FS

WEBSITE DESIGN PROPOSAL

May 8, 2017

NASSGAP
Julie Leeper
Washington, DC

PROPOSAL OVERVIEW

Thank you for the opportunity to present this proposal and for considering FreshySites to support your website and website development needs.

FreshySites specializes in providing businesses and organizations with professional and powerful digital marketing services. We utilize unique concepts, high-end talent and fresh online tools to make sure our client projects exceed expectation.

Please find attached our proposed approach, scope of work, estimated fees and payment schedule. Please take your time in reviewing this proposal and contact us with any questions or concerns. We look forward to working with you.

Sincerely,

Vincent Consumano
Founder - Washington DC, FreshySites

COMPANY INFORMATION

FreshySites - Website Design
9029 Center Street, Suite 101
Manassas, VA 20110
Phone: (703) 763-9676

COMPANY OVERVIEW & BACKGROUND

FreshySites, Founded in 2011, is a full-service website design and development company that specializes in all aspects of digital marketing including website development, search engine optimization and e-commerce development. FreshySites works with small, medium and large businesses and organizations to design, carry out, and optimize value-based marketing programs online.

FreshySites currently manages over 950 active websites for regional and national businesses and organizations. FreshySites provides daily backups, security scans and security updates on all active websites as well as technical and design support on an ongoing basis for the majority of the active client base.

FreshySites customers range from small sole proprietors to major corporations with a regional and national presence. FreshySites prides itself on thoughtful and beautiful design, fast turn-around, and the very best in customer service.

STAFF OVERVIEW

Vincent Consumano
Founder - Washington DC Region

Vincent is one of the few who can say he was born and raised in the DC area. Vincent graduated Virginia Polytechnic Institute and State University (Virginia Tech) in 2008 with a BS in Marketing Management and The University of Mary Washington with his MBA in 2011. Vincent has an extensive background in the Defense Industry, where he spent time as a Deputy Program Manager for major Department of Defense subcontractors. In 2011 Vincent launched the Washington DC office of FreshySites and has been involved ever since. In 2013, Vincent left his DoD job and joined the FreshySites team full-time in order to help facilitate the company's rapid growth cycle. Vincent is active in the community and serves on a few nonprofit boards. Personally, he loves the outdoors, camping, fishing, and hiking, anything to get him off that computer!

Ben Giordano
Founder - New York Region

Ben is a Binghamton, NY native who went on to get a BS in Marketing Management at Virginia Polytechnic Institute and State University (Virginia Tech) in 2008. Throughout his professional career Ben has been involved in many technology-focused business including facilities management consulting, internet and data marketing, and digital agency services. In 2011 Ben founded FreshySites website design and development studio. Since inception, FreshySites has grown exponentially into the largest in-house WordPress focused web design shop on the east coast. FreshySites also holds the title for the largest website design and development studio in Upstate NY for the past two years running. Ben obsession with customer service and support best practices as well as process-driven design continues to flow through the whole FreshySites team. When Ben is not at the office you can usually find him with his family in Upstate NY.

Lauren Perry
Accounts Manager - Scranton

Lauren was born and raised in the Scranton, PA area. She graduated from St. Lawrence University (Canton, NY) with a Bachelor of Arts where she majored in both English Literature and Psychology. After graduating, Lauren moved back down to the Scranton area where she worked in higher education for a few years before joining the FreshySites team. She is currently pursuing a Master's degree in Human Resource Management from The University of Scranton. Lauren is actively involved in the local community by serving as an active volunteer for Make-A-Wish, a Scranton Rotarian, a 5th grade CCD teacher, and youth softball coach. In her down-time, you can typically find Lauren embracing the life of a cat lover, pokemon master, Netflix aficionado, and bookworm.

Kelsey Moore
Operations Manager

While braving the sub-zero winters of Western NY, Kelsey Moore earned a degree in Communication Design from the University at Buffalo. Kelsey worked as a graphic designer, commercial producer, and jack of all trades for a local Binghamton, NY TV station before turning to FreshySites for a bit more creative freedom. These days Kelsey works as one of FreshySites Operations Manager, where she truly enjoys organizing the chaos. She brings a wealth of talent to FreshySites and always has a customer's best interests at heart.

Erin Cortazar
Project & Support Manager

Erin was born and raised in Scranton, PA, which yes, is the home of Dunder Mifflin Paper Co. Erin earned a Bachelor of Fine Arts in Graphic Design & Art History from Marywood University, where she stubbornly proclaimed "I will never work in web". Fast forward a few years later and Erin is one of FreshySites' Lead Project Managers and go to customer support specialist. Erin has extensive knowledge of all things web, and can help with just about any website problem. When she's not blowing a customer away with great customer service and smileys, you can find Erin wandering the outdoors, exercising, making wine, and training to be a pirate. Because let's be honest, Pirates are awesome!

Tim Burford
Creative Director

Tim is equipped with an explosive background, literally. Previously, upon graduation from The College of Saint Rose Center for Art & Design (Albany, NY) with a Graphic Design major and an Art History minor, he was an Aircraft Armament Systems Specialist for the F-16 fighter jet in the Air Force. After graduation, Tim spent a few years at an advertising and marketing agency in Lancaster, Pennsylvania. After 11 years of relocating, including Texas, Arizona, New York and Pennsylvania, Tim finally settled back home for good, joining FreshySites as their Lead Designer. When Tim's not in the office, working his design magic (sans wand), you can find him enjoying the outdoors, catching up on sports, and spending quality time with his growing family.

Jon Fuller
Web Designer & Lead Developer

Jon is from the Binghamton, NY area and graduated from the School of Art and Design at Alfred University with a Bachelor of Fine Arts. Concentrated studies were in Graphic Design and Video. Jon has an appreciation of all aspects of art and design, and has an extensive background in both print media and web — with a thorough understanding of video and photography. Jon comes to FreshySites with 9 years of graphic design and web experience. He continues to make a habit of researching new tools and technologies to broaden his knowledge in the web development industry. Outside of work, Jon also enjoys going on new adventures with his wife, exercising, and sipping on quality craft beer.

Josh Wahila
Web Designer

Josh started his web design career at the tender age of 13, teaching himself HTML and creating webpages for fun. After high-school, he attended Pratt's satellite school at Munson-Williams Proctor in Utica NY. Getting more focused attention from professors in a small class of only 18 communications design majors, Josh landed an internship with the United States Mint in the Artistic Infusion Program for coin design. After earning a degree in Communications Design from Pratt Art Institute in Brooklyn, he worked at a graphic design agency in Manhattan, before moving back to Binghamton and joining the Freshysites team.

Valerie Manne
Web Designer

Valerie initially earned a degree in Psychology from SUNY Potsdam and further went on to study Graphic & Web Design at UC San Diego. Intending to focus more on the Graphic Design portion of the program, she instantly became fascinated with the problem solving web development entailed. She was able to find work with a product design company while still in school and continued to work for the same company until coming to Freshysites. She joined the team to explore agency work and have more creative freedom. Outside of Freshysites you can find her hiking a 46er, exploring national parks, or woodworking.

Tod Anderson
Junior Web Designer

Tod hails all the way from the land of corn, Ohio. After escaping to Pennsylvania, he studied Graphic Design at The Art Institute of Pittsburgh. During his studies he worked for several companies including The Fred Rogers Company as an illustrator. After receiving his BA in Graphic Design in 2012, Tod worked for a small advertising agency focusing on print and layout design. After a while his focus then shifted to illustration and freelance for a few years before moving to Endicott, NY where he joined the FreshySites brigade as a Jr Web Designer. Always intrigued by web design and development, Tod dove into learning as much as he can about coding with the help of his friends, coworkers and lots of determination.

Ryan McAndrew
Junior Web Designer

After graduating from Marywood University with a degree in Graphic Design, Ryan landed a job at an advertising company. Here he sharpened his design skill and two years later decided to take on the digital world of design. Ryan joined the FreshySites team in late 2016 and works as a Junior Web Designer.

Zac Chastain
Support and SEO Specialist

After finishing a Bachelor's degree in Chicago, Zac returned to his native upstate NY to live and work. A writer by education and trade, he began his career in publishing and quickly transitioned into content for web.. He joined the FreshySites team in its inaugural year and has found a home ever since. His interest in language formed a natural bridge to the world of Search Engine Optimization, where he enjoys helping clients connect with their ideal customers through keywords and phrases.

Colin Lake
Junior Web Designer and Support

Colin graduated from Binghamton University in 2016 with a B.A. in Graphic Design. While at school he took a few classes in web design and so began his journey to become a web designer. He loves the way every small part of code comes together to create something amazing. Colin enjoys photography and hiking, as well as anything sci-fi or fantasy related.

Katlynn Whitaker
Support Specialist

Katlynn is a soon-to-be 2017 graduate of Marywood University with her Bachelor of Fine Arts in Graphic Design and Advertising. Her top passion is graphic/web design, and she is ecstatic to be starting her professional career at FreshySites! She is especially passionate about design for social change and enjoys getting involved in the local community. Besides design, Katlynn enjoys folding paper cranes, retro movies, coffee, and playing with kittens.

TECHNICAL UNDERSTANDING APPROACH

It is the understanding of FreshySites that NASSGAP, needs to communicate its message across a digital platform. A website is a core function of any digital platform, and a new site is needed to promote, reference, and communicate specific information to its core demographic.

The specific project goals are threefold:

1. Serve as a communication platform that accurately conveys key messages for the Associations population.

2. Serve as the backbone of the Association for branding, information awareness, membership engagement, and resources.

3. Be easily evolved and optimized by non-technical users, in a secure and scalable environment.

APPROACH

FreshySites will approach the process systematically and assign a Lead Project Manager to the project. In this case, founder Vincent Consumano will lead the build out of the site with the FreshySites team in support.

In addition, typically there are three phases to a website development project.

<div align="center">Phase 1: Design   -   Phase 2: Development   -   Phase 3: Revision</div>

Phase 1:
Working with Association liaisons, FreshySites will learn more about the needs of The Program through a creative briefing process. Outlining the entire project and scope will allow the FreshySites team to assign the appropriate assets to the project. Upon evaluating the scope and design, FreshySites will develop three unique Jpeg Home Page Mockups to be sent for review by the Team.

Phase 2:
Once the design phase is completed, we would transition into the development stage. We develop on the open-source platform WordPress. WordPress is the best choice for updating and is the easiest to use platform for staff members. Through its very simple back-end editor, users can add or remove pages, manage menu items, and change navigation structure, and much more.

Once installing WordPress, we will structure the site based on the content provided in the design phase and transfer to the new install/website. All development work will be done on our servers, and no live development will be posted until approved by NASSGAP staff after Phase 3.

Phase 3:
Upon developing the website on our servers, a working link will be provided to the designated staff members for revision. We will work with them to revise the site to meet all the requirements that may have changed during development and adjust for design preferences or content needs. Site will launch only after staff approval.

WORDPRESS CONTENT MANAGEMENT SYSTEM

Ease of updating the site is a key component of this project, and based on this need, we recommend building the site using the WordPress Content Management System (http://wordpress.org/).

WordPress is a content management system (CMS) based on PHP, MySQL, CSS and HTML. WordPress is used by more than 27% of the top 10 million websites on the internet. WordPress is also the most used content management system on the internet as a whole at more than 60 million websites. There are also some very large names using WordPress to manage their websites, including The New York Times, CNN, Forbes, Reuters, GM, UPS, Sony, and Best Buy.

The large user base and high-level usage make WordPress a stable and robust choice that is updated often through a thriving community of supporters. WordPress is also the best choice for updating ease-of-use for staff members. Through its very simple back-end editor, users can add or remove pages, manage menu items and change navigation structure, add media or documents, manage news events, and much more. FreshySites currently has over 950 active clients, of all technical skill levels, using the WordPress CMS to manage their websites. The standard feedback we get is about how much easier it is to use than previous systems.

Here is an example of the backend of WordPress that a user will see when initially logging in. It's extremely user intuitive for novice users, yet powerful enough for experienced users to flex their muscle.
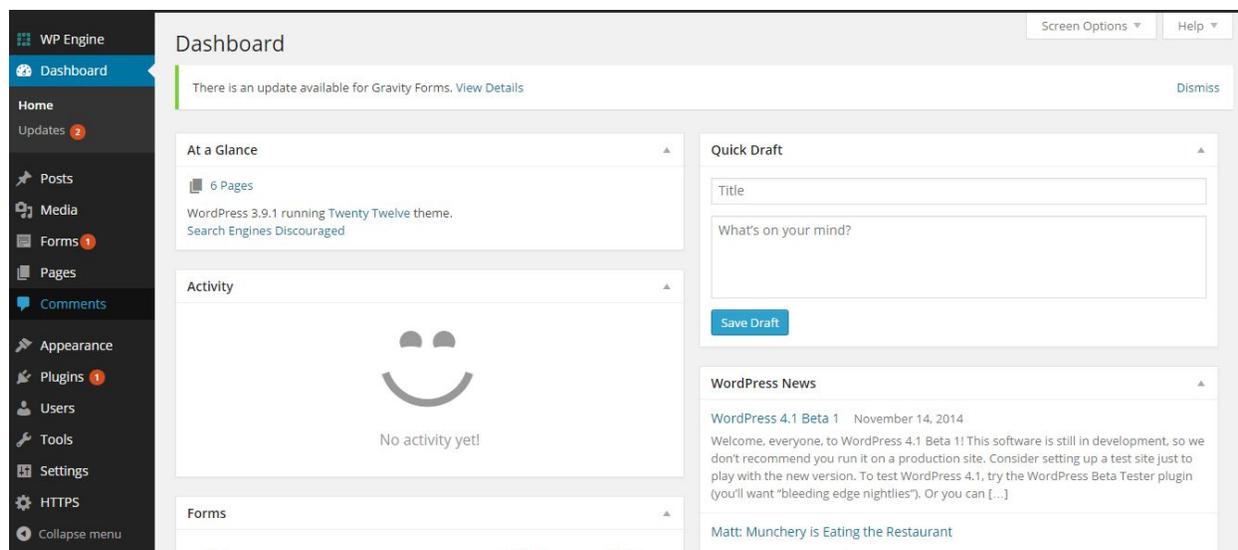
FULLY RESPONSIVE DESIGN FOR MOBILE & OTHER DEVICES

Designing for the web in 2017 means designing with all devices in mind. At FreshySites we believe that the only way to build a website is to build it with a fully responsive design. Fully responsive design would ensure that the website would work in all environments across all devices (Computers, Tablets, and Smartphones). The technical end of this process means building out different style sheets and file sets for appropriate screen sizes, and then calling them into the website based on what device and screen size the website is being viewed with.

This kind of approach delivers the best possible layout and usability across all potential screen sizes and devices through one website. A big advantage to this approach would be that staff members would not have to update or worry about a secondary mobile-specific site or portal. They would simply update the fully responsive website and the built-in styles would handle displaying that content in an easy-to-use and well-designed way for the site visitor.

FreshySites only builds in Responsive Design and below you can see an example of www.freshysites.com.   Example 1 outlines the desktop view of the homepage, with its full menu. Example 2 demonstrates a Responsive Platform that a user would see on a tablet or smartphone, including a mobile drop down menu. Example 3 demonstrates the functionality of Example 2's dropdown menu and what a user will see when they push "Menu".
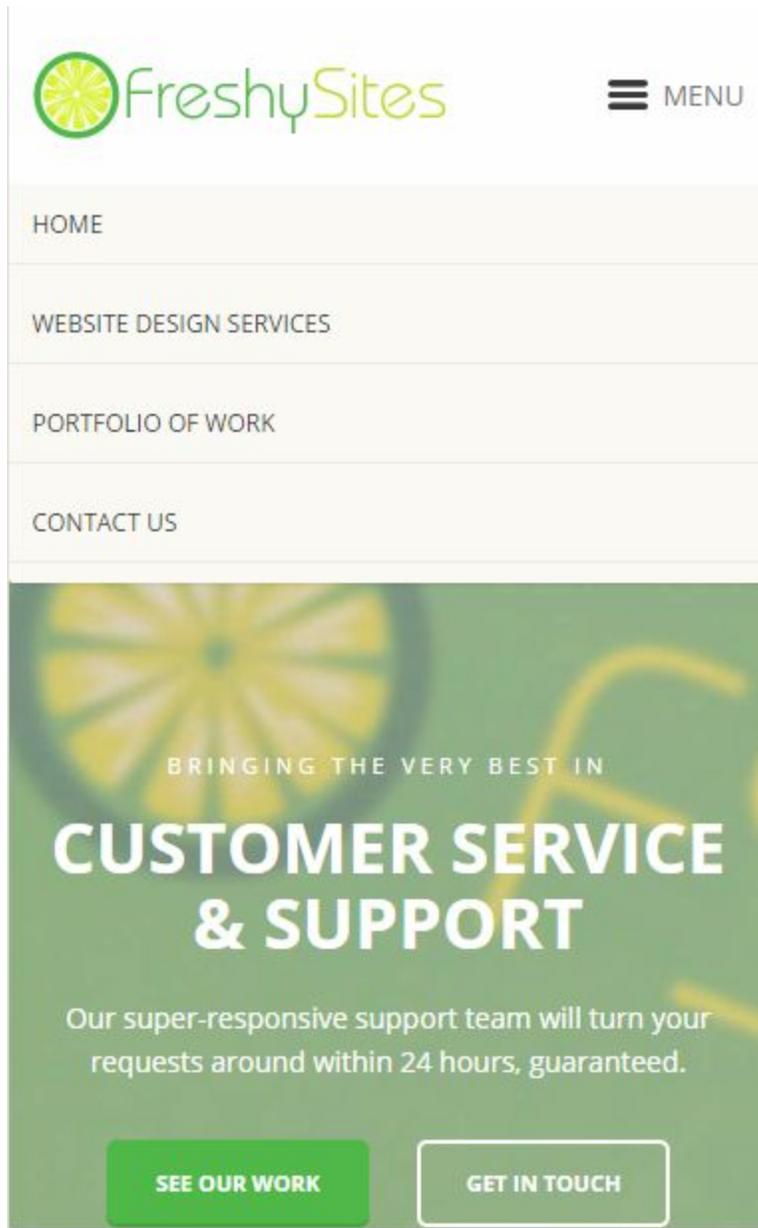
Example 1: Desktop View
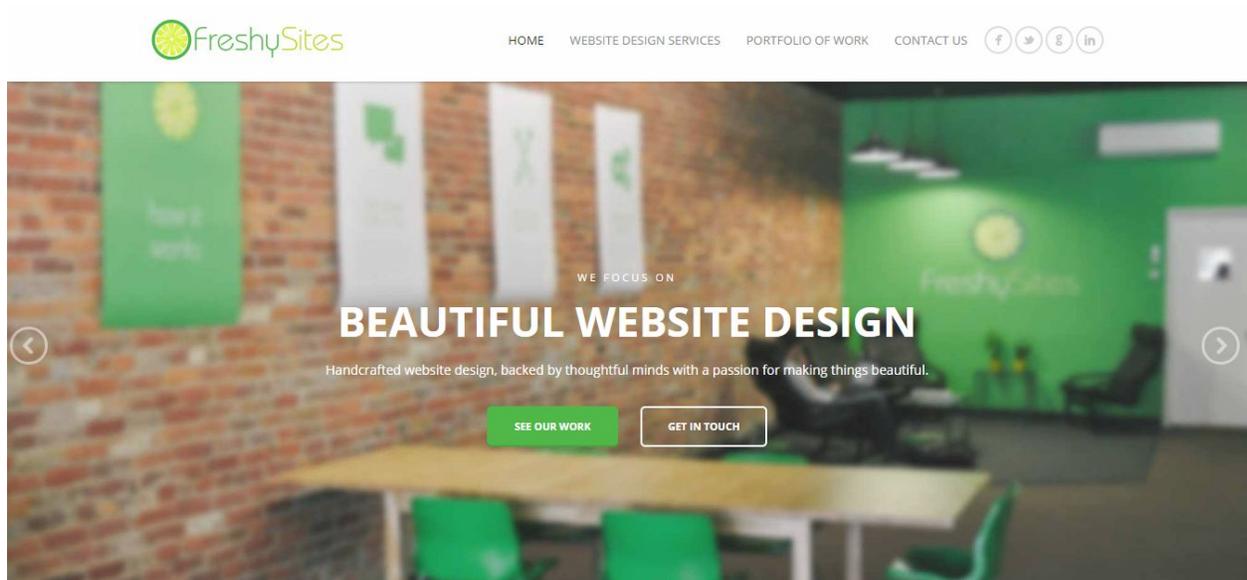
Example 2: Mobile View
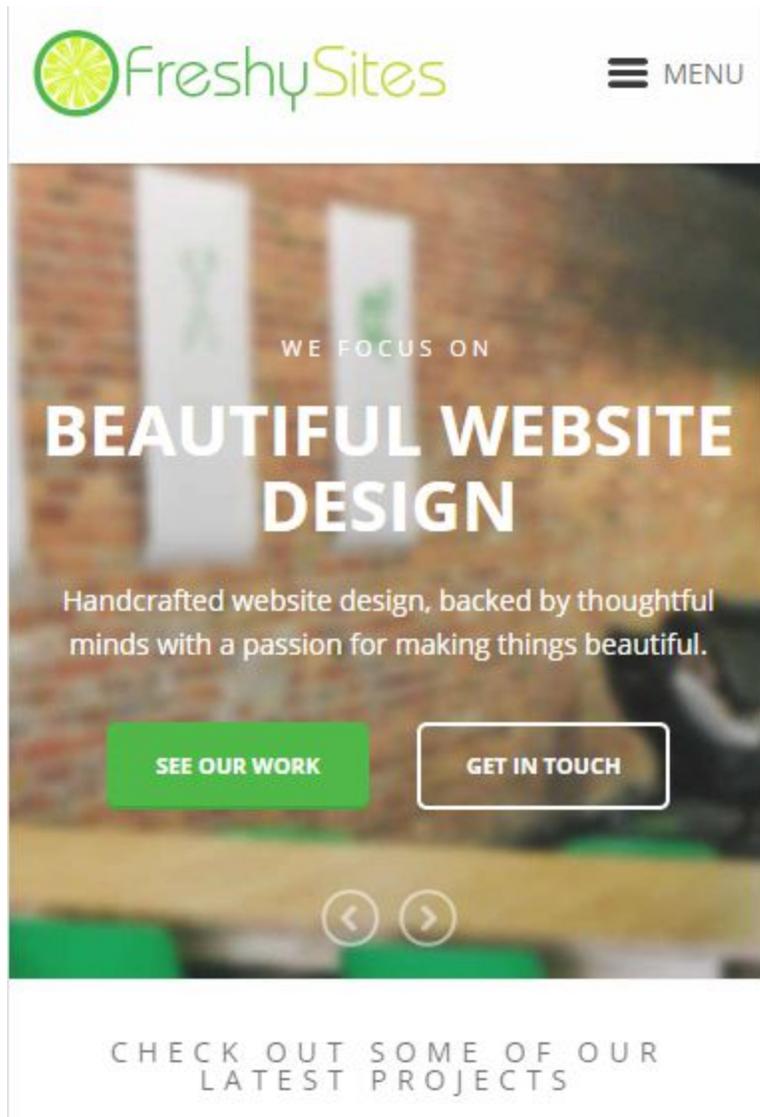
Example 3: Mobile Menu Dropdown

SCOPE OF WORK

Website Design and Development...$12,400

- Project Overview Meeting
  - o Project Kick-Off Meeting and Creative Briefing Session

- Home Page Mockups and Layout Design
  - o Development and Presentation of 3 Home Page Mockups
  - o Client Feedback Session
  - o Three Revision Rounds - Not to Exceed Twenty Hours

- Website Content Management System and Framework
  - o Installation of the WordPress Content Management System
  - o Customization of the WordPress Content Management System to Fit Project and Client Needs
  - o Website Framework Installation
  - o Fully Responsive Website Based on Premium Theme Framework
  - o Content Integration and Layout

- Fully Responsive Mobile-First Design
  - o Website style sheets customization for multi-device usage
  - o Website file set customization for multi-device usage
  - o Mobile-First Navigation Layout and UX

- Website Presentation Phase
  - o Present Fully Working Website on Development Domain
  - o Client Feedback Session
  - o Up to Three Revision Rounds - Not to Exceed Twenty Hours
  - o Finalized Website Presentation

Member Intranet with Multiple Membership Levels...$8,400

- Member Login Functionality
    - Repository of Documents, Information, Training Materials, Etc
    - Training Materials, Pages, and Content Protected by Member Login
    - Members Administered by Staff
- User Protected Level Roles
    - For Protection of Various Document Levels Within Intranet
    - Ability for users of the site to register for Member Intranet by providing demographic information
    - Registered users gain access to designated materials not available on public side of site without being logged in
    - Registration approval by site administrators, once added, users have the ability to manage their password to gain access to member intranet.
- Utilization of Ultimate Member Platform
    - https://ultimatemember.com/extensions/
    - Social Media, Friends, Social Activity, Private Messages, Profiles all included

WooCommerce for Paid Memberships Management...$6,200
- Integrated Shopping Cart via WooCommerce
    - Subscription based system for handling Memberships
    - Basic Reporting Bundled with WooCommerce
    - Payment Gateway of Authorize.net/Stripe/PayPal or a similar supported Processor
    - Does not include license fees for plugins/extensions (paid by client)
    - Basic Shipping setup for Physical Products (UPS/USPS/FedEx)
    - Client Responsible for configuration of product taxes if applicable

WooCommerce Events Integration...$1,500
    - Integrated shopping cart via WooCommerce and Events Extension
    - http://www.fooevents.com/
    - Event and Ticketing Functionality
    - Does not include license fees for plugins/extensions (paid by client)

WooCommerce Store: E-Commerce Support……………………………………...$125/mo
- Ongoing Support and Updates to WooCommerce/Theme
- Up to 1 Hr of WooCommerce/Theme Updates
- Does not include product updates, support, or additions to website
- All additional support or changes apply at FreshySites regular Hourly Rate
- To be invoiced via Credit Card and Started 1 month post launch

Materials Repository……………………………………..…………………….....$4,500

- Material Repository with Protected Access
- PDF Presentations, Links, Documents all supported
- Soundcloud purchased and managed by University

Online Survey Transfer……………………………………………………....$6,100

- Transfer Survey Tool to New Website
- If unavailable to transfer, alternate solution to be recommended

On-Site Team Training…………………………………………………..………...$1,600

- On-Site Training provided to Faculty/Staff for management of website by FreshySites Team
  - Estimated 4 Hours On Site at NASSGAP Facility
  - Tutorials on Admin Management, User Profiles, Updating Content, etc
- Additional Training Provided as Requested/Procured

SSL Certificate…………………………………………………………………$150/yr
- SSL Certificate on Server for Google Compliance
  - https://security.googleblog.com/2016/09/moving-towards-more-secure-web.html

Website Hosting, Backup, and Security...$250/mo

- Secure File and Database Hosting
  - o Dedicated Hardware
  - o Unlimited Data Transfer
  - o Up to 15GB Drive Space Included
  - o Fully Managed CDN (Content Delivery Network)
  - o Advanced Firewall

- CMS Security Update Management
  - o Managed Automatic Security Upgrades
  - o WordPress Minor Upgrades
  - o WordPress Major Upgrades
  - o Plugin and Framework Upgrades

- Nightly Full Data Backup and Storage and Malware Security Monitoring
  - o One-Click Daily Restore Points for Files and Database
  - o Full Backups Redundantly Stored on Amazon S3
  - o 4x/Day File and Database Malware Scanning
  - o External Penetration Testing via SecTheory and Sucuri

Note
All content is solely owned by client upon project completion and final payment. This proposal does include initial configuration and setup. However, it does not include ongoing website management, ongoing support management, or ongoing management of any kind. FreshySites is proposing the above with the understanding that Client will be maintaining and managing the content, updates, changes, ongoing marketing efforts, etc. Any items outside of the initial setup will be subject to FreshySites' hourly rate of $125/hr.

TIMELINE

Weeks 1-2 : Design Creation and Consultation. Content provided by Client

Weeks 3-8: Website prototype built

Weeks 8-9: Website prototype revised per feedback

Weeks 10-12: Site Launch and Training

EXAMPLES OF WORK

FreshySites has worked on over 950 client projects in the past four years and has developed beautiful and fully-functional results.

It is highly recommended that you visit our full portfolio at:
http://freshysites.com/portfolio-of-work/.

CASE STUDIES AND REFERENCES

Study 1: National Council on Women's Patient Safety

Client: Council on Women's Patient Safety: American Congress of Obsteticians and Gynecologists (ACOG)

Summary: FreshySites Partnered with ACOG and their Council on Women's Patient Safety to develop and redesign http://safehealthcareforeverywoman.org/

FreshySites integrated and developed a user protected website for protecting specific content for users. Videos, logins, protected content were all part of the project. Specifically, AIM eModules were integrated for course training along with "completion modules." The site is used, customized, and managed by users across the country.

Period Of Performance: Current client and ACOG is continued to be supported by FreshySites for over 1 year. FreshySites supports 3 programs within ACOG.

Client POC:

American Congress of Obsteticians and Gynecologists
Senior Director: Womens Patient Safety and AIM Program
Jeanne Mahoney
jmahoney@acog.org
202-314-2352

Employees: 58,000 Member Organization: Employees Unknown

Study 2: National Committee for Education Funding (CEF)

Client: Committee for Education Funding (CEF)

Summary: FreshySites Partnered CEF on a redesign and update of their dated website. FreshySites relaunched https://cef.org/.

FreshySites integrated and developed a user protected website for protecting specific content for users. Membership Login is protected to members only and upon activation by client. An event sign up for their annual Gala was also developed. Finally, a repository of Resources was customized for easy reference and access by members.

Period Of Performance: Current client and CEF is continued to be supported by FreshySites for approximately 1 year.

Client POC:

Committee for Education Funding
Executive Director
cohen@acg-consultants.com
202-327-8100

Employees: 100+ Member Coalition of Various Organizations : Employees Unknown

Study 3: American Institue of Cleaning Services

Client: AICS - The American Institute for Cleaning Sciences

Summary: FreshySites worked with AICS to update the look and feel of their website https://www.aics.com/.

FreshySites also built and integrated a full Learning Management System (LMS) to handle operational tests, quizzes, and assessments for AICS and their clients (https://www.aics.com/product/operational-assessment/).

Period Of Performance: Project was started in mid 2016 and completed in late 2016. FreshySites continues to work with AICS to tweak the LMS for updated needs. FreshySites also continues to work with AICS in a hosting, support, and maintenance role.

Client POC:

American Institute for Cleaning Sciences
Jim Peduto, Esq.
jim@aics.com
(607) 748-9507

Employees: Unknown

Study 4: Innovation Associates

Client: Innovation Associates

Summary: FreshySites has worked with Innovation Associates in various capacities over the past few years. FreshySites was originally hired to redesign and redevelop the primary Innovation website (http://innovat.com/).

Once the primary website was complete, Innovation reached out to FreshySites to build a new client portal and intranet for corporate usage. The project is currently under development and a sample link can be found here: https://intranetinnova.wpengine.com/. This project features many of the same specs and functionality that is required in the current GWU RFP.

Period Of Performance: Website Design Project was started Late 2015 and finished in mid 2016. Intranet was started early 2017 and will be completed shortly. FreshySites currently supports and maintains all Innovation Associates web properties.

Client POC:

Jamie Reno
Reno Communications
jamie.reno@renocommunications.com
(339) 927-7073

Employees: Unknown, 100+

LITIGATION

Not applicable

AGREEMENT

NASSGAP (hereafter known as "Client") agrees to enter into the marketing program update initiative as outlined above. Any changes or deviations to the scope of work may result in additional fees. FreshySites, will not adjust or modify the scope of work outlined in this proposal without the prior consent of Client. Further, Client understands that the agreement of the outlined timeline for this project is contingent on certain expectations of Client to gather and provide necessary information and data to FreshySites. In addition, to the fullest extent permitted by law the client shall indemnify and hold harmless FreshySites from and against claims, damages, losses and expenses, including but not limited to attorney's' fees, arising out of or resulting from performance of the Work. Client agrees to ½ at project kickoff and ½ at site launch.

MEMBER, FRESHYSITES:

DATE SIGNED: 5/8/17

CLIENT REPRESENTATIVE:

DATE SIGNED: