

June 24, 2016

Re: Community Engagement for Parks & Trails  
BID 060916WQS  
Executive Summary

Greetings Mr. Watahira,

We are excited to provide a response to your Request for Proposal for Community Engagement for Parks & Trails ("RFP"). This proposal is presented by **Bertz-Rosa | Strategy & Creative** in collaboration with our strategic partners **Catalano Fenske & Associates** and **Building Healthy Communities**. Ours is a focused team of experts with the right experience and passion to successfully reach out to the entire community in a meaningful way to achieve results.

Bertz-Rosa | Strategy & Creative is a firm dedicated to working on projects that make a positive difference. Since landing in Fresno in 2003, our firm has engaged with the community to work on a wide range of projects focused on making Fresno and the Central Valley a better place.

Our clients include Habitat for Humanity, Fresno First Steps Home, Fresno Housing Authority, California Partnership for the San Joaquin Valley, San Joaquin Valley Air Pollution Control District, City of Madera, City of Fresno, Fresno Unified School District, and many more nonprofits, NGOs, and municipalities.

As part of my involvement with Creative Fresno, I co-authored both the Creative Economy Council's report and subsequent report cards that measured qualitatively the factors that contribute to Fresno's quality of life. The unfortunate truth is that while much progress has been made in many areas, we still lag well behind the national average for green space acres per capita in the city limits.

Having amazing parks, trails, and green spaces is a game changer for our community. Not only is it a significant contributor to quality of life, which in turn attracts industry, it echoes the importance of our land — it demonstrates reverence towards the land that feeds us and much of the world. The land that is a key driver of our economy. Having amazing green spaces authentically reinforces who we are as a community and as the ag leader.

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We have a history of collaboration with the City of Fresno, often with third-party organizations in the mix. We collaborated with the City of Fresno and Fresno/Clovis Convention and Visitors Bureau to develop the Fresno Brand Platform.

- Community Engagement: Conducted outreach to learn the authentic positive perceptions about our community.
- Visioning: Leveraged the positive authentic perceptions as a basis for the brand.
- Branding: Defined the brand in a detailed 20-page booklet which included ideas on how individual organization could leverage the concepts for their organization.

We're currently working with Parsons Brinckerhoff and the FAX team on the bus rapid transit (BRT) rollout.

- Community Engagement: We engaged the community to help with defining attributes for the brand, to name the BRT, and to narrow the options for the logo.
- Visioning: We worked with the larger BRT team to dream and brainstorm about the look of the stations.
- Branding: We defined the brand for the BRT, named the service, created the logo, and developed a style guide.
- Development of an outreach plan: We developed a public outreach plan, which involves key events, support materials, media relations, and online media.

We are currently also working on [fresno.gov](http://fresno.gov), the City's website.

- Community Engagement: Gained insights by reaching out to the public through an online survey, convened key community stakeholders from a variety of backgrounds to learn their perspective, talked with City employees, and met with those who employ ADA devices to interact with the web as a way to get a 360 degree view.
- Visioning: We researched best practices that aligned with the City's goals, incorporated user analytics, and moved both the visual and the interactive aspect of the website forward.
- Branding: Having worked closely with various departments of the City of Fresno, we established a color palette and typography usage which we leveraged for all projects.

Additionally, we've worked on a number of initiatives for the City including economic development, general plan, Business-Friendly Fresno, State of Downtown, State of the City, Restore Fresno, and more. We get it. We know our community, we know the municipality, and we care.

Thank you for your consideration,



Suzanne Bertz-Rosa  
Strategic & Creative Director



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## Background & Goal

Over the past year, there has been increasing community interest in Fresno to adequately and equitably invest in open space throughout the City—especially in South Fresno neighborhoods. However, the path to achieving this goal has not been clear.

The Active Transportation Plan (ATP) and Parks Master Plans are the clear next step towards gathering more refined information on how to increase equitable access to quality parks and trails.

The City is underway on the preparation of an ATP that will illustrate Fresno's objective to provide alternative modes of transportation to create a more sustainable, healthy, and economically viable community.

The City is also developing a Parks Master Plan and has recently awarded a professional services agreement to Wallace Roberts & Todd.

The ATP and Parks Master Plan each require a community engagement component to inform the vision and development of their respective plans.

Ongoing awareness and broad public support of the implementation plan will be necessary to secure the right funding to translate the vision to reality.

## ATP & Bicycle, Trail and Pedestrian Master Plan

The City contracted with Fehr & Peers who began work on the ATP in early 2016.

A Stakeholder Advisory Committee has been formed which will oversee the development of the ATP.

The ATP will:

- Meet State ATP requirements.
- Update the City's 2010 Bicycle, Trail and Pedestrian Master Plan (BMP).
- Build upon the goals and policies established in the 2010 BMP and the 2035 General Plan.
- Be finalized by fall of 2016.

## Parks Master Plan

The Parks Master Plan will:

- Be integrated with the 2035 General Plan as well as the ATP, in order to support the City's needs over the next 20 years.

- Be developed as a tool geared toward improving the community's quality of life by providing quality parks and open space facilities to meet the needs of existing residents and businesses, new community members, potential citizens, and development clients.
- Be finalized by mid-2017.

## Vision Plan

It is the City's goal to complete a Vision Plan outlining the capital improvement needs by December of 2016.

## Trust for Public Land

The City is partnering with the Trust for Public Land (TPL) to conduct a feasibility study for potential funding options that explores technical and public considerations for implementation. This study will include best practice research and community surveys.

## Goal

**Create an outreach, branding, and communications strategy surrounding parks and trails initiatives.**

### REQUIREMENTS

The strategy must:

- Define short-term and long-term strategies
- Create a clear and cohesive message around the existing and planned parks, trails, and other green space, including:
  - Vision for parks
  - Benefits to all Fresnoans

### AUDIENCES

- Residents
- Businesses
- Visitors

### MEASUREMENT

Engage at least 1,000 new residents and build public awareness, participation and community support for the two parks and trails initiatives.

# Primary Vendor Information

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## **Bertz-Rosa | Strategy & Creative**

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## Experience, Qualifications & Expertise

As you may know, Bertz-Rosa | Strategy & Creative is primarily the vision of Suzanne Bertz-Rosa, a strategic communication design professional with over 25+ years of experience. Bertz-Rosa Design was started in 2003 and transitioned into Bertz-Rosa | Strategy & Creative in 2010.

We are committed to creating beautiful and smart designs that help make our world a better place. Our strength is in creating intelligent, focused, user experiences and integrated marketing. At our core, we are problem-solvers.

We focus on the business goal, gain clarity on the target audiences, and design a user experience to meet the needs of both.

Using our proven five-step methodology, we translate organizational goals into effective, visually-rich communication across platforms. Our team is agile and responsive. We provide a reliable, stress-free collaborative relationship with our clients as a trusted advisor and partner.

With Bertz-Rosa | Strategy & Creative, you get seasoned, strategic thinking, combined with a practical, "get-it-done" attitude.

## **Proven Strengths**

- Understanding and clarifying issues
- Determining what is relevant to project and audience
- Breaking down problems to their simplest form
- Assessing situations through the lens of the goal
- Seeing a clear path through complexity
- Translating strategic elements into visual representations
- Designing and developing quality work
- Understanding our best fit



## Collaboration is key

We work collaboratively with our clients. It isn't "us" and "them". It is just us—together—one extended team. We work this way with our clients, contractors, and strategic partners. It's how business gets done in the agile modern world. We extend the client's team and integrate into their process to ensure seamless workflow and collaboration.

This project will benefit from our collaborative team of engagement experts who will develop a cohesive messaging strategy, prepare the technical documents, and implement an outreach campaign to generate broad public input and support for the two plans, ultimately building a coalition for implementation of the plans' goals.

## We know our place

We know the challenges of our region—from poverty to access. Our city is growing with the population expected to expand from 515,609 to more than 970,000 over the next 25 years. Fresno has consistently ranked at the bottom of annual surveys measuring the amount and accessibility of green space available to residents. To improve the quality of life for all residents regardless of neighborhood, for now and in the future, additional parks, trails, and green space is needed. To achieve this goal, we must first engage the public and gather input. Because of our diverse population, we need to reach residents in their own languages and with cultural sensitivity. We are approaching outreach in a grassroots fashion by partnering with Building Healthy Communities and their partners who already have relationships in many neighborhoods across the city.

## Approach

### Process makes perfect

Our approach is to partner with our clients and team together to create positive outcomes. By following a proven five-phase process, we can ensure the successful completion of every project. Each project starts with the organization's goals and advances from there with each step in the process building on the previous. This does a number of different things. First, it gives the project a solid strategic foundation and direction. It defines the expectation, which helps in gaining approvals from diverse stakeholders — as long as they have been part of the process.

- At the start of the project, the our team will meet with:
  - City staff and key stakeholders to discuss the goal, audiences, and expectations.
  - Project managers and consultant teams overseeing the Parks Master Plan and the ATP
- Throughout the process, our team will meet with the Parks Master Plan and ATP public outreach sub-consultants to learn from community engagement efforts to ensure a clear and consistent data collection for the report.

- Our team will meet with TPL staff to learn about TPL's survey work and feasibility research to ensure consistency with these various work products.
- Our team will meet on a regular basis with the City Manager's Office and other key staff members to review the progress of the information gathered and direction of the report.
- At key points throughout the process, our team will conduct up to three stakeholder meetings to gather information and test proposed branding and marketing strategies.

## **We follow a proven five-phase methodology to ensure success.**

Each project begins with a thorough understanding of the goal, audience, and overall space. We follow a proven five-phase methodology to ensure the successful completion of every project: discover, define, design, develop, and deploy. This process ensures the alignment of messaging and deliverables for defined target audiences, as well as uncovering opportunities to bolster the mission of the City of Fresno and the outreach project overall. Following this process, we successfully blend creativity and innovation with a depth of strategic skill to develop effective outreach.

### **DISCOVER**

Discovery is the gathering of information to determine the detailed project goal and objectives. This phase may include a strategy workshop, interviews of key stakeholders, and research of best practices. It concludes with the collection of key raw data and information necessary to develop a outreach plan.

### **DEFINE**

Project definition builds from the discovery phase and shapes it into a project scope by translating the raw information into an actionable plan.

### **DESIGN**

The design phase includes visual design, copywriting, motion, and interaction design as needed to fulfill the project goals.

### **DEVELOP**

Development takes the design and builds it into a functional element.

### **DEPLOY**

This phase puts the plan into action and measures results. All of the information in the deployment phase will be gathered and documented in a report to help set future initiatives and extend the strategy.

# Subcontractor Information

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## Strategic Partners

We choose to be independent but are strong proponents of partnership. We are at our best when working with equally seasoned specialists. For this project, we extend our team with strategic partners for a comprehensive solution.

Collaborating with our team means working side-by-side with high-level staff with experience in creating diverse web experiences.

### Catalano Fenske & Associates (CFA)

CFA is a team of business professionals who specialize in public relations, government affairs, marketing and business development, community outreach, corporate communications, event planning, fundraising and sponsorship development raising millions of dollars for local organizations. For nearly 15 years, CFA has cultivated invaluable relationships with local and regional media, government officials, community leaders and organizations to help our clients achieve the results they are looking for.

Specializing in creating awareness, consensus and a better understanding of a host of issues important to all stakeholders, CFA, and its assembled team have been instrumental in the development and execution of a host of activities which include:

- Planned, managed, and executed over 300 events that include large conferences, fundraising and sponsorship development, receptions, corporate meeting, community based events, and retreats.
- Developed and executed a series of large town hall meetings during the recession to discuss budgetary challenges in the City of Fresno.
- Developed and launched a city-wide effort to increase volunteerism in the City of Fresno to help off-set the reduction of services which resulted in keeping community centers open, parks clean and providing assistance to aid area non-profits meet the demands of a compressing economy.
- Conducted public outreach efforts to seek community input on a host of business expansion projects impacting schools and neighborhoods.
- Coordinated legislative hearings and individual stakeholder meetings on various topics such as the expansion of biodiesel production, the positive and negative impacts of synchronized traffic lights on improving air quality, the appropriate government response to a local West Nile Virus outbreak and the ways to improve Healthy Families implementation. Coordination included researching, interviewing and securing subject panelists; creating meeting agendas; writing hearing scripts and proposed questions for the legislator; preparing media releases, alerting the press, researching and securing hearing/meeting locations and handling all logistics.



- Working with Community Benefit Organizations, grantors, private foundations, private sector funders and government entities to develop the best strategies to streamline funding requests and to coordinate efforts between organizations so that service delivery is strengthened.

Using our team's vast experience spanning nearly four decades, we have the tools, knowledge and wherewithal to exceed all expectations and achieve your desired outcomes.

## **The Fresno Building Healthy Communities (Fresno BHC)**

Fresno BHC hub brings together partners and local stakeholders to develop a common agenda and coordinate activities to achieve desired outcomes. Collectively, they represent close to 90,000 residents living in central, southeast, and southwest Fresno. Fresno BHC has a breadth of experience engaging a diverse constituency across the City of Fresno around issues related to education, health, land-use, youth leadership, civic engagement, and community development. We have a healthy mix of people with very different perspectives and from many cultures, working together, learning from each other, and generously sharing their knowledge and ideas.

The Fresno Building Healthy Communities Hub is a small backbone organization and, while we work on large-scale projects, we provide focused, individualized attention to each project. We pride ourselves on establishing strong working relationships with partners, maintaining our ideals of great communities, and, most of all, having fun with our work. We are uniquely qualified in collective impact approaches that strengthen the social fabric of the communities we live and work in. Our areas of expertise include; strategy development, robust community engagement, strategic communications, coalition building, public health aptitude, data collection and analysis, and sustainability practices. Over the last five years we have:

- Led community visioning activities with more than 8,000 community members to identify community priorities;
- Conducted public outreach campaigns to increase awareness on numerous city-wide, county, and school district policies and topics;
- Planned and coordinated public hearings (averaging 300 people in attendance) and presentations on a number of community topics; securing venues, speakers/presenters, public outreach, and other related logistics;
- Engaged with media outlets through traditional and non-traditional methods including preparing news releases, pitching to media outlets, securing interviews, etc.;
- Implementing targeted online and social media campaigns reaching more than 3,000 community members per campaign;
- Worked with and leveraged partnerships with diverse community- and faith-based organizations throughout Fresno. Currently, our coalition represents over 30 organizations.

## Fresno BHC Project Partners

### **FRESNO INTERDENOMINATIONAL REFUGEE MINISTRIES (FIRM)**

Fresno Interdenominational Refugee Ministries (FIRM) is a faith-based non-profit that serves more than 6,500 refugees in the Fresno area of the California San Joaquin Valley, primarily from Southeast Asian, Slavic, and African origin. FIRM provides holistic neighborhood and youth outreach and enrichment programs, elder citizenship, advocacy, community gardens, health navigation and policy work, culturally appropriate community organizing, a state-licensed preschool, employment projects, an after-school program and much more.

### **CENTRO LA FAMILIA ADVOCACY SERVICES, INC.**

Centro La Familia Advocacy Services, Inc is a community-based non-profit organization serving low- and middle-income families throughout Fresno County for more than 30 years. Founded in 1972 to provide direct advocacy and intervention services, Centro La Familia's mission is to empower people through education, training, and direct services.

### **COMMUNITIES FOR A NEW CALIFORNIA EDUCATION FUND**

Communities for a New California Education Fund (CNCEF) is committed to achieving environmental, economic, and socially just public policy for working class families in the rural areas of California. Founded in February 2011, CNCEF provides public education on policy issues relevant to rural areas of California including health, immigration, environmental justice, worker's rights, civil and human rights through integrated leadership development, and mass non-partisan voter engagement.

# Representative Resumes

## Team Bios

**Suzanne Bertz-Rosa** | Strategic & Creative Director  
Bertz-Rosa | Strategy & Creative

**Focus for this project:** *Strategic and Creative  
Lead to ensure success of project*

Suzanne's proven strengths are as wide as her experience: an ability to understand and clarify issues, determine what is relevant to project and audience, break down problems to their simplest form, assess situations through the lens of the goal, see a clear path through complexity, and translate strategic elements into visual representations.

Before starting Bertz-Rosa Design, Suzanne Bertz-Rosa worked as the Interactive Director/Creative Director at Young & Rubicam Advertising/SicolaMartin in Austin, Texas. Prior to that, Suzanne ran her own design studio in San Francisco. During that time, she worked with clients ranging from Bank of America, Charles Schwab, and Citibank to Xerox, Novell, Hewlett Packard, and Fujitsu.

Suzanne's 25-plus years experience includes a stint as an Interactive Producer at Bank of America working on their award-winning website and shaping the face of online banking. She was also the Art Director for Bank of America impacting the bank's image across the country and internationally. Her early experience includes project management, graphic design, typesetting, and printing sales.

Since returning to the Central Valley, Suzanne has focused her time and experience on projects that make a difference in the community.



### Education

Digital Film Intensive, San Francisco State University, 2006  
Graphic Design, California College of the Arts, 1996–1998  
New Media, San Francisco State University, 1994–1996  
Graphic Design, Academy of Art University, 1992–1996

### Professional Background

Strategic & Creative Director, Bertz-Rosa | Strategy & Creative, 2002–Present  
Communication Consultant, Regional Jobs Initiative, 2004–2008  
Interactive Director, SicolaMartin, part of Y&R Brands, 2000–2002  
Contract Art Director and Usability Consultant,  
Suzanne Bertz Design, 1998–2000  
Interactive Producer, Bank of America, 1997–1998  
Art Director, Bank of America, 1996–1997  
Principal/Designer, Suzanne Bertz Design, 1993–1996



### Experience with Similar Projects

Office of Community and Economic Development at Fresno State

- California Partnership for the San Joaquin Valley
- Regional Jobs Initiative
- Rural Development Center

Fresno Housing Education Corps

Fresno Regional Workforce Investment Board: Careers in the Valley

**Cary Catalano** | Chief Executive Officer, Project Lead  
Catalano Fenske & Associates

**Focus for this project:** *Will handle media and communication aspects of the message with the general public and media personnel, including media buys, budgeting, and working in conjunction with outreach team on outcomes and deliverables*

Since 2003 Cary has grown Catalano Fenske & Associates from a two-person operation to a team of public relations, marketing, event planning, resource development, and government affairs professionals serving numerous clients in industries throughout the Central Valley and the western United States.

With more than 19 years of experience in public and government affairs with a specialty in communications, Cary has proven results in helping all industries he serves reach their intended goals. Prior to becoming the founding principal of Catalano Fenske & Associates, Cary was the Chief Operating Officer of the Community Food Bank for four years. Cary was awarded the prestigious JU Berry Award by the Fresno Advertising Federation for his commitment to charity work in the community and was recognized as one of the top 100 alumni from Fresno City College.

Cary's primary role in event planning is to work in conjunction with the account manager on the communications plan, which includes internal and external communications, sponsorship development, script writing, program outline, and overall theme.

Cary holds a BA in Public Administration from California State University, Fresno and an Associate's Degree from Fresno City College. He is also a graduate of Leadership Fresno. Currently, Cary serves as a Commissioner on the City of Fresno Planning Commission and is an active member on the Mayor's Community Advisory Board. Cary's commitment to providing working families with quality housing was demonstrated during his tenure as an immediate past Commissioner on the Fresno Housing Authority Board of Commissioners and through his endless fundraising efforts for Habitat for Humanity Fresno County. He also served on the corporate board of directors for Girl Scouts of Central California South where he was president for three years.



**Sandra Celedon-Castro** | Hub Manager, Project Lead  
Fresno Building Healthy Communities**Focus for this project:** *Engagement Lead*

Sandra Celedon-Castro serves as the Hub Manager for Fresno Building Healthy Communities and is responsible for guiding and supporting multi-sector, diverse stakeholder collaboration in order to foster and encourage thriving communities where all children and families can live healthy, safe and productive lives. She has an extensive background in Public Health and has been instrumental in improving local health systems and policies.

She has led the development and implementation of a number of programs with special focus on prevention and primary care access. Sandra is an expert in program management, public policy, community-driven design, data and evaluation, and communications.

**Chanelle Wiebe** | Project Director  
Bertz-Rosa | Strategy & Creative**Focus for this project:** *Day-to-Day Project Management*

Chanelle is a creative through and through. As Project Director, she manages a host of tasks that help the big machine run at full speed. From keeping track of all open projects to thinking through how users will interact with computer screens, her passion for strategic action helps us produce the best outcomes. Her positive vibes and natural inclination toward hospitality make for great in-house and client relationships. In other words, she's smart and fun.

Chanelle's background includes a variety of work experience in the Fresno area. She has held positions in executive administration, art therapy, and accounting. Having worked in legal, nonprofit, and government agencies, Chanelle is able to adapt to any project.

She has a Bachelors degree in Art from Fresno State and continues to add to her personal fine art portfolio through a wide range of individual and community projects.

**Education**

B.A. Art, California State University, Fresno

**Professional Background**

Assistant Project & Account Coordinator, Bertz-Rosa, 2015-present

Freelance Designer, 2013-2015

Accounting Assistant, SJVAPCD, 2012-2013

Creative Arts Coordinator, Social Vocational Services, 2010-2011

Executive Assistant, Walter & Wilhelm Law Group, 2009-2010

**Angelica Cano** | Project Manager  
Bertz-Rosa | Strategy & Creative

**Focus for this project:** *Copywriting and Strategic Development Support*

As Project Manager, Angelica collaborates with clients and members of our team to construct impactful marketing communications. In other words, she likes to talk and loves a spreadsheet. Ensuring every campaign and assignment is completed effectively; she has a knack for keeping the details in focus.

Angelica graduated from Fresno State with a Bachelor of Arts in Print Journalism. She has worked in a multitude of roles, mostly in nonprofits, serving as a communications manager, team lead, and punctuation enthusiast. Her love of words makes her our resident synonym sleuther and lover of one-liners.



**Miaka Wood** | Support Specialist  
Bertz-Rosa | Strategy & Creative

**Focus for this project:** *Scheduling, Accounts Receivable, Accounts Payable*

Miaka's commitment to working hard to achieve a common goal, and unique ability to connect personally and professionally to both coworkers and clients, make her a supremely valuable asset to the Bertz-Rosa | Strategy & Creative team.

Miaka's previous experience found her managing and owning a portrait studio, where she learned to cultivate her strengths and find confidence in her abilities. She has a constant willingness to learn, and a passion for working with and for the public.

Miaka has a Bachelors Degree in Art with an emphasis in Photography from California State University, Fresno.



**Education**

B.A. Art, California State University, Fresno

**Professional Background**

Administrative Assistant, Bertz-Rosa, July 2015 – Present

Yearbook Designer/Photographer, Lab One, January 2015 – July 2015

Owner, Magic Moments Portraits, January 2012 – March 2014

Photographer/Manager, Magic Moments Portraits,  
September 2007 – December 2011



**Kaitlyn Wilcox** | Visual Designer  
Bertz-Rosa | Strategy & Creative**Focus for this project:** *Visual Design*

Kaitlyn is a talented and blossoming creative with a passion for thoughtful design. Her artistic talents range from traditional to digital with a particular fondness for graphic design. Kaitlyn's work is colorful, innovative, and clean. Her strengths are in approaching each project with a fresh perspective and strategic vision.

Kaitlyn gained her early experience designing for Fresno State's Associated Students, Inc. She spent her time creating banners, kiosks, pamphlets, signage, posters, and other materials. She earned her degree in art with an emphasis in graphic design from California State University, Fresno. In her free time she enjoys singing, playing piano, thrifting, and DIYing.

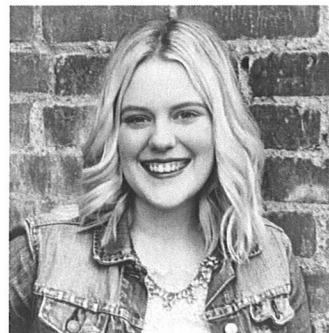
**Education**

B.A. Graphic Design, California State University, Fresno

**Professional Background**

Visual Designer, Bertz-Rosa, June 2015 – Present

Graphic Designer, Fresno State ASI, 2014 – 2015

**Jeff Chandler** | Visual Designer  
Bertz-Rosa | Strategy & Creative**Focus for this project:** *Visual Design*

It could be said that Jeff has been around the block, probably a thousand times, on his bike. He also has a good deal of experience finding creative ways to get the message across. If his work doesn't inspire action or communicate clearly, he sees it as just another pretty distraction.

Learning new things and never sitting still usually keep him out of trouble.

He's worked on brand identity, print collateral, outdoor, and multi-faceted campaigns involving online platforms for diverse clients such as hospitals, casinos, credit unions, and nonprofits. When he's not at the computer, Jeff enjoys time at a workbench full of tools and something that needs fixing. A bicycle repair enthusiast, he also enjoys the magic of a wheel that spins true.

**Education**

B.A. Graphic Communication/Advertising Design,  
California State University Fresno

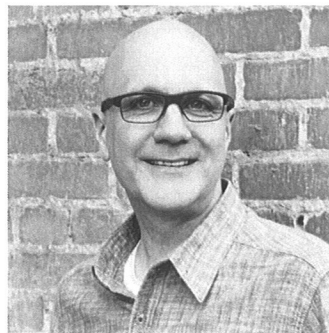
**Professional Background**

Visual Designer, Bertz-Rosa, February 2016–Present

Senior Designer, Jeffrey Scott Agency, May 2008–February 2016

Art Director, Armadillo Advertising, January 2000–May 2008

Graphic Designer, Dumont Printing, June 1988–January 2000



**Melinda Gonsalves** | Chief Development Officer,  
Project Co-Lead, Catalano Fenske & Associates

**Focus for this project:** *Will lead planning staff on logistical planning including: securing venue space, site map and event timeline, coordination of speakers, create agenda sessions, provide staffing needs, manage vendors, and assign staff roles when needed*

Melinda is responsible for the overall development and implementation of work plans and strategies designed to support client organizational needs and priorities. She also develops and maintains all special event projects for clients based on specific event needs, design and budget. Melinda has extensive experience in developing media related stories, press events, handling of numerous communications crisis situations, and helping school districts with their Foundations. Melinda's previous experience included being Sales Manager of Delaware North Companies Parks & Resorts where she was responsible for the cultivation of outside sales, retention of current clients and promotion of properties to corporate businesses throughout California. She was also Sales Manager for Grand Occasions Catering and Banquets where she was responsible for budgeting, forecasting and marketing plan development and implementation. Melinda's primary role is as account manager in all event planning, which includes the coordination of staff roles, budgets, vendor management, all logistics, develop contingency plans, create emergency response plans, site research, and contract negotiations.

A native of Kingsburg, Melinda holds a BS in Business Administration (Marketing Emphasis) from Fresno State. She was a member of the former Shakers of Community Medical Foundation, and speaks fluent conversational Spanish. When she's not raising money or planning an event, Melinda enjoys the adventures of raising her two boys with her husband.



**Susan Good** | Community and Government Relations  
Catalano Fenske & Associates

**Focus for this project:** *Will work with the outreach team on strategy, outcomes and deliverable, presentation of information, script writing, coordination with editorial board, and writing press releases*

After 19 years of advanced management experience in the private sector and 14 years of public sector management and community engagement work, Susan began a new career focused on government advocacy, community organizing and outreach, grant writing and event planning with Catalano Fenske and Associates. Susan has worked with a former Speaker of the Assembly, GroundWorks, and United Ways.

Under the supervision of the account manager, Susan is tasked with script writing, coordination of all elected officials, and is charged with program execution for the day of the event.



During her 14 year career in the public sector, Susan served as the District Director for two State Senators who represented a district that spanned the counties of Kern, Tulare, Kings, Fresno, and Madera. One of the Senators was the chairman of the Senate's agriculture committee and the other served as the Senate's majority leader. Susan's responsibilities included planning and staffing legislative and informational hearings and meetings throughout the district; advocating the Senator's positions on issues; attending local government meetings and events in the five-county area; coordinating press conferences and writing policy briefs and summaries on community issues. During her tenure, she navigated such varied issues as the flood of 1997, the freeze of 2001, the end of the 30-year exemption from air quality regulations enjoyed by the agriculture industry, and the revitalization of Fresno's downtown.

**Maggie Caples Furrow** | Director of Marketing and Communications, Catalano Fenske & Associates

**Focus for this project:** *Will lead all communications strategies around this effort and coordinate and marketing needs for the outreach team efforts*

Maggie has 13 years of experience in communications supporting high profile corporations, nonprofits, advertising agencies, and government-funded projects. Her experience includes managing paid and earned advertising and media for clients like the Maryland State Lottery as well as locally based, Westlands Water District. She has built and managed project management systems and client tracking databases, developing reporting tools and analytics for Community Food Bank and the International Vaccine Access Center at Johns Hopkins School of Public Health. She is also an accomplished event, social media, and project manager. Projects have included website development for The Women's Industrial Exchange in Baltimore, MD and social media management for HandsOn Central California.

After graduating from California State University, Fresno in 2003 with a BA in Mass Communications and Journalism, Maggie gained valuable experience working locally in public affairs and advertising that prepared her for a career move to Baltimore in 2006. She worked with advertising agencies as a Media Buyer for both local and national clients and as an Executive and Communications Assistant and Project Coordinator for T Rowe Price. In 2013 she graduated Magna Cum Laude with a Masters in Communications from Notre Dame of Maryland University. Following graduation she made the decision that the Central Valley of California was her home and where she wanted to live and start her family.



**Norene Foin** | Executive Assistant & Project Coordinator  
Catalano Fenske & Associates**Focus for this project:** *Will assist in maintaining project files*

Norene recently moved back to the Valley where she grew up and graduated from Fresno State. She joined CF&A with a strong background in customer service as a business owner and teacher.

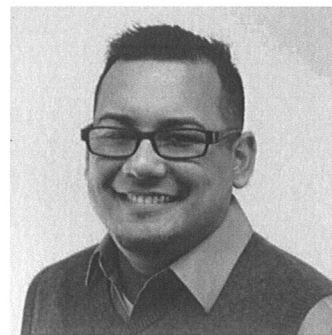
Norene handles all event administration, which includes all correspondence, budget and financial reconciliation, developing logistical sheets, agendas and minutes for meetings, appointments, and follow ups.

Outside of being part of the CF&A team, Norene has a passion and background in music. She began her private study of the piano at age seven. At age 10, she was recognized as the youngest organist in the country with her position as organist for Sunday services for a church in Madera. Norene began performing professionally at age 16. She has been a pianist for Good Company Players at Roger Rocka's Music Hall in Fresno. She has been a solo performer, as well as a keyboardist and vocalist in various bands over the years, performing at several Fresno and LA venues. Norene began teaching private piano and voice lessons, as well as performance coaching 15 years ago when she founded Tyler Norene Music Studio in Fresno.

**Augie Blancas** | Communications Specialist  
Fresno Building Healthy Communities**Focus for this project:** *Engagement Liaison*

Augie Blancas serves as the Communications Specialist and is well versed in public and media relations, communications programming, as well as assisting with marketing and event planning with a special focus on the non-profit sector.

He received his degree in Mass Communications & Journalism with an emphasis in Advertising from California State University, Fresno. Augie has been instrumental in promoting the work of various organizations in the Valley including the Central California Blood Center, Fresno Economic Opportunities Commission's Women, Infants, and Children (WIC) program, and Fresno Reel Pride LGBTQ Film Festival.



**Jazmin Santana** | Project Coordinator  
Fresno Building Healthy Communities

**Focus for this project:** *Engagement Liaison*

Jazmin Santana leads the planning and implementation of a variety of special and/or technical projects. She has in depth knowledge of a wide range of policies, procedures, and technical work processes.

Jazmin coordinates logistics for meetings, events, conferences, workshops, trainings, and special events by scheduling presenters, ordering food and refreshments, securing locations, childcare and interpretation, collecting and compiling information, organizing agendas, sending out invitation letters, preparing badges and nameplates, organizing project dissemination material, taking registration, taking minutes, set up, and a variety of related tasks.

**Arantes Armendariz** | Advocacy Specialist  
Fresno Building Healthy Communities

**Focus for this project:** *Engagement Liaison*

Arantes Armendariz has a background in Psychology and leads the development of community engagement plans and coordinates with stakeholders and partners to ensure robust community participation. In addition, he serves as our in-house researcher and conducts public policy analysis on related projects.



C O N F I D E N T I A L

# Cost Proposal

## DEVELOP BRAND IDENTITY & DEFINE STRATEGY

Branding, Outreach & Communication Plan.....	\$103,311.13
E-Newsletters and Blog Posts .....	\$16,700.00
Website and Social Media .....	\$20,075.00

## COMMUNITY ENGAGEMENT MEETINGS & DATABASE

Public Meetings, Small Meetings & Outreach Events .....	\$81,948.43
Project Stakeholder Database .....	\$5,000

## EARNED MEDIA CAMPAIGN

Media Relations .....	\$18,050.00
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## FINAL REPORT AND PRESENTATION

Report & Event.....	\$7,500.00
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**TOTAL.....\$252,584.56**

## Scope of Work

### Develop Brand Identity & Define Strategy

Develop a succinct message that highlights Fresno's distinctive competencies and communicates the vision for its parks and trails initiatives. Use data compiled provided from TPL.

- The messages need to be:
  - Authentic, relevant, and simple.
  - Garner broad public support for the implementation of the goals identified in the Parks Master Plan and ATP.
- Design and develop communication materials to support outreach and strengthen the City of Fresno's brand identity.
- Identify the short-term and long-term strategies ensuring the goals of each plan are implemented.

### BRANDING, OUTREACH & COMMUNICATION PLAN

The Public Outreach and Communication Plan for Community Engagement for Parks and Trails will directly engage the entire community through visioning, branding, and aggressive outreach. The Community Engagement Consulting Team will develop a plan responsible for engaging at least 1,000 new residents and building public awareness, participation, and community support.



**Scope includes:**

- Scheduling, organizing, and implementing city-wide canvassing program
- Logistics Management
- Flyer/Survey Printing
- Recruiting neighborhood volunteers/representatives
- Materials & Supplies – clipboards, pens, paper, etc.
- Mileage

**Tasks:**

- Draft Public Outreach and Communication Plan
- Create and maintain a stakeholder database
- Conduct city-wide canvassing program - 8 days, 5 hours/day, 10 canvassers

**Deliverables:**

- Brand Definition
- Messaging
- Outreach Plan and Integrated Communication Strategy
  - Identify key individual and organizational messengers and ambassadors of this message that should be integrated into a broad coalition for support
  - Identify the long-term brand strategy with corresponding timeline to implement a sustainable brand identity

**E-NEWSLETTERS AND BLOG POSTS**

Up to six Newsletters and e-News publications will be prepared and distributed to the project email list, key stakeholders, and at public/community meetings. The purpose of these educational materials is to inform the public about the project, provide updates on the construction phase activities and the overall improvement to the quality of life in Fresno. The publication materials will also be used to properly set the expectations of citizens during the course of the project with respect to safety, transportation, inconvenience, noise, etc.

**Tasks:**

- Writing (5 issues)
- Translation: BHC (5 issues)
- Design & Layout Email Version (5 issues)
- Email Distribution

**Deliverables:**

- Set-up and Manage Mailchimp Email Management Account
- Content for 5–6 E-Newsletters — also to be used as content for blog posts
- 5–6 Issues of E-Newsletter

## WEBSITE AND SOCIAL MEDIA

The project website will be used as a repository of project information for the public. The material will be kept up to date and relevant. The website will house information about the project, digital versions of collateral materials, and media advisories. The website address will be referenced on all communication tools.

- Responsive Website: design, content, and development
- Social Media Set-up: Facebook & Twitter
- Social Media Maintenance: 5 hours per month, 6 months

## Community Engagement Meetings & Database

We will focus engagement citywide and coordinate with the TPL to ensure survey work they are doing is complementary and/or integrated.

### PROJECT STAKEHOLDER DATABASE

Develop and manage a contact management database in FileMaker Pro of residents interested in the City's parks and trails initiatives who also want to stay engaged with the implementation of the Parks Master Plan and Trails/ATP.

#### Scope includes:

- Single license of FileMaker to be used for this project
- Contact records with no more than 15 fields per record
- Import base data from Excel

#### Tasks:

- Define data fields
- Define 1-2 reports
- Customize FileMaker
- Update and manage database

#### Deliverables:

FileMaker Pro database with a minimum of 1,000 qualified contacts

## LARGE PUBLIC MEETINGS

The scope of work assumes three (3) large scale public meetings/events. Meetings will be held with key stakeholders throughout our community. There will be at least one meeting in each segment of the community aimed at providing the public with an opportunity to provide valuable feedback on the needs for parks and trails throughout our community.

A brief summary of public comments from each meeting will be prepared.

**Scope includes:**

- Scheduling, organizing, and hosting these meetings
- Logistics Management
- Flyer Design & Updates
- Flyer Printing
- PowerPoint Design
- Display Boards
- Email Design & Updates
- Email Distribution
- Directional Signage
- Copywriting
- Set-up & attend events
- Equipment rental
- Venue Fee
- Interpretation Services
- Food & Refreshments
- :15 TV spot creative & production
- Media Buy
- Brochure Development

**Tasks:**

- Coordination and scheduling of meeting logistics
- Preparing materials
- Plan and purchase media time
- Create commercial
- Phone bank list of engaged stakeholders

**Deliverables:**

- Three (3) public meetings/events to report gathered feedback
- Coordinated media buys and public outreach

**SMALL GROUP CONTACTS**

The scope assumes continuous contact and communication with small groups that are diverse. For example: neighborhood groups, community-based organizations, and churches to name a few. A total of fifteen (15) community meetings/presentations will be conducted to provide an overview and to seek engagement from the public. This strategy will be an effective method to communicate with diverse communities, including the Hmong, Cambodian and monolingual Hispanics. Their participation in this process is key to the success of the effort. "Trusted messengers" in the community will be utilized to communicate with groups in environment meant to facilitate a useful one-on-one exchange of information.

**Scope Includes:**

- Scheduling, organizing, and hosting these meetings
- Set-up and attend
- Logistics Management
- AV, if needed
- Flyer Design and Updates
- Flyer Printing
- Venue Fee
- Light Food & Refreshment
- PowerPoint Design
- Display Boards
- Directional Signage
- Interpretation Services
- Phone bank potential stakeholders
- Community Engagement Supplies & Materials
- Volunteer Incentives
- Mileage (\$0.54/mile)
- Copywriting

**Tasks:**

- Scheduling and coordination of presentations or meetings
- Coordination of event logistics
- Preparing publicity materials for meetings
- Facilitating neighborhood meetings

**Deliverables:**

- Up to 15 small group meetings
- Public Meetings/Small Meetings & Outreach Events

**Earned Media Campaign**

Develop an earned media campaign that effectively launches the City's parks and trails initiatives. This could include: a public launch or event that would encourage media coverage; setting up pre- and post- launch interviews with local print and broadcast outlets; scheduling an editorial board with local newspapers; placing stories in mainstream print, broadcast, and online media outlets.

**MEDIA RELATIONS**

W will provide all media outlets with advisories on meeting, plans and outreach efforts. Relationships with the media will be continually cultivated during all phases of outreach. Regular communications through print, television and electronic media will

be used. Regular media segments will be planned and coordinated. A sit down with the Fresno Bee Editorial Board will take place near the completion of the effort. Media relations will be coordinated with the appropriate City Public Information Office to properly inform the community and seek approval on media materials and information.

**Scope Includes:**

- Writing
- Media Outreach
- Coordination on interview and set-up

**Tasks:**

- Prepare media advisories and distribute to outlets
- Follow up communications to secure coverage

**Deliverables:**

- Develop an earned media campaign strategy
- Up to 12 media opportunities secured

## Final Report and Presentation

**REPORT & EVENT**

The final report will recap all of the findings from the outreach process. It will explain methodology, tactics, and public feedback.

**Scope Includes:**

- Rentals (tent, fans, chairs, stage, AV)
- Coordinate with Public Officials
- Light Refreshments
- Podium Sign
- Program
- Results Report Writing
- Results Report Design & Layout (No printing included)
- Results Report PPT
- Logistics Management

**Deliverables:**

- One (1) unbound copy
- Five (5) printed bounded copies
- One (1) electronic copy of the final report
- All marketing materials shall be in an electronic form as a pdf

## Assumptions

- The project will have a single point of contact.
- One round of revisions included for each review.  
Additional revisions will be charged at a rate of \$100 per hour.
- Photography and content will be provided by client or charged separately.
- Domain name registration and site hosting is not included.

## Timeline

### **Discover: kick-off project mid-July**

Meet with Key stakeholders

### **Define: July–August**

- Branding
- Outreach
- Communication Plan

### **Design & Develop: August–September**

- Support Materials
- Website and Social Media
- E-Newsletters & Blog Posts
- Project Stakeholder Database

### **Deploy: September–December**

- Media Relations
- Large Public Meetings
- Small Group Contacts

### **Report Findings: Early January**

- Report & Event

**Total time: Five months**



# References

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## Primary Project Examples

### City of Fresno: Fulton Street Groundbreaking

#### CLIENT

City of Fresno  
Ashley Swearengin | Mayor  
2600 Fresno Street  
Fresno, CA 93721  
559.621.CITY

#### PROJECT DESCRIPTION

In March of 2016, the City of Fresno held a public ceremony formally announcing the reconstruction of Fulton Street where the Fulton Mall current stood. The event celebrated the rich history of Downtown Fresno and its future as a business, cultural, and economic hub for the region.

CFA was responsible for the following tasks:

1. Developed theme, coordinated all branding, signage for the event in partnership with Bertz Rosa | Strategy and Creative
2. Developed and executed a communication plan, which included: all media releases, script writing, program development, internal communications with staff, and message to invitees
3. Coordination of all logistical details including selection and management of vendors, coordinated dignitary parking and seating placement, event budget, set-up, break down, coordination of students, elected officials, other dignitaries, and VIP area

**The Results:** Nearly 1,000 people attended the event, which included nearly 25 elected officials, extensive media coverage took place, including live coverage during the groundbreaking. A "Fulton Street" Party took place immediately following the formal event.

#### PROJECT DATES

February 12, 2016–March 3, 2016

#### PROJECT COST

\$15,000

## Clovis Community College: Accreditation Celebration

### CLIENT

Clovis Community College  
Dr. Deborah J. Ikeda | President  
10309 N Willow Ave | Fresno, CA 93720  
559.325.5205

### PROJECT DESCRIPTION

In July 2015, Clovis Community College, formerly known as Willow International Center, was accredited as the 113th community college in the state of California by the State Center Community College District. To honor the school's accreditation, a ceremony was held in August to celebrate the status change from a center to a full college.

Based on branding attributes, a new logo was designed and unveiled at the Accreditation Celebration. Display boards, stationery, invitations, and programs were rolled out in accordance with branding and messaging.

1. Developed theme and coordinated the development of a new college logo and event information
2. Developed and executed a communication plan, which included all media releases, script writing, program development, internal communications with staff, and message to invitees
3. Coordination of all logistical details including selection and management of vendors, coordinated dignitary parking and seating placement, event budget, set-up, break down, coordination of students, elected officials, other dignitaries, arrangements of continental breakfast, and VIP reception
4. Secured a sponsor to help offset the cost of the event

**The Result:** Nearly 500 people attended this event, which included the coordination of 20 elected officials, 38 pages of a timed scripted program, a new college logo was unveiled, and a check for \$25,000 was presented to start the Leon S. Peters Honors Program for high-achieving students.

### PROJECT DATES

April 2014–August 2015

### PROJECT COST

\$25,000

## City of Fresno: FAX Bus Rapid Transit Outreach

### CLIENT

City of Fresno  
Brian R. Marshall | Director of Transportation  
2223 G Street | Fresno, CA 93706  
559.621.7433

### PROJECT DESCRIPTION

FAX is bringing bus rapid transit to Fresno with the goal of reducing traffic congestion, increasing transportation reliability, and improving our air quality.

Bus Rapid Transit, or BRT, service provides faster, more efficient, and more reliable service than a traditional bus line. BRT is designed to reduce traffic congestion, increase mobility, and improve air quality. Funded by federal and state funds, the vehicles are modern and comfortable with off-board fare collection and level platforms for efficient boarding—all at the same fare as a regular FAX bus.

1. Created Outreach Plan  
An updated Public Outreach Plan for all construction-related activities will incorporate the feedback received from meeting with, listening to, and collaborating with stakeholders during the design and construction phase of the project.
2. Public Meetings  
Meetings will be held with key stakeholder groups along the BRT corridor route of Blackstone, Downtown and Ventura/Kings Canyon. There will be at least one meeting in each segment to provide updated project developments, inform the public about the BRT, project development, and construction processes. The scope includes scheduling, organizing, and hosting these meetings.
3. Newsletters/e-News  
Prepare and distribute up to six Newsletters and e-News publications to the project email list, key stakeholders and at public/community meetings.
4. Media Relations  
Provide the mainstream and ethnic media construction advisories and current construction related traffic information to the public. Promote project benefits, highlight public meetings and special events to encourage greater participation. Continually cultivate relationships with the media during the final design phase and construction to create opportunities for regular communication through print and electronic media.
5. Website and Social Media  
The project website will be used as a repository of project information for the public. The material will be kept up to date and relevant so as to inform the public in real time regarding any traffic restrictions caused by construction activity along the BRT corridor and house information about the project, digital versions of collateral materials, and media advisories. The website address will be referenced on all communication tools.

**6. Kick-off Launch**

Coordinated all branding, signage for the event in partnership. Developed and executed a communication plan, which included all media releases, script writing, program development, internal communications with staff, and message to invitees. Coordinated all logistical details including selection and management of vendors, coordinated dignitary parking and seating placement, event budget, set-up, break down, coordination of students, elected officials, other dignitaries, and VIP area.

**PROJECT TIMELINE**

January 2014–present

**PROJECT COST**

\$188,600

## Additional Project Examples

**THE FIG GARDEN VILLAGE WINE WALK**

The Fig Garden Village Wine Walk, created by Catalano Fenske & Associates in 2011, is a fundraiser for local charities and marketing tool designed to attract additional traffic to the shopping center. The lifestyle center lent itself to be an ideal location for the evening event, providing space for merchant booths, food and wine pairing, and live music.

CF&A was responsible for the following tasks:

1. Coordination of all logistical details including selection and management of vendors, coordination of 30 wineries throughout California, food pairings, live musical acts, event budget, creation of floor plans and site maps, event timeline, set-up, break down, and coordination of staff
2. Developed and executed a communication and marketing plan, which included: media buys, press releases, script writing, internal communications with merchants, external communications with vendors, secure ticket sale locations, online purchasing options, and developing promotional materials
3. Secure event sponsors
4. Created a sales campaign with Fig Garden Village merchants to increase potential sales, immediately following the Wine Walk
5. Developed a television commercial and radio spots to promote the event

**The Result:** Over 1,000 people attend this sold out event annually. Since its inception, local charities have netted nearly \$130,000 between sponsorships and ticket sales. Local wineries and sponsors continue to express ongoing support of this event, because of its organization, people served, and charities supported.

## UNITED WAY OF FRESNO AND MADERA COUNTY

The United Way of Fresno and Madera County wanted to celebrate their 90th anniversary with an event that would highlight the organization's contributions to the community, honor community partners, and raise money for the organization.

CF&A was responsible for the following tasks:

1. Coordination of all logistical details including site selection, vendor management, live musical acts, event budget, creation of floor plan and site map, event timeline, set-up, break down, and coordination of staff
2. Developed and executed a communication and marketing plan, which included: media buys, development of promotion materials, press releases, script writing, internal communications with board and staff, external communications with vendors, elected officials, sponsors, and individual ticket holders, and online purchasing options
3. Coordinated sponsorship opportunities

**The Result:** Nearly 600 people attended this event that generated nearly \$100,000 net for the organization. Due to the success of the 90th anniversary event, it was decided the event would be held the following year and is a highlight for both the United Way and the community.

## Additional References

### Randy Kammerer

Board President

Habitat for Humanity Fresno County  
559 | 436.3789

**PROJECTS:** Annual Report, videos, television commercial, brochures

Project cost: \$50,000/year

Project timeline: October 2004–present

### Kim Mecum

Assistant Superintendent

Fresno Unified School District  
559 | 457.6200

kim.mecum@fresnounified.org

**PROJECTS:** FUSD HR Website

Website cost: \$11,600

Website project timeline:  
October 2011–July 2012

### Mike Dozier

Executive Director

Fresno State  
Office of Community and Economic  
Development (OCED)  
559 | 294.6027  
mdozier@csufresno.edu

**PROJECTS:** OCED brand definition, website, and other communication materials

Website cost: \$10,150

Website project timeline:  
December 2012–March 2013

C O N F I D E N T I A L

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# Appendix

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1. Bertz-Rosa Team Resumes
2. Recommendation Letters
3. Conflict of Interest Disclosure



C O N F I D E N T I A L

**SUZANNE BERTZ-ROSA**

559.288.1946

suzanne@bertz-rosa.com  
www.bertz-rosa.com**S U M M A R Y**

Design and marketing professional concentrating on projects that make a positive difference.

I am looking for projects or opportunities where I can fully apply my creative abilities, strategic thinking, and human-computer interaction expertise.

**Strategic & Creative Director****Bertz-Rosa Strategy & Creative***August 2002 to present*

- Work with organizations to define and communicate their benefits to specific target markets.
- Design communication pieces for nonprofits and businesses.
- Develop brand direction and documentation for various businesses and organizations.
- Conduct user research and develop schematics to map out site architecture and user flow for complex, multi-faceted online experiences.
- Received multiple local and regional Addy Awards from the American Advertising Federation for a variety of design projects including digital, print, and environmental design.

**Interactive & Creative Director****SicolaMartin Advertising, a Young & Rubicam Agency***August 2000 to July 2002*

- Developed strategy and direction for all interactive digital marketing materials, including websites, microsites, product demos, interactive sales tools, online ads, HTML e-mails, e-newsletters, and e-brochures for firm's high-tech B2B clients: Compaq, Citrix, Novell, Daleen, StorageTek, and others.
- Researched, analyzed, scored, and wrote formal website assessments and competitive analysis.
- Led the re-development of client review sites that saved agency time by improving the overall business process and enhancing the agency image to clients through a more intuitive interface and the addition of self-promotional content.
- Grew department from zero to 15 contract and staff employees. During growth period, fulfilled various roles to complete team — acted as producer, executive producer, designer, creative director, technologist, strategist and information architect.
- Increased department billings from zero to approximately \$1MM per year.

**Contract Art Director and Usability Consultant***July 1998 to August 2000*

- Developed requirements, designed interfaces, and produced websites for a variety of clients from online developers to business-to-business companies and consumer-targeted firms.
- Created new identity and marketing collateral for high-tech start-ups.
- Designed interface for online marketing product.
- Produced audience specific demo presentations for investors, test subjects, and potential clients.
- Made new business presentations, creative presentations, and handle every aspect of project scope and client communication.
- Managed multiple contract artists, contract technologists, and vendors to contribute and deliver assets and/or products.

**clients include:**

Bank of America	Learn iT!	Uniscape
Creditland	Encirq	RedGorilla
Shafer Interactive	USWeb/CKS	Wells Fargo

C O N F I D E N T I A L

**EDUCATION**

- San Francisco State University Continuing Education (Digital Video Intensive, Flash Intensive, and Multimedia Program), California College of Arts and Crafts, Academy of Art College, and various other educational institutions.
- During my twenty+ year career I have consistently participated in professional and industry specific workshops, training programs, and lectures.

**SOFTWARE SKILLS**

- Strong knowledge of Photoshop, Illustrator, and InDesign
- Working knowledge of Dreamweaver, Flash, Word, Excel, Powerpoint, and others.

**Content Producer**

**Bank of America**, Interactive Banking Division  
*July 1997 to July 1998*

- Directed and produced redesign of BankAmerica's Global Wholesale Banking Corporate site.
- Designed and produced numerous sub-sites, extranets and content sections in the bank's new design family.
- Created database to aid in determining the proper outside developer or creative firm to assist with projects.
- Managed multiple contractors and outside vendors.
- Provided design support, art direction, and project management to a number of varied projects.

**Art Director**

**Bank of America**, Creative Services/Advertising Dept.  
*July 1996 to July 1997*

- Produced materials that upheld and strengthened BofA's corporate brand identity.
- Increased creative quality by identifying necessary software tools.
- Organized a Design & Production Standards Manual which detailed a wide scope of information for freelancer artists to follow in producing graphic work.
- Successfully handled a large number of projects, both as an art director and project coordinator
- Managed and mentored staff of twelve artists to execute design, create comps, and prep files for the printer.
- Engineered and implemented new project tracking process that eliminated redundancies, increased productivity, heightened quality, and enhanced business partner satisfaction.

**Principal/Designer**

**Suzanne Bertz Design**  
*August 1993 to July 1996*

projects included:

**Charles Schwab & Co.**

Storyboarded and directed the production of desktop sales tool and customizable education module for new product rollout.

**Citibank**

Concepted, designed, and produced in-branch merchandising material for the US Western Region that were so popular — they lasted over six months beyond the intended three month campaign.

**Macromedia**

Designed and created forty logo templates to be included as part of the software in the release of Freehand for Windows.

**other clients included:**

Aetna Insurance	Eventus Software	National Conference
Bank of America	MG Resource Group	Serena Software
Club Dead	Multimedia Developers Group	VIP Litho
Eaton & Associates		

*Previous work experience includes typesetting, project management, and printing sales.*

**SUZANNE BERTZ-ROSA / RESUME**  
*page 2 of 2*

C O N F I D E N T I A L

## CHANNELLE WIEBE

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1720 North Arthur Avenue, Fresno, CA 93705 | C: 559.349.5536 | channellec@gmail.com

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### SKILLS

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- Able to manage and prioritize multiple projects under deadline pressure
- Strong problem solver
- Customer service
- Meticulous attention to detail
- Effective interpersonal communication

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### EXPERIENCE

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**Project Director****07/2015 to present****Bertz-Rosa | Strategy & Creative****Fresno, CA**

Oversee project managers to produce effective and captivating marketing communications. Directs, leads, and is accountable for all phases of the project. Define project scope in collaboration with senior management. Manage client engagements, taking responsibility for quality of service, and for on-time and on-budget completion of deliverables.

**Accounting Assistant****07/2011 to 02/2012****San Joaquin Valley Air Pollution Control District****Fresno, CA**

Assisted in AR in the financial department. Received payment from the public and was the first point of contact for questions and concerns. Responsible for purchase orders within the department and distribution among coworkers. Assisted in projects assigned to senior accountants. Adhered to strict government policies, procedures and regulations. Volunteered participation in interdepartmental team building events.

**Creative Arts Coordinator****03/2010 to 07/2011****Social Vocational Services****Fresno, CA**

Assisted in developing a program for developmentally disabled adults using art as a means to strengthen social, vocational and interpersonal skills in clients. Required to creatively problem solve both independently and in a team. Managed numerous confidential files and kept accurate records for each individual client. Maintained constant and clear communication with social workers, care providers and management. Hosted several art events open to the press and public.

**Executive Assistant****01/2009 to 03/2010****Walter & Wilhelm Law Group****Fresno, CA**

Managed the day-to-day calendar and planned travel arrangements for partnered attorney. Wrote reports and correspondence from dictation and handwritten notes. Maintained and managed the executive conference room calendar. Planned meetings and prepared conference rooms involving clients and members of local and state government and legal community. Managed the receptionist area, including greeting visitors and responding to telephone and in-person requests for information. Dispersed incoming mail to correct recipients throughout the office.

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### EDUCATION

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**Bachelor of Arts: Fine Art****2008**

California State University, Fresno

Fresno, CA, USA

**Angelica Cano**

1280 N. Del Mar Ave. Fresno, CA 93728

T: 559.269.3685 E: angelica.r.cano@gmail.com

**WORK HISTORY****Bertz-Rosa | Strategy & Creative****Project Manager, May 2016 – Present**

- Define the scope of the project in collaboration with senior management.
- Participate in creative sessions and map creative direction to production strategy.
- Create organizations' brand map and mission, vision, and position statements following kickoff meetings with senior management as needed.
- Create a detailed work plan which identifies and sequences the activities needed to successfully complete the project.
- Develop a schedule for project completion that effectively allocates the resources to the activities.
- Manage project staff according to the established policies and practices of the organization.
- Ensure that all project personnel receive an appropriate orientation to the organization and the project.

**Lyles Center for Innovation and Entrepreneurship, Fresno State****Communications Manager, August 2014 – May 2016**

- Create, implement and oversee communications to effectively describe and promote the Lyles Center.
- Manage multiple members of the communications team.
- Oversee social media channels.
- Create, develop, and oversee email marketing, videoed newsletter and marketing collateral.
- Ensure brand consistency in all written, videoed or marketing collateral.
- Update and compose website verbiage by consolidating content and feedback received from stakeholders.
- Work with appropriate staff to create content, visuals and other needed materials.

**Office of Community and Economic Development, Fresno State****Communications Assistant, June 2010 – August 2014**

- Coordinate, create, and edit e-blasts for multiple projects, including: Regional Industry Clusters Initiative, San Joaquin Valley Regional Broadband Consortium, Strong Cities, Strong Communities, and California Partnership for the San Joaquin Valley.
- Oversee and implement social media strategy; connecting sites to stakeholders and posting relevant articles, events and information.
- Write, format and HTML code the California Partnership for the San Joaquin Valley and San Joaquin Valley Regional Broadband Consortium newsletters.

**EDUCATION**

2006 – 2010 Fresno State: Mass Communication and Journalism, Magna Cum Laude

C O N F I D E N T I A L

## Miaka Wood

miaka.wood@gmail.com | C: 607-237-5694 | 986 North Roosevelt Avenue, Fresno, CA 93728

### SKILL HIGHLIGHTS

**Technical Skills**

- Analytical/research skills
- Project management
- Adept in written and oral communication
- Proficient in Creative and Microsoft Suites

**Personal Skills**

- Skilled in group dynamics
- Interpersonal skills
- Ability to structure time and task lists effectively
- Fast learner
- Flexible

### EDUCATION

**California State University, Fresno – Fresno, CA**

Bachelor of Arts: emphasis in Photography, December 2012

### EMPLOYMENT HISTORY

**Bertz-Rosa | Strategy & Creative***Support Specialist* | July 2015 – Present

- Manage projects as directed by project managers
- Assist business manager with operations
- Receive and direct visitors; field telephone calls
- Maintain project archive and directory
- Track and order office supply inventory

**Lab One***Photographer/Yearbook Designer* | January 2015 – July 2015

- Designed custom yearbooks for 12 – 15 schools
- Met time sensitive deadlines weekly
- Communicated directly and effectively with school liaisons

**Magic Moments Portraits***Owner* | January 2012 – March 2014

- Spearheaded the introduction of on-location portrait sessions
- Created new revenue streams using a monthly e-newsletter
- Generated return business through implementing monthly contests and promotions

*Manager* | September 2007 – December 2011

- Functioned effectively in a team
- Worked responsibly and efficiently in a time-sensitive environment
- Interacted with the public successfully and courteously
- Demonstrated creativity and flexibility with each photographic session



C O N F I D E N T I A L

Kaitlyn Wilcox

330 E. Cornell Ave. Fresno, CA 93704  
T: 661-342-2987 E: kdwilcox@mail.fresnostate.edu



**Skills** I am a consistent, hardworking, and highly motivated person. Quick learner, friendly, and assertive. I have experience in an office setting as well as experience in retail. Skilled in Microsoft, Adobe, and Peachtree programs. I have experience with traditional art skills such as sketching, painting, and pen and ink. Strong photography and layout skills as well as general graphic design, typography, and illustration skills.

**Experience** **BERTZ-ROSA | STRATEGY CREATIVE • VISUAL DESIGNER**  
June 2015–Current  
Ideate, strategize, design, and create effective and captivating marketing communications for projects including web, print, identity, environment, and motion graphics. Convert complex concepts into simple visual presentations that support the client's brand in both traditional and new media.

**MOTSCHIEDLER, MICHAELIDES, WISHON, BREWER & RYAN, LLP • RECEPTIONIST**  
March 2014–June 2015  
Responsible for handling front office and administration duties, including greeting guests and offering them a beverage, handling company inquiries, and sorting/distributing mail. Answering incoming calls, directing calls to appropriate associates, flow of correspondence, requisition of supplies as well as any additional clerical/billing duties.

**FRESNO STATE ASI & STUDENT INVOLVEMENT • GRAPHIC DESIGNER**  
January 2014–June 2015  
Design and prepare graphic and visual materials including ads, pamphlets, brochures, displays, posters, and fliers. Organize content in an appealing and clean layout. Coordinate information and composition of materials with department representatives and outside agencies such as the Fresno State Collegian. Design and prepare Vintage Days 40<sup>th</sup> Anniversary logo as well as all print and digital material for the entire event.

**Education** **CENTENNIAL HIGH SCHOOL** 2004–2009  
— Bakersfield, CA  
**CALIFORNIA STATE UNIVERSITY, FRESNO** 2009–2013  
— Graphic Design Major



C O N F I D E N T I A L

JEFF CHANDLER | VISUAL DESIGN  
(559) 907-7062  
jeffc50@sbcglobal.net

## RESUME

I am passionate about solving the problem. About finding the perfect visual to generate the desired response, and getting it done on time. Especially about getting results. I am curious. How can that work better? Why did people respond that way? How can we make it easier? I enjoy learning new things and new methods.

### BACKGROUND

I graduated from California State University, Fresno in 1988 with a Bachelors degree in Graphic Communications/Advertising Design.

#### Dumont Printing • 1988-2000

I was hired at Dumont Printing as a paste-up artist, remember those? As computers entered and changed the industry, I put down my exact-o knife and moved into the pre-press department. When the art department went digital, I helped implement the transition. I also held a sales position to improve my client contact and management skills.

#### Armadillo Advertising • 2000 - 2008

In early 2000, Armadillo Advertising was growing and needed a full-time Art Director. I was able to learn the advertising side from one of the area's most respected leaders. I designed and produced about 99% of the print advertising, collateral, and direct mail. I developed story boards for television production and began developing the front-end for some of our clients' web sites.

#### Jeffrey Scott Agency • 2008 - 2016

At JSA, I was able to work on projects for some of this market's most sought after clients. From casinos and hospitals to local government, the range of experiences was incredible. Projects were not always glamorous however. They could include a public notice for a proposed water rate increase, but I always enjoyed the challenge of getting the intended message across to the recipient in the clearest way possible. On a different day, I could be working on a logo design, or even helping develop the site map for the Kremen School of Education at Fresno State.

#### Bertz-Rosa | Strategy & Creative • 2016 - Present

As a visual designer utilizing the proven Bertz-Rosa process, I'm most involved during the design through deployment phases, but I also enjoy getting valuable insight earlier on. I'm always focused on creating innovative solutions with thoughtful interactions and stunning visuals in traditional media as well as desktop and mobile platforms. Whatever the task, doing the research, developing an effective solution, and finding the right medium to deliver the message is what gets me up in the morning (that, and strong coffee).

### AWARDS

Numerous projects I've worked on have gone on to win Addy awards, as a team and some individually. In 2007, a bus wrap I created for Red Carpet Car Wash even won Best of Show.

REFERENCES – Personal and professional references upon request.

SAMPLES – Samples of my work are also available upon request.

C O N F I D E N T I A L



4991 E. McKinley, Suite 123  
Fresno, California 93727  
559-237-4102  
559-456-9192 fax

[www.habitatfresno.org](http://www.habitatfresno.org)

June 23, 2016

Gary Watahira  
Purchasing Manager, Finance Department  
City of Fresno  
2600 Fresno Street  
Fresno, CA, 93721

Dear Mr. Watahira,

I have had the privilege of working with Catalano Fenske & Associates for a number of years, in fact, the firm has worked with Habitat for Humanity Fresno County since 2004 on all aspects of fundraising, public relations, marketing, community outreach and donor to donor relations. Additionally, Bertz-Rosa Strategy and Creative has been utilized numerous times to develop our annual report, produce mission driven videos, television commercial, and brochures. The team continuously demonstrates professionalism and exceeds expectation at every level.

I highly recommend this team for your Community Engagement for Parks and Trails. If you have any questions, please don't hesitate to contact me directly at (559) 436-3789.

Sincerely,

A handwritten signature in blue ink that reads "Randy Kammerer".

Randy Kammerer  
Board President, Habitat for Humanity Fresno County



C O N F I D E N T I A L



June 23, 2016

Gary Watahira  
Purchasing Manager, Finance Department  
City of Fresno  
2600 Fresno Street  
Fresno, CA, 93721

Dear Mr. Watahira,

I am writing on behalf of Catalano Fenske & Associates and Bertz Rosa Strategy & Creative, who is a candidate to be your event planning consultant. It has been my great pleasure to work with this team on our Clovis Community College Accreditation Celebration. In my experience, this combined team was very organized, dependable, and created an event for us that was both memorable and highly successful.

I have worked with many consultants in the past several years, and this team transcends over all the others, not only in their ability to take initiative, but also in their ability to function as a productive member of a team. Their team demonstrates professionalism and excels in the following areas: vendor management, community outreach, on-site management, script writing and program development, coordination of local dignitaries, design, and contract negotiations.

I know this team will be the ideal candidate to plan your event and have no hesitations to say that they will prove to be a valuable asset to you and to your organization.

Please feel free to call with any questions at (559) 325-5205.

Sincerely,

Dr. Deborah J. Ikeda  
President, Clovis Community College  
[debbie.Ikeda@scccd.edu](mailto:debbie.Ikeda@scccd.edu)

C O N F I D E N T I A L

EXHIBIT C  
DISCLOSURE OF CONFLICT OF INTEREST  
COMMUNITY ENGAGEMENT FOR PARKS AND TRAILS

		YES*	NO
1	Are you currently in litigation with the City of Fresno or any of its agents?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2	Do you represent any firm, organization or person who is in litigation with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4	Are you or any of your principals, managers or professionals, owners or investors in a business which does business with the City of Fresno, or in a business which is in litigation with the City of Fresno?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5	Are you or any of your principals, managers or professionals, related by blood or marriage to any City of Fresno employee who has any significant role in the subject matter of this service?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6	Do you or any of your subcontractors have, or expect to have, any interest, direct or indirect, in any other contract in connection with this Project?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
* If the answer to any question is yes, please explain in full below. <u>We do design + communications for</u>			

Explanation:

Fresno Housing Authority

Signature

Date

06/24/2016Suzanne Bertz-Rosa  
(Name)Bertz-Rosa  
(Company)700 Van Ness #213  
(Address)Fresno, CA 93721  
(City, State and Zip)☐ Additional page(s) attached.