor Study
- Utah Department of Transportation
- Provo Orem TRIP

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



STEPHANIE MILLER PUBLIC RELATIONS DIRECTOR

Stephanie has proven herself time and again to be a powerful asset in managing the direction of clients' public relations efforts. Through her media relations efforts in the consumer and trade arenas, Penna Powers' clients have garnered local and national coverage in many of the nation's largest daily newspapers, on network TV affiliates. Stephanie is a master chef and enjoys creating delicious and healthy meals after she's worked up her appetite at her Barre classes.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2007-Present	Public Relations Director	Penna Powers
2004-2007	Account Supervisor	Penna Powers
1994-2004	Account Manager	Penna Powers

EDUCATION

University of Utah, BS Communications; Public Relations, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Nevada
- Harmons Grocery
- Silver State Health Insurance Exchange
- AASHTO Toward Zero Deaths
- Relay Utah
- Sun Valley Resort
- Emergency 911
- Rio Tinto Kennecott
- Clear the Air Challenge

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERIC LARSON
SENIOR ART DIRECTOR

Eric Larson, or Lars as the creative team calls him, has been instrumental in creating uncompromising, action-driven visuals for our clients. His artistic vision gives him the ability to persuasively communicate to any audience. He creates compelling designs, crafting and perfecting each piece he works on. Lars is responsible for much of the artistic vision and execution behind Penna Powers' award-winning holiday cards. And he likes his coffee perfect... believe us, you don't know coffee until you've tasted one of his single origin, personally roasted espressos.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2010-Present	Senior Art Director	Penna Powers
2007-2010	Designer	Penna Powers
1997-2007	Freelance Design	Larson Creative

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- Utah Highway Safety Office
- Primary Children's Hospital
- TravelWise
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



KENNY HAMMOND
SENIOR ART DIRECTOR

Kenny brings big city thinking and expertise to Penna Powers. Kenny's design skills and his knowledge of industry trends allow him to provide valuable guidance on virtually every medium. He is never afraid to bring the big ideas to the table, which results in innovative and effective designs for our clients. When he's not pumping out groundbreaking design, he's really convincing other people to watch Breaking Bad (no really, you should watch it).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2013-Present	Senior Art Director	Penna Powers
2011-2013	Art Director	Leo Burnett
2007-2011	Art Director	DDB Worldwide
2005-2007	Marketing/Operations Manager	1-800-GOT-JUNK?

EDUCATION

DePaul University, MA Advertising & PR, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Wasatch Choice for 2040

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.
- Agreed and accepted
-

- **Vendor Availability**
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.
- Agreed and accepted

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
<p>Branding</p>	<p>Strategy, brand communications, positioning, audience evaluation and tracking, graphic identity standards, brainstorming, trademark research and management, logo development, co-branding support, product/service launch planning and support</p>	<p>Chuck Penna, Partner, Executive Creative Director (38 years)</p> <p>Mike Brian, Partner, Interactive Director (28 years)</p> <p>Dave Smith, Partner, Strategic Director (23 years)</p> <p>Erico Bisquera, Creative Director (21 years)</p> <p>Christine Menges, Advertising Director (26 years)</p> <p>Britni Brozo, Advertising Account Manager (13 years)</p> <p>Bobby Brinton, Senior Copywriter (15 years)</p> <p>Wendy Hanson, Public Involvement Director (18 years)</p> <p>Stephanie Miller, Public Relations Director (22 years)</p> <p>Eric Larson, Senior Art Director (16 years)</p> <p>Kenny Hammond, Senior Art Director (11 years)</p> <p>Years Organization Has Been In Business: 32</p>	<p>20</p>

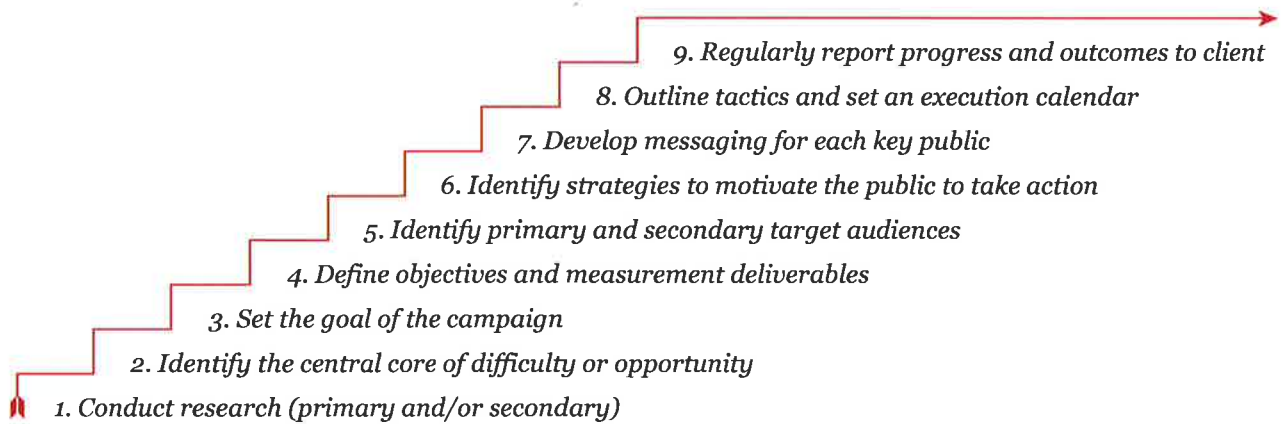
EXPERIENCE IN BRANDING

STRATEGY

Penna Powers uses a unique brand development process to create strategic plans, by combining what we know about a brand's strengths, insights about the audience and the client's goals. Research is essential to a strategically sound campaign; after all, guessing is expensive. Conducting anything and everything from primary, secondary or formative research, ensures our planning rationale is concrete. Depending on our research objectives, we tailor the type of research to what's needed. One situation may call for focus groups or one-on-one interviews, while another situation may call for online or text message surveys. By taking this step that is so often skipped, we find the golden nuggets of human truth that provide the backbone to our client's communication efforts.

After we have gathered as much insight as possible, we create a big idea that serves as the campaign's strategic road map. All executions stem from this big idea to bring consistency and power to the client's message. We develop this plan for every client and project we work on at Penna Powers, using it as a measuring stick for the effectiveness of our marketing and communication programs.

To some, going through this process for every client and every project may seem like a lot of effort, but to us, it's all in a day's work. That's what makes us different. We aren't interested in being creative for creativity's sake, and while awards are nice, that's not why we do what we do. At the end of the day, the things that matter to us are the results we get for our clients. By establishing objectives and a detailed campaign strategy, laying out a calendar of tactics and milestones, and creating a budget, we keep everyone on the same page and get the most value for a client's dollar. No waste, no surprises. Just great results.



ATTACHMENT C: STATEMENT OF QUALIFICATIONS

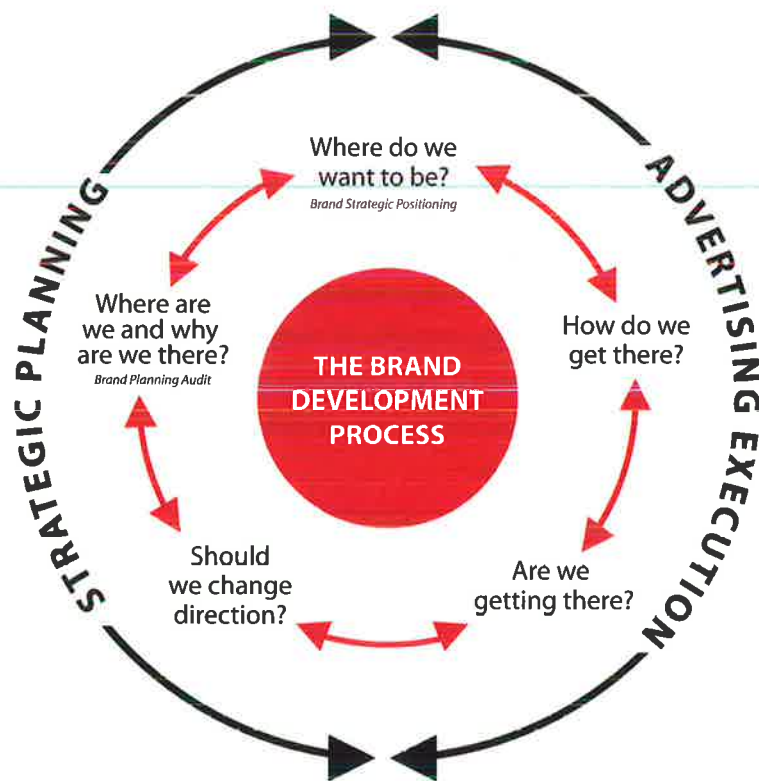
STATEMENT OF QUALIFICATIONS

BRAND COMMUNICATIONS & POSITIONING

Target audiences today are less patient, less trusting and have shorter attention spans. The rigid campaign-based model for branding that was perfected over decades is headed for extinction, but this has only kept us on our toes. Our brand process has evolved over time to help brands adapt to changing environments.

Developing a rich and thoughtful brand is one of the most important steps an organization needs to take in order to connect with their audience. Penna Powers has developed a proprietary Brand Development Process that is unrivaled in creating identities for highly conceptual project visions. The process identifies core brand advantages and insights leading to a big idea that will position the brand, and drive all connection points with prospective customers (i.e., communication, marketing and product elements). This Brand Development Process speeds up marketplace adoption by solidifying the brand position. It allows for faster comprehension of the brand idea as it is reinforced at every exposure and connection point. Our process recognizes that all connections, no matter how small, should be brand driven and impact the customer relationship.

The specific steps involved include data collection and analysis; compiling a brand audit report; developing and writing a brand positioning statement; building a communications audit; writing an inward marketing plan including employee brand training; compiling visual and verbal brand communications guides and budgeting a timeline and launch plan.



ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

AUDIENCE EVALUATION & TRACKING

The day of traditional mass media, where you could just set-up a campaign of TV, radio and outdoor and just let it roll, is gone. Now this doesn't mean traditional mass media doesn't have its place, it surely does. But in today's digital landscape with countless communication channels and a continuous flow of information, it's an absolute necessity to also micro-target your audience with messages they can relate to. Media research resources such as Nielsen, Arbitron, Rentrak and Scarborough, along with digital and social media analytics, allow us to continually track and evaluate our audiences. Penna Powers is diligent in staying in-the-know on the best tools, trends and resources available to drive engagement and ongoing communication with key audiences. More than ever communication is a two-way street and we understand you have to lead the conversation in your industry.

BRAINSTORMING

When brainstorming, we bring all disciplines of the agency together. Both young and old, experienced and fresh, everyone's ideas are regarded with merit, living by the philosophy that the best idea wins. Just as our target audience is out there exploring all communication channels, so is our team. This keeps our thinking innovative. Penna Powers has even created a brain trust we call "Q Division," where we explore and test the latest online and social media tools and technologies, so we can make the best, most strategic recommendations to our clients.

CREATIVE (LOGO DEVELOPMENT, GRAPHIC IDENTITY STANDARDS, PRODUCT LAUNCH)

In the fast paced world of marketing communication, we don't have time to work with graphic designers who don't inherently "get it." That's why we only hire innovative thinkers, boundary pushers who know when to follow the rules of design and when to break them. Our graphic artists and account people work together to tackle each new challenge and develop a solution that's as solid in design as it is in strategy. In other words, our creative has a purpose. The includes logo and tagline development, graphic identity standards, name development and trademarking. Our campaigns are complete in that the messaging seamlessly extends across a variety of collateral materials, digital and social media advertising, websites, videos, TV, radio or whatever else the client needs, because the last thing anyone wants is a broken and disjointed brand.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

- b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

UNIQUELY EXPERIENCED TO WORK WITH YOU

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



UCAIR 2014 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status

BUILDING BRANDS FOR OVER 30 YEARS

The following are just a few examples of brands Penna Powers has developed.



Created logo, brand and writing style guides. Produced video, websites and presentation templates.



Created logo and developed brand. Produced video to work in conjunction with billboards.



Created logo and developed brand and extended brand style guides.



Built brand from the ground up, including logo development, trademarking, style guides, websites and more.



Created logo and developed a brand style, including everything from brochures and maps to videos.



Developed logo and brand identity, including several video productions. Refreshed website.



Built logo and brand identity. Developed creative assets and branding collateral.



Refreshed logo, including a brand and seasonal style guides. Built Harmons "Foodie" culture.



Created two separate logos over the years and developed a brand style guides. Expanded brand vision.



Created logo and brand style guide. Refreshed branding collateral and creative assets.



Developed brand and logo. Built branding and creative collateral.



Developed a brand logo and identity, including banners, presentation templates and other brand collateral.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

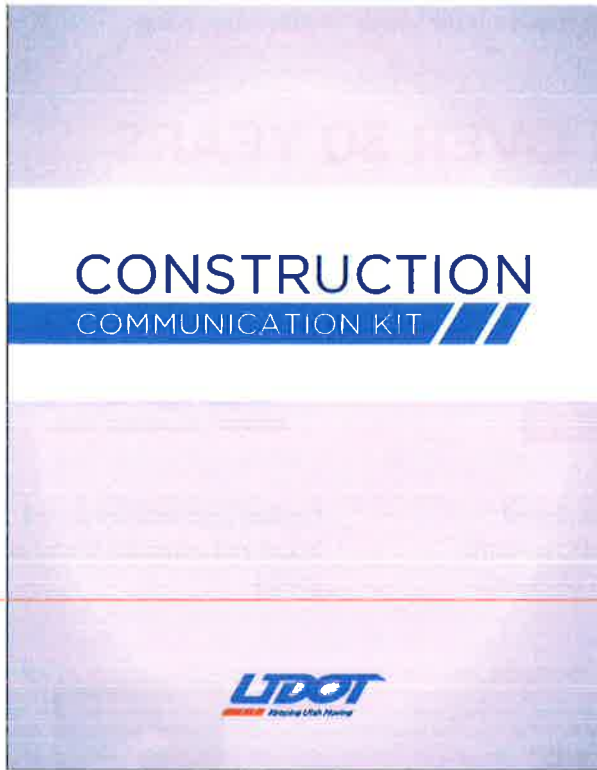


TABLE OF CONTENTS

UDOT STANDARD STYLE GUIDE

- UDOT Logo Standard Usage Guide
- UDOT Writing Style Guide

UDOT PROJECTS EXTENDED

- Guidelines
- Level 1—Samples
- UDOT-Sponsored Project Websites
- Level 2 & 3—Brand Extension Logo Treatment
- Level 2 & 3—Brand Extension Samples
- Brand Extension Logo Treatment
- Colors
- Logo Guidelines
- Typography
- Email Update Guidelines

CONSTRUCTION SEASON MESSAGING

COMMUNICATION CHECKLIST

CONSTRUCTION PROJECTS & LANE CLOSURES MANUAL

UDOT TRAFFIC TRAINING

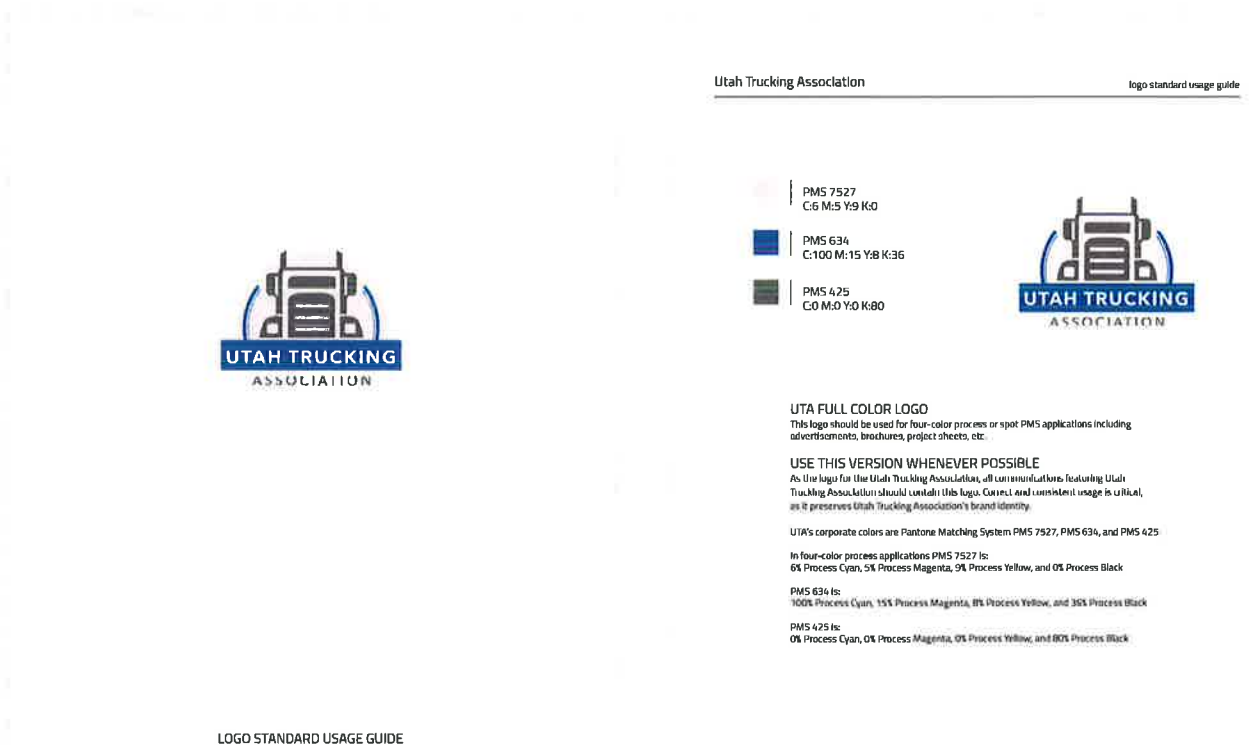
- UDOT Traffic Consultant Quick Reference
- UDOT Traffic Updates
- Lane Closure Reporting

TOC RESOURCES GUIDE

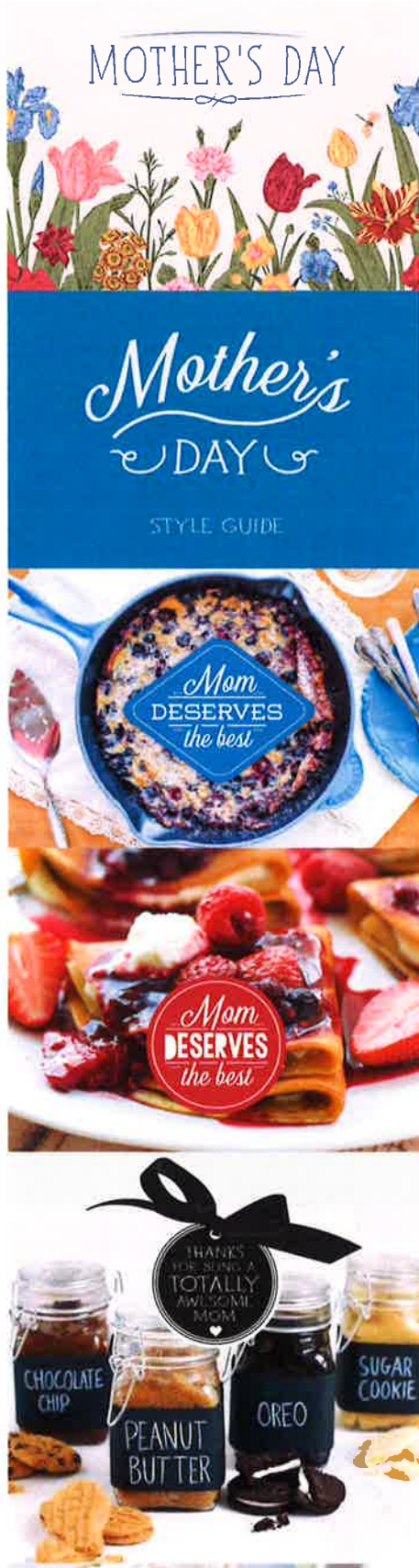
UDOT ASSETS

Above: We developed an interactive brand style guide for UDOT that included multiple sub-brands, writing style guides and templates.

Below: We built a logo usage guide for Utah Trucking Association.



ATTACHMENT C: STATEMENT OF QUALIFICATIONS



We create seasonal style guides for Harmons every quarter, covering everything from type treatments to color swatches and photo selections. Harmons has an internal design team, and these style guides keep the brand consistent.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



MIKE BRIAN
PARTNER, INTERACTIVE DIRECTOR

Mike is a pioneer in the evolution of interactive marketing. His expertise is a resource that Penna Powers values in the progressive world of online communication. Mike excels at helping clients find their niche in the technical battlefield of their industries, and determining how best to stimulate public action through online media. When it comes to emerging tech, Mike knows it best and he's always got the latest-and-greatest gadget somewhere close by.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2002-Present	Partner/Interactive Director	Penna Powers
1994-2001	Owner	ProClix Interactive, Inc
1987-1993	Marketing Director	Murdoch Travel Management

EDUCATION

Weber State University, BS Marketing; Advertising, 1987

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Zero Fatalities Utah/Nevada/Iowa
- U.S. Bank
- Utah Department of Transportation
- Nevada Department of Motor Vehicles
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Blue Cross Blue Shield
- Primary Children's Hospital
- J.P. Morgan Chase
- TravelWise
- Murdoch Travel

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERICO BISQUERA VICE PRESIDENT OF CREATIVE SERVICES

Erico offers Penna Powers' clients a unique creative mix. His background in marketing, coupled with his unparalleled creative genius, provide a potent mix when designing and delivering concepts. Whatever the medium, from logos and TV spots, to websites and billboards, he does it all. Erico's ability to turn creative concepts into captivating campaigns has successfully guided our clients for over 20 years and his black belt in Kung Fu has been keeping our creative team in line for just as long. He is the force behind many of the numerous ADDY, Telly and Golden Spike awards Penna Powers has won over the years—and he has even won Penna Powers an Emmy.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Creative Services	Penna Powers
2006-2015	Creative Director	Penna Powers
2002-2004	Senior Art Director	Penna Powers
1998-2002	Art Director	Penna Powers
1995-1998	Designer	Penna Powers
1994-1995	Production Artist	Penna Powers

EDUCATION

Utah State University, BA Marketing, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CHRISTINE MENGES ADVERTISING DIRECTOR

There are account managers, and then there is the hard-hitting powerhouse that is Christine Menges. With experience as the team leader on all of Penna Powers' high-profile accounts, Christine has covered the agency business from just about every angle. During her career at Penna Powers, she has specialized in strategic planning, branding and paid media coordination. If she's not at work (which is pretty rare) don't be surprised to hear she's planning her next trip to South Africa.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2009-Present	Advertising Director	Penna Powers
2004-2009	Account Supervisor	Penna Powers
2000-2004	Account Manager	Penna Powers
1996-2000	Account Coordinator	Penna Powers

EDUCATION

Portland State University, BS Marketing & Advertising Management, 1989

RELEVANT PROJECT EXPERIENCE

- Harmons Grocery
- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Silver State Health Insurance Exchange
- Relay Utah
- Salt Lake Convention & Visitor Bureau
- Emergency 911
- Rio Tinto
- 2002 Winter Olympics
- Primary Children's Hospital

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



MARC STRYKER
MEDIA DIRECTOR

With his start in the New York ad agency world, Marc takes a holistic, integrated approach to media strategy. He leads efforts to create media partnerships that go beyond the 30-second spot, championing clients' causes to gain broader acceptance and collaboration. Marc has expertise in media strategy, including research, planning, negotiating and buying, and is the rare media director who can speak the language of both traditional and nontraditional media. Marc has an eclectic taste in music so you never know what you'll hear as you walk by his office.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2006-Present	Media Director	Penna Powers
2004-2006	Market Analyst	MarketStar for HP
2000-2002	Media Planner	JWT/MindShare

EDUCATION

University of Utah, MA Marketing, 2004

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Relay Utah
- Sun Valley Resort
- Utah Transportation Coalition
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON
SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
2007-2012	Senior Copywriter	ThomasARTS
2006-2007	Copywriter	McCann Erickson
2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley CVB
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERIC LARSON
SENIOR ART DIRECTOR

Eric Larson, or Lars as the creative team calls him, has been instrumental in creating uncompromising, action-driven visuals for our clients. His artistic vision gives him the ability to persuasively communicate to any audience. He creates compelling designs, crafting and perfecting each piece he works on. Lars is responsible for much of the artistic vision and execution behind Penna Powers' award-winning holiday cards. And he likes his coffee perfect... believe us, you don't know coffee until you've tasted one of his single origin, personally roasted espressos.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2010-Present	Senior Art Director	Penna Powers
2007-2010	Designer	Penna Powers
1997-2007	Freelance Design	Larson Creative

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- Utah Highway Safety Office
- Primary Children's Hospital
- TravelWise
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



KENNY HAMMOND SENIOR ART DIRECTOR

Kenny brings big city thinking and expertise to Penna Powers. Kenny's design skills and his knowledge of industry trends allow him to provide valuable guidance on virtually every medium. He is never afraid to bring the big ideas to the table, which results in innovative and effective designs for our clients. When he's not pumping out groundbreaking design, he's really convincing other people to watch Breaking Bad (no really, you should watch it).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2013-Present	Senior Art Director	Penna Powers
2011-2013	Art Director	Leo Burnett
2007-2011	Art Director	DDB Worldwide
2005-2007	Marketing/Operations Manager	1-800-GOT-JUNK?

EDUCATION

DePaul University, MA Advertising & PR, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Wasatch Choice for 2040

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JON MANNING SENIOR INTERACTIVE DEVELOPER/MULTIMEDIA

Jon brings over 15 years of web development and programming expertise to Penna Powers. Some of his responsibilities include website development, information architecture, video editing, web delivery and the creation of motion graphics. Jon is well versed in solving unique problems while still meeting strict deadlines. He is also well versed in do-it-yourself projects for everything from fixing coffee makers to homemade tofu.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2005-Present	Senior Interactive Developer/Multimedia	Penna Powers
2001-2005	Senior Multimedia Specialist	Prime Technologies

EDUCATION

Rensselaer Polytechnic Institute, BS Electronic Media, Arts & Communications, 2002

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Salt Lake Chamber
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Solitude Mountain Resort

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JASON ALLEGER DIGITAL MEDIA SUPERVISOR

Jason plans, negotiates, optimizes and reports on digital media. Jason is constantly helping his clients innovate, from being one of the first local advertisers on Twitter, Xbox and Spotify, to testing out new technologies like viewability and attribution modeling. He isn't just great at juggling his client's media plans, however, Jason is also an accomplished torch juggler.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Digital Media Supervisor	Penna Powers
2013-2015	Digital Media Planner	Penna Powers
2013-2013	Media Planner/Buyer	R&R Partners
2012-2013	Digital Media Planner	Penna Powers
2011-2012	Assistant Media Planner/ Search Specialist	Penna Powers

EDUCATION

Brigham Young University, BA Advertising, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Nevada Department of Motor Vehicles
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Primary Children's Hospital
- MGM
- Circus Circus Reno

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



NICHOLAS GIUSTINO SOCIAL MEDIA STRATEGIST

Nicholas comes to Penna Powers with a comprehensive background in social media management and strategic planning. His natural ability to take a client's goals and objectives and transform them into measurable results in the social media domain is just one of the attributes that makes him an asset to our team. He also has plenty to say about why his Jeep is better than your car.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Social Media Strategist	Penna Powers
2014-Present	Owner	Data Is Social
2014-2015	Social Media Director	Mint- Marketer's Interface
2013-2015	Social Media Manager	ThomasArts
2012-2015	Account Manager	ThomasArts

EDUCATION

Colorado State University, BFA Graphic Design, 2009

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Harmons Grocery
- Nevada Department of Motor Vehicles
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Utah Clean Air Partnership
- TravelWise
- AARP Driver Safety
- Zions Bank
- US Hispanic Chamber of Commerce

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JENNIFER WHITAKER DIGITAL MEDIA PLANNER

Jennifer is a digital media planner for Penna Powers. Outside of her public relations and broadcast media experience, Jennifer is a wizard at planning, executing and managing digital, print and out-of-home advertising campaigns. She is experienced in creating incredible media mixes and standout message platforms for an array of large accounts, including Zero Fatalities. When Jennifer isn't consistently delivering the highest quality work to our clients, she manages an online book club complete with over 1,300 members.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2014-Present	Digital Media Planner	Penna Powers
2012-2014	Associate Engagement (Media) Planner	MRM Worldwide/McCann
2011-2012	Traffic Coordinator	KTVX
2009-2011	Advertising Sales Assistant/ Master Control Operator	KTVX-TV

EDUCATION

University of Utah, BA Communications, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Iowa
- Harmons Grocery
- Utah Clean Air Partnership

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.

Agreed and accepted

-
- **Vendor Availability**
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.

Agreed and accepted

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Digital Marketing	Multimedia presentations, on-line ad development, SMS marketing, channel selection and management, analytics, A/B testing	Mike Brian, Partner, Interactive Director (14 years) Erico Bisquera, Creative Director (21 years) Christine Menges, Advertising Director (26 years) Marc Stryker, Media Director (16 years) Bobby Brinton, Senior Copywriter (15 years) Eric Larson, Senior Art Director (16 years) Kenny Hammond, Senior Art Director (11 years) Jon Manning, Senior Interactive Developer/ Multimedia (16 years) Jason Alleger, Digital Media Supervisor (6 years) Nicholas Giustino, Social Media Strategist (7 years) Jennifer Whitaker, Digital Media Planner (11 years) Years Organization Has Been In Business: 32 years	50

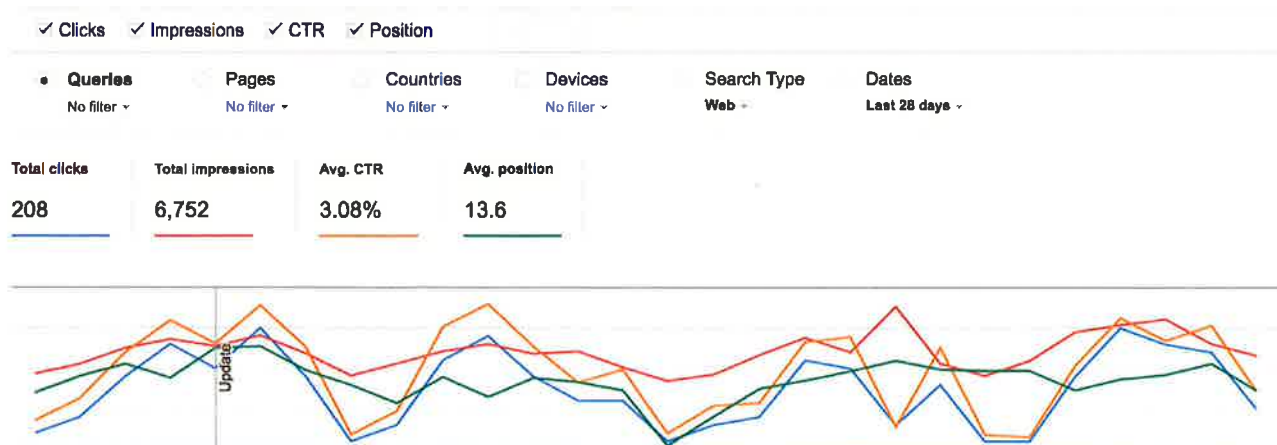
EXPERIENCE IN DIGITAL MARKETING

Statement of Qualifications—Experience in Digital Buying Capabilities. The landscape of digital media is always changing, but when it comes to the cutting edge, no one beats Penna Powers. Our digital media team has relevant experience in social change marketing and also can leverage its buying power to bring the state of Utah digital savings. Besides typical optimizations, tracking, placements and reporting that many digital firms offer, here's what makes us unique.

- **COMSCORE/SCARBOROUGH.** We utilize research data to make smart decisions before an ad even runs.
- **TRACKING.** We use Google Tag Manager, Google Analytics and a CRM database to ensure everything is trackable. Our analytics cover A/B testing and other tracking metrics.
- **AD SERVING.** We utilize DoubleClick to track every impression and ensure ads are running in the correct geography to the correct audience. We have vast experience in online ad development and production.
- **VIEWABILITY.** We partner with Integral Ad Science to proactively block ad impressions that would be shown to bot traffic, below-the-fold or on questionable websites. Our clients average 40% higher viewability than the current industry benchmark.
- **CUTTING EDGE.** We were one of the first local advertisers on Twitter, Instagram and Pinterest, and were quick to adopt SMS marketing, native advertising, HTML5 interactive units, search retargeting and other emerging technologies.
- **OPTIMIZATIONS.** We frequently rotate creative and use dayparting and ad sequencing while testing new placements to find what is working best.
- **REPORTING.** We give our clients access to real-time reporting, as well as useful monthly reporting that shows results. Below is an example of a reporting dashboard we use to make real-time decisions on campaign optimizations.
- **SEARCH ENGINE OPTIMIZATION.** We offer our clients the option to add SEO to their digital spaces and websites, boosting searchability and organic search page rank.
- **MULTIMEDIA PRESENTATIONS.** Just as we are experts at telling a brand's story, our ability to create multimedia presentations that don't just look incredible, but communicate both clearly and concisely is unrivaled.

Search Analytics

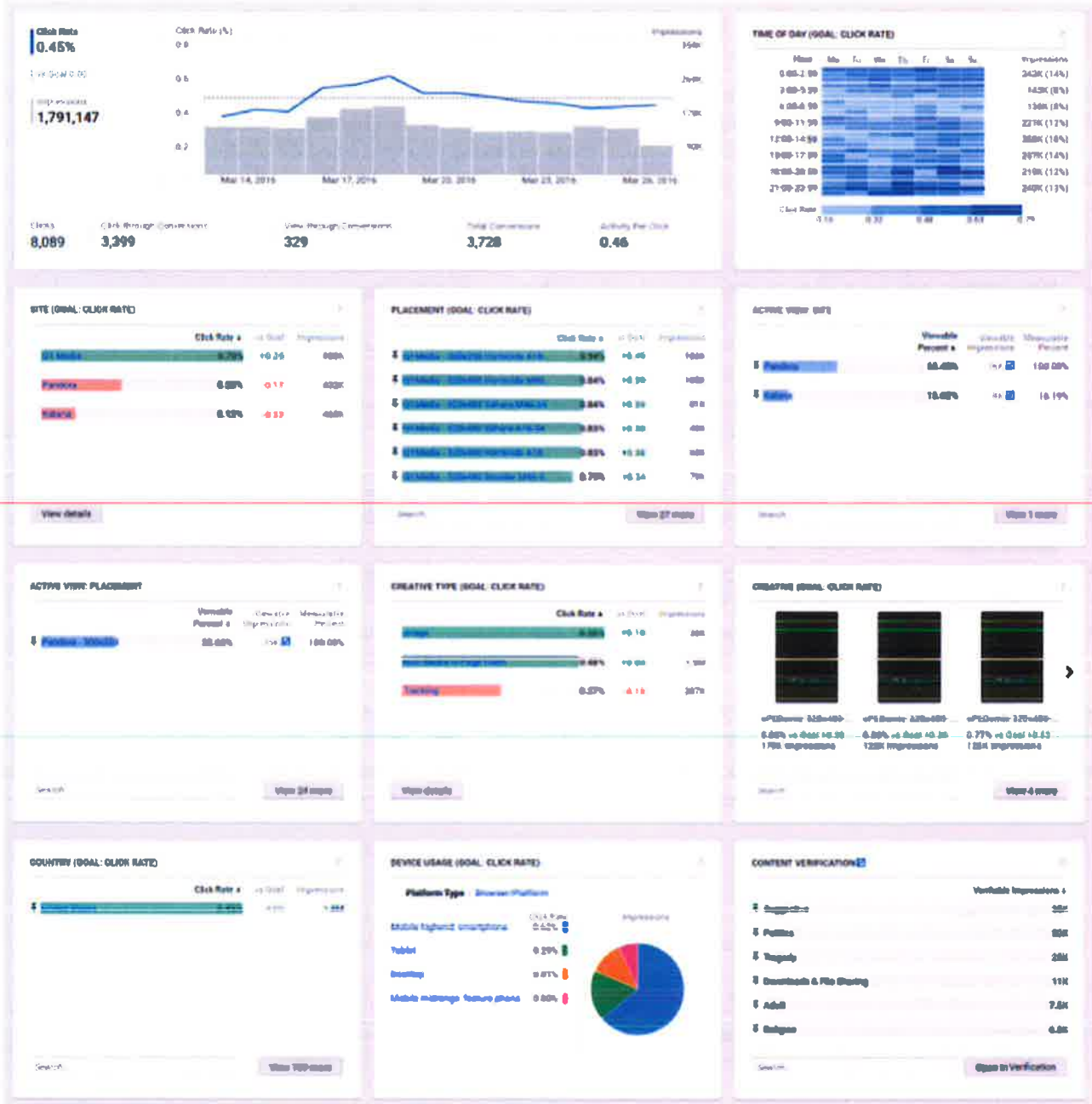
Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)



An example of Search Console, a tool we use to track organic search rates for digital media and websites.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS



Our digital team works hard to help you achieve your maximum ROI. When working with Penna Powers you can expect full transparency and regular briefs on digital advancements and opportunities. Above is an example of a digital marketing dashboard we use to monitor campaign effectiveness. We A/B test each creative piece that we run to ensure the best performing units are running.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

UNIQUELY EXPERIENCED TO WORK WITH YOU

b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



UCAIR 2014 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status.

PUSHING THE BOUNDARIES IN DIGITAL ADVERTISING

Whether you're looking for a multimedia presentation or online ad development, we have the know-how to get you going. Not only are we experts in what's happening right now, we are always looking to the future, finding new and innovative digital solutions to our client's problems. Like when UCAIR asked us to get people to cut back on wood burning, we came up with this clever two-part digital ad.

The top banner initially looked unconnected to the campaign message, until the smoke from the below ad began to creep into the top ad, causing some coughing and discomfort to the person in the top banner. As the smoke got out of hand, the ad was revealed to be a joint message with a strong call to action against wood burning and an invitation to learn more.

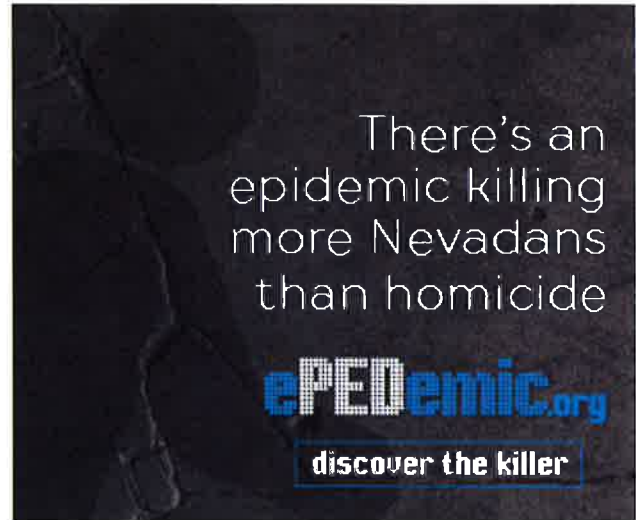


RESULTS:

The goal of these unconventional ads was, first and foremost, to leave an impact. Not only did they succeed in grabbing user's attention, they also were highly regarded among industry professionals, winning both a Golden Spike and receiving Gold at the American Advertising Federation's "Addy" award show.

CREATING A TRULY “VIRAL” CAMPAIGN

Another example of digital innovation can be seen in our recent ePEDemic campaign. The Nevada campaign was based off the fact that pedestrian fatalities were at critical levels, surpassing many harmful diseases in terms of people killed each year.



RESULTS:

Actual Impressions:
38,250,000

101,651 video views on YouTube. 26% view rate well above industry average of 20%.

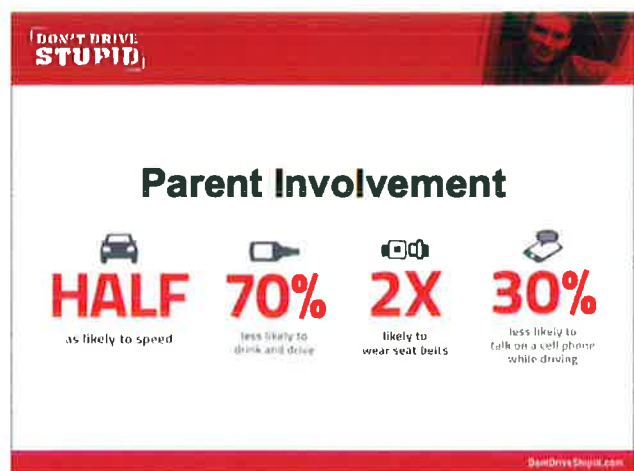
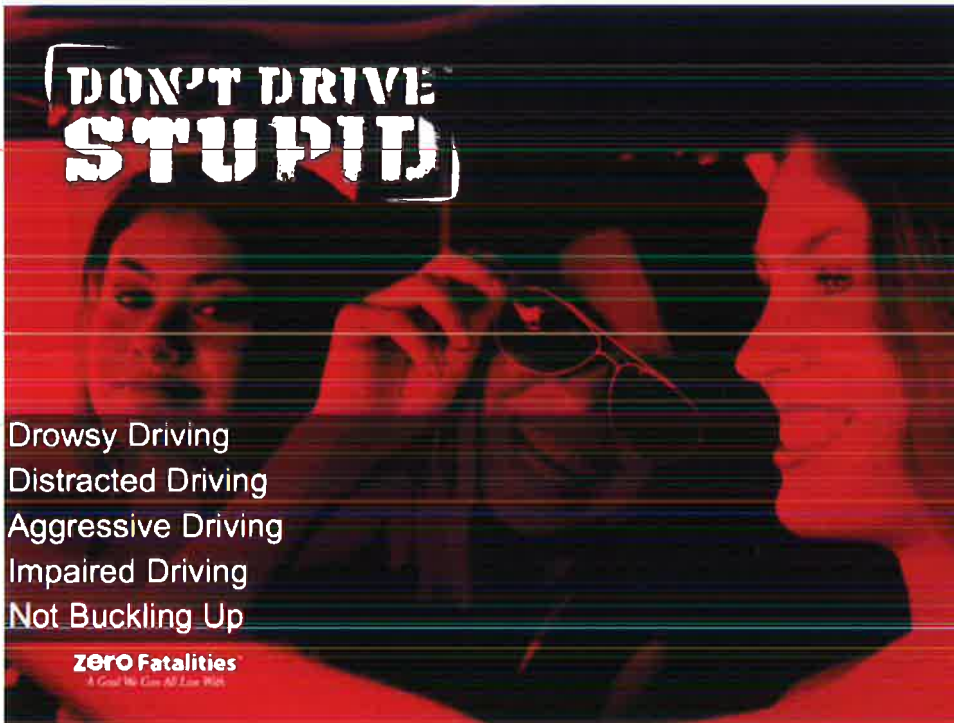
.41% overall CTR, over 2x industry average (Banner ads/video)

Landing Page:
Page Views: 10,815 (up 2x compared to similar campaigns)

COMBINING CREATIVITY AND COLLABORATION ON THE ROAD TO ZERO

When we develop a multimedia presentation, we don't just put a few slides together and call it good. We work with our clients to design, populate and animate a total multimedia presentation experience. Then, once the presentation is structured, our resident expert and Penna Powers partner Mike Brian works with our clients directly, showing them how to effectively cadence their presentation and tell their story.

Take Zero Fatalities, for example. Not only have we spent the last 10-years developing their annual conference presentations, but we regularly build 50-60 slide presentations to be showcased at the legislature. For every kind of format, from PowerPoint to Prezi, we have you covered.



ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



WENDY HANSEN
PUBLIC INVOLVEMENT DIRECTOR

If there's a message that needs to be spread, Wendy can make it happen. Her more than 15 years of experience communicating in the public and private sector has helped her fine tune her messaging and outreach skills to the point that she is a public engagement expert. But her skills don't stop there; Wendy's strategic thinking enables her to tie in public involvement with other disciplines such as advertising, digital and social media to communicate unified messages to all target audiences. These same skills also make her a force to be reckoned with come Fantasy Football season.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Director	Penna Powers
2000-2015	Public Involvement Account Manager	Penna Powers
2000-2002	Marketing Coordinator	Layton Construction
1999-2000	Account Executive	R&O Construction

EDUCATION

University of Utah, MBA Business Administration & Management, 2003

RELEVANT PROJECT EXPERIENCE

- Rio Tinto Kennecott
- Utah Clean Air Partnership
- Utah Transportation Coalition
- Wasatch Front Regional Council
- City Creek
- Utah Transit Authority
- Salt Lake Chamber
- Wasatch Front Central Corridor Study
- Utah Department of Transportation
- Provo Orem TRIP

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERICO BISQUERA VICE PRESIDENT OF CREATIVE SERVICES

Erico offers Penna Powers' clients a unique creative mix. His background in marketing, coupled with his unparalleled creative genius, provide a potent mix when designing and delivering concepts. Whatever the medium, from logos and TV spots, to websites and billboards, he does it all. Erico's ability to turn creative concepts into captivating campaigns has successfully guided our clients for over 20 years and his black belt in Kung Fu has been keeping our creative team in line for just as long. He is the force behind many of the numerous ADDY, Telly and Golden Spike awards Penna Powers has won over the years—and he has even won Penna Powers an Emmy.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Creative Services	Penna Powers
2006-2015	Creative Director	Penna Powers
2002-2004	Senior Art Director	Penna Powers
1998-2002	Art Director	Penna Powers
1995-1998	Designer	Penna Powers
1994-1995	Production Artist	Penna Powers

EDUCATION

Utah State University, BA Marketing, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



MARC STRYKER
MEDIA DIRECTOR

With his start in the New York ad agency world, Marc takes a holistic, integrated approach to media strategy. He leads efforts to create media partnerships that go beyond the 30-second spot, championing clients' causes to gain broader acceptance and collaboration. Marc has expertise in media strategy, including research, planning, negotiating and buying, and is the rare media director who can speak the language of both traditional and nontraditional media. Marc has an eclectic taste in music so you never know what you'll hear as you walk by his office.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2006-Present	Media Director	Penna Powers
2004-2006	Market Analyst	MarketStar for HP
2000-2002	Media Planner	JWT/MindShare

EDUCATION

University of Utah, MA Marketing, 2004

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Relay Utah
- Sun Valley Resort
- Utah Transportation Coalition
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CHARLOTTE CHEN PUBLIC INVOLVEMENT ACCOUNT MANAGER

In addition to her solid understanding and experience with communication, Charlotte has tremendous skills in research and strategic planning. She can see the big picture while handling the on-the-ground execution of details. While at the office Charlotte is known for her penchant for professional fashion, our clients know her for her skills in public involvement, message development and public and business outreach.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Account Manager	Penna Powers
2013-2015	Public Involvement Account Coordinator	Penna Powers
2012-2013	Intern	Goodman Media International
2011-2012	Account Executive	Bradley PR Agency

EDUCATION

Brigham Young University, BA Communications; Public Relations, 2012

RELEVANT PROJECT EXPERIENCE

- Davis County Tourism & Events
- Utah Department of Transportation
- Wasatch Front Central Corridor Study
- Utah Transportation Coalition
- I-80 and State EIS
- Rio Tinto Kennecott
- City Creek
- PBS

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
2007-2012	Senior Copywriter	ThomasARTS
2006-2007	Copywriter	McCann Erickson
2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley CVB
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JON MANNING SENIOR INTERACTIVE DEVELOPER/MULTIMEDIA

Jon brings over 15 years of web development and programming expertise to Penna Powers. Some of his responsibilities include website development, information architecture, video editing, web delivery and the creation of motion graphics. Jon is well versed in solving unique problems while still meeting strict deadlines. He is also well versed in do-it-yourself projects for everything from fixing coffee makers to homemade tofu.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2005-Present	Senior Interactive Developer/Multimedia	Penna Powers
2001-2005	Senior Multimedia Specialist	Prime Technologies

EDUCATION

Rensselaer Polytechnic Institute, BS Electronic Media, Arts & Communications, 2002

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Salt Lake Chamber
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Solitude Mountain Resort

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERIC LARSON
SENIOR ART DIRECTOR

Eric Larson, or Lars as the creative team calls him, has been instrumental in creating uncompromising, action-driven visuals for our clients. His artistic vision gives him the ability to persuasively communicate to any audience. He creates compelling designs, crafting and perfecting each piece he works on. Lars is responsible for much of the artistic vision and execution behind Penna Powers' award-winning holiday cards. And he likes his coffee perfect... believe us, you don't know coffee until you've tasted one of his single origin, personally roasted espressos.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2010-Present	Senior Art Director	Penna Powers
2007-2010	Designer	Penna Powers
1997-2007	Freelance Design	Larson Creative

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- Utah Highway Safety Office
- Primary Children's Hospital
- TravelWise
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



KENNY HAMMOND
SENIOR ART DIRECTOR

Kenny brings big city thinking and expertise to Penna Powers. Kenny's design skills and his knowledge of industry trends allow him to provide valuable guidance on virtually every medium. He is never afraid to bring the big ideas to the table, which results in innovative and effective designs for our clients. When he's not pumping out groundbreaking design, he's really convincing other people to watch Breaking Bad (no really, you should watch it).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2013-Present	Senior Art Director	Penna Powers
2011-2013	Art Director	Leo Burnett
2007-2011	Art Director	DDB Worldwide
2005-2007	Marketing/Operations Manager	1-800-GOT-JUNK?

EDUCATION

DePaul University, MA Advertising & PR, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Wasatch Choice for 2040

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JAMES TAYLOR
UX/UI DESIGNER & DEVELOPER

James is an example of a new generation of communicators with a diverse skill set. He originally joined Penna Powers as a graphic designer, but quickly moved into a role as a developer where he can combine his knowledge of code with his artistic eye to create websites and digital elements that are elegant and efficient. As a member of our Innovation Lab, he finds and develops new ideas for engaging our clients' audiences.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	UX/UI Designer & Developer	Penna Powers
2014-2015	Designer	Penna Powers
2013-2014	Web Developer	LDS Philanthropies
2011-2013	Graphic Design	BYU Broadcasting

EDUCATION

Brigham Young University, BA Communications, Advertising – Art Direction, 2014

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Harmons Grocery
- TravelWise
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Wasatch Front Regional Council
- Rio Tinto Kennecott
- Primary Children's Hospital
- Clear the Air Challenge
- Mountain View Corridor

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRIAN SHAW SEO SPECIALIST/COPYWRITER

Brian brings a powerful punch to everything he writes for Penna Powers' clients. In addition to writing, Brian is an idea machine that thrives on collaborating with others to put together campaigns that exceed client goals. As the content writer for Penna Powers' SEO (search engine optimization) team, Brian has increased the visibility of transportation initiatives like Utah's Prop 1 campaign, Nevada's Smog Spotter program, and Utah's Unified Transportation Plan.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	SEO Specialist/Copywriter	Penna Powers
2014-2015	Copywriter	Penna Powers
2012-2014	Creative Director	CPMS Marketing
2012-2012	Advertising Consultant	Eye Solutions

EDUCATION

Brigham Young University, BA Advertising, 2012

RELEVANT PROJECT EXPERIENCE

- Salt Lake Chamber
- The Point
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Brigham City Diverging Diamond Interchange
- Utah's Unified Transportation Plan
- Utah's Transportation Coalition
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.
- Agreed and accepted

-
- **Vendor Availability**
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.
- Agreed and accepted

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
<p>Email Advertising</p>	<p>List development, copy writing, graphic design, distribution, online staging, analytics</p>	<p>Wendy Hansen, Public Involvement Director (18 years)</p> <p>Erico Bisquera, Creative Director (21 years)</p> <p>Marc Stryker, Media Director (16 years)</p> <p>Charlotte Chen, Public Involvement Account Manager (6 years)</p> <p>Bobby Brinton, Senior Copywriter (15 years)</p> <p>Jon Manning, Senior Interactive Developer/ Multimedia (16 years)</p> <p>Eric Larson, Senior Art Director (16 years)</p> <p>Kenny Hammond, Senior Art Director (11 years)</p> <p>James Taylor, UX/UI Designer & Developer (4 years)</p> <p>Brian Shaw, SEO Specialist/ Copywriter (4 years)</p> <p>Years Penna Powers Has Been In Business: 32</p>	<p>56</p>

EXPERIENCE IN EMAIL ADVERTISING

Email advertising is a great way to reach your target audience quickly. At Penna Powers, we've been developing compelling emails for years, and have always leveraged our marketing expertise to develop, send and measure effective email campaigns. Here are a few things that make our email marketing different:

- **List Development.** Many of the ads we run have the end goal of an email capture. From social ads that a user can input within the ad itself to driving people to a website to capture emails, Penna Powers can effectively grow email lists. We also help segment lists to enable more customized emails. Want to send an email to new sign-ups? We do that. Want to email everyone who didn't click your link? We do that too. Want to email your mother-in-law? Sure, we'll even help with that. Our list development can be customized to fit your needs.
- **Copy Writing.** Penna Powers' team of copywriters write all day. They understand that email copy should be different from website copy or brochure copy. They'll test out different subject lines to see which gets a higher open rate. At the end of the day, you can rest assured that our writing will match your style and drive measurable results.
- **Graphic Design.** Our graphic designers create emails that not only capture attention but take into account all the email marketing best practices, including prominent calls to action, reduced image load time and more. The design of an email is done with results as the priority, not just a pretty layout.
- **Distribution.** Penna Powers uses Constant Contact when sending out emails on behalf of our clients. This enables a fast delivery time, measurement on open rates, clicks, conversions, video views, unsubscribes and many other actions. We also have worked with a myriad of other email distribution platforms based on our clients' systems.
- **Online Staging.** We'll always stage our emails to preview and take into account all systems, browsers, devices and other factors that could impact open rates. We even test them on archaic browsers like Internet Explorer 8. Our experience has shown us that many people still use outdated browsers or operating systems and we want your emails to look just as good on those as they do the newest machines.
- **Analytics.** Everything will be measured. Our team sets up every button to be tracked and really considers the full effect of an email on an advertising campaign. For example, even if open rates are higher on Wednesdays we'll still look at when people are more likely to click or complete a key action on your website. We've found our clients not only want detailed reports, but insights like this that make follow-up email campaigns even better.
- **Innovation.** Just because email has been around forever doesn't mean you're stuck with static and boring content. We follow technology closely, and that's why we can do emails that change based on the time they were opened
- can have countdowns and movable content embedded or change based on the device that it was opened from. We know reading emails on a mobile device is a much different experience than on a desktop computer.

Our email advertising is effective and stands out. Running an email campaign with Penna Powers is a smooth process and you can expect outstanding results.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

UNIQUELY EXPERIENCED TO WORK WITH YOU

- b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



https://www.youtube.com/watch?v=btoz_v5VvaQ



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current

- c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status.

SENDING YOUR MESSAGE LOUD AND CLEAR

When it comes to email blasts that stand out, we've got you covered. Whether it's a one-time news flash or alert, a weekly update or an invitation to register for an event, you can expect a custom and complete experience from Penna Powers.

Take this DBE Workshop email, for example. Working in a very tight deadline, we were able to make a custom design work across email clients, browsers and operating systems. While that might sound like an easy task, making sure your message is heard loud and clear for all recipients is something we take very seriously at Penna Powers.

YOU'RE INVITED TO THE DBE WORKSHOP FOR USA PARKWAY

On June 17, 2015 there will be a DBE Workshop for USA Parkway. At this event there will be a main presentation followed by interview sessions with proposers where you can share your information with shortlisted contractors.

Please RSVP for your firm as soon as possible by clicking on the button below.

REGISTER NOW

Please see the attached invite for more information:

DISADVANTAGED BUSINESS ENTERPRISE DBE WORKSHOP

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

We're also experienced at creating and working within an email template. The community of Daybreak and Kennecott Land Co. approached Penna Powers as they were working to come together and create common goals. We developed an email template that enabled Daybreak to send out email blasts to all their residents and businesses. The easy-to-interface template gave Daybreak the power to manipulate the emails themselves, ultimately saving time and money.



Let's Continue The Dialogue

Together, we've created one of the best communities in the country, and we want to continue that tradition.

We've received a lot of feedback from residents about the Harvest Sun parcel through emails, phone calls and in-person meetings and have worked on summarizing the feedback into several themes of what you would like to see. We've committed to work with you to consider all the best options for the parcel, and as previously discussed, we won't move forward on any development until we've worked through this process with you.

We are planning to schedule and hold a public work session facilitated by a third party public engagement firm to discuss your ideas more broadly. We'll hold two sessions to accommodate busy schedules:

Session 1	Session 2
Thursday, March 17, 2016, 6:30-8:30 p.m. at Daybreak Community Center (4544 Harvest Moon Dr., South Jordan, UT 84095)	Saturday, March 19, 2016, 1:30-3:30 p.m. at Daybreak Community Center (4544 Harvest Moon Dr., South Jordan, UT 84095)

After the session, we'll organize a small working group of residents that represent the broad spectrum of thoughts and ideas for the parcel. They'll vet the ideas from the work sessions and collaborate with us on next steps. We will then communicate with you about the results of the work session and next steps. During this engagement process, we will develop a plan for ongoing communication with you and the broader community about future Daybreak developments that we will share once completed.

In the meantime, if you have questions, concerns or comments about the Harvest Sun parcel or other development activities, please contact us at residentinfo@daybreakutah.com or [801.446.9022](tel:801.446.9022)

Some Food For Thought

We greatly appreciate the feedback provided so far for the Harvest Sun parcel. This isn't a comprehensive list of all the possibilities, however here are a few of the themes we've heard:



ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



MIKE BRIAN
PARTNER, INTERACTIVE DIRECTOR

Mike is a pioneer in the evolution of interactive marketing. His expertise is a resource that Penna Powers values in the progressive world of online communication. Mike excels at helping clients find their niche in the technical battlefield of their industries, and determining how best to stimulate public action through online media. When it comes to emerging tech, Mike knows it best and he's always got the latest-and-greatest gadget somewhere close by.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2002-Present	Partner/Interactive Director	Penna Powers
1994-2001	Owner	ProClix Interactive, Inc
1987-1993	Marketing Director	Murdoch Travel Management

EDUCATION

Weber State University, BS Marketing; Advertising, 1987

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Zero Fatalities Utah/Nevada/Iowa
- U.S. Bank
- Utah Department of Transportation
- Nevada Department of Motor Vehicles
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Blue Cross Blue Shield
- Primary Children's Hospital
- J.P. Morgan Chase
- TravelWise
- Murdoch Travel

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



DAVE SMITH
PARTNER, STRATEGIC DIRECTOR

Dave began his career with Penna Powers over 20 years ago as an intern. Today, in addition to working on some of Utah's largest and most complicated transportation projects, Dave serves as the managing partner of Penna Powers. His skills include research, strategic planning, message development, media relations, grassroots public information and government relations. Outside of his love for providing clients best-in-class work, Dave is an outdoor enthusiast. He can be found in the mountains valleys, rivers and lakes of the intermountain region hiking, camping, hunting or fishing with family, friends and colleagues.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
1984-Present	Partner/Chief Finance Officer	Penna Powers
1994-2007	Director of Client Services	Penna Powers
2002-2007	Public Relations Director	Penna Powers
1997-2002	Public Relations Manager	Penna Powers
1994-1997	Public Relations Coordinator	Penna Powers
1993-1994	Public Relations Intern	Penna Powers

EDUCATION

Weber State University, BS Communications, 1994

RELEVANT PROJECT EXPERIENCE

- Utah Department of Transportation
- Managed Lanes Study
- Mountain View Corridor
- I-15 CORE
- Utah Transportation Coalition
- Wasatch Front Central Corridor Study

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



STEPHANIE MILLER PUBLIC RELATIONS DIRECTOR

Stephanie has proven herself time and again to be a powerful asset in managing the direction of clients' public relations efforts. Through her media relations efforts in the consumer and trade arenas, Penna Powers' clients have garnered local and national coverage in many of the nation's largest daily newspapers, on network TV affiliates. Stephanie is a master chef and enjoys creating delicious and healthy meals after she's worked up her appetite at her Barre classes.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2007-Present	Public Relations Director	Penna Powers
2004-2007	Account Supervisor	Penna Powers
1994-2004	Account Manager	Penna Powers

EDUCATION

University of Utah, BS Communications; Public Relations, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Nevada
- Harmons Grocery
- Silver State Health Insurance Exchange
- AASHTO Toward Zero Deaths
- Relay Utah
- Sun Valley Resort
- Emergency 911
- Rio Tinto Kennecott
- Clear the Air Challenge

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CHRISTINE MENGES ADVERTISING DIRECTOR

There are account managers, and then there is the hard-hitting powerhouse that is Christine Menges. With experience as the team leader on all of Penna Powers' high-profile accounts, Christine has covered the agency business from just about every angle. During her career at Penna Powers, she has specialized in strategic planning, branding and paid media coordination. If she's not at work (which is pretty rare) don't be surprised to hear she's planning her next trip to South Africa.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2009-Present	Advertising Director	Penna Powers
2004-2009	Account Supervisor	Penna Powers
2000-2004	Account Manager	Penna Powers
1996-2000	Account Coordinator	Penna Powers

EDUCATION

Portland State University, BS Marketing & Advertising Management, 1989

RELEVANT PROJECT EXPERIENCE

- Harmons Grocery
- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Silver State Health Insurance Exchange
- Relay Utah
- Salt Lake Convention & Visitor Bureau
- Emergency 911
- Rio Tinto
- 2002 Winter Olympics
- Primary Children's Hospital

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRITNI BROZO ADVERTISING ACCOUNT MANAGER

Britni has established a strong track record as an advertising account manager. She excels at opening the lines of communication with clients and fostering an environment of teamwork. Along with account management, Britni is also responsible for research, conceptual direction, media planning, messaging, plan execution and playing construction trucks with her three-year-old son.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2008-Present	Advertising Account Manager	Penna Powers
2005-2008	Account Manager	Alan Frank & Associates
2004-2005	Marketing Manager	Americom Technology, Inc.
2002-2003	Marketing Assistant	Lincoln Financial Advisors

EDUCATION

University of Utah, *BS Marketing, 2003*

RELEVANT PROJECT EXPERIENCE

- Zero Fatalities Iowa
- Utah Clean Air Partnership
- TravelWise
- Clear the Air Challenge
- SL Valley Health Department
- Utah Department of Health
- Emergency 911
- Primary Children's Hospital
- Click It or Ticket
- Relay Utah
- Smog Spotter
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JUSTIN SMART
VICE PRESIDENT OF CLIENT SERVICES

Justin specializes in public involvement and strategic process design and implementation. He has focused his career in outreach and engagement for civic projects, with an emphasis in transportation. Having worked both on Utah’s Capitol Hill and in the kitchens and living rooms of everyday Utahns. Justin brings a big-picture, policy-level perspective to his day-to-day, grassroots practice. He sings a lovely cover of the hit song, ‘Let it Go’ from Disney’s Frozen and is IAP2 trained and has completed professional mediation and facilitation training.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Client Services	Penna Powers
2012-2015	Public Involvement Director	Penna Powers
2005-2012	Project Manager	The Langdon Group
2004-2005	Public Involvement Coordinator	Utah Department of Transportation
2003-2004	Assistant Deputy for Communications	Office of the Governor, State of Utah
2003-2003	Public Involvement Technician	Utah Department of Transportation

EDUCATION

Utah State University, BS Journalism & Communication, 1999

RELEVANT PROJECT EXPERIENCE

- Zero Fatalities Utah/Nevada
- Utah Department of Transportation
- TravelWise
- Mountain View Corridor
- The Point
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



WENDY HANSEN PUBLIC INVOLVEMENT DIRECTOR

If there's a message that needs to be spread, Wendy can make it happen. Her more than 15 years of experience communicating in the public and private sector has helped her fine tune her messaging and outreach skills to the point that she is a public engagement expert. But her skills don't stop there; Wendy's strategic thinking enables her to tie in public involvement with other disciplines such as advertising, digital and social media to communicate unified messages to all target audiences. These same skills also make her a force to be reckoned with come Fantasy Football season.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Director	Penna Powers
2000-2015	Public Involvement Account Manager	Penna Powers
2000-2002	Marketing Coordinator	Layton Construction
1999-2000	Account Executive	R&O Construction

EDUCATION

University of Utah, MBA Business Administration & Management, 2003

RELEVANT PROJECT EXPERIENCE

- Rio Tinto Kennecott
- Utah Clean Air Partnership
- Utah Transportation Coalition
- Wasatch Front Regional Council
- City Creek
- Utah Transit Authority
- Salt Lake Chamber
- Wasatch Front Central Corridor Study
- Utah Department of Transportation
- Provo Orem TRIP

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRENT WILHITE SOCIAL CHANGE DIRECTOR

Brent Wilhite is an accomplished communication professional with more than 17 years of experience across a broad spectrum of disciplines. While his many roles and responsibilities at Penna Powers have been directly associated with improving traffic safety across the nation, he's also known for his huge red truck and incredible Gaston impression. Brent is an expert in social change. He spends every day trying to get drivers to buckle up, slow down, quit drinking, wake up and get off the phone all for the greater good of our community. He understands the value of a persuasive communication campaign and how it shapes public perception and actions.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Social Change Director	Penna Powers
2010-2015	Social Change Manager	Penna Powers
2006-2010	Account Supervisor	Penna Powers
2004-2006	Public Information Officer	Utah Department of Transportation
2002-2004	Freelance Writer	Utah Business
2001-2004	Assistant Director of Communication	Westminster College

EDUCATION

University of Utah, BA Mass Communications; Public Relations, 1999

RELEVANT PROJECT EXPERIENCE

- Zero Fatalities Utah/Nevada/Iowa
- Utah Department of Transportation
- Summit County Trip Alternative
- Utah Highway Safety
- Nevada Department of Public Safety

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CRYSTAL MCMILLAN PUBLIC INVOLVEMENT ACCOUNT MANAGER

Crystal, affectionately known as Ginger or Big Red thanks to her beautiful red locks, has a deep understanding of the public involvement process and execution. From fun runs to ground breakings to dinner parties, Crystal is our pro event planner and community outreach specialist. In addition to throwing the coolest parties in town, Crystal is experienced in overseeing the creation of outreach materials and internal and external websites as well as managing various platforms of social media. She is IAP2 trained and is skilled in grassroots outreach.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Associate Account Manager	Penna Powers
2009-2015	Public Involvement Account Coordinator	Penna Powers
2008-2009	Traditions Director	Utah State University Student Association

EDUCATION

Utah State University, BA Public Relations, Advertising & Applied Communication, 2009

RELEVANT PROJECT EXPERIENCE

- Mountain View Corridor
- Utah Department of Transportation
- The Point
- 5400 South
- TravelWise

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.
- Agreed and accepted
-

- **Vendor Availability**
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.
- Agreed and accepted
-

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

EXPERIENCE IN OUTDOOR BUYING CAPABILITIES

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

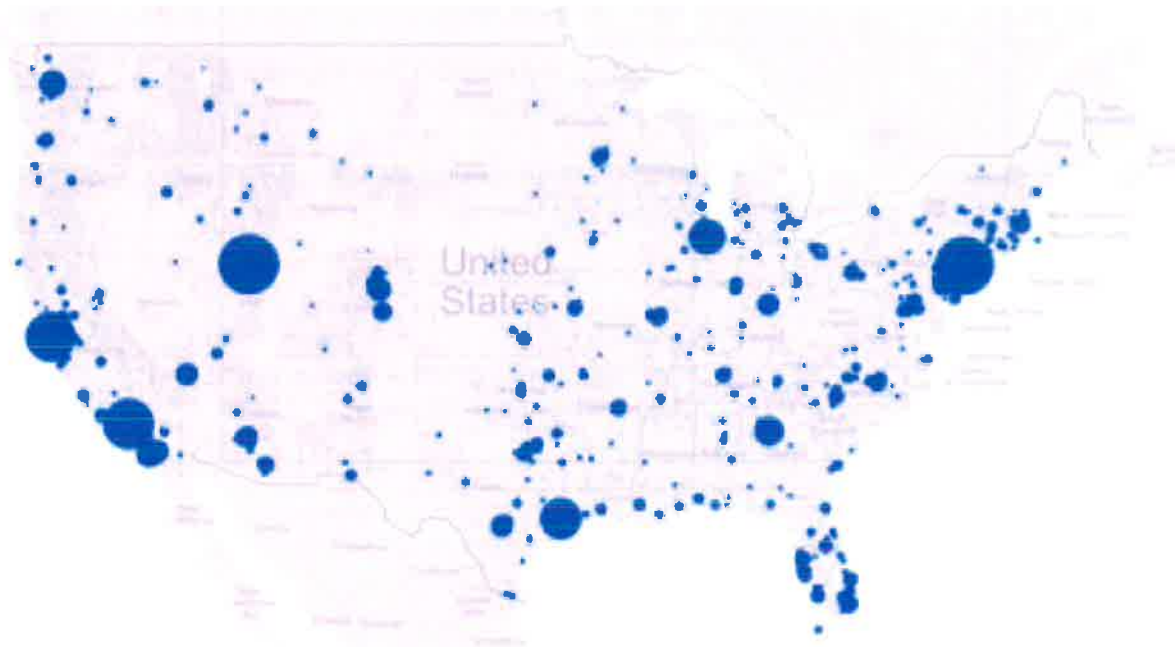
Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Market Surveys	Survey development, public opinion and awareness surveys, survey delivery options, focus group management, quantitative analysis, qualitative narratives, psychographics, advertising effectiveness studies	Mike Brian, Partner, Interactive Director (28 years) Dave Smith, Partner, Strategic Director (23 years) Stephanie Miller, Public Relations Director (22 years) Christine Menges, Advertising Director (26 years) Britni Brozo, Advertising Account Manager (13 years) Justin Smart, Public Involvement Director (13 years) Wendy Hanson, Public Involvement Director (18 years) Brent Wilhite, Social Change Director (17 years) Crystal McMillan, Associate Account Manager (6) Number of Years Penna Powers Has Been In Business: 32 years	32

EXPERIENCE IN MARKETING SURVEYS

Research is the foundation of a solid social marketing campaign. At Penna Powers, our marketing campaigns follow a formalized, structured planning process built upon qualitative and quantitative research that lets us understand your audience and what motivates them. We use a variety of survey tactics as part of our research. This may include a mix of phone surveys, online surveys, interviews and focus groups. The more we understand about your different target audiences, the more focused and effective the campaigns will be.

- **Survey Development.** Every survey begins with, you guessed it, some questions. Since research is a crucial element of each campaign, we start by asking ourselves why the target audience behaves a certain way? What would motivate or incentivize them to behave differently? What's the best way to connect with them? We ask all these questions and more, as we develop surveys for our clients. By asking questions and identifying key research goals early, we set ourselves up for success.
- **Public Opinion and Awareness Surveys.** Penna Powers has conducted countless surveys in order to gauge awareness for our clients. When starting a campaign, it is important to know where you stand with your target market. Understanding awareness and the way your target feels about your brand allows you to more effectively shape your campaign tactics and messaging. Another technique that Penna Powers uses in order to gauge public opinion is intercept surveys, which are in-person surveys conducted in public locations relating to your audience. For instance, if we're targeting a low-income audience, we'll conduct surveys in a Deseret Industries parking lot or around the local food banks. This helps us to hone in on the audience's values, emotions, barriers and more.
- **Quantitative Analysis.** Our market surveys are analyzed through a variety of methods, including cross tabs and Tableau data analysis software. We always start by looking at the big picture to see overall trends and sentiment. Then we dive deeper using cross tabs, which allow us to segment different audiences to find even more insights. Lastly, we'll use a powerful tool called Tableau that allows us to look at the data in other ways that are otherwise impossible in Excel or other tools. For example, we can plot our respondents on a map and look for trends by area. Our reports are easy to understand and provide the insights you're looking for.

This is a map of respondents by city.



ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

- **Survey Delivery Options.** We are able to facilitate a variety of survey delivery types. We have done phone, mail, in-person and online surveys. Once we know who we need to reach, we determine the best way to reach them and then work with our clients and research partners to distribute the surveys appropriately.
- **Focus Group Management.** When done properly, focus groups can be one of the best ways of gathering pertinent feedback. Penna Powers has successfully planned and executed numerous focus groups on behalf of our clients. This includes public opinion research, project-specific messaging and concept testing. We are also experienced in hyper-targeted focus groups, which allow us to reach a very specific segment or group. For example, if we are creating an anti-drinking and driving campaign, we can find participants who have admitted to drinking and driving or previously who have had a DUI. This gives us an extremely in-depth look at our target audience.
- **Qualitative Narratives.** Open-ended responses can be the best way to understand what your customer is saying. When we use a qualitative survey, everyone involved in the project reads every response. We then pick out the responses that best represent the group, as well as create word clouds and other visuals to help interpret the data holistically. There's an important story that's told with qualitative responses and we strive to pass those stories along in a meaningful way to our clients.

Here's a sample of a word cloud we created for Sundance Mountain Resort:

Why did you choose to stay at Sundance Mountain Resort over other resorts?



“Sundance is a totally unique destination. The size of the resort, beauty of the setting, and high quality dining create unparalleled appeal.”

“I love the feel of the resort. It feels like a sanctuary where everything is simple and relaxing. The staff are extremely friendly and helpful. The food is amazing and the views are breathtaking.”

The Sundance Resort has cultivated a unique experience of enjoying the beauty of the land and at the same time feeling peace and relaxation.”

- **Psychographics.** We follow industry best practices for all of our market research methods – for example, in focus groups we try to avoid group think and really understand each individual's motivations. In online surveys we'll look at response time, sentiment and other factors that contribute to a respondent's psychographics.
- **Advertising Effectiveness Studies.** From pre-campaign benchmarks, to post-campaign results, we know the importance of advertising effectiveness studies. We conduct annual awareness surveys for many of our clients to ensure that we are meeting annual marketing goals and objectives.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

UNIQUELY EXPERIENCED TO WORK WITH YOU

b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current



UCAIR 2014 – current

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

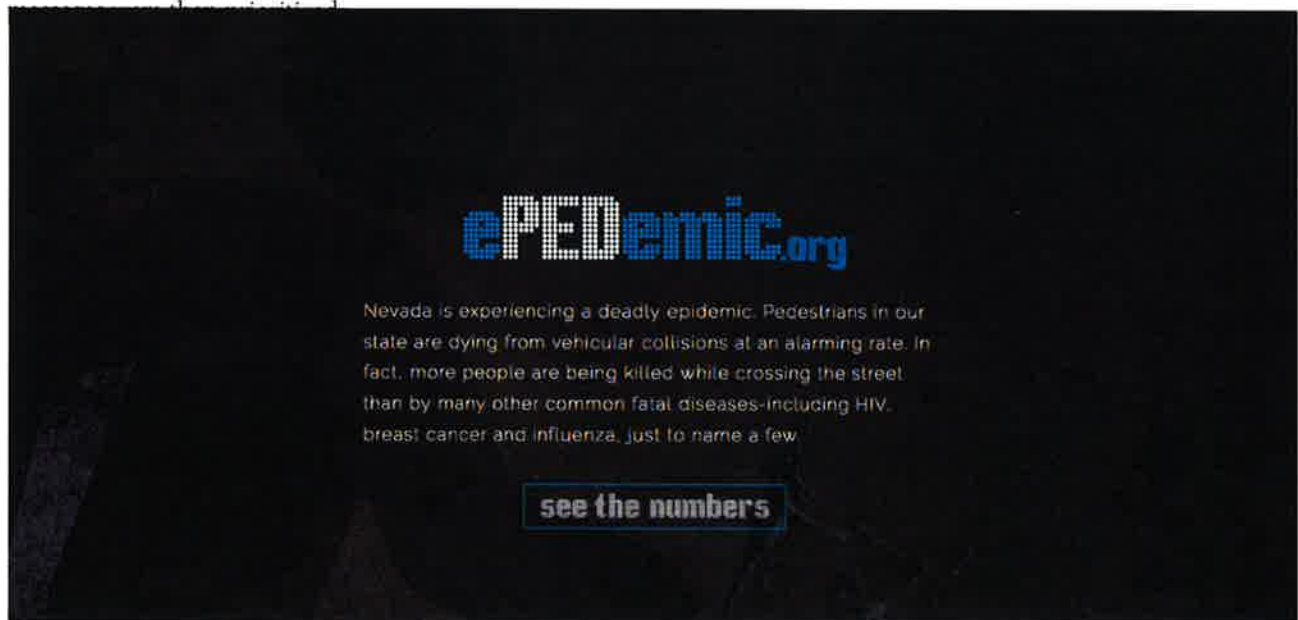
c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status

DOING OUR RESEARCH TO STOP AN EPEDEMIC

NEVADA DEPARTMENT OF TRANSPORTATION

In the fall of 2015, pedestrians in Nevada were dying from vehicular collisions at an alarming rate and local law enforcement had described the high rate of deaths as an “epidemic.” To improve driver and pedestrian awareness and behavior, we knew we had to educate drivers and pedestrians on dangerous behaviors and persuade them to work together to keep each other safe. But, before we began, we wanted to do some research on what the most effective creative tactics could be.

Penna Powers conducted an online survey with 300 respondents in Nevada to test different versions of ads. Respondents were asked to rate the comparison of pedestrian deaths with ten other common causes of death, all of which have a lower mortality rate than pedestrian deaths in Nevada. The survey results indicated that consumers found the ads for homicides, breast cancer and HIV as the most effective in motivating them to visit ePEDemic.org. These



Nevada Department of Transportation digital ad

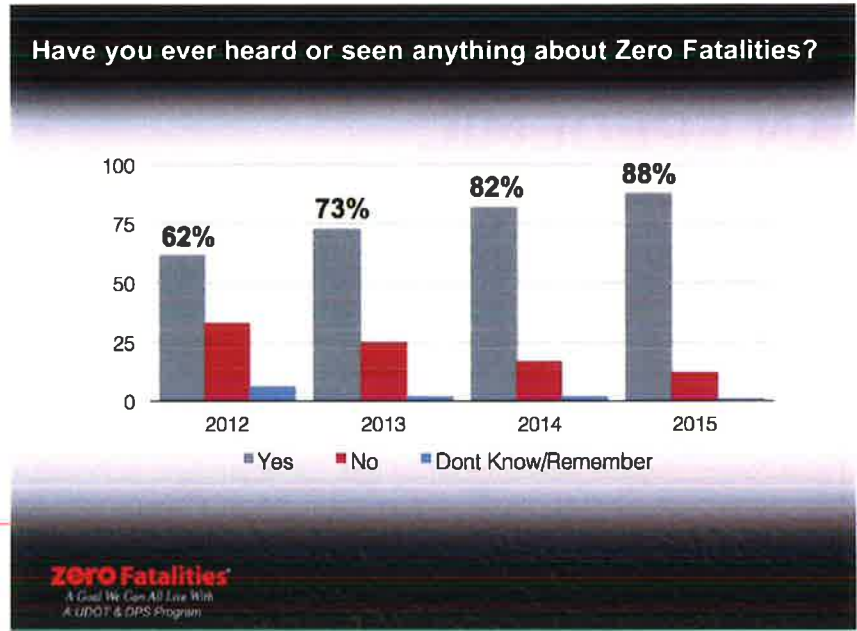
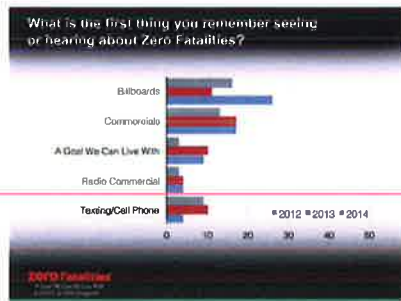
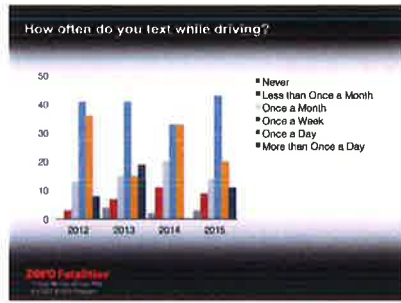
RESULTS:

Through effective creative execution and unique media tactics, we were able to reach over 39 million residents of Nevada with our ePEDemic campaign. Traffic to the landing page increased to 10,815 page views during the campaign, almost twice as high as website traffic for other pedestrian safety campaigns. Additionally, we saw a dramatic decrease in pedestrian deaths during the month that the campaign ran.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

Annual Surveys for Utah Zero Fatalities



The goal of Zero Fatalities is to save lives, but changing people’s behavior to avoid dangerous driving habits takes more than simply throwing out crash statistics and posting signs. So when the Utah Department of Transportation was looking for a partner for its traffic safety campaign, they knew they needed an agency that specializes research, planning and integrated campaigns.

At the end of each year, in order to determine current marketing effectiveness, awareness and public opinion, Penna Powers and UDOT produce an annual survey. With our research partner Lighthouse Research, we develop telephone questionnaires and focus groups to help us determine how the public feels about each of the negative driving behaviors, how dangerous they think they are and what we could do to sway them away from participating in these behaviors.

We also gauge public awareness of state driving laws and the Zero Fatalities campaign as a whole. Equipped with solid results, we then have a stable platform to start planning for the next year. We are able to see which driving behaviors need more focus and determine how to change the driving behaviors of residents across Utah.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



MARC STRYKER
MEDIA DIRECTOR

With his start in the New York ad agency world, Marc takes a holistic, integrated approach to media strategy. He leads efforts to create media partnerships that go beyond the 30-second spot, championing clients' causes to gain broader acceptance and collaboration. Marc has expertise in media strategy, including research, planning, negotiating and buying, and is the rare media director who can speak the language of both traditional and nontraditional media. Marc has an eclectic taste in music so you never know what you'll hear as you walk by his office.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2006-Present	Media Director	Penna Powers
2004-2006	Market Analyst	MarketStar for HP
2000-2002	Media Planner	JWT/MindShare

EDUCATION

University of Utah, MA Marketing, 2004

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Relay Utah
- Sun Valley Resort
- Utah Transportation Coalition
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BECKI LETHAM MEDIA PLANNING SUPERVISOR

Becki has 20 years of experience working at regional and national agencies. She develops and negotiates integrated media plans of all sizes. She has a deep understanding of Utah's broadcast market, but is also strong in outdoor and print media. She extends the reach of our clients' campaigns by skillfully negotiating added value and promotions. Becki also holds media accountable to contract terms and carefully measures campaigns to ensure that everything promised is delivered. In the summer you might be able to spot Becki on her Honda Shadow motorcycle, complete with her unique, reflective vest.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Media Planning Supervisor	Penna Powers
2011-2012	Freelance	Monster Marketing
2004-2011	Associate Media Planner/Buyer	ThomasArts
2002-2004	Associate Media Planner/Buyer	Kassing Andrews

EDUCATION

University of Utah

RELEVANT PROJECT EXPERIENCE

- Utah Office of Tourism
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- TravelWise
- Nevada Department of Transportation
- Rio Tinto Kennecott
- Mountain View Corridor

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JASON ALLEGER DIGITAL MEDIA SUPERVISOR

Jason plans, negotiates, optimizes and reports on digital media. Jason is constantly helping his clients innovate, from being one of the first local advertisers on Twitter, Xbox and Spotify, to testing out new technologies like viewability and attribution modeling. He isn't just great at juggling his client's media plans, however, Jason is also an accomplished torch juggler.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Digital Media Supervisor	Penna Powers
2013-2015	Digital Media Planner	Penna Powers
2013-2013	Media Planner/Buyer	R&R Partners
2012-2013	Digital Media Planner	Penna Powers
2011-2012	Assistant Media Planner/ Search Specialist	Penna Powers

EDUCATION

Brigham Young University, BA Advertising, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Nevada Department of Motor Vehicles
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Primary Children's Hospital
- MGM
- Circus Circus Reno

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JENNIFER WHITAKER DIGITAL MEDIA PLANNER

Jennifer is a digital media planner for Penna Powers. Outside of her public relations and broadcast media experience, Jennifer is a wizard at planning, executing and managing digital, print and out-of-home advertising campaigns. She is experienced in creating incredible media mixes and standout message platforms for an array of large accounts, including Zero Fatalities. When Jennifer isn't consistently delivering the highest quality work to our clients, she manages an online book club complete with over 1,300 members.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2014-Present	Digital Media Planner	Penna Powers
2012-2014	Associate Engagement (Media) Planner	MRM Worldwide/McCann
2011-2012	Traffic Coordinator	KTVX
2009-2011	Advertising Sales Assistant/ Master Control Operator	KTVX-TV

EDUCATION

University of Utah, BA Communications, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Iowa
- Harmons Grocery
- Utah Clean Air Partnership

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- Samples of Work
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.

Agreed and accepted

- Vendor Availability
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.

Agreed and accepted

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Media Buying Capability	Media planning, negotiation of rates, placement of ads, obtaining value-add elements	Marc Stryker, Media Director (16 years) Becki Letham, Media Planning Supervisor (20 years) Jason Alleger, Digital Media Supervisor (6 years) Jennifer Whitaker, Digital Media Planner (11 years) Number of Years Penna Powers Has Been In Business: 32 years	65

EXPERIENCE IN MEDIA BUYING CAPABILITIES

Penna Powers' media department strives for efficiency and transparency. When we get results, we show you what worked best so each subsequent campaign can continue to build off of the previous one's success. We want every dollar to count toward your goals.

Following the process below, we get your campaign up and running with the right paid media plan.

1. DEVELOPMENT OF MEDIA OBJECTIVES AND STRATEGIES

We always ask the question, what are you trying to accomplish through media? The answers are formed as a natural outgrowth of marketing and advertising objectives. The objectives and strategies take the following into consideration:

A. Target audience

B. Geography – Down to the zip code or neighborhood

C. Seasonality and timing

D. Web landing page destination tracking and integration

E. Competition – We determine your proper share of voice against the competition

F. Communication goals – Should reach be considered over frequency? What is the effective frequency?

What does the frequency distribution look like?

2. FORMATION OF MEDIA PLAN OPTIONS

A delicate balance takes place between desired communication goals and budget availability. Budget allocation decisions are not taken lightly at Penna Powers—we treat your budget as if it were our own. These are the steps:

A. Media Selection and Rationale – We look at both quantitative and qualitative data about our target audience and make sure all chosen partners have a high composition of our target audience

B. Media Scheduling – Each media plan will be represented visually as a flowchart, showing how the chosen channels work together, level of rating points, reach, frequency and budget.

C. Negotiation, positioning and added-value – No agency works on more government and non-profit clients than Penna Powers. We're used to asking for solid added-value to solidify taxpayers' and donors' investments. And we get it.

D. Delivery analysis – One final check to ensure that the media plan will deliver on communication goals.

3. POST-ANALYSIS AND OPTIMIZATION

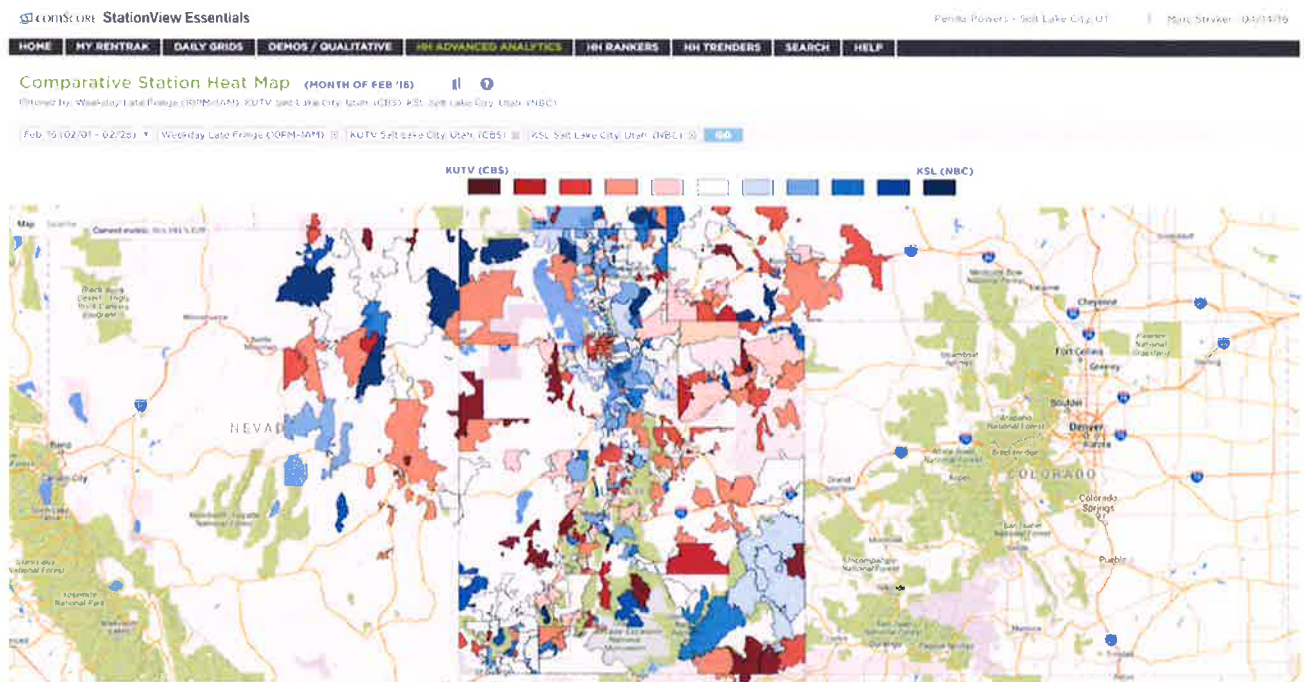
It is our business to never take our media partners' guarantees at their word. These partners aren't inherently deceptive, but often they won't do certain things unless you ask. As such, we use media buying software that measures actual audience delivery against the original schedule. Any under delivery that occurs will require the media vendor to provide additional advertising weight in the form of make-goods or other proposals equal or above the initial investment. For digital media, our use of a third-party ad server will ensure that online delivery is not dependent on site-only data.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

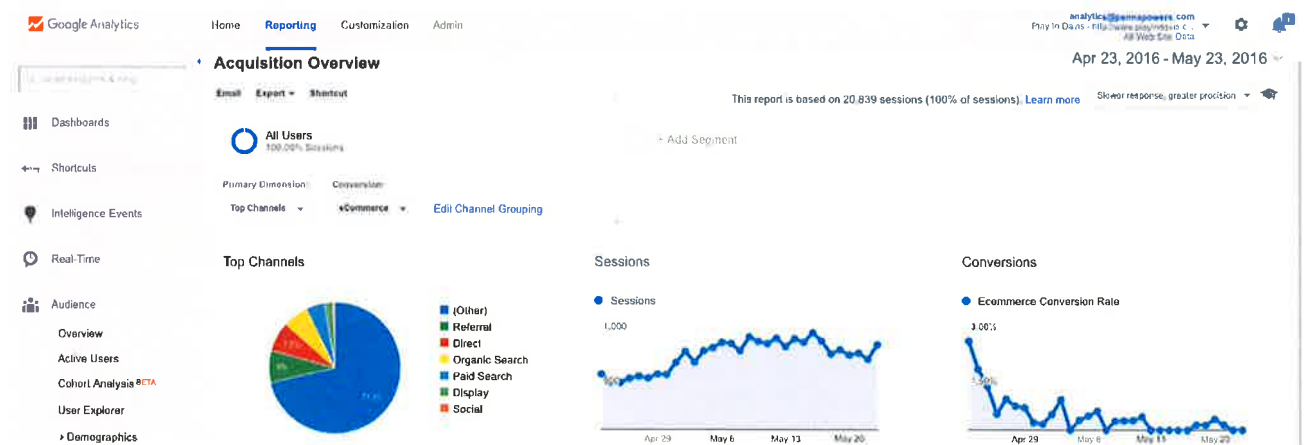
STATEMENT OF QUALIFICATIONS

Penna Powers uses a variety of research and media buying tools, including:

- Strata media buying, invoicing and posting software
- Subscriptions to Nielsen TV and Audio data
- comScore/Rentrak data with StationView Essentials software (see example below)
- Scarborough local market survey data
- Tableau data analysis software
- comScore website rankings
- DoubleClick ad serving
- Integral Ad Science viewability
- Google AdWords certified
- YouTube Video advertising certified
- Google Analytics trained and certified (see example below)
- Phone tracking software
- Native/sponsored content tools
- Qualtrics surveys and research tools



comScore (Rentrak) Dashboard



Google Analytics Dashboard

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

- b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

UNIQUELY EXPERIENCED TO WORK WITH YOU

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current

Zero Fatalities
A Goal We Can All Live With

Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



Nevada Department of Motor Vehicles 2014 – current

Zero Fatalities
Drive Safe Nevada

Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current



UCAIR 2014 – current

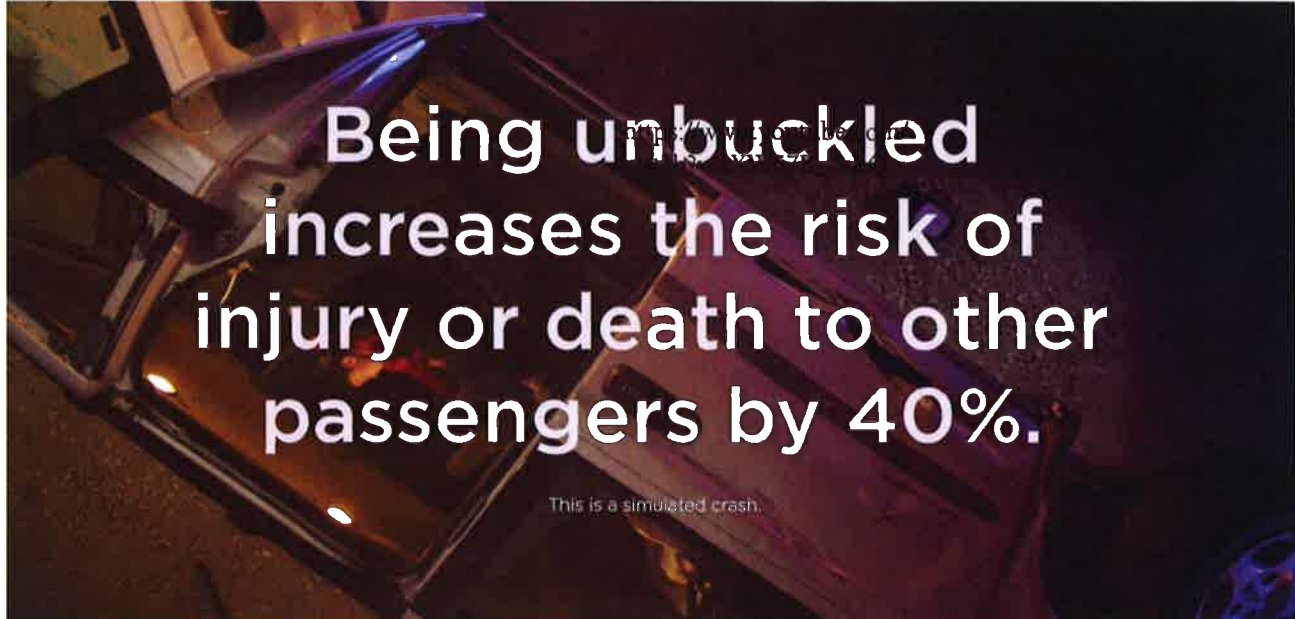
ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

- c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status

COMBINING CREATIVITY AND COLLABORATION ON THE ROAD TO ZERO

We've worked with the Zero Fatalities program for years and have always utilized our strong media connections to ensure every dollar spent goes toward saving lives on Utah roads.



Zero Fatalities TV Spot

https://www.youtube.com/watch?v=tXW57B_2sRQ

RESULTS:

- \$504,350 in actual added-value among TV station partnerships
- 1074 co-branded PSAs on various traffic safety issues
- 2758 aired bonus spots
- Over 1 million online impressions
- Priceless value of co-partnership with TV stations

IMPROVING UTAH'S AIR ONE BILLBOARD AT A TIME

Getting Utah to care about our air quality is no easy task. But, by optimizing our marketing mix over the winter months, we were able to motivate 68% of Utahns to change their behavior at a time when winter inversion and air quality could have been at their worst



RESULTS:

- 35,536,897 Total Campaign Impressions
- Average Monthly Estimated Audience Reach: 80.6%
- Average Estimated Frequency: 7.6

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



STEPHANIE MILLER
PUBLIC RELATIONS DIRECTOR

Stephanie has proven herself time and again to be a powerful asset in managing the direction of clients' public relations efforts. Through her media relations efforts in the consumer and trade arenas, Penna Powers' clients have garnered local and national coverage in many of the nation's largest daily newspapers, on network TV affiliates. Stephanie is a master chef and enjoys creating delicious and healthy meals after she's worked up her appetite at her Barre classes.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2007-Present	Public Relations Director	Penna Powers
2004-2007	Account Supervisor	Penna Powers
1994-2004	Account Manager	Penna Powers

EDUCATION

University of Utah, BS Communications; Public Relations, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Nevada
- Harmons Grocery
- Silver State Health Insurance Exchange
- AASHTO Toward Zero Deaths
- Relay Utah
- Sun Valley Resort
- Emergency 911
- Rio Tinto Kennecott
- Clear the Air Challenge

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



MARY RICE PR/MEDIA RELATIONS ACCOUNT MANAGER

Mary came to Penna Powers with 10 years of news media experience, having worked at four of the top TV and radio stations in the Utah market as an editor, producer, website coordinator and assignment manager. Mary is a valuable asset to Penna Powers' team of PR experts, providing a unique perspective that comes from working in a newsroom. As a new mom she's perfected the skill of multitasking.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2011-Present	Media Planning Supervisor	Penna Powers
2009-2011	Assignment Manager	KTVX Channel 4
2005-2009	Assignment Editor	KUTV Channel 2
2002-2006	Assignment Editor, Associate Producer, Web Producer, Producer	KSL Channel 5

EDUCATION

University of Utah, BS Communications, 2005

RELEVANT PROJECT EXPERIENCE

- Harmons Grocery
- Relay Utah
- Zero Fatalities Utah/Nevada
- Utah Clean Air Partnership
- TravelWise
- Clear the Air Challenge
- SL Valley Health Department
- West Valley City
- Emergency 911
- Relay Utah
- Primary Children's Hospital

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



NICHOLAS GIUSTINO SOCIAL MEDIA STRATEGIST

Nicholas comes to Penna Powers with a comprehensive background in social media management and strategic planning. His natural ability to take a client's goals and objectives and transform them into measurable results in the social media domain is just one of the attributes that makes him an asset to our team. He also has plenty to say about why his Jeep is better than your car.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Social Media Strategist	Penna Powers
2014-Present	Owner	Data Is Social
2014-2015	Social Media Director	Mint-Marketer's Interface
2013-2015	Social Media Manager	ThomasArts
2012-2015	Account Manager	ThomasArts

EDUCATION

Colorado State University, BFA Graphic Design, 2009

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Harmons Grocery
- Nevada Department of Motor Vehicles
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Utah Clean Air Partnership
- TravelWise
- AARP Driver Safety
- Zions Bank
- US Hispanic Chamber of Commerce

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



SAMANTHA MARTIN SOCIAL MEDIA CONTENT COORDINATOR

As a recent business school graduate, Samantha came to us with a propensity for social media. She quickly became a fundamental part of the PR team, as her written social media content and eye for aesthetics took our clients to a new level of engagement. When she isn't coming up with "punny" holiday tag lines, you can find her outdoors—hiking, biking and camping—or playing music.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Social Media Content Coordinator	Penna Powers
2015-2015	Marketing Coordinator	KTVX Channel 4
2015-2015	Social Media Intern	KUTV Channel 2

EDUCATION

University of Utah, BS Marketing, 2015

RELEVANT PROJECT EXPERIENCE

- TravelWise
- Summit County Transportation
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada
- Harmons Grocery
- Utah Clean Air Partnership
- National MS Society – Utah/Southern Idaho
- Silver State Health Insurance Exchange

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
2007-2012	Senior Copywriter	ThomasARTS
2006-2007	Copywriter	McCann Erickson
2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley CVB
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRIAN SHAW SEO SPECIALIST/COPYWRITER

Brian brings a powerful punch to everything he writes for Penna Powers' clients. In addition to writing, Brian is an idea machine that thrives on collaborating with others to put together campaigns that exceed client goals. As the content writer for Penna Powers' SEO (search engine optimization) team, Brian has increased the visibility of transportation initiatives like Utah's Prop 1 campaign, Nevada's Smog Spotter program, and Utah's Unified Transportation Plan.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	SEO Specialist/Copywriter	Penna Powers
2014-2015	Copywriter	Penna Powers
2012-2014	Creative Director	CPMS Marketing
2012-2012	Advertising Consultant	Eye Solutions

EDUCATION

Brigham Young University, BA Advertising, 2012

RELEVANT PROJECT EXPERIENCE

- Salt Lake Chamber
- The Point
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Brigham City Diverging Diamond Interchange
- Utah's Unified Transportation Plan
- Utah's Transportation Coalition
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS | STATEMENT OF QUALIFICATIONS

- **Samples of Work**
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.

Agreed and accepted

- **Vendor Availability**
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.

Agreed and accepted

2.2 STATEMENT OF QUALIFICATIONS

- a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Native Content Generation	Content placed in advertorials, external web sites, creating content for organization's web site, writing and placing of blog posts and other social media posts	Stephanie Miller, Public Relations Director (22 years) Mary Rice, Pr/Media Relations Account Manager (15 years) Nicholas Giustino, Social Media Strategist (7 years) Samantha Martin, Social Media Content Coordinator (1 year) Bobby Brinton, Senior Copywriter (15 years) Brian Shaw, SEO Specialist/ Copywriter (4 years) Number of Years Penna Powers Has Been In Business: 32 years	15

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

EXPERIENCE IN NATIVE CONTENT

As the content landscape continues to evolve, owned, paid and shared content—native content—is commanding a larger combined share of voice versus earned coverage.

The USC Annenberg Center for Public Relations Global Communications Report estimates that by 2020, 63% of all media will be owned, paid and shared.

With a goal to attract readers, gain attention and amplify our reach, we begin by outlining the outcome and the offer. Targeting for the outlet that reaches our audience follows next. Finally, topic identification, research, rationale and the actual writing complete the process.

Penna Powers-generated native content has been instrumental in:

- Changing behaviors to increase safety, save lives and improve our air
- Enhancing the quality of life for many people by providing access to affordable health insurance
- Securing monetary donations to help Utah's underserved and the undeserved across the globe
- Encouraging health eating

Native content types we regularly generate include:

- Longer-format articles with embedded video. These are typically posted to news outlet sites and Facebook
 - Infographics
 - "Listicles," tips and guideline pieces
-

No matter the message, no matter the medium, we can help you share your brand's story.

UNIQUELY EXPERIENCED TO WORK WITH YOU

- b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



UCAIR 2014 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status.

SEAMLESSLY SHARING YOUR BRAND'S STORY

Native content creation and placement is standard practice at Penna Powers. We have created and placed native content locally, regionally and nationally:

KSL BRANDVIEW FOR TIFIE



NEWS / BRANDVIEW / More sections ▾



Putting feet and tents on the ground amidst Nepal's devastation

By Tifie Humanitarian | Posted Aug 19th 2015 @ 10:25am



Help Provide Safe Shelter for Nepal's Tiniest Victims

DONATE HERE

Text 'shelter' to 56512

#SafeShelterNepal



<http://www.ksl.com/?sid=36009247&nid=1268>

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

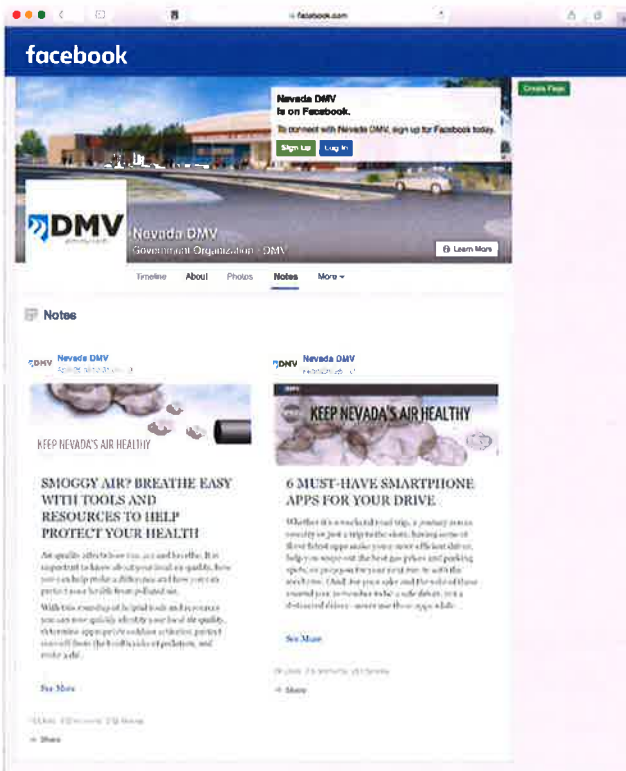
STATEMENT OF QUALIFICATIONS

LAS VEGAS REVIEW JOURNAL BRANDWISE FOR NEVADA HEALTH LINK



<http://www.reviewjournal.com/brandwise/nv-healthlink/7-things-your-mother-told-you-aren-t-true>

NEVADA DMV SMOG SPOTTER



<https://www.facebook.com/nevada.dmv/notes>

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



ERICO BISQUERA
VICE PRESIDENT OF CREATIVE SERVICES

Erico offers Penna Powers’ clients a unique creative mix. His background in marketing, coupled with his unparalleled creative genius, provide a potent mix when designing and delivering concepts. Whatever the medium, from logos and TV spots, to websites and billboards, he does it all. Erico’s ability to turn creative concepts into captivating campaigns has successfully guided our clients for over 20 years and his black belt in Kung Fu has been keeping our creative team in line for just as long. He is the force behind many of the numerous ADDY, Telly and Golden Spike awards Penna Powers has won over the years—and he has even won Penna Powers an Emmy.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Creative Services	Penna Powers
2006-2015	Creative Director	Penna Powers
2002-2004	Senior Art Director	Penna Powers
1998-2002	Art Director	Penna Powers
1995-1998	Designer	Penna Powers
1994-1995	Production Artist	Penna Powers

EDUCATION

Utah State University, BA Marketing, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERIC LARSON
SENIOR ART DIRECTOR

Eric Larson, or Lars as the creative team calls him, has been instrumental in creating uncompromising, action-driven visuals for our clients. His artistic vision gives him the ability to persuasively communicate to any audience. He creates compelling designs, crafting and perfecting each piece he works on. Lars is responsible for much of the artistic vision and execution behind Penna Powers' award-winning holiday cards. And he likes his coffee perfect... believe us, you don't know coffee until you've tasted one of his single origin, personally roasted espressos.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2010-Present	Senior Art Director	Penna Powers
2007-2010	Designer	Penna Powers
1997-2007	Freelance Design	Larson Creative

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- Utah Highway Safety Office
- Primary Children's Hospital
- TravelWise
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



KENNY HAMMOND
SENIOR ART DIRECTOR

Kenny brings big city thinking and expertise to Penna Powers. Kenny’s design skills and his knowledge of industry trends allow him to provide valuable guidance on virtually every medium. He is never afraid to bring the big ideas to the table, which results in innovative and effective designs for our clients. When he’s not pumping out groundbreaking design, he’s really convincing other people to watch Breaking Bad (no really, you should watch it).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2013-Present	Senior Art Director	Penna Powers
2011-2013	Art Director	Leo Burnett
2007-2011	Art Director	DDB Worldwide
2005-2007	Marketing/Operations Manager	1-800-GOT-JUNK?

EDUCATION

DePaul University, MA Advertising & PR, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Wasatch Choice for 2040

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
2007-2012	Senior Copywriter	ThomasARTS
2006-2007	Copywriter	McCann Erickson
2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley CVB
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



MARC STRYKER
MEDIA DIRECTOR

With his start in the New York ad agency world, Marc takes a holistic, integrated approach to media strategy. He leads efforts to create media partnerships that go beyond the 30-second spot, championing clients' causes to gain broader acceptance and collaboration. Marc has expertise in media strategy, including research, planning, negotiating and buying, and is the rare media director who can speak the language of both traditional and nontraditional media. Marc has an eclectic taste in music so you never know what you'll hear as you walk by his office.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2006-Present	Media Director	Penna Powers
2004-2006	Market Analyst	MarketStar for HP
2000-2002	Media Planner	JWT/MindShare

EDUCATION

University of Utah, MA Marketing, 2004

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Relay Utah
- Sun Valley Resort
- Utah Transportation Coalition
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BECKI LETHAM MEDIA PLANNING SUPERVISOR

Becki has 20 years of experience working at regional and national agencies. She develops and negotiates integrated media plans of all sizes. She has a deep understanding of Utah's broadcast market, but is also strong in outdoor and print media. She extends the reach of our clients' campaigns by skillfully negotiating added value and promotions. Becki also holds media accountable to contract terms and carefully measures campaigns to ensure that everything promised is delivered. In the summer you might be able to spot Becki on her Honda Shadow motorcycle, complete with her unique, reflective vest.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Media Planning Supervisor	Penna Powers
2011-2012	Freelance	Monster Marketing
2004-2011	Associate Media Planner/Buyer	ThomasArts
2002-2004	Associate Media Planner/Buyer	Kassing Andrews

EDUCATION

University of Utah

RELEVANT PROJECT EXPERIENCE

- Utah Office of Tourism
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- TravelWise
- Nevada Department of Transportation
- Rio Tinto Kennecott
- Mountain View Corridor

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JENNIFER WHITAKER
DIGITAL MEDIA PLANNER

Jennifer is a digital media planner for Penna Powers. Outside of her public relations and broadcast media experience, Jennifer is a wizard at planning, executing and managing digital, print and out-of-home advertising campaigns. She is experienced in creating incredible media mixes and standout message platforms for an array of large accounts, including Zero Fatalities. When Jennifer isn't consistently delivering the highest quality work to our clients, she manages an online book club complete with over 1,300 members.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2014-Present	Digital Media Planner	Penna Powers
2012-2014	Associate Engagement (Media) Planner	MRM Worldwide/McCann
2011-2012	Traffic Coordinator	KTVX
2009-2011	Advertising Sales Assistant/ Master Control Operator	KTVX-TV

EDUCATION

University of Utah, BA Communications, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Iowa
- Harmons Grocery
- Utah Clean Air Partnership

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.

Agreed and accepted

- **Vendor Availability**
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.

Agreed and accepted

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Out-of-Home Advertising	Graphic design of billboards and signage, negotiation and placement with outdoor advertising companies	Erico Bisquera, Creative Director (21 years) Eric Larson, Senior Art Director (16 years) Kenny Hammond, Senior Art Director (11 years) Bobby Brinton, Senior Copywriter (15 years) Marc Stryker, Media Director (16 years) Becki Letham, Media Planning Supervisor (20 years) Jennifer Whitaker, Digital Media Planner (11 years) Number of Years Penna Powers Has Been In Business: 32 years	32

EXPERIENCE IN OUTDOOR BUYING CAPABILITIES

Outdoor billboards may seem straightforward—just choose some boards in a high traffic area, right? Actually, there’s a lot more science to it, when done correctly, and at Penna Powers, we’ve perfected the billboard buy.

- **SHOWINGS/GRPs.** Outdoor buying used to be done by showings (reach), but has transitioned to GRPs (gross rating points). We look at the reach and average frequency of each board we purchase.
- **DIGITAL VS VINYL.** Digital boards come at a premium, so we weigh the average view time, number of rotations and whether the message will change. Vinyl boards work well for long campaigns and we rotate locations constantly to avoid message blindness.
- **EYE TRACKING.** We work with eye tracking firms to see if our boards are noticeable. One insight we have found is that digital boards actually have 2x the view time of traditional boards.
- **MAPPING.** We map out the location of each board and provide it in an easy-to-understand map.
- **EFFICIENCIES.** We have a solid track record of negotiating added value on our outdoor buys, including extended run time, reduced/free production and expedited service.
- **OUT OF THE BOX.** We’ve done plenty of incredible billboard executions in the past, including extensions and dynamic message changes.

Outdoor is a good fit for companies looking for increased awareness and brand lift. We have the capability and creative drive to produce graphic designs for any kind of out-of-home advertising solution, and we’re confident we can negotiate low rates and get you great placements that will achieve your goals.



Extended billboards for Davis County Tourism

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

UNIQUELY EXPERIENCED TO WORK WITH YOU

b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



UCAIR 2014 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current

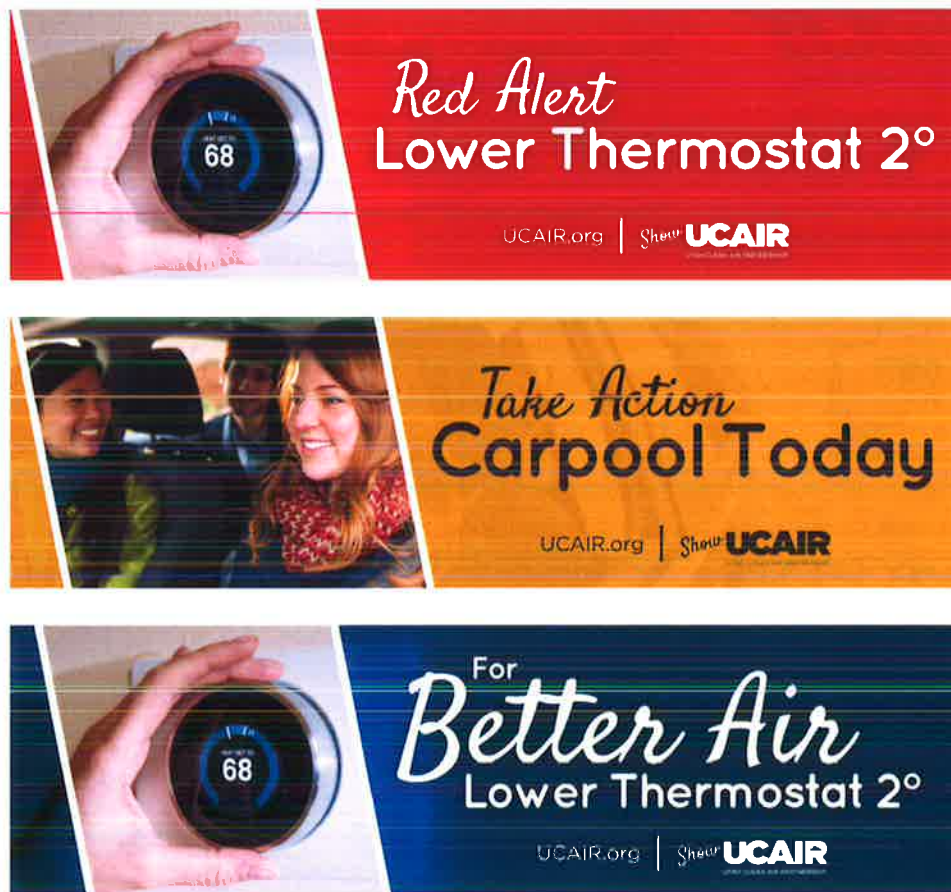


Silver State Health Insurance Exchange 2015 – current

SHOWING UTAH THAT SMALL CHANGES CAN MAKE A BIG DIFFERENCE

c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status.

If you're looking for a creative outdoor solution for your brand, look no further than Penna Powers. For example, consider these digital billboard creative executions we made forUCAIR.



For the outdoor campaign, we coordinated with UCAIR to determine when air pollution would be at normal or dangerous levels. Based on the severity of the air inversion, our digital board displayed a different ad. Regardless of the actual air quality, however, our boards focused on the same simple thing: Getting people to make simple changes to improve our air.

RESULTS:

- 35,536,897 Total Campaign Impressions
- Average Monthly Estimated Audience Reach: 80.6%
- Average Estimated Frequency: 7.6

THINKING OUTSIDE OF THE BILLBOARD

Another innovative out-of-home experience we created was for UDOT, as part of their Truck Smart campaign. Put simply, traffic crashes involving big trucks were becoming an issue, and so Penna Powers developed some ads to accurately illustrate the dangers associated with unsafe driving around big rigs.

Our creative vision, however, was too big for the traditional 14' x 48' billboard format. So, over the years, we have developed several innovative designs that truly grab Utahns attention. Here are a couple of examples.



ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



ERICO BISQUERA
VICE PRESIDENT OF CREATIVE SERVICES

Erico offers Penna Powers' clients a unique creative mix. His background in marketing, coupled with his unparalleled creative genius, provide a potent mix when designing and delivering concepts. Whatever the medium, from logos and TV spots, to websites and billboards, he does it all. Erico's ability to turn creative concepts into captivating campaigns has successfully guided our clients for over 20 years and his black belt in Kung Fu has been keeping our creative team in line for just as long. He is the force behind many of the numerous ADDY, Telly and Golden Spike awards Penna Powers has won over the years—and he has even won Penna Powers an Emmy.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Creative Services	Penna Powers
2006-2015	Creative Director	Penna Powers
2002-2004	Senior Art Director	Penna Powers
1998-2002	Art Director	Penna Powers
1995-1998	Designer	Penna Powers
1994-1995	Production Artist	Penna Powers

EDUCATION

Utah State University, BA Marketing, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CHRISTINE MENGES ADVERTISING DIRECTOR

There are account managers, and then there is the hard-hitting powerhouse that is Christine Menges. With experience as the team leader on all of Penna Powers' high-profile accounts, Christine has covered the agency business from just about every angle. During her career at Penna Powers, she has specialized in strategic planning, branding and paid media coordination. If she's not at work (which is pretty rare) don't be surprised to hear she's planning her next trip to South Africa.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2009-Present	Advertising Director	Penna Powers
2004-2009	Account Supervisor	Penna Powers
2000-2004	Account Manager	Penna Powers
1996-2000	Account Coordinator	Penna Powers

EDUCATION

Portland State University, BS Marketing & Advertising Management, 1989

RELEVANT PROJECT EXPERIENCE

- Harmons Grocery
- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Silver State Health Insurance Exchange
- Relay Utah
- Salt Lake CVB
- Emergency 911
- Rio Tinto
- 2002 Winter Olympics
- Primary Children's Hospital

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRITNI BROZO ADVERTISING ACCOUNT MANAGER

Britni has established a strong track record as an advertising account manager. She excels at opening the lines of communication with clients and fostering an environment of teamwork. Along with account management, Britni is also responsible for research, conceptual direction, media planning, messaging, plan execution and playing construction trucks with her three-year-old son.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2008-Present	Advertising Account Manager	Penna Powers
2005-2008	Account Manager	Alan Frank & Associates
2004-2005	Marketing Manager	Americom Technology, Inc.
2002-2003	Marketing Assistant	Lincoln Financial Advisors

EDUCATION

University of Utah, *BS Marketing*, 2003

RELEVANT PROJECT EXPERIENCE

- Zero Fatalities Iowa
- Utah Clean Air Partnership
- TravelWise
- Clear the Air Challenge
- SL Valley Health Department
- Utah Department of Health
- Emergency 911
- Primary Children's Hospital
- Click It or Ticket
- Relay Utah
- Smog Spotter
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



KENNY HAMMOND
SENIOR ART DIRECTOR

Kenny brings big city thinking and expertise to Penna Powers. Kenny's design skills and his knowledge of industry trends allow him to provide valuable guidance on virtually every medium. He is never afraid to bring the big ideas to the table, which results in innovative and effective designs for our clients. When he's not pumping out groundbreaking design, he's really convincing other people to watch Breaking Bad (no really, you should watch it).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2013-Present	Senior Art Director	Penna Powers
2011-2013	Art Director	Leo Burnett
2007-2011	Art Director	DDB Worldwide
2005-2007	Marketing/Operations Manager	1-800-GOT-JUNK?

EDUCATION

DePaul University, MA Advertising & PR, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Wasatch Choice for 2040

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
2007-2012	Senior Copywriter	ThomasARTS
2006-2007	Copywriter	McCann Erickson
2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley CVB
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

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ERIC LARSON
SENIOR ART DIRECTOR

Eric Larson, or Lars as the creative team calls him, has been instrumental in creating uncompromising, action-driven visuals for our clients. His artistic vision gives him the ability to persuasively communicate to any audience. He creates compelling designs, crafting and perfecting each piece he works on. Lars is responsible for much of the artistic vision and execution behind Penna Powers' award-winning holiday cards. And he likes his coffee perfect... believe us, you don't know coffee until you've tasted one of his single origin, personally roasted espressos.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2010-Present	Senior Art Director	Penna Powers
2007-2010	Designer	Penna Powers
1997-2007	Freelance Design	Larson Creative

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- Utah Highway Safety Office
- Primary Children's Hospital
- TravelWise
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



FRANK HARNDEN
PRODUCTION MANAGER

Frank is the force who keeps the wheels turning on every project for our clients here at Penna Powers. Having spent nearly 25 years in the field of production, Frank has had the opportunity to manage a variety of projects. His experience includes estimating, project scheduling, coordinating talent for television and radio and vendor research and relations. Outside of work, Frank is a master gardener ripe with tips to help you grow organic, fresh fruit for any occasion (seriously, just ask him).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Production Manager	Penna Powers
2009-2011	Senior Production Manager	afaKrause
2005-2009	Senior Production Manager	The Summit Group
2002-2004	Production Manager	Studeo
1998-2004	Production Manager	Publicis Dialog

EDUCATION

Weber State University

RELEVANT PROJECT EXPERIENCE

- Utah Clean Air Partnership
- TravelWise
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Sundance Mountain Resort
- Silver State Health Insurance Exchange
- Harmons Grocery
- Relay Utah
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



WENDY HANSEN PUBLIC INVOLVEMENT DIRECTOR

If there's a message that needs to be spread, Wendy can make it happen. Her more than 15 years of experience communicating in the public and private sector has helped her fine tune her messaging and outreach skills to the point that she is a public engagement expert. But her skills don't stop there; Wendy's strategic thinking enables her to tie in public involvement with other disciplines such as advertising, digital and social media to communicate unified messages to all target audiences. These same skills also make her a force to be reckoned with come Fantasy Football season.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Director	Penna Powers
2000-2015	Public Involvement Account Manager	Penna Powers
2000-2002	Marketing Coordinator	Layton Construction
1999-2000	Account Executive	R&O Construction

EDUCATION

University of Utah, MBA Business Administration & Management, 2003

RELEVANT PROJECT EXPERIENCE

- Rio Tinto Kennecott
- Utah Clean Air Partnership
- Utah Transportation Coalition
- Wasatch Front Regional Council
- City Creek
- Utah Transit Authority
- Salt Lake Chamber
- Wasatch Front Central Corridor Study
- Utah Department of Transportation
- Provo Orem TRIP

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CHARLOTTE CHEN
PUBLIC INVOLVEMENT ACCOUNT MANAGER

In addition to her solid understanding and experience with communication, Charlotte has tremendous skills in research and strategic planning. She can see the big picture while handling the on-the-ground execution of details. While at the office Charlotte is known for her penchant for professional fashion, our clients know her for her skills in public involvement, message development and public and business outreach.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Account Manager	Penna Powers
2013-2015	Public Involvement Account Coordinator	Penna Powers
2012-2013	Intern	Goodman Media International
2011-2012	Account Executive	Bradley PR Agency

EDUCATION

Brigham Young University, BA Communications; Public Relations, 2012

RELEVANT PROJECT EXPERIENCE

- Davis County Tourism & Events
- Utah Department of Transportation
- Wasatch Front Central Corridor Study
- Utah Transportation Coalition
- I-80 and State EIS
- Rio Tinto Kennecott
- City Creek
- PBS

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRIAN SHAW
SEO SPECIALIST/COPYWRITER

Brian brings a powerful punch to everything he writes for Penna Powers' clients. In addition to writing, Brian is an idea machine that thrives on collaborating with others to put together campaigns that exceed client goals. As the content writer for Penna Powers' SEO (search engine optimization) team, Brian has increased the visibility of transportation initiatives like Utah's Prop 1 campaign, Nevada's Smog Spotter program, and Utah's Unified Transportation Plan.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	SEO Specialist/Copywriter	Penna Powers
2014-2015	Copywriter	Penna Powers
2012-2014	Creative Director	CPMS Marketing
2012-2012	Advertising Consultant	Eye Solutions

EDUCATION

Brigham Young University, BA Advertising, 2014

RELEVANT PROJECT EXPERIENCE

- Salt Lake Chamber
- The Point
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Brigham City Diverging Diamond Interchange
- Utah's Unified Transportation Plan
- Utah's Transportation Coalition
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.
- Agreed and accepted

-
- **Vendor Availability**
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.
- Agreed and accepted

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Print Media	Advertising development, brochure development, Point-of-sale displays, direct mail development, lead generation, analytics	Erico Bisquera, Creative Director (21 years) Christine Menges, Advertising Director (26 years) Kenny Hammond, Senior Art Director (11 years) Bobby Brinton, Senior Copywriter (15 years) Eric Larson, Senior Art Director (16 years) Frank Harnden, Production Manager (24 years) Wendy Hanson, Public Involvement Director (18 years) Charlotte Chen, Account Coordinator (6) Brian Shaw, SEO Specialist/ Copywriter (4 years) Number of Years Penna Powers Has Been In Business: 32 years	100+

EXPERIENCE IN PRINT MEDIA

From writing award-winning print ads to developing style guides, brochures and direct mail pieces, Penna Powers has the experience needed to successfully craft and communicate a brand's message and story. Our ads aren't just a disparate string of creative ideas, however, they are strategic assortments of key points that not only make sense, but captivate.

ADVERTISING DEVELOPMENT

We're best known as communicators, but we're also storytellers. And being a great storyteller means knowing how to tell your message in an impactful way to any audience, whether that be potential consumers, stakeholders, government officials or even the people within your own organization. Whether it's a spread in a magazine, a gatefold in a newspaper or a 3D direct mail piece, we've used print canvas to tell impactful stories that cut through the clutter for over 30 years. And it all starts with research. Only when we understand an audience can we create compelling content that our audience will understand. Furthermore, we don't start any marketing effort until we have defined the measurable objectives. We'll prove we accomplished what we set out to do with solid quantifiable numbers.

BROCHURE, DIRECT MAIL AND DISPLAY DEVELOPMENT

We approach every print project the same. First, we establish who our target audience is and what we aim to accomplish. Then we develop a creative concept to answer our client's goals. Finally, we execute our idea to its completion. And we involve you every step of the way.

*No matter the message, no matter the medium,
we can help you share your brand's story.*

ANALYTICS AND LEAD GENERATION

At Penna Powers we use direct mail partners that provide end-to-end solutions from variable custom printing to dynamic URLs and phone tracking services. We tie everything into our clients' analytics software to ensure that your message is getting to the right people and they are taking the right actions. We've also participated in readership studies with our magazine vendors to measure ad recall and awareness.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

UNIQUELY EXPERIENCED TO WORK WITH YOU

b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.

 **Toward Zero Deaths**
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



UCAIR 2014 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status

A POTENT MIX OF PRINT MEDIA EXPERTISE

We've been telling brand's stories for over 30 years. Here are a few print pieces that illustrate our unique capabilities in print media.

Join the official Davis County Tourism website for FREE

Davis County is creating a new tourism website that will feature some of our great places to eat, and we want to add your restaurant's information to the list.

- 1 Register at PlayInDavis.com/register
- 2 Find your restaurant under "Eat" and claim your listing
- 3 Wait for an approval email to proceed
- 4 Follow the online instructions to edit your information and upload an image

Don't delay! Get noticed in Davis County today.
The deadline to claim a listing is Friday, June 12, 2015.
If you have any questions, please call (801) 451-3237.



P.O. Box 618
615 Main St, Room 304
Farmington, UT 84025

Davis County Post Card



Goo Goo Ga Ga Ga

Translation: stop whooping cough.
You're here right? Then it's no surprise you're in Utah and with the perfect blue skies as certainly whooping cough can have permanent disability, or even be fatal. Adults and even kids over 10 need a booster shot before they're around an infant. Find your nearest immunization location at StopWhoopingCough.org

Whooping Cough Poster

ATTACHMENT C: STATEMENT OF QUALIFICATIONS



HERE'S YOUR NEW EXPRESS GET-OUT-OF-TRAFFIC PASS

EXPRESS LANES

WELCOME TO THE I-DON'T-HAVE-TO-WAIT-IN-TRAFFIC-ANYMORE CLUB.

MOUNTING YOUR EXPRESS PASS

Make sure the inside of your windshield is clean and dry. Secure the Express Pass anywhere in the green shaded area shown above with the slider pointing down.

FEATURES OF THE NEW ELECTRONIC SYSTEM

- Saved Time** - Save an average of 10 minutes of driving time having the right of way in Express Lanes.
- Reduced Congestion** - Carpoolers and solo drivers in the Express Lanes reduce traffic congestion for others on all lanes.
- Efficient** - The goal of the electronic system is to ensure that the lanes carry their maximum capacity while keeping speeds above 50 mph.
- Photo-Back Camera** - Do on time more often when speeds are at least 50 mph.
- Dynamic Pricing** - The electronic system uses an algorithm that adjusts the price of driving in Express Lanes on a regular basis.
- No Monthly Fee** - Only pay for Express Lanes when you use the lanes as the driver.
- Control Boxes** - Most Express Lane users are carpoolers. When you carpool, you can't use the Express Lanes for free while reducing the number of vehicles on the road.

FAQs

How does the new electronic system work?

The new system allows the price of driving in Express Lanes to be based on traffic conditions. The system is designed to keep Express Lanes open when traffic is light and to close them when traffic is heavy. This helps to keep traffic moving smoothly during the day. The system is designed to be flexible and to adjust to changing traffic conditions throughout the day.

How do I set up an account?

You can set up an account online at www.expresslanes.utah.gov or by calling 1-866-833-9824. You will need a valid Utah driver's license and a credit card to set up an account. You will also need to provide your vehicle's license plate number and make/model information.

Can I drive in Express Lanes without an Express Pass?

No, you cannot drive in Express Lanes without an Express Pass. The Express Pass is required for all vehicles driving in Express Lanes.

How long will it take to receive my Express Pass?

Most Express Passes are delivered within 10 business days of the date you place your order. Some Express Passes may be delivered sooner or later depending on the location of the Express Pass office.

If I have an Express Pass will it be changed when I'm carpooling?

No, your Express Pass will not be changed when you are carpooling. The Express Pass is valid for all vehicles registered to the same owner.

Who can use the Express Lanes without charge?

Only vehicles with a valid Express Pass can use the Express Lanes. There are no exceptions to this rule.

How long is my Express Pass?

Express Passes are valid for one year from the date of purchase. You can renew your Express Pass online or by calling 1-866-833-9824.

Can I use my Express Pass in other states?

No, Express Passes are only valid in Utah. They are not valid in other states.

What if my Express Pass is lost, stolen or damaged?

If your Express Pass is lost, stolen or damaged, you should report it to the Express Pass office immediately. You will need to pay a fee to replace the Express Pass.

expresslanes.utah.gov | 866-833-9824

Customer service is available 24/7 by phone, Monday through Friday from 7 a.m. to 7 p.m.

UDOT Express Pass Brochure



When every word is important

Outreach

The Public Service Commission is available to provide outreach in the form of presentations, educational workshops, training sessions, as well as distribute information to hearing, deaf, deaf-blind, hard of hearing and those with speech difficulties in Utah. In order to obtain information or schedule an outreach presentation, please contact the Utah Public Service Commission toll-free at 1-866-772-8824 (toll).

For more information about services and how to obtain equipment applications, please visit the Relay Utah website at www.relayutah.gov or call the Utah PSC at 801-530-6638 or at 1-866-772-8824.

In addition, the Federal Communications Commission is available to serve you regarding relay issues. Visit www.fcc.gov/consumers.

Demo Centers

To visit a testing center, please make an appointment at one of the following locations (M-F by appointment only):

Relay Utah
100 W. 950 W., Suite 100
Salt Lake City, UT 84116
801-733-3279 (toll)

Southern Utah Deaf and HR Services
267 E. 1500 W., Suite 10
St. George, UT 84202
1-801-673-8974 (toll)
435-216-9306 (toll)

RELAY UTAH
Hearing that's smart. Utah's 911.

Relay Utah, Public Service Commission
Hober M. Wells Building, 4th Floor
160 East 300 South • Salt Lake City, UT 84111
1-866-772-8824 • www.relayutah.gov

RELAY UTAH
Hearing that's smart. Utah's 911.

Relay Utah Rack Card

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



DAVE SMITH
PARTNER, STRATEGIC DIRECTOR

Dave began his career with Penna Powers over 20 years ago as an intern. Today, in addition to working on some of Utah's largest and most complicated transportation projects, Dave serves as the managing partner of Penna Powers. His skills include research, strategic planning, message development, media relations, grassroots public information and government relations. Outside of his love for providing clients best-in-class work, Dave is an outdoor enthusiast. He can be found in the mountains valleys, rivers and lakes of the intermountain region hiking, camping, hunting or fishing with family, friends and colleagues.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2007-Present	Partner/Chief Finance Officer	Penna Powers
1994-2007	Director of Client Services	Penna Powers
2002-2007	Public Relations Director	Penna Powers
1997-2002	Public Relations Manager	Penna Powers
1994-1997	Public Relations Coordinator	Penna Powers
1993-1994	Public Relations Intern	Penna Powers

EDUCATION

Weber State University, BS Communications, 1994

RELEVANT PROJECT EXPERIENCE

- Utah Department of Transportation
- Managed Lanes Study
- Mountain View Corridor
- I-15 CORE
- Utah Transportation Coalition
- Wasatch Front Central Corridor Study

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JUSTIN SMART
VICE PRESIDENT OF CLIENT SERVICES

Justin specializes in public involvement and strategic process design and implementation. He has focused his career in outreach and engagement for civic projects, with an emphasis in transportation. Having worked both on Utah’s Capitol Hill and in the kitchens and living rooms of everyday Utahns. Justin brings a big-picture, policy-level perspective to his day-to-day, grassroots practice. He sings a lovely cover of the hit song, ‘Let it Go’ from Disney’s Frozen and is IAP2 trained and has completed professional mediation and facilitation training.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Client Services	Penna Powers
2012-2015	Public Involvement Director	Penna Powers
2005-2012	Project Manager	The Langdon Group
2004-2005	Public Involvement Coordinator	Utah Department of Transportation
2003-2004	Assistant Deputy for Communications	Office of the Governor, State of Utah
2003-2003	Public Involvement Technician	Utah Department of Transportation

EDUCATION

Utah State University, BS Journalism & Communication, 1999

RELEVANT PROJECT EXPERIENCE

- Zero Fatalities Utah/Nevada
- Utah Department of Transportation
- TravelWise
- Mountain View Corridor
- The Point
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



STEPHANIE MILLER
PUBLIC RELATIONS DIRECTOR

Stephanie has proven herself time and again to be a powerful asset in managing the direction of clients' public relations efforts. Through her media relations efforts in the consumer and trade arenas, Penna Powers' clients have garnered local and national coverage in many of the nation's largest daily newspapers, on network TV affiliates. Stephanie is a master chef and enjoys creating delicious and healthy meals after she's worked up her appetite at her Barre classes.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2007-Present	Public Relations Director	Penna Powers
2004-2007	Account Supervisor	Penna Powers
1994-2004	Account Manager	Penna Powers

EDUCATION

University of Utah, BS Communications; Public Relations, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Nevada
- Harmons Grocery
- Silver State Health Insurance Exchange
- AASHTO Toward Zero Deaths
- Relay Utah
- Sun Valley Resort
- Emergency 911
- Rio Tinto Kennecott
- Clear the Air Challenge

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



WENDY HANSEN PUBLIC INVOLVEMENT DIRECTOR

If there's a message that needs to be spread, Wendy can make it happen. Her more than 15 years of experience communicating in the public and private sector has helped her fine tune her messaging and outreach skills to the point that she is a public engagement expert. But her skills don't stop there; Wendy's strategic thinking enables her to tie in public involvement with other disciplines such as advertising, digital and social media to communicate unified messages to all target audiences. These same skills also make her a force to be reckoned with come Fantasy Football season.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Director	Penna Powers
2000-2015	Public Involvement Account Manager	Penna Powers
2000-2002	Marketing Coordinator	Layton Construction
1999-2000	Account Executive	R&O Construction

EDUCATION

University of Utah, MBA Business Administration & Management, 2003

RELEVANT PROJECT EXPERIENCE

- Rio Tinto Kennecott
- Utah Clean Air Partnership
- Utah Transportation Coalition
- Wasatch Front Regional Council
- City Creek
- Utah Transit Authority
- Salt Lake Chamber
- Wasatch Front Central Corridor Study
- Utah Department of Transportation
- Provo Orem TRIP

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



MARY RICE PR/MEDIA RELATIONS ACCOUNT MANAGER

Mary came to Penna Powers with 10 years of news media experience, having worked at four of the top TV and radio stations in the Utah market as an editor, producer, website coordinator and assignment manager. Mary is a valuable asset to Penna Powers' team of PR experts, providing a unique perspective that comes from working in a newsroom. As a new mom she's perfected the skill of multitasking.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2011-Present	Media Planning Supervisor	Penna Powers
2009-2011	Assignment Manager	KTVX Channel 4
2005-2009	Assignment Editor	KUTV Channel 2
2002-2006	Assignment Editor, Associate Producer, Web Producer, Producer	KSL Channel 5

EDUCATION

University of Utah, BS Communications, 2005

RELEVANT PROJECT EXPERIENCE

- Harmons Grocery
- Relay Utah
- Zero Fatalities Utah/Nevada
- Utah Clean Air Partnership
- TravelWise
- Clear the Air Challenge
- SL Valley Health Department
- West Valley City
- Emergency 911
- Relay Utah
- Primary Children's Hospital

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ALLYSE CHRISTENSEN ZERO FATALITIES PUBLIC RELATIONS ACCOUNT MANAGER

Before joining the Penna Powers family, Allyse served the state of Utah as a member of Governor Gary R. Herbert's communication team. Now at Penna Powers, her incredible ability to focus on all aspects of a project and give every detail the attention it deserves has made her a valuable asset at Penna Powers. She has an impeccable understanding of how to strategically respond to diverse media inquires, implement effective messaging plans, organize major media events, manage digital/social media outlets and succeed in crisis communications. With a background in public and private sector work, she is an outstanding resource for messaging, problem solving and strategic planning. When Allyse isn't busy solving problems, you can find her volunteering with children cancer patients dressed as Princess Belle.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2014-Present	Zero Fatalities Public Relations Account Manager	Penna Powers
2012-2014	Communications Specialist	Office of the Governor, State of Utah
2011-2012	Community & Interfaith Relations Intern	The Church of Jesus Christ of Latter-day Saints
2011-2011	Communications Intern/ AmeriCorps Member	United Way of Utah County

EDUCATION

Brigham Young University, BA Communications; Public Relations, 2011

RELEVANT PROJECT EXPERIENCE

- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Utah Highway Safety
- TruHearing
- Rio Tinto Kennecott
- Salt Lake Chamber

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- Samples of Work
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.



Agreed and accepted

-
- Vendor Availability
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.



Agreed and accepted

EXPERIENCE IN PUBLIC RELATIONS

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Public Relations	Strategy, press kit updates, email blasts, story development, copy writing, press release and media alerts distribution, media tours, crisis management, analytics, PSA development and placement, internal organization communications, video news releases, fielding and responding to media inquiries, media training, provision of media contact lists, media outreach, media monitoring/ coverage analysis	Dave Smith, Partner, Strategic Director (23 years) Justin Smart, Public Involvement Director (13 years) Stephanie Miller, Public Relations Director (22 years) Mary Rice, Media/Public Relations Manager (15 years) Allyse Christensen, Public Relations Manager (3 years) Number of Years Penna Powers Has Been In Business: 32 years	45+

STATEMENT OF QUALIFICATIONS—EXPERIENCE AND DEMONSTRATED

ABILITY TO PERFORM

For two consecutive years Penna Powers has been named the No. 1 PR firm in Utah. Our PR team members average 15-20 years of experience in media relations and crisis management, and we have former journalists and broadcast news managers on staff. We understand how newsrooms think, both on the local and national level. This, combined with our relationships with local media, gives us a unique edge that you won't find at other PR firms.

Our team is experts in:

- Strategic planning and message development
- Issues and crisis management
- Drafting and distributing media alerts, press releases and VNRs
- Crafting pitch letters and copy/content writing
- Press kit updates including fact sheets and backgrounders
- Coordinating press events and media tours
- Preparing spokespeople for media interviews, media training and talking point drafting
- Fielding and responding to media inquiries
- Creating and distributing email blasts
- Developing and placing PSAs
- Managing internal organizational communications

No matter your PR needs, we have you covered.

PR SPECIALTIES

When you go with the experts, you're guaranteed results

BRANDING:

We believe that information sharing and communication are essential to creating a consistent brand for all communication tools. Our team works closely with the client to obtain approval of objectives, strategies and tactics before the project begins and prior to implementation of any work.

STRATEGIC PLANNING & DEVELOPMENT:

Our recommendations fit into a strategic plan based on careful research, an overall goal, messaging and measurable objectives.

RESEARCH:

We conduct primary and secondary research, using both qualitative and quantitative techniques to identify the messages our clients need to communicate to their audiences, and identify the best ways to convey that information.

MEDIA RELATIONS:

Our mission is to deliver the right message through the right medium to the right audience in order to build our clients' credibility. We provide a complete battery of media relations tools including press releases, pitch letters, articles, op-eds, fact sheets, FAQs and expert source sheets. We partner with our clients through every step of media relations, including honing contact lists, crafting key messages, preparing for interviews and determining the communication tools that make sense.

PRESS TOURS:

Penna Powers's Public Relations team has the experience and staff to organize and prepare for company or product introductions or re-introductions by taking the news to the press.

SOCIAL MEDIA:

Blogs, Facebook, Pinterest, Google+, Wikis and Twitter. Sound like toys for your kids, or maybe things only teenagers have time for? Our social media team has used these tools and others to increase awareness and interaction between our clients and their audiences.



CONSUMER MARKETING:

We apply our expertise in brand management, consumer behavior, promotion, sponsorship, special events and media relations to develop strategic and creative public relations programs that build reputations, manage perceptions, strengthen positioning and drive sales by motivating consumers to think and act.

SPECIAL EVENTS:

We plan, manage and publicize a wide range of events, from press conferences and trade shows to

ATTACHMENT C: STATEMENT OF QUALIFICATIONS



grand openings and new product launches.

COMMUNITY RELATIONS:

Through our relationships with local and national media and our understanding of issues unique to our region, we've planned and implemented numerous campaigns that have measurably shifted public opinion.

CRISIS COMMUNICATIONS:

We can develop a crisis communications plan and train key personnel in their responsibilities to ensure effective communication in the face of significant pressure.



GRASSROOTS:

We have developed grassroots marketing campaigns that turned our clients' customers and opinion leaders into avid supporters who care about the company and its products/services.

MEDIA TRAINING:

We understand how nerve-racking it can be to do a live interview or speak with a reporter, which is why we offer valuable media training to our clients. Our comprehensive training is tailored for the situation, but often includes coaching clients on how to speak with the media, nail down key messages and identify how to respond to sensitive



questions.

GUERILLA MARKETING:

Sometimes that crazy idea that everyone laughs at in the brainstorm is just the thing that is needed to break through the clutter and get attention. We've done some amazing things to get the public's attention that have resulted in the desired action or response for our clients.

TRADE SHOWS:

We make the most of trade show participation by maximizing pre-show publicity and promotions with key industry publications. We also capitalize on the power of public relations to deliver a company's message to customers, potential customers and the media that attend industry trade shows.

EMPLOYEE RELATIONS:

Communicating with employees is important, so we have developed various communications audits and implemented both employee sales incentive programs and employee communications campaigns designed to keep these vital channels open.

INTERACTIVE:

Penna Powers develops programs, plans and solutions for online execution that answer the marketing, training and publishing challenges facing companies in today's digital age.

ISSUES AND CRISIS MANAGEMENT

When a crisis hits, initial tone, direction and response is critical. Penna Powers has consulted and managed crises ranging from data breaches, serious injuries and fatalities, financial audits and lawsuits to the largest mine slide in history.

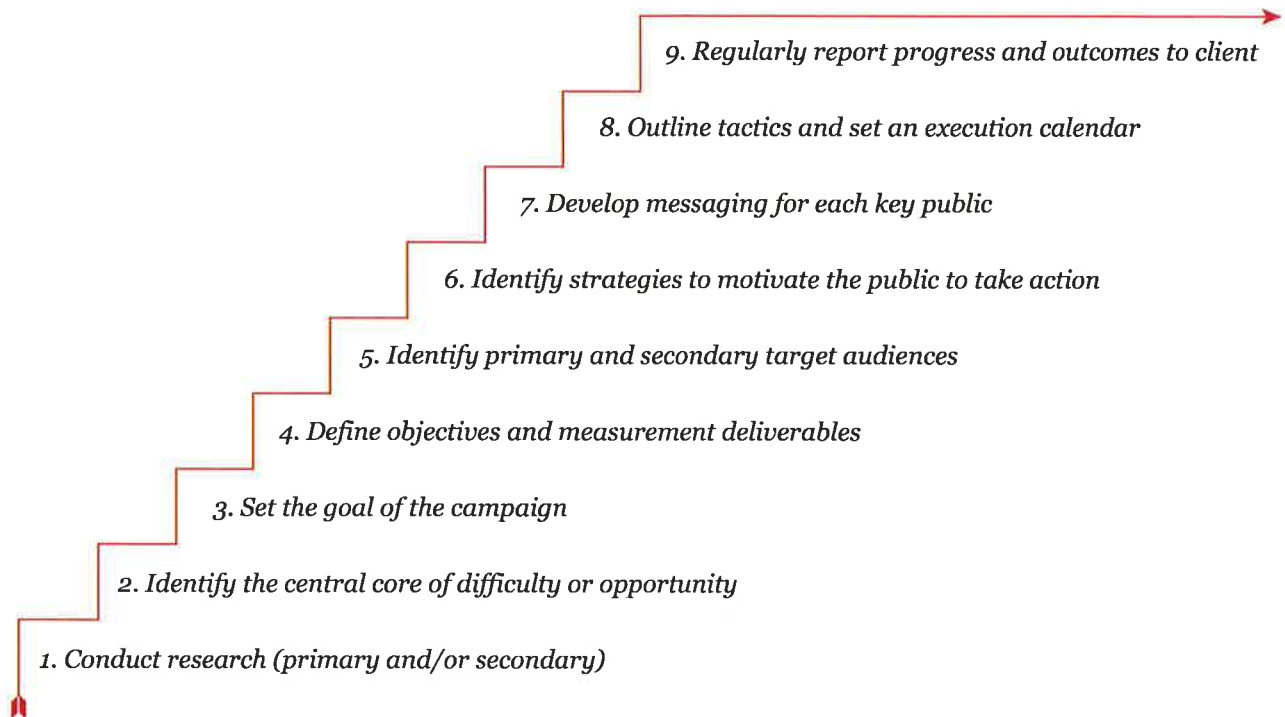
We use planning matrices to develop scenario contingencies, holding statements and initial internal and external messaging and complete mock drills prior to a crisis occurring to ensure that when it does, everyone on your team is prepared to respond.

EXAMPLE:		ISSUES MANAGEMENT RESPONSE PLAN	
Scenario #1	Steps		Key Messages
Audit of marketing/outreach funding allocations	1. Contact/assemble the issues management team		<p>Public Holding Statement: Silver State Health Insurance Exchange was notified today that a financial audit is being conducted by the state legislature. We are confident that the state will find the Exchange to be in full compliance with contract awards and funding management.</p> <p>Initial Internal Message: We have been notified that Silver State Health Insurance Exchange will be undergoing a legislative audit. > (Opt. A, no detailed information yet available) We have not yet received detailed information so cannot provide any details at this time. As more information becomes available, we will keep you informed and provide you with our response and next steps. > (Opt. B, information available) Silver State Health Insurance Exchange has been (provide explanation of situation). We are looking into the situation and will update you as we have been able to assess the situation in question. The Exchange holds itself and its employees to the highest standards of honesty and integrity and are confident that our financials will be found to fully comply with state policies and regulations. We are keeping in contact with the media to keep them apprised of additional information as it is received. If you are approached by media, please direct them to (spokesperson) who can provide them with information.</p> <p>Initial External Message: Silver State Health Insurance Exchange was notified today that a financial audit is being conducted by the state legislature. We are confident that the state will find the Exchange to be in full compliance with contract awards and funding management. We do not have all of the details at this point, what we do know is (explain situation). The Exchange holds itself and its employees to the highest standards of honesty and integrity and are confident that our financials will be found to fully comply with state policies and regulations. We are keeping in contact with the media to keep them apprised of additional information as it is received. If you are approached by media, please direct them to (spokesperson) who can provide them with information. We anticipate no interruption for either our employees or customers.</p>
	2. Assess the situation to determine the facts and potential interest with employees and external publics		
	3. Determine if a public statement needs to be made - internally, externally, or both		
	4. Identify the appropriate spokesperson(s)		
	5. Distribute messaging to those who may be contacted by media - Determine method: email, phone, meeting, contact through supervisor, etc.		
	6. Distribute initial internal messaging to employees (see above to determine method of delivery)		
	7. Distribute initial external message to the media - determine method: statement delivered via email, individual phone calls to media, press conference.		
	8. Post public statement to website and to social media channels where appropriate		
	9. Begin monitoring news coverage and continue to do so throughout the situation		
	10. Continue to provide updated information to media as situation warrants.		
	11. Debrief issues management team & evaluate efforts.		

STRATEGIC PLANNING

To be able to measure the success of your communication, you need to begin with a strategic plan that provides the roadmap to execute, monitor and measure the outcome of your efforts and how they align with your objectives. At Penna Powers, we use the following 9-Step process for the development of a plan.

By establishing objectives and a detailed campaign strategy, laying out a calendar of tactics and milestones and creating a budget, we keep everyone on the same page and get the most value for our client's dollar. No waste, no surprises. Great results



TOOLS USED FOR RESEARCH AND MEDIA OUTREACH/MONITORING/ COVERAGE ANALYSIS

- Cision
- TVEyes
- Google Alerts
- NUVI
- Qualtrics

UNIQUELY EXPERIENCED TO WORK WITH YOU

- b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



UCAIR 2014 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



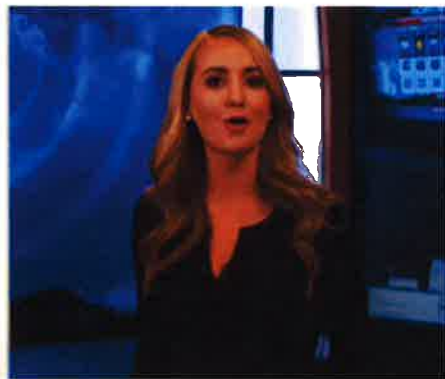
Silver State Health Insurance Exchange 2015 – current

TURNING DOWN THE HEAT ON UTAH'S AIR QUALITY ISSUES

c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status.

We're best known as communicators, but we're also storytellers. And being a great storyteller means knowing how to tell your message in an impactful way to any audience, whether that be potential consumers, stakeholders, government officials or even the people within your own organization. Lest you think we're all talk, we can prove the results of our campaigns. We don't start a marketing and PR effort until we have defined the measurable objectives. We'll prove we accomplished what we set out to do with solid quantifiable numbers.

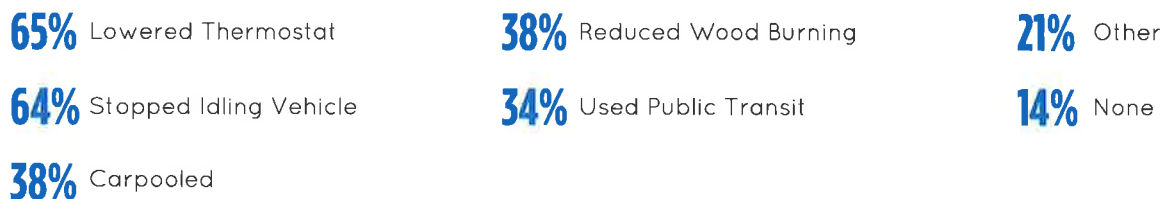
The unique way we frame your stories is also accompanied by unique delivery methods. Take for instance UCAIR. Penna Powers created unique media partnerships with each major TV station in the state and developed an integrated mix of earned, owned, paid and shared placements to engage Utahns in the critical mission of clearing our air:



RESULTS:

In order to measure results and see if UCAIR's campaign made an impact, Penna Powers participated in an omnibus survey, which allows for gathering qualitative data in an economical way. We found that 68 percent of people said that they changed their personal behavior to improve Utah's air quality and that there was a 21 percent increase in awareness of the UCAIR campaign. UCAIR was able to educate Utahns on the need for air quality change and spur behavioral and habit adjustment in the general population.


Which of the following air quality strategies have you tried in the past two months in order to help improve Utah's air quality?




GETTING RELAY UTAH'S MESSAGE HEARD

We implement unique communication channels to reach unique audiences. The Utah Public Service Commission's Relay Utah program provides Utah's underserved hard of hearing population with hearing assistive phones and technologies. Through hundreds of presentations each year, exhibiting at health fairs, participating in broadcast interviews and training those working within Utah's Aging Services divisions, public relations and grassroots drives a significant portion of the education and application fulfillment. On average, 1,000 qualified applicants receive hearing assistive technology through the Relay Utah program each year.


Having trouble hearing family and friends on your phone?




Making it possible for Utah's deaf, hard of hearing and speech challenged to connect



Caption Clarity Pro XLC2 Mobile



www.relayutah.gov



Get every last word, every single place.




If staying in touch everywhere is a priority, we've got good news. Jitterbug® cell phones from Relay Utah give you the freedom of a standard cell phone with louder volume, better sound and bigger buttons. They're pre-programmed and ready to use right out of the box, and even hearing aid compatible.

Call Relay Utah today about qualifying for a FREE phone; cell, cordless or corded—we can help you find the phone that's just right for you.

Relay Utah is funded by the Utah Public Service Commission.

(801) 530-6716
1-866-772-8824
www.relayutah.gov



RESULTS:

300% increase in equipment distribution over the past ten years with an average of 50 outreach engagements every year.

TACKLING A SAFETY CRISIS OF EPEDEMIC PROPORTIONS

When urgent matters strike, Penna Powers strikes back. With a 46% increase in pedestrian fatalities during the first two months of 2016 a public relations campaign was urgently and immediately needed to halt the “ePEDemic.” Within one week’s time, Penna Powers coordinated and held a press conference. The event resulted in numerous positive stories about the campaign. The most significant outcome was the immediate decrease in fatalities. Following the press conference fatalities decreased by 92%.



RESULTS:

The campaign ran from March 4 to April 3, 2016. Preliminary analysis shows pedestrian fatalities in the month of April were significantly decreased compared to the previous three months. Now that the campaign is over, more in-depth analysis will be conducted.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



STEPHANIE MILLER
PUBLIC RELATIONS DIRECTOR

Stephanie has proven herself time and again to be a powerful asset in managing the direction of clients' public relations efforts. Through her media relations efforts in the consumer and trade arenas, Penna Powers' clients have garnered local and national coverage in many of the nation's largest daily newspapers, on network TV affiliates. Stephanie is a master chef and enjoys creating delicious and healthy meals after she's worked up her appetite at her Barre classes.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2007-Present	Public Relations Director	Penna Powers
2004-2007	Account Supervisor	Penna Powers
1994-2004	Account Manager	Penna Powers

EDUCATION

University of Utah, BS Communications; Public Relations, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Nevada
- Harmons Grocery
- Silver State Health Insurance Exchange
- AASHTO Toward Zero Deaths
- Relay Utah
- Sun Valley Resort
- Emergency 911
- Rio Tinto Kennecott
- Clear the Air Challenge

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERICO BISQUERA VICE PRESIDENT OF CREATIVE SERVICES

Erico offers Penna Powers' clients a unique creative mix. His background in marketing, coupled with his unparalleled creative genius, provide a potent mix when designing and delivering concepts. Whatever the medium, from logos and TV spots, to websites and billboards, he does it all. Erico's ability to turn creative concepts into captivating campaigns has successfully guided our clients for over 20 years and his black belt in Kung Fu has been keeping our creative team in line for just as long. He is the force behind many of the numerous ADDY, Telly and Golden Spike awards Penna Powers has won over the years—and he has even won Penna Powers an Emmy.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Creative Services	Penna Powers
2006-2015	Creative Director	Penna Powers
2002-2004	Senior Art Director	Penna Powers
1998-2002	Art Director	Penna Powers
1995-1998	Designer	Penna Powers
1994-1995	Production Artist	Penna Powers

EDUCATION

Utah State University, BA Marketing, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



NICHOLAS GIUSTINO SOCIAL MEDIA STRATEGIST

Nicholas comes to Penna Powers with a comprehensive background in social media management and strategic planning. His natural ability to take a client's goals and objectives and transform them into measurable results in the social media domain is just one of the attributes that makes him an asset to our team. He also has plenty to say about why his Jeep is better than your car.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Social Media Strategist	Penna Powers
2014-Present	Owner	Data Is Social
2014-2015	Social Media Director	Mint- Marketer's Interface
2013-2015	Social Media Manager	ThomasArts
2012-2015	Account Manager	ThomasArts

EDUCATION

Colorado State University, BFA Graphic Design, 2009

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Harmons Grocery
- Nevada Department of Motor Vehicles
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Utah Clean Air Partnership
- TravelWise
- AARP Driver Safety
- Zions Bank
- US Hispanic Chamber of Commerce

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ALLYSE CHRISTENSEN ZERO FATALITIES PUBLIC RELATIONS ACCOUNT MANAGER

Before joining the Penna Powers family, Allyse served the state of Utah as a member of Governor Gary R. Herbert's communication team. Now at Penna Powers, her incredible ability to focus on all aspects of a project and give every detail the attention it deserves has made her a valuable asset at Penna Powers. She has an impeccable understanding of how to strategically respond to diverse media inquires, implement effective messaging plans, organize major media events, manage digital/social media outlets and succeed in crisis communications. With a background in public and private sector work, she is an outstanding resource for messaging, problem solving and strategic planning. When Allyse isn't busy solving problems, you can find her volunteering with children cancer patients dressed as Princess Belle.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2014-Present	Zero Fatalities Public Relations Account Manager	Penna Powers
2012-2014	Communications Specialist	Office of the Governor, State of Utah
2011-2012	Community & Interfaith Relations Intern	The Church of Jesus Christ of Latter-day Saints
2011-2011	Communications Intern/ AmeriCorps Member	United Way of Utah County

EDUCATION

Brigham Young University, BA Communications; Public Relations, 2011

RELEVANT PROJECT EXPERIENCE

- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Utah Highway Safety
- TruHearing
- Rio Tinto Kennecott
- Salt Lake Chamber

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CHARLOTTE CHEN PUBLIC INVOLVEMENT ACCOUNT MANAGER

In addition to her solid understanding and experience with communication, Charlotte has tremendous skills in research and strategic planning. She can see the big picture while handling the on-the-ground execution of details. While at the office Charlotte is known for her penchant for professional fashion, our clients know her for her skills in public involvement, message development and public and business outreach.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Account Manager	Penna Powers
2013-2015	Public Involvement Account Coordinator	Penna Powers
2012-2013	Intern	Goodman Media International
2011-2012	Account Executive	Bradley PR Agency

EDUCATION

Brigham Young University, BA Communications; Public Relations, 2012

RELEVANT PROJECT EXPERIENCE

- Davis County Tourism & Events
- Utah Department of Transportation
- Wasatch Front Central Corridor Study
- Utah Transportation Coalition
- I-80 and State EIS
- Rio Tinto Kennecott
- City Creek
- PBS

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



SAMANTHA MARTIN SOCIAL MEDIA CONTENT COORDINATOR

As a recent business school graduate, Samantha came to us with a propensity for social media. She quickly became a fundamental part of the PR team, as her written social media content and eye for aesthetics took our clients to a new level of engagement. When she isn't coming up with "punny" holiday tag lines, you can find her outdoors—hiking, biking and camping—or playing music.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Social Media Content Coordinator	Penna Powers
2015-2015	Marketing Coordinator	KTVX Channel 4
2015-2015	Social Media Intern	KUTV Channel 2

EDUCATION

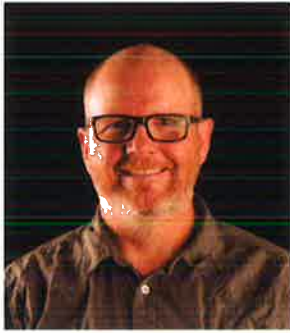
University of Utah, BS Marketing, 2015

RELEVANT PROJECT EXPERIENCE

- TravelWise
- Summit County Transportation
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada
- Harmons Grocery
- Utah Clean Air Partnership
- National MS Society – Utah/Southern Idaho
- Silver State Health Insurance Exchange

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERIC LARSON
SENIOR ART DIRECTOR

Eric Larson, or Lars as the creative team calls him, has been instrumental in creating uncompromising, action-driven visuals for our clients. His artistic vision gives him the ability to persuasively communicate to any audience. He creates compelling designs, crafting and perfecting each piece he works on. Lars is responsible for much of the artistic vision and execution behind Penna Powers' award-winning holiday cards. And he likes his coffee perfect... believe us, you don't know coffee until you've tasted one of his single origin, personally roasted espressos.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2010-Present	Senior Art Director	Penna Powers
2007-2010	Designer	Penna Powers
1997-2007	Freelance Design	Larson Creative

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- Utah Highway Safety Office
- Primary Children's Hospital
- TravelWise
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



KENNY HAMMOND
SENIOR ART DIRECTOR

Kenny brings big city thinking and expertise to Penna Powers. Kenny's design skills and his knowledge of industry trends allow him to provide valuable guidance on virtually every medium. He is never afraid to bring the big ideas to the table, which results in innovative and effective designs for our clients. When he's not pumping out groundbreaking design, he's really convincing other people to watch Breaking Bad (no really, you should watch it).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2013-Present	Senior Art Director	Penna Powers
2011-2013	Art Director	Leo Burnett
2007-2011	Art Director	DDB Worldwide
2005-2007	Marketing/Operations Manager	1-800-GOT-JUNK?

EDUCATION

DePaul University, MA Advertising & PR, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Wasatch Choice for 2040

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON
SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
2007-2012	Senior Copywriter	ThomasARTS
2006-2007	Copywriter	McCann Erickson
2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley Convention and Visitors Bureau
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.
- Agreed and accepted

-
- **Vendor Availability**
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.
- Agreed and accepted

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

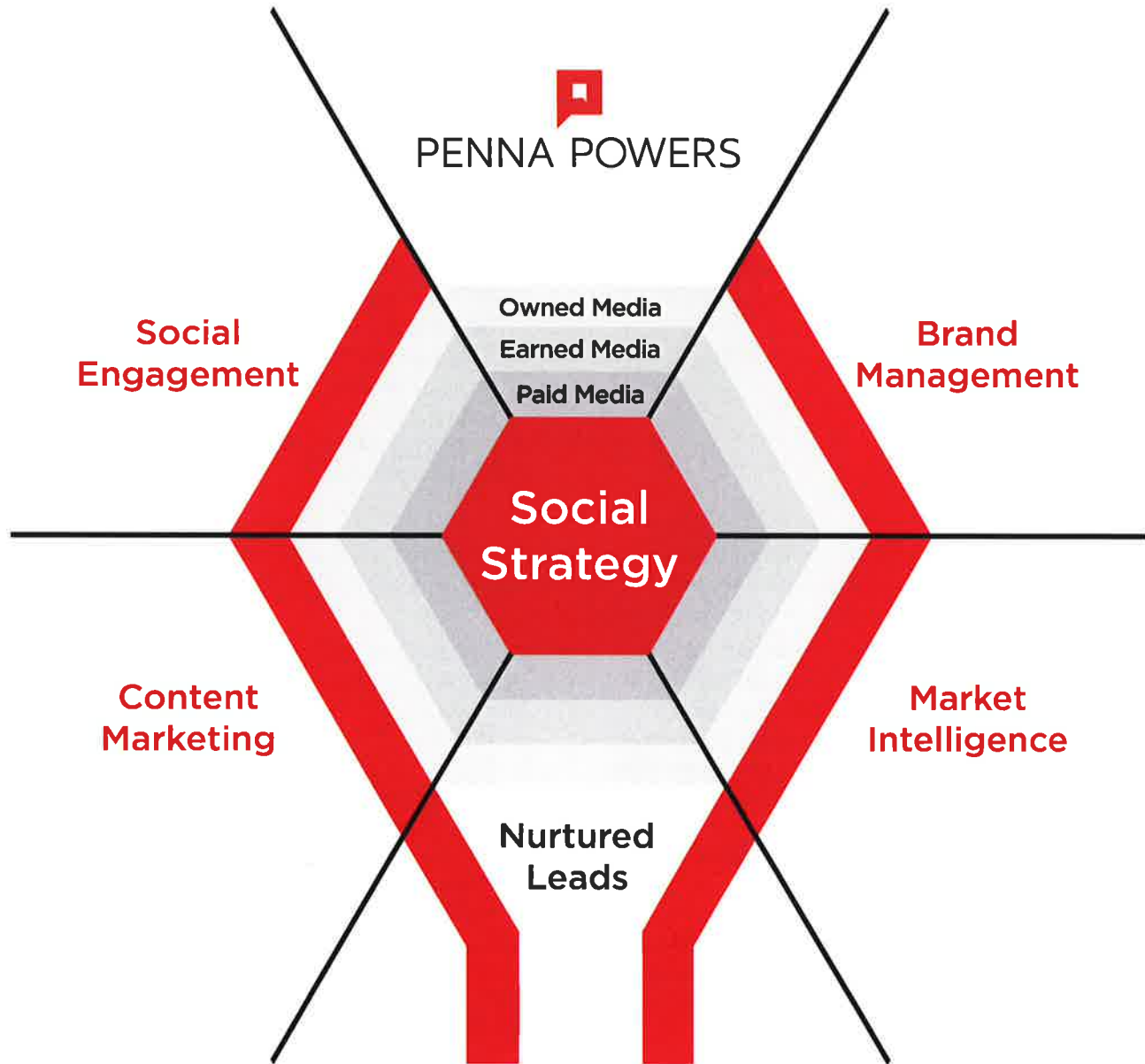
2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Social Media	Calendar/editorial plans, contests, newsfeed promotion, copy writing, posting services, monitoring of social channels, troll management, campaign analytics	Stephanie Miller, Public Relations Director (22 years) Erico Bisquera, Vice President Of Creative Services (21 years) Nicholas Giustino, Social Media Strategist (7 years)	45
		Allyse Christensen, Public Relations Manager (3 years) Charlotte Chen, Account Coordinator (4 years) Samantha Martin, Social Media Content Coordinator (1 year) Eric Larson, Senior Art Director (16 years) Kenny Hammond, Senior Art Director (11 years) Bobby Brinton, Senior Copywriter (15 years) Number of Years Penna Powers Has Been In Business: 32	

EXPERIENCE IN SOCIAL MEDIA

Put simply, content creates conversations that lead to action. Social media, as a catalyst for dialogue amongst influencers, presents a unique opportunity to motivate an audience to act. At Penna Powers, our social media team's strategy begins with four pillars:



By activating these four pillars we are able to open two-way conversations that deliver results.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

PENNA POWERS FOUR PILLARS

Social Engagement

- Activation of appropriate social media channels, specific to where the audience is most active
- Conversation monitoring and responding
- Engagement driven by owned, earned and paid media
- User-generated content that drives audience participation
- Twitter Q | As (Twitter Chats)
- Twitter and Facebook poll questions
- Monthly contesting across all social media channels
- Audience questions

Brand Management

- Integrate a brand's social presence into traditional/ outbound strategies
- Position the brand as human for audience interaction
- Leverage social media as a brand-building tool
- Test brand messaging

Content Marketing

- Content plan for 3-4 months at a time, depending on client needs
- All content is pre-approved for every social channel
- Keyword optimization based on listening dashboard reports
- Pre-approved responses to social media conversations that need to be moved offline
- Split testing of content and graphics
 - o Individual post data performance

Market Intelligence

- 70% of listening takes place in the conversation
- Custom listening dashboard that is able to provide data on:
 - o Keywords, URL and user tracking
 - o Real-time social media data stream
 - o Heat map for worldwide activity
 - o Influencer tracking and outreach
 - o Social media score, audience reach and audience influence
 - o Company and competitor mentions
 - o Category phrases

Our team of social media experts provide all social media services from strategy and content creation to scheduling, promotion and community management. The following detailed descriptions demonstrate our experience and unique capabilities in executing successful social media campaigns.

- Calendar/editorial plans are planned out monthly based on research, trending topics and factoring in audience engagement from the previous month.
- Contests are used to increase audience engagement and participation. Our team has extensive experience with contests in the non-profit, government and retail sectors.
 - o Hootsuite Campaigns – contesting platform for video, photos and galleries
 - o Photo/video contests
- Newsfeed promotion is handled by our social media strategist. Our team experience extends across all social platforms including exclusive beta tests for new ad products from Facebook and Twitter.
 - o Facebook, Twitter, Pinterest, Instagram
 - o Beta tester for Instagram ads, Twitter Pre-roll, Twitter Audience Network
 - o Successful launches of three Pinterest campaigns
- Copywriting is handled by social media content coordinators and managers as they are the subject expert who knows the audience and brand voice.
- Troll management is laid out in our social media policy that is tailored for each client.
- Posting services used by the Penna Powers social media team are chosen specifically for each client based on needs.
 - o Hootsuite
 - o NUVI
- Monitoring of social channels happens through custom listening dashboards 24/7 based on specific keywords and content.
 - o Hootsuite
 - o NUVI/Audiences by NUVI
- Campaign analytics are set before a campaign even launches with Key Performance Indicators (KPIs) defined and agreed upon with the client. Examples of standard KPIs:
 - o Social media channel engagement rate pegged to industry benchmarks
 - o Conversion rate
 - o Cost Per Lead for lead generation campaigns
 - o Reach and frequency
 - o Impressions
 - o Video views
 - o Website traffic
 - o Website actions

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

UNIQUELY EXPERIENCED TO WORK WITH YOU

b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



UCAIR 2014 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current

PROVEN CAPABILITIES AND SOCIAL SUCCESS

c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status

When we first approached Nevada Health Link about a social media plan their response was a firm 'NO.' In turn our social media team presented a strategy that reached Nevada's uniquely diverse audience, winning over the CEO of Nevada Health Link. Our team then launched a complete content marketing campaign, carefully weaving through the polarized healthcare conversation in Nevada by tapping into what the audience really wanted—easy to digest health plan information. Our strategy was two fold, utilizing organic content as well as promoted paid content that was hyper targeted to specific zip codes and demographic audiences with corresponding messaging to their needs. The campaign drove over 20% of all Nevada Health Link website traffic, easily beating industry benchmarks for website traffic and engagement rate.



For Nevada Health Link, we used Integral Ad Science as an added technology layer on top of serving digital ads through an ad server. This proactively blocks ad impressions that are served outside of our target area, that might appear low on a page where a user couldn't see it, or on websites that have frequent robot traffic. Our digital ads far outperformed the previous year's performance in terms of cost-per-lead and overall viewability. We were able to proactively block over 500,000 ad impressions and saved our client thousands of dollars.

RESULTS

NEARLY
100 MILLION
IMPRESSIONS

25,000
KEY ACTIONS

ENROLLMENT
UP BY
OVER **20%**

9 MILLION
IN EARNED PR COVERAGE

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

COMBINING CREATIVITY AND COLLABORATION ON THE ROAD TO ZERO

Any good social media campaign requires ample time, research and community management. For Zero Fatalities, we used details tailored toward our audience's interests, behaviors and demographic makeup to create a media strategy that was consistent across multiple media channels and social outlets. Having this data available has allowed us to separate our content for high crash days, target those who recently have purchased motorcycles for safety messages and even reach event goers in a specific geographic area. Year-over-year our social media for Zero Fatalities has grown over 20%, averaging over 595,000 people reached this past year with specific behavior change content, campaigns and information.

Zero Fatalities
Published by Hootsuite · January 16 ·

Read our Teen Memorial stories today. <http://ow.ly/WBWLy>

Share Katherine "Katie" Joyce Hancock Story
Katie loved to draw and continually had a pen in her hand to create manga-style people and animals, especially ponies. She practiced...
DONTDRIVESTUPID.COM

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 700 people.

137,992 people reached

1.1K 27 Comments 175 Shares

Zero Fatalities
Published by Allyse Christensen · February 7 ·

What did you think of our new Super Bowl spot? #SB50

Take Note: Remind loved ones to buckle up.
00:33

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 700 people.

10,043 people reached

49 7 Shares

RESULTS

 **83→87%** INCREASE IN SEAT BELT USAGES IN 6 MONTHS

 **88%** AWARENESS OF THE ZERO FATALITIES CAMPAIGN IN UTAH

 **51%** OF PUBLIC POSITIVELY CHANGED THEIR BEHAVIOR

And then we did the same thing over again in both Iowa and Nevada for their Zero Fatalities programs.

SMALL CHANGES THAT MADE A BIG DIFFERENCE FORUCAIR

Air quality is an important conversation that needs to be had, yet remains difficult to achieve in a way that makes all sides focus on the core issue. Oftentimes brands pitch a one-way conversation telling the audience how to act vs. engaging in an active dialogue. Penna Powers' approach to creating an ongoing conversation forUCAIR was threefold: First, we developed an identity that would lend itself to showcasingUCAIR through owned, earned and paid social media tactics. Second, we conveyed a message informing the general public of small changes they could make in their daily lives to improve air quality for all Utahns. Finally, we focused on air quality awareness and education. The campaign was able to reach 78% of the target audience located along Utah's Wasatch Front with most people being exposed to the message at least three times.



RESULTS

 **200%** INCREASE IN NEW AUDIENCE MEMBERS ON FACEBOOK AND TWITTER

 **68%** POST-CAMPAIGN SURVEY REPORTED THE POPULATION CHANGED THEIR PERSONAL BEHAVIOR TO HELP IMPROVE UTAH'S AIR

 **43%** OF THE TARGET AUDIENCE IMPLEMENTEDUCAIR-RECOMMENDED AIR QUALITY STRATEGIES AT HOME

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



ERICO BISQUERA
VICE PRESIDENT OF CREATIVE SERVICES

Erico offers Penna Powers' clients a unique creative mix. His background in marketing, coupled with his unparalleled creative genius, provide a potent mix when designing and delivering concepts. Whatever the medium, from logos and TV spots, to websites and billboards, he does it all. Erico's ability to turn creative concepts into captivating campaigns has successfully guided our clients for over 20 years and his black belt in Kung Fu has been keeping our creative team in line for just as long. He is the force behind many of the numerous ADDY, Telly and Golden Spike awards Penna Powers has won over the years—and he has even won Penna Powers an Emmy.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Creative Services	Penna Powers
2006-2015	Creative Director	Penna Powers
2002-2004	Senior Art Director	Penna Powers
1998-2002	Art Director	Penna Powers
1995-1998	Designer	Penna Powers
1994-1995	Production Artist	Penna Powers

EDUCATION

Utah State University, BA Marketing, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



MARC STRYKER
MEDIA DIRECTOR

With his start in the New York ad agency world, Marc takes a holistic, integrated approach to media strategy. He leads efforts to create media partnerships that go beyond the 30-second spot, championing clients' causes to gain broader acceptance and collaboration. Marc has expertise in media strategy, including research, planning, negotiating and buying, and is the rare media director who can speak the language of both traditional and nontraditional media. Marc has an eclectic taste in music so you never know what you'll hear as you walk by his office.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2006-Present	Media Director	Penna Powers
2004-2006	Market Analyst	MarketStar for HP
2000-2002	Media Planner	JWT/MindShare

EDUCATION

University of Utah, MA Marketing, 2004

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Relay Utah
- Sun Valley Resort
- Utah Transportation Coalition
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERIC LARSON
SENIOR ART DIRECTOR

Eric Larson, or Lars as the creative team calls him, has been instrumental in creating uncompromising, action-driven visuals for our clients. His artistic vision gives him the ability to persuasively communicate to any audience. He creates compelling designs, crafting and perfecting each piece he works on. Lars is responsible for much of the artistic vision and execution behind Penna Powers' award-winning holiday cards. And he likes his coffee perfect... believe us, you don't know coffee until you've tasted one of his single origin, personally roasted espressos.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2010-Present	Senior Art Director	Penna Powers
2007-2010	Designer	Penna Powers
1997-2007	Freelance Design	Larson Creative

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- Utah Highway Safety Office
- Primary Children's Hospital
- TravelWise
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



KENNY HAMMOND
SENIOR ART DIRECTOR

Kenny brings big city thinking and expertise to Penna Powers. Kenny's design skills and his knowledge of industry trends allow him to provide valuable guidance on virtually every medium. He is never afraid to bring the big ideas to the table, which results in innovative and effective designs for our clients. When he's not pumping out groundbreaking design, he's really convincing other people to watch Breaking Bad (no really, you should watch it).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2013-Present	Senior Art Director	Penna Powers
2011-2013	Art Director	Leo Burnett
2007-2011	Art Director	DDB Worldwide
2005-2007	Marketing/Operations Manager	1-800-GO1-JUNK?

EDUCATION

DePaul University, MA Advertising & PR, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Wasatch Choice for 2040

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON
SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
2007-2012	Senior Copywriter	ThomasARTS
2006-2007	Copywriter	McCann Erickson
2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley CVB
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JORDAN WHITNEY
VIDEOGRAPHER

Jordan has always appreciated a good story and has developed an incredible talent for telling a visual tale using his experience working in news and video production. Whether he's utilizing a strategy to frame the perfect shot or compositing a collection of clips, Jordan knows how to get the right message to the right audience. When he isn't watching the action unfold behind the camera, Jordan enjoys dancing, snowboarding and most importantly, soccer.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Videographer	Penna Powers
2005-Present	Freelance- Media Producer and Photographer	Whiney Video
2011-2015	A/V Producer	Nature's Sunshine Products
2005-2011	Video Journalist	KTVX ABC 4

EDUCATION

University of Utah, BA Mass Communication: Media Studies, 2011

RELEVANT PROJECT EXPERIENCE

- Utah Clean Air Partnership
- TravelWise
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Harmons Grocery
- Relay Utah
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BECKI LETHAM MEDIA PLANNING SUPERVISOR

Becki has 20 years of experience working at regional and national agencies. She develops and negotiates integrated media plans of all sizes. She has a deep understanding of Utah's broadcast market, but is also strong in outdoor and print media. She extends the reach of our clients' campaigns by skillfully negotiating added value and promotions. Becki also holds media accountable to contract terms and carefully measures campaigns to ensure that everything promised is delivered. In the summer you might be able to spot Becki on her Honda Shadow motorcycle, complete with her unique, reflective vest.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Media Planning Supervisor	Penna Powers
2011-2012	Freelance	Monster Marketing
2004-2011	Associate Media Planner/Buyer	ThomasArts
2002-2004	Associate Media Planner/Buyer	Kassing Andrews

EDUCATION

University of Utah

RELEVANT PROJECT EXPERIENCE

- Utah Office of Tourism
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- TravelWise
- Nevada Department of Transportation
- Rio Tinto Kennecott
- Mountain View Corridor

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JENNIFER WHITAKER DIGITAL MEDIA PLANNER

Jennifer is a digital media planner for Penna Powers. Outside of her public relations and broadcast media experience, Jennifer is a wizard at planning, executing and managing digital, print and out-of-home advertising campaigns. She is experienced in creating incredible media mixes and standout message platforms for an array of large accounts, including Zero Fatalities. When Jennifer isn't consistently delivering the highest quality work to our clients, she manages an online book club complete with over 1,300 members.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2014-Present	Digital Media Planner	Penna Powers
2012-2014	Associate Engagement (Media) Planner	MRM Worldwide/McCann
2011-2012	Traffic Coordinator	KTVX
2009-2011	Advertising Sales Assistant/ Master Control Operator	KTVX-TV

EDUCATION

University of Utah, BA Communications, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Iowa
- Harmons Grocery
- Utah Clean Air Partnership

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



FRANK HARNDEN
PRODUCTION MANAGER

Frank is the force who keeps the wheels turning on every project for our clients here at Penna Powers. Having spent nearly 25 years in the field of production, Frank has had the opportunity to manage a variety of projects. His experience includes estimating, project scheduling, coordinating talent for television and radio and vendor research and relations. Outside of work, Frank is a master gardener ripe with tips to help you grow organic, fresh fruit for any occasion (seriously, just ask him).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Production Manager	Penna Powers
2009-2011	Senior Production Manager	afaKrause
2005-2009	Senior Production Manager	The Summit Group
2002-2004	Production Manager	Studeo
1998-2004	Production Manager	Publicis Dialog

EDUCATION

Weber State University

RELEVANT PROJECT EXPERIENCE

- Utah Clean Air Partnership
- TravelWise
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Sundance Mountain Resort
- Silver State Health Insurance Exchange
- Harmons Grocery
- Relay Utah
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.
-
- **Vendor Availability**
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.

Agreed and accepted

Agreed and accepted

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Television/Radio Media	Radio and TV spot scripting and production, tracking	Erico Bisquera, Creative Director (21 years) Marc Stryker, Media Director (16 years) Eric Larson, Senior Art Director (16 years) Kenny Hammond, Senior Art Director (11 years) Bobby Brinton, Senior Copywriter (15 years) Jordan Whitney, Videographer (19 years) Becki Letham, Media Planning Supervisor (20 years) Jennifer Whitaker, Digital Media Planner (11 years) Frank Harnden, Production Manager (24 years) Years Organization Has Been In Business: 32	45

EXPERIENCE IN TELEVISION AND RADIO MEDIA

From writing award-winning Super Bowl ads to creating strategic placement and tracking plans, Penna Powers has the experience to create truly compelling television and radio ads. Our ads aren't just a random assortment of words or scenes, but a coherent message that captivates audiences and prompts action. And it all starts with research. Only when we understand an audience can we create compelling content that said audience will understand. We start every marketing effort by defining the measurable objectives, how to track those objectives and the audience we will be targeting. That way we can prove we accomplished what we set out to do with solid quantifiable numbers.

SCRIPTING

Penna Powers is full of great writers that can nuance any style to create something that truly speaks to a target audience. But don't be misled—creating a compelling TV or radio script isn't just a job for writers. It takes an entire team to make the incredible happen, and that's why we involve multiple disciplines in our scripting process, from concept to completion. Whether it's a commercial storyboard, a radio script or some other media format, you get the best ideas from the entire Penna Powers team.

PRODUCTION

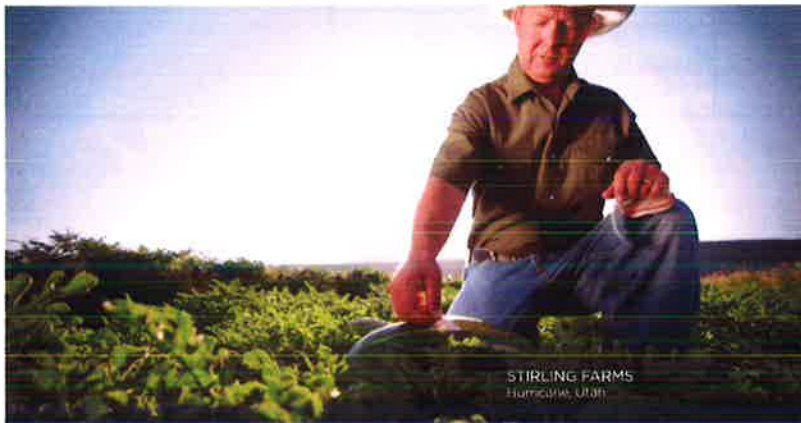
Penna Powers is unique in that we have a complete and professional in-house production team. That isn't to say we won't get any extra firepower when the need arises, but for most things, we have more than enough experience and creative vision to create jaw-dropping television and radio spots.

Our in-house production team includes the following expertise:

- Videography and editing
- Sound engineering
- Photography and lighting
- Copywriting and technical writing
- Graphic design, art direction and illustration
- Carpentry and woodworking, set building

TRACKING

With everything we do, we keep statistics. We track everything from impressions and frequency to location and demographics. We use solid numbers to prove we accomplished what we set out to do.



Harmons "We're Local" <https://www.youtube.com/watch?v=10LRm-DM3qk>

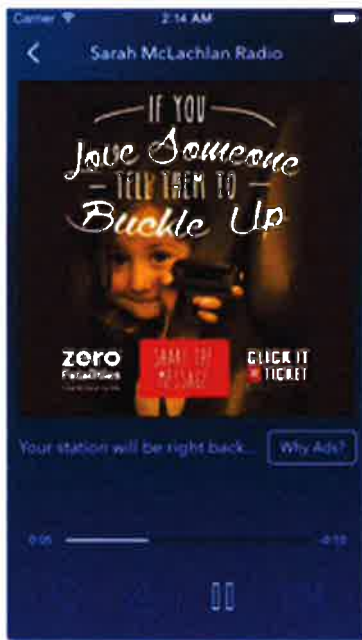
ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

RADIO BUYING CAPABILITIES

According to local research data, 89% of Utah Adults 18+ have listened to terrestrial radio in the last seven days. Despite this, radio is (and always will be) the underappreciated medium. What we like about radio is how truly local it is and we partner with stations who understand that power and allow our clients to tap into it. We subscribe to Nielsen Audio, creative qualitative weighting templates from Scarborough and integrate into Strata for enhanced evaluation and execution.

- **TERRESTRIAL RADIO PARTNERSHIPS.** Radio has been a fantastic medium for our social change efforts. For a recent Click It or Ticket seat belt campaign, we partnered with Salt Lake metro and rural station groups to help us motivate the significant others of non-seat belt users, asking them to get their loved ones to buckle up. Along with running a spot flight, the station group ran talent testimonials of personal stories related to buckling up. Another station encouraged listeners to record “shout-outs” to their loved ones to buckle up, which aired over 35 times per flight. All told, our radio station partnerships have yielded over \$184,000 of added-value, nearly twice our original budget.
- **STREAMING AUDIO.** Radio is taking on many forms, so we have also partnered with our friends at Pandora, iHeart Radio and Spotify. What we lose in leveraging local talent we gain in audience segmentation and efficient buying. For the same seat belt campaign, we used Pandora to reach all of the available rural audiences within our target demographic and even used Pandora’s video capabilities.



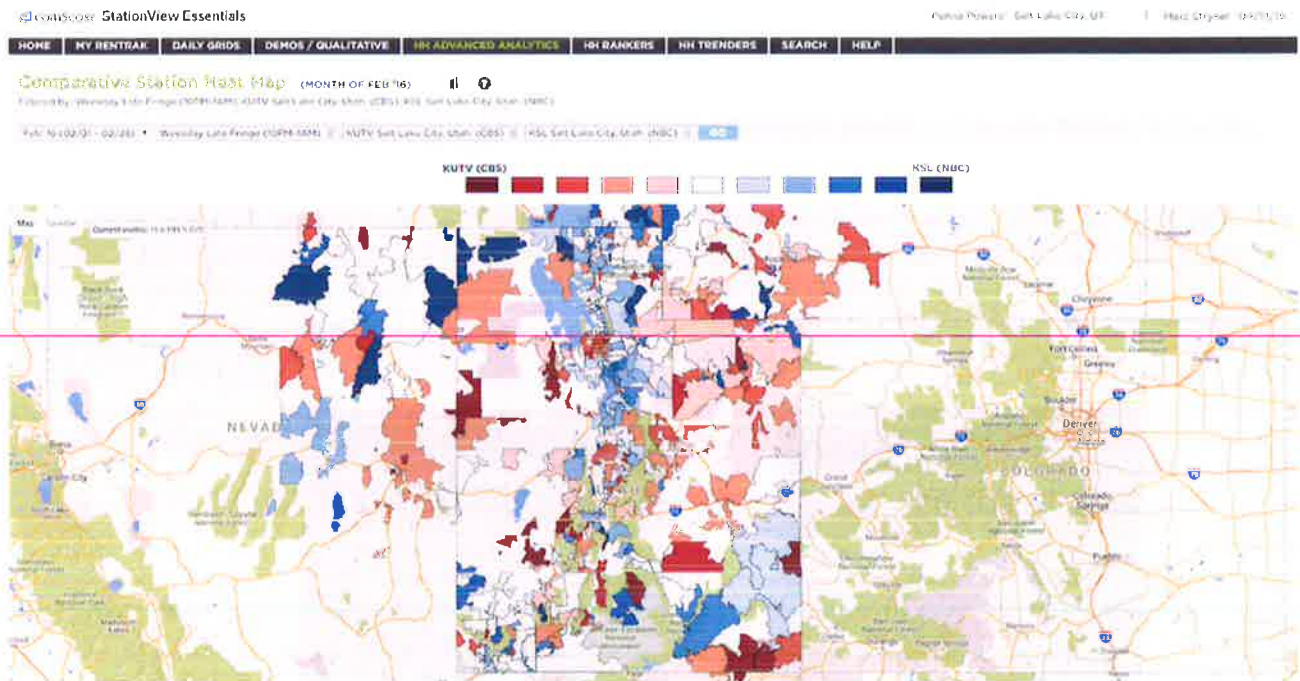
TV BUYING CAPABILITIES

Television has been going through a major disruption in the last few years like we’ve never seen. The paradox is that an advertiser needs to spend more than it ever has on a fragmenting but still dominant medium just to maintain the same audience attention it used to have. We used to recommend a TV frequency of at least 3 or 4 over a four-week flight, but that number has grown as audiences are increasingly distracted.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

- COMSCORE STATIONVIEW ESSENTIALS.** Penna Powers is one of the few agencies that subscribes to comScore data (formerly called Rentrak), which uses local viewing data from digital set-top boxes of DISH and DirecTV subscribers. It's another lens through which to see what and how people are watching. Not only can we see what rating a program pulls, but we can also see what kind of social engagement, or "stickiness," it has with an audience. We can see geographically what stations and programs viewers prefer. We can even layer in qualitative information, like those in the healthcare occupation for example, and see just how many doctors we can reach with a spot on The Voice.



- NIELSEN TV DATA.** Most agencies use Nielsen data, which is still the “currency” for setting rates and posting on a buy. We use Nielsen as our main negotiating and fulfillment tool, but we also look at comScore data to get another perspective on what’s happening.
- SCARBOROUGH RESEARCH.** TV data is great for viewing patterns among gender and age demographics, but we use Scarborough data to add another dimension to our decision making process. We subscribe to Scarborough data for the Utah market, which is survey data from nearly 2,000 participants. We incorporate this data into our Strata buying software. This allows us to get specific and see that a given TV plan will generate 400 GRPs for Women aged 40-54 with a certain household income who live in apartments (as opposed to just 400 GRPs for Women 40-54).
- TV STATION PARTNERSHIPS.** We do more than just the necessary data adjustments to make your television investment worthwhile. We create partnerships with television stations because we see their value as trusted voices in the community. When we’re working on traffic safety programs like Zero Fatalities or air quality education campaigns like UCAIR for example, we understand that a 30-second commercial is only going to go so far in creating real social change. We need stations to participate with us on programs that have a real impact on the health of the community. But don’t worry, our PR team works in conjunction with these partnerships and your client team to ensure a seamless experience.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

UNIQUELY EXPERIENCED TO WORK WITH YOU

b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



UCAIR 2014 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

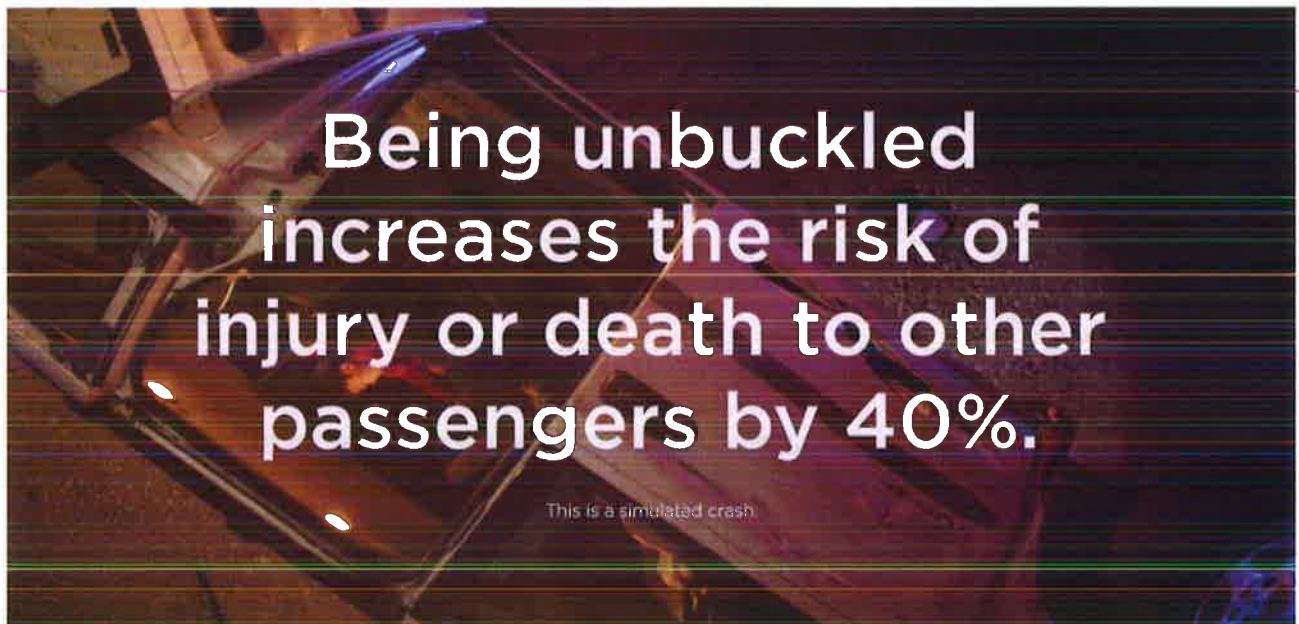
- c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status

WHERE COLLABORATION MEETS CREATIVITY

When it comes to telling a brand's story on radio or television, none are more qualified than Penna Powers. We've been telling brand's stories for over 30 years, covering everything from Harmons and Primary Children's Hospital to Zero Fatalities and Prop 1 Utah. No matter the message, we can figure out the best way to say it.

TWIST

For Zero Fatalities, we were presented with the difficult task of saving lives on Utah roads. The sad truth is that even when you are telling people something that could protect them and their loved ones, people don't like to hear it. To cut through the clutter, we developed a spot that featured an unfortunate "twist."



https://www.youtube.com/watch?v=tXW57B_2sRQ

In this ad, we showed a child who appeared to be sleeping in a car seat. As the camera pulled back, however, it became obvious that the child wasn't sleeping, but was dead. The real twist was that it wasn't the car crash that killed him. Instead, it was his unbuckled parent, who became a dangerous projectile when the crash occurred. While the spot left many people feeling uncomfortable, it got the message across and motivated many people to buckle up.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

CHALKBOARD

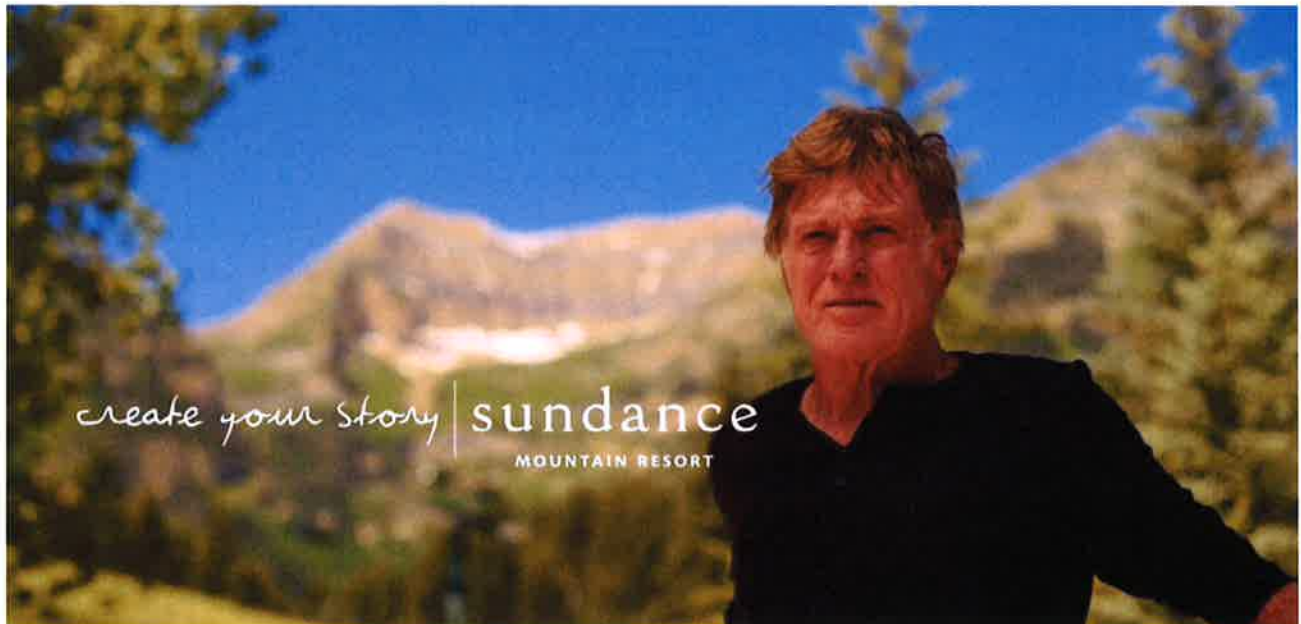
We don't just make hard-hitting commercials, however. Another spot we developed for Zero Fatalities took a simple chalkboard drawing and turned it into an informational brand experience



<https://www.youtube.com/watch?v=uSVe-ULBVL8>

SUNDANCE

While we're best known as communicators, we're also storytellers. And being a great storyteller means knowing how to tell your message in an impactful way to any audience. When Sundance Mountain Resort approached us to tell their story, we knew we'd be held up to a high standard. Needless to say, even Robert Redford was pleased with the result.



https://www.youtube.com/watch?v=m_ED_1iGIY4

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
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RELEVANT EMPLOYMENT HISTORY

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1995-1998	Designer	Penna Powers
1994-1995	Production Artist	Penna Powers

EDUCATION

Utah State University, BA Marketing, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CHRISTINE MENGES ADVERTISING DIRECTOR

There are account managers, and then there is the hard-hitting powerhouse that is Christine Menges. With experience as the team leader on all of Penna Powers' high-profile accounts, Christine has covered the agency business from just about every angle. During her career at Penna Powers, she has specialized in strategic planning, branding and paid media coordination. If she's not at work (which is pretty rare) don't be surprised to hear she's planning her next trip to South Africa.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2009-Present	Advertising Director	Penna Powers
2004-2009	Account Supervisor	Penna Powers
2000-2004	Account Manager	Penna Powers
1996-2000	Account Coordinator	Penna Powers

EDUCATION

Portland State University, BS Marketing & Advertising Management, 1989

RELEVANT PROJECT EXPERIENCE

- Harmons Grocery
- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Silver State Health Insurance Exchange
- Relay Utah
- Salt Lake Convention & Visitor Bureau
- Emergency 911
- Rio Tinto
- 2002 Winter Olympics
- Primary Children's Hospital

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



STEPHANIE MILLER PUBLIC RELATIONS DIRECTOR

Stephanie has proven herself time and again to be a powerful asset in managing the direction of clients' public relations efforts. Through her media relations efforts in the consumer and trade arenas, Penna Powers' clients have garnered local and national coverage in many of the nation's largest daily newspapers, on network TV affiliates. Stephanie is a master chef and enjoys creating delicious and healthy meals after she's worked up her appetite at her Barre classes.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2007-Present	Public Relations Director	Penna Powers
2004-2007	Account Supervisor	Penna Powers
1994-2004	Account Manager	Penna Powers

EDUCATION

University of Utah, BS Communications; Public Relations, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Nevada
- Harmons Grocery
- Silver State Health Insurance Exchange
- AASIITO Toward Zero Deaths
- Relay Utah
- Sun Valley Resort
- Emergency 911
- Rio Tinto Kennecott
- Clear the Air Challenge

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON
SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

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DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
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2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley CVB
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



KENNY HAMMOND
SENIOR ART DIRECTOR

Kenny brings big city thinking and expertise to Penna Powers. Kenny's design skills and his knowledge of industry trends allow him to provide valuable guidance on virtually every medium. He is never afraid to bring the big ideas to the table, which results in innovative and effective designs for our clients. When he's not pumping out groundbreaking design, he's really convincing other people to watch Breaking Bad (no really, you should watch it).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2013-Present	Senior Art Director	Penna Powers
2011-2013	Art Director	Leo Burnett
2007-2011	Art Director	DDB Worldwide
2005-2007	Marketing/Operations Manager	1-800-GOT-JUNK?

EDUCATION

DePaul University, MA Advertising & PR, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Wasatch Choice for 2040

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MANDATORY REQUIREMENTS/QUALIFICATIONS



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Eric Larson, or Lars as the creative team calls him, has been instrumental in creating uncompromising, action-driven visuals for our clients. His artistic vision gives him the ability to persuasively communicate to any audience. He creates compelling designs, crafting and perfecting each piece he works on. Lars is responsible for much of the artistic vision and execution behind Penna Powers' award-winning holiday cards. And he likes his coffee perfect... believe us, you don't know coffee until you've tasted one of his single origin, personally roasted espressos.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2010-Present	Senior Art Director	Penna Powers
2007-2010	Designer	Penna Powers
1997-2007	Freelance Design	Larson Creative

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- Utah Highway Safety Office
- Primary Children's Hospital
- TravelWise
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRIAN SHAW SEO SPECIALIST/COPYWRITER

Brian brings a powerful punch to everything he writes for Penna Powers' clients. In addition to writing, Brian is an idea machine that thrives on collaborating with others to put together campaigns that exceed client goals. As the content writer for Penna Powers' SEO (search engine optimization) team, Brian has increased the visibility of transportation initiatives like Utah's Prop 1 campaign, Nevada's Smog Spotter program, and Utah's Unified Transportation Plan.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	SEO Specialist/Copywriter	Penna Powers
2014-2015	Copywriter	Penna Powers
2012-2014	Creative Director	CPMS Marketing
2012-2012	Advertising Consultant	Eye Solutions

EDUCATION

Brigham Young University, BA Advertising, 2012

RELEVANT PROJECT EXPERIENCE

- Salt Lake Chamber
- The Point
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Brigham City Diverging Diamond Interchange
- Utah's Unified Transportation Plan
- Utah's Transportation Coalition
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRITNI BROZO ADVERTISING ACCOUNT MANAGER

Britni has established a strong track record as an advertising account manager. She excels at opening the lines of communication with clients and fostering an environment of teamwork. Along with account management, Britni is also responsible for research, conceptual direction, media planning, messaging, plan execution and playing construction trucks with her three-year-old son.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2008-Present	Advertising Account Manager	Penna Powers
2005-2008	Account Manager	Alan Frank & Associates
2004-2005	Marketing Manager	Americom Technology, Inc.
2002-2003	Marketing Assistant	Lincoln Financial Advisors

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Zero Fatalities Iowa
- Utah Clean Air Partnership
- TravelWise
- Clear the Air Challenge
- SL Valley Health Department
- Utah Department of Health
- Emergency 911
- Primary Children's Hospital
- Click It or Ticket
- Relay Utah
- Smog Spotter
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CRYSTAL MCMILLAN PUBLIC INVOLVEMENT ACCOUNT MANAGER

Crystal, affectionately known as Ginger or Big Red thanks to her beautiful red locks, has a deep understanding of the public involvement process and execution. From fun runs to ground breakings to dinner parties, Crystal is our pro event planner and community outreach specialist. In addition to throwing the coolest parties in town, Crystal is experienced in overseeing the creation of outreach materials and internal and external websites as well as managing various platforms of social media. She is IAP2 trained and is skilled in grassroots outreach.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Associate Account Manager	Penna Powers
2009-2015	Public Involvement Account Coordinator	Penna Powers
2008-2009	Traditions Director	Utah State University Student Association

EDUCATION

Utah State University, BA Public Relations, Advertising & Applied Communication, 2009

RELEVANT PROJECT EXPERIENCE

- Mountain View Corridor
- Utah Department of Transportation
- The Point
- 5400 South
- TravelWise

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.
- Agreed and accepted
-

- **Vendor Availability**
 - Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - Representative(s) must respond to inquiries within 24 business hours.
- Agreed and accepted

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
<p>Social Media</p>	<p>Booth design, pre-show and in-show promotions, booth storage and logistics, pre-show management</p>	<p>Erico Bisquera, Creative Director (21 years)</p> <p>Christine Menges, Advertising Director (26 years)</p> <p>Stephanie Miller, Public Relations Director (22 years)</p> <p>Bobby Brinton, Senior Copywriter (15 years)</p> <p>Kenny Hammond, Senior Art Director (11 years)</p> <p>Eric Larson, Senior Art Director (16 years)</p> <p>Brian Shaw, SEO Specialist/ Copywriter (4 years)</p> <p>Britni Brozo, Advertising Account Manager (13 years)</p> <p>Crystal McMillan, Associate Account Manager (6 years)</p> <p>Number of Years Penna Powers Has Been In Business: 32 years</p>	<p>50+</p>

EXPERIENCE IN TRADE SHOWS AND EXPOS

We're best known as communicators, but we're also storytellers. And being a great storyteller means knowing how to tell your message in an impactful way to any audience, regardless of the medium being used. Whether we are dealing with a video, a print ad or even trade show booth, we treat it the same. We don't start any trade show or expo effort until we have defined some measurable objectives and the story we want to tell. We'll prove we accomplished what we set out to do with solid quantifiable numbers.

BOOTH DESIGN

Penna Powers is full of great designers that can nuance any style to create something that truly speaks to a target audience. Whether you need a simple banner stand mock-up or a complete booth design, Penna Powers has you covered. By focusing on strategy, usability and ease of design, we're confident we can create the perfect booth for your message and goals.

PROMOTIONS

Penna Powers has vast experience in creating and implementing compelling promotional material. We work with you to design and develop promotions that not only prompt action, but leave a lasting impression in your target audience's mind.

PRE-SHOW MANAGEMENT

Penna Powers has vast experience in creating and implementing compelling promotional material. We work with you to design and develop promotions that not only prompt action, but leave a lasting impression in your target audience's mind.

BOOTH STORAGE AND LOGISTICS

Even after the show Penna Powers has you covered. Using our impressive vendor connections, we can help you locate appropriate storage locations.

No matter the message, no matter the medium, we can help you share your brand's story.

UNIQUELY EXPERIENCED TO WORK WITH YOU

- b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current



UCAIR 2014 – current

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

- c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status

MORE THAN JUST A PRETTY DISPLAY

Here are a few examples of booths, stands and other trade show materials we have developed for clients in the past.



Zero Fatalities "Buckle Up" Stands



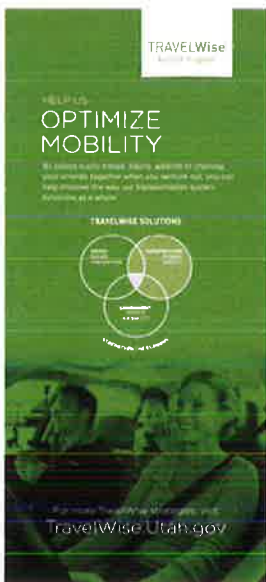
A promotional creamies truck that comes with a message about safe driving

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS



A multi-level trade show booth developed for Qvera



iStand banners

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



ERICO BISQUERA VICE PRESIDENT OF CREATIVE SERVICES

Erico offers Penna Powers' clients a unique creative mix. His background in marketing, coupled with his unparalleled creative genius, provide a potent mix when designing and delivering concepts. Whatever the medium, from logos and TV spots, to websites and billboards, he does it all. Erico's ability to turn creative concepts into captivating campaigns has successfully guided our clients for over 20 years and his black belt in Kung Fu has been keeping our creative team in line for just as long. He is the force behind many of the numerous ADDY, Telly and Golden Spike awards Penna Powers has won over the years—and he has even won Penna Powers an Emmy.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Creative Services	Penna Powers
2006-2015	Creative Director	Penna Powers
2002-2004	Senior Art Director	Penna Powers
1998-2002	Art Director	Penna Powers
1995-1998	Designer	Penna Powers
1994-1995	Production Artist	Penna Powers

EDUCATION

Utah State University, BA Marketing, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



KENNY HAMMOND
SENIOR ART DIRECTOR

Kenny brings big city thinking and expertise to Penna Powers. Kenny's design skills and his knowledge of industry trends allow him to provide valuable guidance on virtually every medium. He is never afraid to bring the big ideas to the table, which results in innovative and effective designs for our clients. When he's not pumping out groundbreaking design, he's really convincing other people to watch Breaking Bad (no really, you should watch it).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2013-Present	Senior Art Director	Penna Powers
2011-2013	Art Director	Leo Burnett
2007-2011	Art Director	DDB Worldwide
2005-2007	Marketing/Operations Manager	1-800-GOT-JUNK?

EDUCATION

DePaul University, MA Advertising & PR, 2011

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Nevada Department of Public Safety
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Wasatch Choice for 2040

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
2007-2012	Senior Copywriter	ThomasARTS
2006-2007	Copywriter	McCann Erickson
2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley CVB
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ERIC LARSON
SENIOR ART DIRECTOR

Eric Larson, or Lars as the creative team calls him, has been instrumental in creating uncompromising, action-driven visuals for our clients. His artistic vision gives him the ability to persuasively communicate to any audience. He creates compelling designs, crafting and perfecting each piece he works on. Lars is responsible for much of the artistic vision and execution behind Penna Powers' award-winning holiday cards. And he likes his coffee perfect... believe us, you don't know coffee until you've tasted one of his single origin, personally roasted espressos.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2010-Present	Senior Art Director	Penna Powers
2007-2010	Designer	Penna Powers
1997-2007	Freelance Design	Larson Creative

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Utah Clean Air Partnership
- Utah Highway Safety Office
- Primary Children's Hospital
- TravelWise
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JORDAN WHITNEY
VIDEOGRAPHER

Jordan has always appreciated a good story and has developed an incredible talent for telling a visual tale using his experience working in news and video production. Whether he's utilizing a strategy to frame the perfect shot or compositing a collection of clips, Jordan knows how to get the right message to the right audience. When he isn't watching the action unfold behind the camera, Jordan enjoys dancing, snowboarding and most importantly, soccer.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Videographer	Penna Powers
2005-Present	Freelance- Media Producer and Photographer	Whiney Video
2011-2015	A/V Producer	Nature's Sunshine Products
2005-2011	Video Journalist	KTVX ABC 4

EDUCATION

University of Utah, BA Mass Communication: Media Studies, 2011

RELEVANT PROJECT EXPERIENCE

- Utah Clean Air Partnership
- TravelWise
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Harmons Grocery
- Relay Utah
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRIAN SHAW SEO SPECIALIST/COPYWRITER

Brian brings a powerful punch to everything he writes for Penna Powers' clients. In addition to writing, Brian is an idea machine that thrives on collaborating with others to put together campaigns that exceed client goals. As the content writer for Penna Powers' SEO (search engine optimization) team, Brian has increased the visibility of transportation initiatives like Utah's Prop 1 campaign, Nevada's Smog Spotter program, and Utah's Unified Transportation Plan.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	SEO Specialist/Copywriter	Penna Powers
2014-2015	Copywriter	Penna Powers
2012-2014	Creative Director	CPMS Marketing
2012-2012	Advertising Consultant	Eye Solutions

EDUCATION

Brigham Young University, BA Advertising, 2014

RELEVANT PROJECT EXPERIENCE

- Salt Lake Chamber
- The Point
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Brigham City Diverging Diamond Interchange
- Utah's Unified Transportation Plan
- Utah's Transportation Coalition
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



FRANK HARNDEN PRODUCTION MANAGER

Frank is the force who keeps the wheels turning on every project for our clients here at Penna Powers. Having spent nearly 25 years in the field of production, Frank has had the opportunity to manage a variety of projects. His experience includes estimating, project scheduling, coordinating talent for television and radio and vendor research and relations. Outside of work, Frank is a master gardener ripe with tips to help you grow organic, fresh fruit for any occasion (seriously, just ask him).

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Production Manager	Penna Powers
2009-2011	Senior Production Manager	afaKrause
2005-2009	Senior Production Manager	The Summit Group
2002-2004	Production Manager	Studeo
1998-2004	Production Manager	Publicis Dialog

EDUCATION

Weber State University

RELEVANT PROJECT EXPERIENCE

- Utah Clean Air Partnership
- TravelWise
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Sundance Mountain Resort
- Silver State Health Insurance Exchange
- Harmons Grocery
- Relay Utah
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CHRISTINE MENGES
ADVERTISING DIRECTOR

There are account managers, and then there is the hard-hitting powerhouse that is Christine Menges. With experience as the team leader on all of Penna Powers’ high-profile accounts, Christine has covered the agency business from just about every angle. During her career at Penna Powers, she has specialized in strategic planning, branding and paid media coordination. If she’s not at work (which is pretty rare) don’t be surprised to hear she’s planning her next trip to South Africa.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2009-Present	Advertising Director	Penna Powers
2004-2009	Account Supervisor	Penna Powers
2000-2004	Account Manager	Penna Powers
1996-2000	Account Coordinator	Penna Powers

EDUCATION

Portland State University, BS Marketing & Advertising Management, 1989

RELEVANT PROJECT EXPERIENCE

- Harmons Grocery
- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Silver State Health Insurance Exchange
- Relay Utah
- Salt Lake Convention & Visitor Bureau
- Emergency 911
- Rio Tinto
- 2002 Winter Olympics
- Primary Children’s Hospital

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRITNI BROZO ADVERTISING ACCOUNT MANAGER

Britni has established a strong track record as an advertising account manager. She excels at opening the lines of communication with clients and fostering an environment of teamwork. Along with account management, Britni is also responsible for research, conceptual direction, media planning, messaging, plan execution and playing construction trucks with her three-year-old son.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2008-Present	Advertising Account Manager	Penna Powers
2005-2008	Account Manager	Alan Frank & Associates
2004-2005	Marketing Manager	Americom Technology, Inc.
2002-2003	Marketing Assistant	Lincoln Financial Advisors

EDUCATION

University of Utah, BS Marketing, 2003

RELEVANT PROJECT EXPERIENCE

- Zero Fatalities Iowa
- Utah Clean Air Partnership
- TravelWise
- Clear the Air Challenge
- SL Valley Health Department
- Utah Department of Health
- Emergency 911
- Primary Children's Hospital
- Click It or Ticket
- Relay Utah
- Smog Spotter
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- **Samples of Work**
 - o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
 - o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.
- Agreed and accepted
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- **Vendor Availability**
 - o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
 - o Representative(s) must respond to inquiries within 24 business hours.
- Agreed and accepted
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ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Video Production and Editing	Script, filming, editing, art direction, production, sound mixing, b-roll management, management of sub-contractors	Erico Bisquera, Creative Director (21 years) Kenny Hammond, Senior Art Director (11 years) Bobby Brinton, Senior Copywriter (15 years) Eric Larson, Senior Art Director (16 years) Jordan Whitney, Videographer (19 years) Brian Shaw, SEO Specialist/ Copywriter (4 years) Frank Harnden, Production Manager (24 years) Christine Menges, Advertising Director (26 years) Britni Brozo, Advertising Account Manager (13 years) Number of Years Penna Powers Has Been In Business: 32 years	25

EXPERIENCE IN VIDEO PRODUCTION AND EDITING

Penna Powers has been writing and producing award-winning videos for years. Our videos aren't just a random assortment of pretty images, however, but a coherent message that captivates audiences and prompts action. And it all starts with research. We start every video production by defining the measurable objectives, how to track those objectives and the audience we will be targeting. That way we can prove we accomplished what we set out to do with solid quantifiable numbers.

Scripting. Penna Powers is full of great writers that can nuance any style to create something that truly speaks to a target audience. But don't be misled—creating a compelling video script isn't just a job for writers. It takes an entire team to make the incredible happen, and that's why we involve multiple disciplines in our scripting process, from concept to completion. After our team solved the problem writers get to work, delivering best-in-class copy to match our creative vision.

Filming, Editing and Art Direction. For over 30 years Penna Powers has developed a creative sense on how to frame the perfect shot, how to build suspense and how to convey a message, whether it's a photo or a video. When it comes to filming and editing our videos, we have a dedicated video production team that works in conjunction with our creative director and art directors. Our in-house production team has proved again and again that we have the creative vision to produce awe-inspiring videos the don't just look pretty, but communicate a brand message.

Sound Mixing, B-roll and Sub-Contractor Management. Our in-house production team can cover every aspect of the video production process, including sound mixing and b-roll management. That isn't to say that we won't bring in some extra firepower when the need arises. For the rare case where our in-house production team can't handle a particular project, we pull from a pool of extremely talented sub-contractors who can match the integrity and innovation found at Penna Powers.

Production. Penna Powers is unique in that we have a complete and professional in house production team. Unlike other agencies that let a third party handle their ideas, we have the ability to control every aspect of video production. We nurture our creative solutions until they become full-fledged executions.

Our in-house production team includes the following expertise:

- Videography and editing
- Sound engineering
- Photography and lighting
- Copywriting and technical writing
- Graphic design, art direction and illustration
- Carpentry and woodworking
- Sub-contractor management
- B-roll management

UNIQUELY EXPERIENCED TO WORK WITH YOU

b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



UCAIR 2014 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

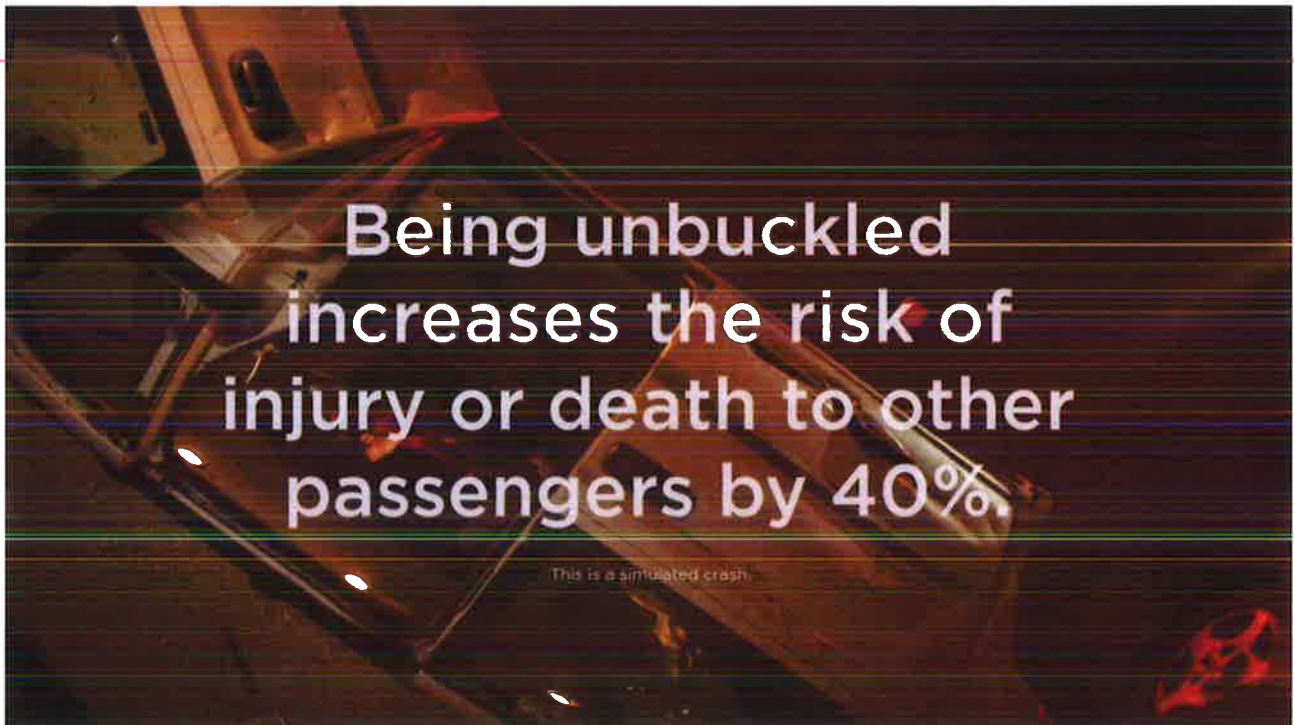
- c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status

WHERE CREATIVITY MEETS COLLABORATION

When it comes to telling a brand's story through video, none are more qualified than Penna Powers. We've been telling brand's stories for over 30 years, covering everything from Harmons and Primary Children's Hospital to Zero Fatalities and Prop 1 Utah. No matter the message, we can figure out the best way to say it.

TWIST

For Zero Fatalities, we were presented with the difficult task of saving lives on Utah roads. The sad truth is that even when you are telling people something that could protect them and their loved ones, people don't like to hear it. To cut through the clutter, we developed a spot that featured an unfortunate "twist."



https://www.youtube.com/watch?v=tXW57B_2sRQ

In this ad, we showed a child who appeared to be sleeping in a car seat. As the camera pulled back, however, it became obvious that the child wasn't sleeping, but was dead. The real twist was that it wasn't the car crash that killed him. Instead, it was his unbuckled parent, who became a dangerous projectile when the crash occurred. While the spot left many people feeling uncomfortable, it got the message across and motivated many people to buckle up.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

NEVADA DMV

No one likes waiting in line at the DMV. When the Nevada DMV made changes to improve quicken the DMV experience, they charged us to produce something that quickly disseminated information in an enjoyable way. With over 50,000 views on YouTube alone, this video has succeeded in improving Nevada DMV times across the state.



<https://www.youtube.com/watch?v=C9iXZ-jPjJE>

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

SUNDANCE

While we're best known as communicators, we're also storytellers. And being a great storyteller means knowing how to tell your message in an impactful way to any audience. When Sundance Mountain Resort approached us to tell their story, we knew we'd be held up to a high standard. Needless to say, even Robert Redford was pleased with the result.



https://www.youtube.com/watch?v=m_ED_1iGvIY4

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

2.1 MANDATORY REQUIREMENTS/QUALIFICATIONS

- Resumes
 - o Vendor must provide 1-page resumes for key personnel including project managers, client representatives, and others who may participate in potential projects.



ERICO BISQUERA
VICE PRESIDENT OF CREATIVE SERVICES

Erico offers Penna Powers' clients a unique creative mix. His background in marketing, coupled with his unparalleled creative genius, provide a potent mix when designing and delivering concepts. Whatever the medium, from logos and TV spots, to websites and billboards, he does it all. Erico's ability to turn creative concepts into captivating campaigns has successfully guided our clients for over 20 years and his black belt in Kung Fu has been keeping our creative team in line for just as long. He is the force behind many of the numerous ADDY, Telly and Golden Spike awards Penna Powers has won over the years—and he has even won Penna Powers an Emmy.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Creative Services	Penna Powers
2006-2015	Creative Director	Penna Powers
2002-2004	Senior Art Director	Penna Powers
1998-2002	Art Director	Penna Powers
1995-1998	Designer	Penna Powers
1994-1995	Production Artist	Penna Powers

EDUCATION

Utah State University, BA Marketing, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



CHRISTINE MENGES
ADVERTISING DIRECTOR

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RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2009-Present	Advertising Director	Penna Powers
2004-2009	Account Supervisor	Penna Powers
2000-2004	Account Manager	Penna Powers
1996-2000	Account Coordinator	Penna Powers

EDUCATION

Portland State University, BS Marketing & Advertising Management, 1989

RELEVANT PROJECT EXPERIENCE

- Harmons Grocery
- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Silver State Health Insurance Exchange
- Relay Utah
- Salt Lake Convention & Visitor Bureau
- Emergency 911
- Rio Tinto
- 2002 Winter Olympics
- Primary Children's Hospital

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



STEPHANIE MILLER
PUBLIC RELATIONS DIRECTOR

Stephanie has proven herself time and again to be a powerful asset in managing the direction of clients' public relations efforts. Through her media relations efforts in the consumer and trade arenas, Penna Powers' clients have garnered local and national coverage in many of the nation's largest daily newspapers, on network TV affiliates. Stephanie is a master chef and enjoys creating delicious and healthy meals after she's worked up her appetite at her Barre classes.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2007-Present	Public Relations Director	Penna Powers
2004-2007	Account Supervisor	Penna Powers
1994-2004	Account Manager	Penna Powers

EDUCATION

University of Utah, BS Communications; Public Relations, 1994

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- TravelWise
- Utah Clean Air Partnership
- Utah Department of Transportation
- Zero Fatalities Nevada
- Harmons Grocery
- Silver State Health Insurance Exchange
- AASHTO Toward Zero Deaths
- Relay Utah
- Sun Valley Resort
- Emergency 911
- Rio Tinto Kennecott
- Clear the Air Challenge

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



JUSTIN SMART VICE PRESIDENT OF CLIENT SERVICES

Justin specializes in public involvement and strategic process design and implementation. He has focused his career in outreach and engagement for civic projects, with an emphasis in transportation. Having worked both on Utah's Capitol Hill and in the kitchens and living rooms of everyday Utahns. Justin brings a big-picture, policy-level perspective to his day-to-day, grassroots practice. He sings a lovely cover of the hit song, 'Let it Go' from Disney's Frozen and is IAP2 trained and has completed professional mediation and facilitation training.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Vice President of Client Services	Penna Powers
2012-2015	Public Involvement Director	Penna Powers
2005-2012	Project Manager	The Langdon Group
2004-2005	Public Involvement Coordinator	Utah Department of Transportation
2003-2004	Assistant Deputy for Communications	Office of the Governor, State of Utah
2003-2003	Public Involvement Technician	Utah Department of Transportation

EDUCATION

Utah State University, BS Journalism & Communication, 1999

RELEVANT PROJECT EXPERIENCE

- Zero Fatalities Utah/Nevada
- Utah Department of Transportation
- TravelWise
- Mountain View Corridor
- The Point
- Rio Tinto Kennecott

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



WENDY HANSEN
PUBLIC INVOLVEMENT DIRECTOR

If there's a message that needs to be spread, Wendy can make it happen. Her more than 15 years of experience communicating in the public and private sector has helped her fine tune her messaging and outreach skills to the point that she is a public engagement expert. But her skills don't stop there; Wendy's strategic thinking enables her to tie in public involvement with other disciplines such as advertising, digital and social media to communicate unified messages to all target audiences. These same skills also make her a force to be reckoned with come Fantasy Football season.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Public Involvement Director	Penna Powers
2000-2015	Public Involvement Account Manager	Penna Powers
2000-2002	Marketing Coordinator	Layton Construction
1999-2000	Account Executive	R&O Construction

EDUCATION

University of Utah, MBA Business Administration & Management, 2003

RELEVANT PROJECT EXPERIENCE

- Rio Tinto Kennecott
- Utah Clean Air Partnership
- Utah Transportation Coalition
- Wasatch Front Regional Council
- City Creek
- Utah Transit Authority
- Salt Lake Chamber
- Wasatch Front Central Corridor Study
- Utah Department of Transportation
- Provo Orem TRIP

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BOBBY BRINTON
SENIOR COPYWRITER

Bobby's broad experience in advertising has allowed him to become adept in the art of concept and message development, creative management, copywriting, talent scouting, directing and general office tom-foolery. He is an integral part of the Penna Powers team, working with clients in varying industries and states. He's equally as comfortable taking a creative concept from start to finish as he is rolling a d20 to save his guild from a deadly wyvern.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2012-Present	Senior Copywriter	Penna Powers
2007-2012	Senior Copywriter	ThomasARTS
2006-2007	Copywriter	McCann Erickson
2004-2006	Copywriter	Studeo

EDUCATION

University of Utah, BA Mass Communication, 2000

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Utah Valley CVB
- Davis County Tourism & Events
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Harmons Grocery
- Nevada Department of Transportation
- Silver State Health Insurance Exchange
- Utah Clean Air Partnership
- Utah Highway Safety Office

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



BRIAN SHAW
SEO SPECIALIST/COPYWRITER

Brian brings a powerful punch to everything he writes for Penna Powers' clients. In addition to writing, Brian is an idea machine that thrives on collaborating with others to put together campaigns that exceed client goals. As the content writer for Penna Powers' SEO (search engine optimization) team, Brian has increased the visibility of transportation initiatives like Utah's Prop 1 campaign, Nevada's Smog Spotter program, and Utah's Unified Transportation Plan.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	SEO Specialist/Copywriter	Penna Powers
2014-2015	Copywriter	Penna Powers
2012-2014	Creative Director	CPMS Marketing
2012-2012	Advertising Consultant	Eye Solutions

EDUCATION

Brigham Young University, BA Advertising, 2012

RELEVANT PROJECT EXPERIENCE

- Salt Lake Chamber
- The Point
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Brigham City Diverging Diamond Interchange
- Utah's Unified Transportation Plan
- Utah's Transportation Coalition
- Nevada Department of Motor Vehicles

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



NICHOLAS GIUSTINO
SOCIAL MEDIA STRATEGIST

Nicholas comes to Penna Powers with a comprehensive background in social media management and strategic planning. His natural ability to take a client’s goals and objectives and transform them into measurable results in the social media domain is just one of the attributes that makes him an asset to our team. He also has plenty to say about why his Jeep is better than your car.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Social Media Strategist	Penna Powers
2014-Present	Owner	Data Is Social
2014-2015	Social Media Director	Mint- Marketer's Interface
2013-2015	Social Media Manager	ThomasArts
2012-2015	Account Manager	ThomasArts

EDUCATION

Colorado State University, BFA Graphic Design, 2009

RELEVANT PROJECT EXPERIENCE

- Sundance Mountain Resort
- Harmons Grocery
- Nevada Department of Motor Vehicles
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Utah Clean Air Partnership
- TravelWise
- AARP Driver Safety
- Zions Bank
- US Hispanic Chamber of Commerce

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



ALLYSE CHRISTENSEN

ZERO FATALITIES PUBLIC RELATIONS ACCOUNT MANAGER

Before joining the Penna Powers family, Allyse served the state of Utah as a member of Governor Gary R. Herbert's communication team. Now at Penna Powers, her incredible ability to focus on all aspects of a project and give every detail the attention it deserves has made her a valuable asset at Penna Powers. She has an impeccable understanding of how to strategically respond to diverse media inquires, implement effective messaging plans, organize major media events, manage digital/social media outlets and succeed in crisis communications. With a background in public and private sector work, she is an outstanding resource for messaging, problem solving and strategic planning. When Allyse isn't busy solving problems, you can find her volunteering with children cancer patients dressed as Princess Belle.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2014-Present	Zero Fatalities Public Relations Account Manager	Penna Powers
2012-2014	Communications Specialist	Office of the Governor, State of Utah
2011-2012	Community & Interfaith Relations Intern	The Church of Jesus Christ of Latter-day Saints
2011-2011	Communications Intern/ AmeriCorps Member	United Way of Utah County

EDUCATION

Brigham Young University, BA Communications; Public Relations, 2011

RELEVANT PROJECT EXPERIENCE

- Utah Department of Transportation
- Zero Fatalities Utah/Nevada/Iowa
- Utah Highway Safety
- TruHearing
- Rio Tinto Kennecott
- Salt Lake Chamber

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS



SAMANTHA MARTIN SOCIAL MEDIA CONTENT COORDINATOR

As a recent business school graduate, Samantha came to us with a propensity for social media. She quickly became a fundamental part of the PR team, as her written social media content and eye for aesthetics took our clients to a new level of engagement. When she isn't coming up with "punny" holiday tag lines, you can find her outdoors—hiking, biking and camping—or playing music.

RELEVANT EMPLOYMENT HISTORY

DATES	POSITION(S)	EMPLOYER
2015-Present	Social Media Content Coordinator	Penna Powers
2015-2015	Marketing Coordinator	KTVX Channel 4
2015-2015	Social Media Intern	KUTV Channel 2

EDUCATION

University of Utah, BS Marketing, 2015

RELEVANT PROJECT EXPERIENCE

- TravelWise
- Summit County Transportation
- Utah Department of Transportation
- Zero Fatalities Utah/Nevada
- Harmons Grocery
- Utah Clean Air Partnership
- National MS Society – Utah/Southern Idaho
- Silver State Health Insurance Exchange

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

MANDATORY REQUIREMENTS/QUALIFICATIONS

- Samples of Work

- o Vendor must agree to provide sample work for review upon request during a subsequent standard procurement process.
- o Vendor must acknowledge its understanding of this section and its agreement to provide sample work if required in a subsequent standard procurement process.

Agreed and accepted

- Vendor Availability

- o Vendor must be available physically, by phone, or by e-mail during normal Utah business hours Monday through Friday.
- o Representative(s) must respond to inquiries within 24 business hours.

Agreed and accepted

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

2.2 STATEMENT OF QUALIFICATIONS

a. Provide experience for each category of Attachment B for which Vendor is applying for pre-qualification status

Service Provided	Examples of Services Provided	Years of Experience (for key personnel AND number of years your organization has been in business)	Number of Relevant Projects in last 2 years
Ad Copy Writing	Development of written materials for ads, brochures, web sites	<p>Erico Bisquera, Creative Director (21 years)</p> <p>Christine Menges, Advertising Director (26 years)</p> <p>Stephanie Miller, Public Relations Director (22 years)</p> <p>Justin Smart, Public Involvement Director (13 years)</p> <p>Wendy Hanson, Public Involvement Director (18 years)</p> <p>Bobby Brinton, Senior Copywriter (15 years)</p> <p>Brian Shaw, SEO Specialist/ Copywriter (4 years)</p> <p>Nicholas Giustino, Social Media Strategist (7 years)</p> <p>Allyse Christensen, Public Relations Account Manager (4 years)</p> <p>Samantha Martin, Social Media Content Coordinator (1 year)</p> <p>Number of Years Penna Powers I has Been In Business: 32 years</p>	1,500+ (majority of projects require copywriting)

EXPERIENCE IN ADVERTISING COPY

From writing award-winning Super Bowl ads to creating strategic communication plans, Penna Powers has the experience needed to successfully craft and communicate a brand message or story. Our advertising copy isn't just a disparate string of characters plucked out of the air, it's a strategic assortment of key points that not only makes sense, but captivates. The real trick up our sleeves, however, isn't our ability to write compelling copy, it's the wide gambit of writers we employ that can nuance any style to create something that truly speaks to a target audience. Whether you need a print ad, a brochure, a website, a radio spot or even a news report, we have someone who is experienced and proficient at every given medium.

Our team is experts in:

- Strategic planning & message development
- Digital and website copy
- Television and radio scripting
- Brochure and brand content creation
- Print advertising
- Public Involvement and Public Relations
- Social and behavioral change content
- PSA and factual content development
- Creating compelling email blasts

No matter your writing needs are, we have you covered.

GREAT CONTENT STARTS WITH GREAT RESEARCH

We're best known as communicators, but we're also storytellers. And being a great storyteller means knowing how to tell your message in an impactful way to any audience, whether that be potential consumers, stakeholders, government officials or even the people within your own organization. We've developed this skill over 30 years and it all starts with research. Only when we understand an audience can we create compelling content that said audience will understand. Furthermore, we don't start any marketing effort until we have defined the measurable objectives. We'll prove we accomplished what we set out to do with solid quantifiable numbers.

Just last month we did a survey for Sundance Mountain Resort. We often take the long form answers to our survey questions and convert them to a word cloud. We use this same language in our marketing.

"Why did you choose to stay at Sundance Mountain Resort over other resorts?"



ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

UNIQUELY EXPERIENCED TO WORK WITH YOU

- b. Provide information to illustrate suitability for working with government (state or local), non-profit, and public entities

The following is a list of government, non-profit and public entity clients Penna Powers currently manages.



Toward Zero Deaths
National Strategy on Highway Safety

AASHTO Toward Zero Deaths 2012 – current



Utah Department of Transportation 1999 – current



Utah Department of Transportation Zero Fatalities 2006 – current



Utah Department of Wildlife Resources 2013 – current



Utah Public Service Commission Relay Utah 2003 – current



Nevada Department of Motor Vehicles 2014 – current



Nevada Department of Public Safety/Zero Fatalities 2011 – current



Silver State Health Insurance Exchange 2015 – current



UCAIR 2014 – current

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

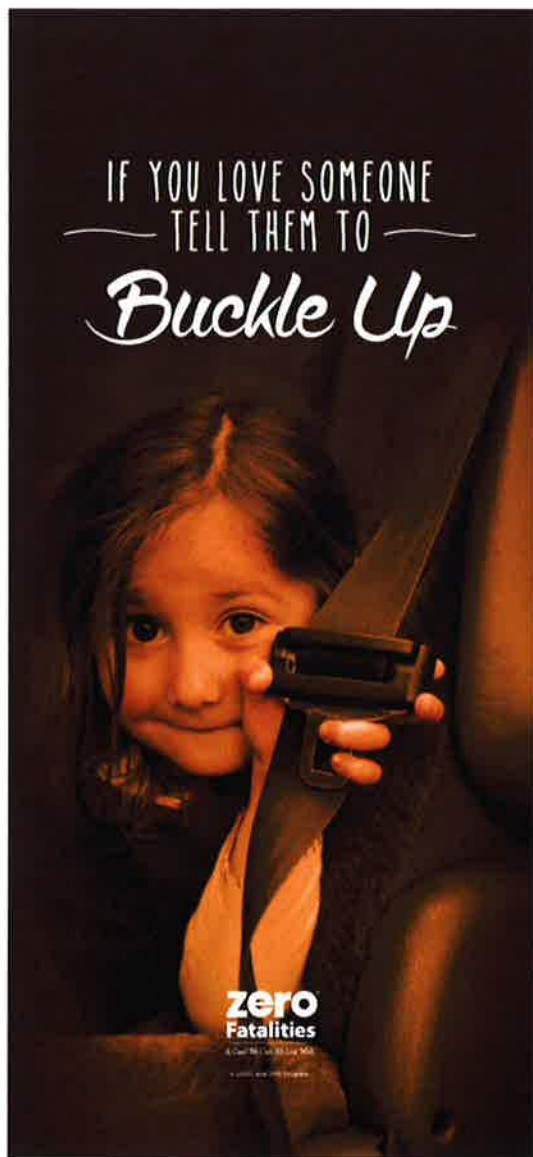
STATEMENT OF QUALIFICATIONS

- c. Demonstrate unique capabilities for each category in Attachment B for which Vendor is applying for pre-qualification status

WE'LL LET OUR WORK DO THE TALKING

At Penna Powers we are ready to give your brand the attention it deserves. We've been telling brand's stories for over 30 years, covering everything from Harmons and Primary Children's Hospital to Zero Fatalities and Prop 1 Utah. No matter the message, we can figure out the best way to say it.

Take, for example, one of our recent Zero Fatalities campaigns. The problem was that people weren't wearing their seat belt and they didn't like being told to they had to—at least, they didn't like hearing it from us. Our solution was to avoid talking to the target altogether, and instead go after those who might actually influence our target audience. We ended on the line "If you love someone, tell them to buckle up."



Zero Fatalities banner



A digital ad created in part from our Sundance word cloud.

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS



Buckle Up TV spot — <https://www.youtube.com/watch?v=PFoY9YBDzcM>

That's just one example of how we have implemented unique communication strategies to reach unique audiences in the past. We're confident that no matter what your goals are, we can find a creative way to get you there.

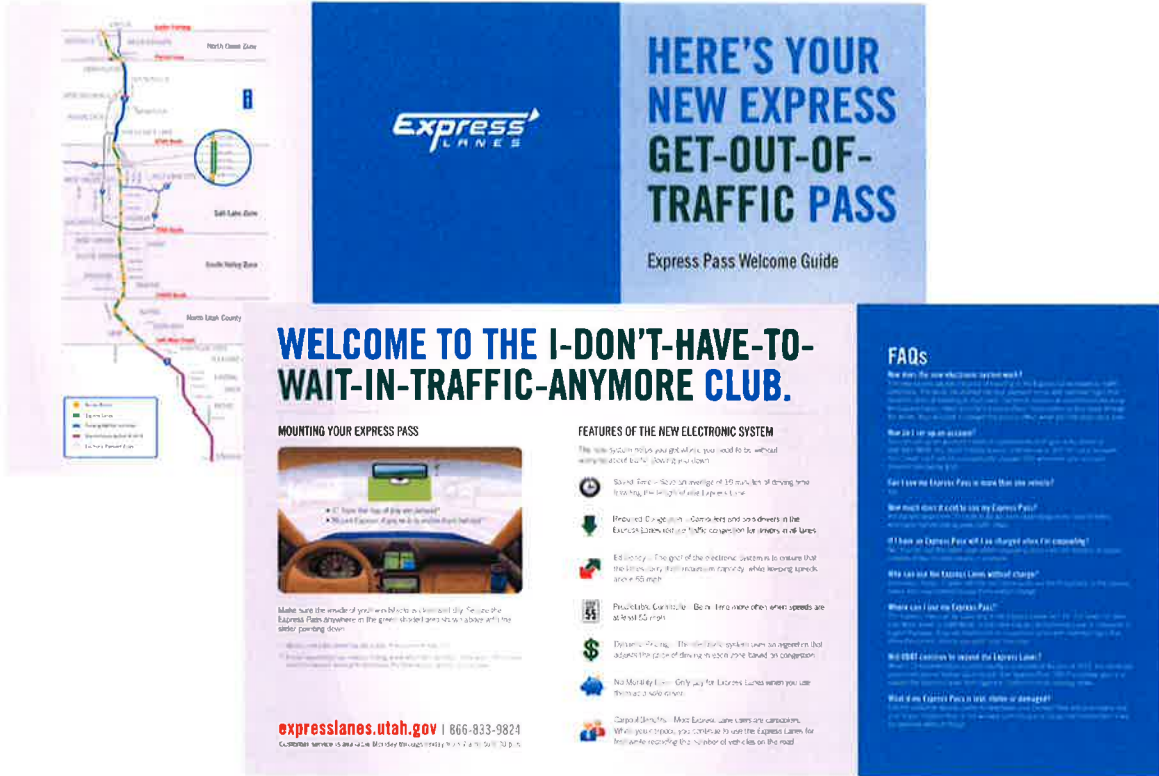
Here are a couple more examples of creative solutions we've written for our clients.



Harmons online banner ad

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS



The brochure is divided into several sections. On the left is a map of Utah showing Express Lanes routes. The top right features the 'Express Lanes' logo and the headline 'HERE'S YOUR NEW EXPRESS GET-OUT-OF-TRAFFIC PASS' with a sub-headline 'Express Pass Welcome Guide'. The main body has a large blue header: 'WELCOME TO THE I-DON'T-HAVE-TO-WAIT-IN-TRAFFIC-ANYMORE CLUB.' Below this are sections for 'MOUNTING YOUR EXPRESS PASS' (with an image of a car's interior), 'FEATURES OF THE NEW ELECTRONIC SYSTEM' (listing benefits like 15-minute travel time, reduced congestion, 85 mph speed limit, and no tolls), and a 'FAQs' section on the right.

UDOT Express Pass Brochure

Join the official Davis County Tourism website for FREE

Davis County is creating a new tourism website that will feature some of our great places to eat, and we want to add your restaurant's information to the list.

Register at PlayInDavis.com/register

- 1 Find your restaurant under "Eat" and claim your listing
- 2 Wait for an approval email to proceed
- 3 Follow the online instructions to edit your information and upload an image

Don't delay! Get noticed in Davis County today.
 The deadline to claim a listing is Friday, June 12, 2015
 If you have any questions, please call (801) 451-3237.



P.O. Box 616
 615 Main St. Room 304
 Farmington, UT 84025



The postcard features a blue header with the text 'HUNGRY FOR MORE CUSTOMERS?' in white. Below the header is a photograph of four people (two men and two women) sitting around a table in a restaurant, smiling and eating. The background shows a window with a view of a building.

Davis County Postcard

GIVING EACH OF OUR CLIENTS THE ATTENTION THEY DESERVE

d. Demonstrate ability to handle multiple, separate (minimum of two) projects simultaneously

As illustrated by our client roster above, we are concurrently managing nine government, nonprofit and public entity clients (this is in addition to numerous private sector clients). Managing multiple projects simultaneously is in our DNA.

A “typical” day in the life of someone on the Penna Powers advertising copy team is split between many different clients and includes: brainstorming ideas for current clients; researching and writing; incorporating client and internal edits into complete and cohesive final copy; and exploring creative ways to communicate a brand message.

2. References

- a. Submit a total of three (3) letters of reference with completed copies of Attachment C: Vendor Qualification Reference Form. Each letter of reference should include the size and scope of project(s), contact name, address, and phone number, including at least two of whom services were rendered in the last two (2) years.

At Penna Powers, we take our clients very seriously. Our client’s goals are our goals and we work hard to make sure we give our clients the best. We’re confident that our works shows this. The following pages illustrate just a few examples of the relationships we’ve developed with our clients over the years.



State of Utah

GARY R HERBERT
Governor

SPENCER J. COX
Lieutenant Governor

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

Utah Department of Health
Executive Director's Office

Joseph K. Miner, M.D., M.S.P.H., F.A.C.P.M.
Executive Director

Robert T. Rolfs, M.D. M.P.H.
Deputy Director
Chief Medical Officer

Nate Checketts
Deputy Director
Director, Medicaid and Health Financing

Jenny Johnson, MPH, CHES
Public Information Officer
Utah Department of Health
PO Box 141000
Salt Lake City, UT 84116

Dear Selection Committee,

Penna Powers is a top-notch firm and would serve well any state agency's media, public relations, strategic planning, design, and advertising needs.

I have worked with Penna Powers for the last eight years to publish an annual memorial book with stories of teenagers who are killed in motor vehicle crashes. The design team excels each and every year with the imagery selected and graphics created. Staff go above and beyond in providing assistance with public relations, media event planning, and outreach efforts. The project has won several awards in the advertising industry and health communications fields. The compassion Penna Powers staff have for this project is unparalleled. I can honestly say that the comradery I have experienced working on this project has been one of the most rewarding moments of my career.

I also worked with Penna Powers on a small, \$70,000 campaign targeting parents of teenagers enrolled in driver education courses. Penna Powers developed a YouTube video to educate parents on the state's Graduated Driver Licensing laws, digital banner ads, native advertising, social media posts for Facebook and Twitter, and a radio ad. The campaign was successfully implemented in January 2014 for a one-month timeframe.

Penna Powers offers a full range of services and understands well the needs and demands of working with state agencies. They have excellent project management skills and produce quality products on any budget. But most importantly, they are some of the most genuine people in the industry. They care deeply about their clients and are passionate about the issues their clients address. If you have any questions, please feel free to contact me.

Sincerely,

Jenny Johnson
801-538-9416 jennyjohnson@utah.gov



ATTACHMENT C: STATEMENT OF QUALIFICATIONS

DEPARTMENT OF TRANSPORTATION

CARLOS M. BRACERAS, P.E.
Executive Director

SHANE M. MARSHALL, P.E.
Deputy Director

State of Utah

GARY R. HERBERT
Governor

SPENCER J. COX
Lieutenant Governor

May 16, 2016

To Whom It May Concern:

For more than a decade, I have had the great pleasure of working closely with the outstanding professionals from Penna Powers. In every situation and circumstance, they have been dedicated, ~~innovative, collaborative and visionary. Their work has been of the highest order, and their~~ professionalism has been superb.

During the past year that I have served as Director of Communications for the Utah Department of Transportation, I have come to rely on their talent and expertise in a variety of capacities, and I am more impressed than I have ever been with the quality of their performance. I am especially proud of their work with our Zero Fatalities program, with their research-driven approach to eliciting much-needed social change. Their passion and creativity have been taxed as we keep searching for ways to get people to buckle up, to drive undistracted and to drive unimpaired. Each time we challenge them, they have risen to the challenge with strategic responses that have been thoroughly researched and carefully executed. They have become completely integrated into our Zero Fatalities team, to the point that as far as our Zero Fatalities effort is concerned, Penna Powers *is* UDOT.

Recently I have asked them to do some work for us that was not exactly what they recommended to us. I was touched and inspired by how they immediately shifted gears and gave their whole hearts to what I asked them to do, and delivered a product that was even better than I had imagined. That kind of client service is remarkable, in my opinion, and it served to advance the trust and respect I already had for this great company.

Without hesitation or reservation, I recommend Penna Powers for any work you would have them do. They will do excellent work for you, and they will make you look better in the process.

Sincerely,

Joseph Walker

Director of Communications

ATTACHMENT C: STATEMENT OF QUALIFICATIONS



May 20, 16

To Whom It May Concern:

I have had the opportunity to work with the Penna Powers since 2003 and highly recommend this agency as a resource for **Utah's public relations (PR) and advertising pool**. I have contracted with Penna Powers to do a myriad of communication services, but value most their straightforward and strategic approach to public relations and advertising.

I first worked with Penna Power while working at the Utah Transit Authority in partnership with the Utah Department of Transportation. I saw how they masterfully managed the public involvement, advertising and PR surrounding the highly controversial Mountain View Corridor Study, and the scoping and alternatives analysis of the I-15 reconstruction and commuter rail projects through Salt Lake and Utah Counties. Their strategic, skilled approach to messaging and community involvement enabled both agencies to avoid costly legal battles like those that plagued the Legacy Highway construction.

While directing the PR, advertising, digital, social media, internal communications and support the community and government relations team for Rio Tinto Kennecott, I was given an immediate challenge. The executive team of Rio Tinto Kennecott challenges me to address the negative publicity of air quality facing the corporation. Without hesitating, I called Penna Powers and they immediately responded.

The Penna Power team began working to develop a comprehensive communications strategy to refocus the community dialogue on air quality to the real issues. Their talented leadership and amazing support team created the award winning, "Take a closer look," campaign that resulted in public opinion moving from an all-time low of 42 percent to up to 78 percent following a 10-month campaign.

When Rio Tinto Kennecott's Bingham Canyon Mine suffered a catastrophic mine wall failure creating the largest manmade landslide in history, Penna Power's public relations team sat side-by-side our team 24/7 for weeks. They advised, supported, authored and delivered the most

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

successful large-scale disaster communications effort in mining history, making the effort a worldwide case study example for dealing with a catastrophe.

There were countless other projects large and small that Penna Powers delivered while I worked at Kennecott including a comprehensive branding review and revision, 2012 London Olympic Games employee campaign, an HR recruitment effort to attract more minority and woman to work at Kennecott, an comprehensive set of internal communications tools and tactics, a record-breaking internal safety campaign resulting in the operation receiving the highest safety honor among all of Rio Tinto holdings.

All of the projects that Penna Powers delivered were done under the umbrella of Rio Tinto Kennecott's overall communications strategy in mind. They worked with the highest degree of professionalism and place me as the client at the center of their efforts. The account management, billing, scheduling, and product delivery worked seamlessly with our team making the partnership one of the most valuable in my career.

A recent opportunity to work with Penna Powers has been while I direct the business community's efforts to advocate for improved education. I was able to ask Penna Powers for an important online advocacy project. Their creative concept became the business leader's top pick and ultimately chosen over an existing agency's creative material. Penna Powers is current with the latest techniques, technology and strategy. They are effective and responsive to the needs of the business community and the result of their efforts for education made a difference that can be seen in every public and higher education classroom in Utah.

Penna Powers is my agency of choice whenever I need effective, strategic public relations and advertising that I can be assured will be delivered on time and on budget. Should you have any questions about my experiences with Utah's top advertising and PR agency, contact me at (801) 558-9371 or jjones@slchamber.com.

Thank you for your consideration,

Sincerely,



Justin Jones

Public Policy, Salt Lake Chamber

Executive Director, Prosperity 2020 & Education First

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

b. Provide contact information for all government (state or local), non-profit, or public entity clients from the past two (2) years who may be contacted for additional references.

TRANSPORTATION SAFETY



ZERO FATALITIES (UDOT)

JOE WALKER, UDOT Director of Communications
josephwalker@utah.gov, (801) 965-4088



ZERO FATALITIES (IOWA DOT)

ANDREA HENRY, Iowa DOT Director of Communications
andrea.henry@dot.iowa.gov, (515) 239-1730



ZERO FATALITIES (NDOT)

MEG RAGONESE, NDOT Public Information Officer
mragonese@dot.state.nv.us, (775) 888-7172



UTAH HIGHWAY SAFETY

KRISTY RIGBY, Director of Utah Highway Safety Office
krigby@utah.gov, (801) 366-6040



NEVADA DEPARTMENT OF PUBLIC SAFETY / OFFICE OF TRAFFIC SAFETY

AMY DAVEY, Office of Traffic Safety Administrator
amy.davey@dps.state.nv.us, (775) 684-7476



AASHTO

KELLY HARDY, P.E., Senior Engineering Program Manager for Safety
khardy@ashto.org, (202) 624-5868

TRANSPORTATION



UTAH TRANSIT AUTHORITY

MATT SIBUL, Chief Planning Officer
msibul@rideuta.com, (801) 287-2667



SUMMIT COUNTY TRIP ALTERNATIVE

CAROLINE FERRIS, Regional Transportation Planning Director
cferris@summitcounty.org, (435) 336-3113



UTAH TRUCKING ASSOCIATION

RICK CLASBY, Executive Director
rick@utahtrucking.com, (801) 973-9370

AIR QUALITY



UTAH CLEAN AIR PARTNERSHIP

TED WILSON, Executive Director
tedwilson.sl@gmail.com, (801) 297-0780



TRAVELWISE

ANGELIO PAPASTAMOS, Transportation Planning Manager
apapastatmos@utah.gov, (801) 633-7712



CLEAR THE AIR CHALLENGE

RYAN EVANS, V.P. of Business & Community Relations
revans@slchamber.com, (801) 509-1201



SMOG SPOTTER (NDMV)

KEVIN MALONE, NDMV Public Information Officer
kmalone@dmv.nv.gov, (702) 486-1311

ATTACHMENT C: STATEMENT OF QUALIFICATIONS

STATEMENT OF QUALIFICATIONS

A LITTLE OF EVERYTHING ELSE



SALT LAKE CHAMBER

JUSTIN JONES, V.P. of Public Policy
jjones@slchamber.com, (801) 364-3631



DAVIS COUNTY ECONOMIC DEVELOPMENT

RANDY COOK, Davis County Tourism Manager
rcook@co.davis.ut.us, (801) 451-3237



UTAH COMMUNICATIONS AUTHORITY

ERIC PARRY, 911 Manager
eparry@uca911.org, (801) 857-5825



HARMONS GROCERY

BOB HARMON, owner/vice president of the customer
bobharmon@harmonsgrocery.com, 801-957-8461



RIO TINTO

KYLE BENNETT, Principal Advisor, Communications
kyle.bennett@riotinto.com, (801) 204-2915



RELAY UTAH

GARY WIDERBURG, Utah Public Service Commission Secretary
gwiderburg@utah.gov, (801) 530-6713



UTAH DEPARTMENT OF WILDLIFE RESOURCES

DEAN MITCHELL, Conservation Outreach Section
Chiefdeanmitchell@utah.gov 801-550-1169



SILVER STATE HEALTH INSURANCE EXCHANGE

JANEL DAVIS, Communications Officer
j-davis@exchange.nv.gov, (775) 687-9934

Attachment D: Instructions for Use of Approved Vendor List of Marketing and Advertising Services

In order to maintain fair and equitable opportunity to compete for projects under the open-ended Approved Vendor List for Marketing and Advertising Services, Eligible Users must adhere to the following steps in assigning projects to the vendors:

1. Eligible Users must develop a scope of work and a cost proposal form.
2. Eligible Users must then submit the scope of work and cost proposal form to each approved vendor in the category which provides the requested service. See Attachment B for confirmation of vendor's qualified categories.
3. In submitting a scope of work and cost proposal form to the Vendors, Eligible Users must describe how the Vendor's response will be evaluated, how cost will be evaluated, and provide a deadline in which Vendors must submit responses. Eligible Users must allow Vendors a minimum of seven (7) days to submit responses.
4. Eligible Users must follow the Utah Procurement Code in evaluating bids.
 - a. For assignments of work under \$100,000.00 Eligible Users may follow Administrative Rule R33-4-108 for Small Purchases of Professional Service Providers and Consultants.
 - b. For assignments of work over \$100,000.00 Eligible Users must use UAC 63G-6a Part 7 Request for Proposals of the Utah Procurement Code.

Vendors will not be allowed to negotiate additional terms and conditions based on the scope of work and the project assigned.

The State of Utah Division of Purchasing may assist Eligible Users in using the open-ended Approved Vendor List.

Note: Eligible Users cannot use the open-ended Approved Vendor List for Marketing and Advertising Services without awarding a scope of work.