



CREATIVE & MARKETING SERVICES

REQUEST FOR PROPOSALS
GMU-1692-21
12/09/2020

Primary Procurement Officer:
Erin Rauch, Assistant Director

Secondary Procurement Officer:
James F. Russell, Director



access

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PROCEDURAL INFORMATION



Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Voice: 703.993.2580 | Fax: 703.993.2589
<http://fiscal.gmu.edu/purchasing/>



REQUEST FOR PROPOSALS GMU-1692-21

ISSUE DATE: November 04, 2020

TITLE: Creative & Marketing Services

PRIMARY PROCUREMENT OFFICER: Erin Rauch, Assistant Director, erauch@gmu.edu

SECONDARY PROCUREMENT OFFICER: James F. Russell, Director, jrussell@gmu.edu

QUESTIONS/INQUIRIES: E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on November 19, 2020. **All questions must be submitted in writing.** Responses to questions will be posted on the [Mason Purchasing Website](#) by 5:00 PM EST on November 24, 2020. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

PROPOSAL DUE DATE AND TIME: December 09, 2020 @ 2:00 PM EST. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: Access, Inc.

Date: 12/9/20

DBA: N/A

Address: 701 Patterson Ave. SW

Roanoke, VA 24016

By: 
Signature

FEI/FIN No. 54-1821163

Name: Tony Pearman

Fax No. 540-344-4079

Title: President & CEO

Email: tony@visitaccess.com

Telephone No. 540-344-8499

SWaM Certified: Yes: X No: (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: 673224

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.



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Access has reviewed and understands all Q&A addenda.

A handwritten signature in black ink, appearing to read 'Tony Pearman'.

Tony Pearman, President & CEO

QUESTIONS AND ANSWERS GMU-1692-21 CREATIVE & MARKETING SERVICES

Responses are in **RED**.

1. Would it be possible to get guidance on what an acceptable hourly price range might be for any one of the services listed? If we used "Graphic Design" as an example, would it be possible to share roughly what ranges GMU has historically been comfortable with (with the caveat that pricing may not necessarily be a limiting factor).
 - a. **Mason will not provide a range. Vendors should quote the pricing/hourly labor rates that meet the requirements of the RFP and are competitive for the industry. Pricing is only one factor of the RFP award process (please see the evaluation factors listed in the RFP).**
2. Can you post a list of the companies (Co name, contact name and email) asking questions, so the SBSD/SWAM companies can reach out to the Primes?
 - a. **Answer: No, however you can utilize the B2B function on the eVA RFP posting. Link: https://mvendor.cgieva.com/Vendor/public/VBODetails.jsp?PageTitle=SO%20Details&DOC_CD=RFP&Details_Page=VBOSODetails.jsp&DEPT_CD=A247&BID_INTRNL_NO=163859&BID_NO=GMU-1692-21&BID_VERS_NO=1**
3. Who are the incumbents?
 - a. **Answer: The incumbents are Access, Inc., Anne Chesnut, BMWW, Paskill Stapleton & Lord, VisionPoint, Woodpile Studios Inc, and Zone 5.**
4. Do you have any idea what was printed and in what quantities? Brochures, rack cards, business cards, posters.
 - a. **Answer: This RFP is not for printing.**
5. Did you purchase any promotional items as part of this contract?
 - a. **Answer: No.**
6. If a prime uses an SBSD/SWAM will this give them 5 extra points or are the points only for an SBSD/SWAM that is bidding on the RFP? 6. *Vendor is certified as a small, minority, or women-owned business (SWaM) with Virginia SBSD at the proposal due date & time. 5 PTS*
 - a. **Answer: Only SWaM vendors registered with the Virginia SBSD submitting proposals will receive the 5 points.**
7. Will in-person meetings be required? If so, what is the frequency?
 - a. **Answer: Not likely.**
8. Is there an incumbent firm / vendor who will potentially be responding to this RFP as well?
 - a. **Answer: The incumbents are Access, Inc., Anne Chesnut, BMWW, Paskill Stapleton & Lord, VisionPoint, Woodpile Studios Inc, and Zone 5. We do not know if they are responding.**



PROCEDURAL INFORMATION

ATTACHMENT A SMALL BUSINESS SUBCONTRACTING PLAN TO BE COMPLETED BY OFFEROR

It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

Offeror Name: Access, Inc.

Preparer Name: Tony Pearman **Date:** 12/9/20

Who will be doing the work: ☐ I plan to use subcontractors ☒ I plan to complete all work

Instructions

- A. If you are certified by the DSBSD as a micro/small business, complete only Section A of this form.
- B. If you are not a DSBSD-certified small business, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: 673224 Certification Date: Approved: 9/17/14 Exp. :9/18/23

Section B

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of DSBSD-certified small businesses in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

B. Plans for Utilization of DSBSD-Certified Small Businesses for this Procurement

Subcontract #1

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #2

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____



We are happy to comply with all GMU terms.

Given the option, we would select Option #3 - Net 30 Payment Terms.

Thank you for allowing Access to provide our qualifications for consideration as your creative & marketing services partner. Access is well suited for this project with a robust track record of demonstrated success in work for higher education and the arts with expertise in creative design, web design and programming, copywriting, proofreading, and copyediting, videography and motion graphic/animation, and graphic design. Be sure to note the case studies and work samples provided for your review in this document.



Access is well-qualified to meet your statement of needs. A partial list of higher education institutions and cultural organizations we have worked with include:

VIRGINIA TECH

Selected project types: Branding, videos, online content, print, banner ads, case statements for capital campaign, photography, websites for admissions, Pandora radio, transit graphics, copywriting

MARSHALL UNIVERSITY

Selected project types: Annual reports, campaign video, campaign case statements, websites, direct mail, annual fundraiser mailers, emails, copywriting, design

FERRUM COLLEGE

Selected project types: Branding, alumni publications, site graphics, annual fundraiser campaigns

ROANOKE COLLEGE

Selected project types: Invitations, video, site graphics, audio production, event coordination, annual report, photography, copywriting, design

WASHINGTON & LEE UNIVERSITY SCHOOL OF LAW

Selected project types: Viewbooks, emails, copywriting, design

VIRGINIA WESTERN COMMUNITY COLLEGE

Selected project types: Television production, branding, billboards, copywriting, design

WYTHEVILLE, DANVILLE, DABNEY LANCASTER, AND LORD FAIRFAX COMMUNITY COLLEGES

Selected project types: Website design and programming

NORTH CAROLINA STATE SCHOOL OF VETERINARY MEDICINE

Selected project types: Alumni publications

VIRGINIA COMMONWEALTH UNIVERSITY

Selected project types: Print, design

BON SECOURS MEMORIAL COLLEGE OF NURSING

Selected project types: Print and recruitment materials, copywriting, design, web design and development

CENTER IN THE SQUARE, TAUBMAN MUSEUM, THE HARVESTER & SHAFTMAN PERFORMANCE HALL

Selected project types: Website design and development, direct marketing, online advertising, print design, branding, and identity. Outdoor and print advertising.





Tony Pearman

TONY PEARMAN | PRESIDENT & CEO

Motivated by the development of creative solutions in the face of demanding challenges, Tony thrives when communicating human emotion through advertising. An industry thought leader, Tony has served as chair of the National ADDY Committee and a member of the national AAF Board of Directors. He is the recipient of the AAF Silver Medal for lifetime contributions to the advertising industry, and even spent a brief time as an adjunct faculty member at Virginia Tech. Tony's work ethic in life translates to a strong devotion to the creation of new ideas and their impact on clients.



Rachel Spencer

RACHEL SPENCER | VP / STRATEGIC COMMUNICATIONS

Rachel became interested in behavioral influences as a sociology major in college. While others blindly push organizations forward with little regard for understanding, Rachel helps clients take a step back and consider the why, not just the what. Detailed research and a strategic approach to data-driven marketing campaigns help clients make sense of behavior, reach target audiences at a human level, and ultimately be heard above the noise of an ever-expanding marketing landscape. Specializing in crisis PR and qualitative research, Rachel's tailored approach explores what you don't know and finds answers to the questions you've never asked.



Brandi Dawson

BRANDI DAWSON | SENIOR ACCOUNT MANAGER

When choosing a career path, Brandi didn't set out to be your grammatical resource and ardent client advocate, but with every costly typo negated and looming deadline bested, Access and our clients count themselves lucky that she chose the advertising life. A former television news professional turned healthcare marketing pro, Brandi remains a loyal AP Style advocate and your unrivaled proofreading resource in a topsy-turvy world where serial commas are (slightly) favored and texting language is used with abandon. Brandi's keen attention to detail and dedication to client satisfaction leaves no deadline conceded or budget blown.



Kris Bailey

KRIS BAILEY | VP / CREATIVE DIRECTOR

Kris' love for typography and color theory is only surpassed by her professional sophistication and exuberant artistry. Our first and most decorated employee, Kris has helped our clients achieve their conceptual visions from the very beginning of this experiment called Access. Whether making your content work in a defined space or designing from a blank canvas, Kris enjoys solving the intriguing layout puzzles presented to her on a daily basis. Graphic design allows Kris the opportunity to collaborate regularly with the best in photography, illustration, and type to create a symphony of designs and award-winning publications.



Chris Henson

CHRIS HENSON | CREATIVE DIRECTOR

For Chris, the revelry begins when the work is done, the campaign has launched, and the needle has moved. As he puts it, "When our work does its job." Chris is one of Access' most imaginative minds. The unrelenting pull of artistic pursuits led Chris to advertising and now he couldn't imagine doing anything else. The consummate creative devoted all focus to amplifying the voice of every client through design. As an artist, writer, composer, editor, conceptual thinker, and energetic collaborator, Chris has helped create award-winning advertising in diverse markets nationwide.



Greg Keene

GREG KEENE | DIRECTOR OF DEVELOPMENT

Greg began his career as a programmer before landing in the wide world of web development. Intrigued by rapidly evolving technologies, Greg transitioned from managing a U.S. Postal Service network to the programming variety that only a firm can deliver. Presented with unique challenges every day, Greg's diverse skill set allows him to break free from prebuilt, template-driven boundaries and create the custom-built websites and digital resources our clients need. Greg is fluent in PHP and Javascript, as well as ASP, C#, and ColdFusion. He develops databases and user-managed backends through MySQL, SQL Server, or PostgreSQL that are functional, friendly, and powerful.

TONY PEARMAN

Office: 540.344.8499

Cell: 540.798.3868

tony@visitaccess.com

CURRENT POSITION

President & CEO

QUALIFICATIONS AND RESPONSIBILITIES

One of the region's most recognized and respected creatives, he guides and supervises virtually every significant project at Access. Twice voted Advertising Person of the Year in the Roanoke Valley. Has held national offices in the American Advertising Federation and has earned hundreds of local, regional and national awards for creative excellence.

EDUCATION

B.F.A, Communications in Arts & Design (emphasis on Graphic Design)
Virginia Commonwealth University, Richmond, VA

EMPLOYMENT

1996–

Chief Creative Officer, Access, Roanoke, VA

With partner Todd Marcum, built Access from startup to one of the region's most recognized advertising, marketing and public relations firms

1991–1996

Creative Director, The Maddox Agency, Roanoke, VA

Working with leading regional clients, helped re-establish Maddox as a major local agency. Lead creative for high-tech and B-to-B firms. Headed a pro-bono project that was recognized as the nation's best by the American Advertising Federation. Work appeared in Communications Arts

OTHER POSITIONS

Worked as designer for firms in Washington, DC and Richmond, VA

OTHER INTERESTS

- Under his leadership, Access became the first local agency to be recognized with the Kendig Award for support of the arts in Western Virginia. Active in many Arts organizations
- Father of one
- Board member of Children's Advocacy Center
- Frequently lectures on advertising and travels extensively to judge advertising competitions
- Served two terms on the American Advertising Federation's national board of directors as chair of the National ADDY Committee

RACHEL SPENCER

Office: 540.344.8499

Cell: 540.798.6278

rachel@visitaccess.com

CURRENT POSITION

Vice President Strategic Communications / Associate

QUALIFICATIONS AND RESPONSIBILITIES

Rachel serves as Director of Research, designing studies, evaluating campaign success and analyzing critical data to inform marketing and PR initiatives on behalf of clients. Skilled in conducting in-depth interviews and leading focus groups, Rachel has led complex external and internal research projects for clients in healthcare, higher education, technology, aviation and non-profit industries, many of which have served as the basis for award-winning campaigns.

EDUCATION

B.A. Sociology (concentrating in communications), Roanoke College, Roanoke, Va.

Certification, University of Georgia Center of Continuing Education's Principals of Market Research Program

EMPLOYMENT

2014–

Director, Business Intelligence, Access, Inc., Roanoke, VA

Manage and direct all research initiatives for agency clients including qualitative and quantitative research to inform the creative campaign process. Responsible for implementing and executing tracking surveys, monitoring campaign metrics, custom dashboard reporting and analysis. Play a critical role in client on-boarding process, setting campaign goals and assigning measurable objectives for achieving results.

2007–2014

Sr. Public Relations Account Manager, Access, Inc., Roanoke, VA

Managed agency PR department and directed client PR initiatives and multifaceted campaigns, providing strategic counsel through media relations, crisis communication, tactical social media support, event planning and more.

2005–2007

Associate Manager, Communications, American Diabetes Association, Alexandria, VA

Served as the front-lines communication between the ADA's corporate office and national and international media, including managing press room logistics for the world's largest diabetes conference. Co-developed and implemented major annual awareness campaign strategies, including National Diabetes Awareness Month and National Diabetes Alert Day.

COMMUNITY INVOLVEMENT

- Director at Large (2010–2012)—Public Relations Society of America, Blue Ridge Chapter
Co-Chair, Professional Development (2009)
- Member, Board of Directors (2009–2012)—Council of Community Services
Marketing Chair (2011–2012)

BRANDI DAWSON

Office: 540.344.8499

Cell: 540.521.1736

brandi@visitaccess.com

CURRENT POSITION

Senior Account Manager

QUALIFICATIONS AND RESPONSIBILITIES

Brandi develops and maintains relationships with clients and works with them to meet their goals through managing projects, deadlines and budgets. Her background includes healthcare, higher education and broadcast media.

EDUCATION

B.S., Media Studies (concentration in journalism), Radford University, Radford, VA

EMPLOYMENT

2013–Present

Account Executive, Access, Roanoke, VA

Work with local, regional and national accounts to keep projects on track and on budget.

2008–2013

Marketing Manager, LewisGale Regional Health System, Salem, VA

Served as contact for four hospitals, two cancer centers, six outpatient centers, and more than 100 employed physicians. Role involved marketing, public relations, event planning, media relations, sponsorship coordination, advertising, writing, proofreading and editing.

OTHER POSITIONS

- Marketing and Accounts Specialist – Virginia Tech
- Territory Manager – Giftcraft
- Associate Producer – WDBJ7 Television

OTHER INTERESTS

- Theatre
- Yoga
- Her two dogs

KRIS BAILEY

Office: 540.344.8499

Cell: 540.797.7206

kris@visitaccess.com

CURRENT POSITION

Vice President / Creative Director / Associate

QUALIFICATIONS AND RESPONSIBILITIES

Consistently recognized for exceptional design acumen, Kris has been recognized for creative excellence through literally hundreds of awards. Technically and tactically exceptional in every facet, she is able to bring panache to designs as varied as logos, annual reports and package design.

EDUCATION

B.A., Art, Virginia Tech, Blacksburg, VA

EMPLOYMENT

1997–

Creative Director, Associate, Access, Roanoke, VA

The first full-time employee ever hired at Access, she has progressed from Art Director to senior creative management. Has worked for a vast array of industries, ranging from high-tech to retail to public service.

OTHER POSITIONS

- Worked as an art director and freelancer for local agencies
- Worked as a staff artist for media outlets early in her career
- Worked as volunteer coordinator and in-house artist for major medical center

OTHER INTERESTS

- Movie buff
- Gourmet cook
- Avid reader
- Widely traveled with excursions including the Galapagos Islands, Africa, Japan, and China



CHRIS HENSON

Office: 540.344.8499

Cell: 540.354.8592

chris@visitaccess.com

CURRENT POSITION

Creative Director

QUALIFICATIONS AND RESPONSIBILITIES

A veteran advertising creative since 1993, Chris has piloted many successful multi-media campaigns and contributed his considerable talents as an art director, graphic designer, copywriter, illustrator, audio/video editor, and creative director for several agencies in the Virginia, including his own small creative agency. He specializes in print, video and interactive with high involvement from initial conceptualization to completion and execution.

EDUCATION

Bachelor of Arts in Communications, Virginia Tech, Blacksburg, VA

EMPLOYMENT

2011–

Creative Director, Access, Roanoke, VA

- Works with local, regional and national accounts
- Helps conceptualize, write, design, and illustrate creative solutions of every description

1998–2011

Vice President, Creative Director, MediaFrenzy, Roanoke, VA

- Directed, designed, wrote and managed full-bore advertising creative for print, radio, television, outdoor, brand management, web and interactive communications.
- Directed, scripted, shot, and edited video for Internet, broadcast and DVD duplication.
Composed, performed and produced award-winning music for broadcast commercials.

OTHER POSITIONS

Worked as Creative Director for John Lambert Associates and Publications Director for Roanoke College

OTHER INTERESTS

- Performing musician
- Has judged a number of advertising competitions
- Extreme movie enthusiast
- Friend to many dogs



GREG KEENE

Office: 540.344.8499

Cell: 540-798-0706

greg@visitaccess.com

CURRENT POSITION

Director of Development

QUALIFICATIONS AND RESPONSIBILITIES

A lifelong computer hardware and software enthusiast who has been with Access since 2011. Greg is proficient in PHP and Javascript, as well as ASP, C#, and Cold Fusion. He also develops functional and friendly databases and user-managed back ends through MySQL, SQLServer, or PostgreSQL.

EDUCATION

Virginia Tech, Blacksburg, VA

EMPLOYMENT

2011–

Senior Programmer, Access, Roanoke, VA

- Works and oversees all programming with local, regional and national accounts
- Develops open-source and custom CMS solutions

OTHER POSITIONS

Worked as the senior web developer at Zincastle Software Systems and industrial engineer at the U.S. Postal Service prior to joining Access

OTHER INTERESTS

- Water gardens
- Aquariums
- Family genealogy



As our case studies will demonstrate, Access has a substantial track record of success, providing every item GMU has requested including:

A. CREATIVE DESIGN:

1. Creating, designing, and producing print, outdoor, broadcast and Internet branding campaigns.
2. Creating, designing, and producing enrollment/direct response campaigns.
3. Creating, designing, and producing collateral materials.
4. Creating illustrations and graphic devices such as symbols.

B. WEB DESIGN AND PRODUCTION:

Web development consulting services and the ability to design, create and program web templates and applications using the latest industry standard tools and following or exceeding best practices for the chosen medium and industry.

1. Creating, designing, and producing landing pages, mini websites, and other web templates.
2. Provide proposed site/information architectures, page prototypes, and illustrations.
3. Creating, designing, and producing web applications.
4. Creating, designing, and programming CSS web templates, blog skins, etc. and incorporating such Web 2.0 technologies into web sites as animation, full-motion graphics, databases, calendars, blogs, web site analytics, form managers, polls/surveys, CRMs, social media, mobile media, eCommerce, etc. (e.g. Kampyle, Wufoo, Qualtrics, Omniture, WordPress, Blogger, Jing, Facebook, Twitter, YouTube, SMS, short codes, Authorize.net, PayPal, etc.)

C. COPYWRITING, PROOFREADING AND COPYEDITING:

1. Provide different types of copy as needed for each genre or application.
2. Write, edit, and proof all copy before presenting to department for approval.

D. VIDEOGRAPHY AND MOTION GRAPHICS / ANIMATION:

1. Producing short videos for online and event use.
2. Produce short full-motion graphic or animated videos.
3. Videotape, edit, and deliver video files of speeches, panels, conferences, interviews, etc.

E. GRAPHIC DESIGN FOR THE COLLEGE OF VISUAL & PERFORMING ARTS:

In addition to our comprehensive capabilities and depth of experience in higher education, Access has also worked for more than two decades with performing arts and cultural nonprofit organizations including Center In the Square, The Taubman Museum of Art, Harrison Museum of African American Culture, Mill Mountain Theatre, Grandin Theatre, Jefferson Center and Shaftman Performance Hall, and Harvester Performance Center.

APPROACH

We employ a structured and strategic creative process adhering to weekly milestones that will allow us to produce the marketing assets and collateral required within the period specified.

We will communicate proactively and thoroughly with the appropriate GMU staff and others necessary to effectively gain content and insights to be incorporated in the deliverables. We will also incorporate the brand identity and guidelines into a unified approach to all marketing assets that can be used to communicate the unique attributes and critical elements to all targeted stakeholders.

Our approach to project management and project execution is comprehensive, yet simple and direct. You will be assigned a senior level creative and an account manager as your primary and secondary contacts. However, all members of our fully integrated communications team will be highly involved in the concepting, planning, design, and development of the marketing deliverables.

WHAT, WHEN, AND HOW SERVICES WILL BE PERFORMED

We typically respond within 24 hours or less to all inquiries. And are able to meet upon request within two calendar days (typically virtually) to examine the proposed work and acquire a full understanding of the nature and scope of the project to be accomplished.

We respond within three to five calendar days after the initial discussion with a written estimate and timeline.

At Access, we do everything we can to stay on top of the most up-to-date design software and tools. We also have in-house illustrators with the ability to prepare animation and 3D illustrations as well as voice/sound engineers, video capabilities, post-production expertise, and a fully functioning video and photography studio.

All projects have unique elements, which are taken into account when and where applicable. However, most Access jobs follow a standard operating procedure (SOP), which is routinely executed as follows:

STEP 1. Client provides brief/goals: The account manager and one senior member of the creative team will meet with stakeholders to establish deliverables and create a detailed creative profile that will define goals and deliverables. The creative brief will also be used as a guide to define the tone and direction of all creative products. A not-to-exceed estimate will be submitted for approval if budget is not already allocated.

STEP 2. Agency discovery: This step includes competitive analysis and evaluation of environmental factors, research, and additional stakeholder questioning. Access is looking at this point to get a 360-degree view of the project requested in order to deliver the most effective recommendations.

STEP 3. Internal creative process: The Access project team will brainstorm ideas. Concepts are then developed and evaluated internally to refine the best ideas to be presented to the client. Typically three to five concepts are developed for presentation depending on budget, timeline, and project objectives.

STEP 4. Concept presentation: (After concept approval the project moves at a pace dictated by client schedules, size of project, and number of revisions.) We will work on the overarching concept for the project, allowing for a creative presentation in two to three weeks or less depending on scope.

STEP 5. Client input, revisions, refinement, presentation to interested stakeholders (if necessary)

STEP 6. Client approval

STEP 7. Final file delivery, development for web work or vendor services

Websites are often complex, multi-layered communication tools with overlapping needs for design, aesthetic, and technical expertise. Accordingly, these projects require a more robust methodology.

DISCOVERY & ENGAGEMENT

Kickoff Session: A facilitated discussion with project leaders to explore organizational and website goals, and how they align. The process is tailored to client goals and budget.

KJ Session: A working session with internal stakeholders to explore goals and perceived/desired user behavior through audience journey mapping and prioritizing focus areas for content and key calls-to-action.

Strategic Questionnaire: A short, 5-minute survey involving heatmapping exercises to explore perspectives regarding the current site – what is working and what needs improvement. The survey is tailored to be audience specific, both internal and external.

Technical Discovery: A thorough Google Analytics audit, keyword ranking, and content inventory.



CREATIVE CONCEPT & DESIGN DIRECTION

Site Mapping & Wireframe: Strategic development of top-level navigation and wireframing up to three primary pages, including homepage, to determine hierarchy of content.

Design Concept: Development of up to three mood boards to explore design preferences and use of imagery/color palette. Preferred elements from mood boards will be used to guide initial site design.

Site Design: Full design of top-level navigation pages using mood board elements.



CONTENT, CMS, & TESTING

Content Strategy Session: Half-day working session to define and prioritize content strategy based on a custom template approach. Access will convert the approved designs to the highest-quality, cross-browser-compatible, valid HTML/XHTML/CSS (Cascading Style Sheet) markup available. This includes tableless XHTML 1.0 Strict with SEO Semantic Coding and optimized shorthand CSS. What does this mean? Great code that focuses on quality with special attention made to load speed, search engine optimization, and consistent viewing across devices and platforms.

Content Management System (CMS): Access has years of experience working in and developing many content management systems. This includes developing custom-built CMS packages, customized open-source installations and paid license-oriented CMS software. We work in both PHP- and ASP-based platforms. We have worked in all of these environments with ease due to the technical aptitude of our team, and also because we believe the technical aspects of any platform should not stand in the way of accomplishing the overall task – creating a great web experience not only for users, but also for the administrative user roles.



CONTENT, CMS, & TESTING

Open-source CMS platforms such as WordPress and Drupal are common solutions for our clients. During our initial phase, we will review both platforms and make a recommendation based on discovery. The CMS will have certain features we believe are necessary to maintain content. The CMS will have secure administrative user roles, with each having unique permissions to create, revise, and delete content. There will be one overall administrator role with permissions to manage these user roles, create and update permission sets, and manage content.

The CMS will:

- Be level AA compliant using Web Content Accessibility Guidelines (WCAG 2.0)
- Be Section 508 compliant
- Feature a WYSIWYG (What-You-See-Is-What-You-Get) editor for all content
- Allow admins to publish, unpublish, or expire content at a specific date and time
 - Create links to content within the website and links to external content
 - Define the order of all navigation menus
- Incorporate a simple, easy-to-use platform for nontechnical staff to update content
- Include the ability to maintain a centralized media library for images, documents, and video
- Provide form-building tools for data collection
- Provide backup and restore tools based on an archive log for deleted or revised content
- Include a news and/or blog feature for post-style content
- Provide an easy-to-maintain event calendar
- Be search engine friendly, allowing further refinement of SEO content at a page level
- Integrate with Google Analytics for analysis of website traffic and visitor data

Responsive Design: In addition to the desktop design, Access will present methodology, design work, and ultimately programming for a responsive website. Responsive design will allow all site information and content to be maintained in one CMS and dynamically change content to be optimized for iOS, Android, and other mobile devices. Programming for the mobile version will be done to automatically detect these screen sizes using media queries and will be based on a grid layout. We will ensure that your new website maintains a great user experience no matter the device being used.



CONTENT, CMS, & TESTING

Standards: The code will be compatible with all modern web browsers including Edge, Firefox, Chrome, and Safari (v. 11+); iOS 11+ and Android 8+; and will not require plugins such as Flash or Active-X for content generated within the CMS. The site will also conform to ADA regulations and W3C WCAG 2.0 and U.S. Section 508 accessibility standards, allowing users with disabilities to access the information presented on the website. It is incumbent upon the CMS user to ensure that documents (such as PDFs) uploaded to the site are ADA compliant. Access will train the client how to generate ADA compliant documents for use on the site.

Search Engine Optimization (SEO): The code for this website will use SEO-valued tags to underline the most important parts of the content. This type of coding emphasizes content positioning techniques, moving the most important parts of content to the top-of-the-page code. This improves page readability for search engines as well as various browsers with disabled or limited capabilities. In addition, we will include all necessary elements, such as unique page titles, descriptions, and alt tags to enhance search rankings.

Testing & Training: During development, we will test the site across several release versions of the most popular browsers (Edge, Safari, Firefox, Google Chrome, etc.). We will also test it over various connection types, including broadband and Wi-Fi, as well as on smartphones (iPhone and Android) and tablet devices such as the iPad.

Training: During the development and content migration phase of the site, client will be provided administrative login credentials and initial training for the CMS. The entire development phase will be used for training so that client team will be experienced with the CMS prior to launch.

Launch: When the site has been sufficiently tested, it is ready for launch. Access team members are on call 24/7 during this deployment phase to ensure that any potential issues are handled quickly and the deployment is successful for client. Working with the recommended hosting platform, we will handle every aspect of the launch. Since the development site will already be on the web server, the launch typically involves DNS changes. We will work with client to ensure that this is a smooth process.

Maintenance, Post-Installation Support, & Ongoing Costs: Access recommends regularly scheduled updates and maintenance to ensure that the CMS is maintained with the latest versions. These updates will be performed to the core installation of the CMS and all modules or plugins used on the site as they are made available. Access performs updates based on the CMS release schedule. Typically, updates are provided once per month.

Metrics & Performance: We will work with GMU to set goals and milestones. We will engage multiple tools and analysis platforms to compare trends and behavior patterns to inform next steps allowing for any needed SEO, SEM and navigation refinements.



PROJECT WEEK:						FEB	MAR	APR	MAY	JUN	JUL	AUG
						3 10 17 24	2 9 16 23 30	2 9 16 23 30	6 13 20 27	4 11 18 25	6 8 13 20 27	3 10 17 24 31
1	Discovery & Engagement	- Kickoff session - Technical discovery			Collab ACS							
2	Creative Concept & Design Direction	- Site mapping & wireframing - Mood board designs presented & approved - Primary site design presented - Three rounds of edits to selected design and approval - Secondary & tertiary level page designs presented - Site design approved			ACS			GIV				
						ACS						
							GIV					
3	Content, CMS & Testing	- Content review - Initial programming of site - CMS implementation on demo server and initial testing - Site review and continued testing - Content population, programming tweaking, and continued testing										
4	Deployment	- Training - Dev Site Launch - Hand off all source files to client - Public launch										
5	Metrics and Performance	- Monitor and adjust as needed for maximum performance - SEO analysis and refinements - Maintenance contract delivery and review										
~ CONGRATULATE THE TEAM ~												

Microsites and print projects are typically completed in much less time and each project is adjusted to meet client needs.

Access has helped Virginia Tech in a broad range of capacities, from our work on the institution's \$1 billion capital campaign to brand development and admissions.

We have developed admissions messaging emphasizing the hands-on educational approach at VT and the defining moments of the experience. The VT Moment campaign was crafted to showcase special insights that moved real students and what it truly means to be a Virginia Tech Hokie. The website saw a 73 percent increase over the corresponding month the year before. Virginia Tech received a record-breaking 25,200 undergraduate applications, representing a 12 percent increase over the previous year.

Access crafted a comprehensive transit advertising program for the DC-based VTLCI which highlighted access to the new facility. We also worked with the institution to engage business leaders, members of the Diplomatic Corps and related U.S. government and nonprofits/NGOs, Virginia Tech alumni, and current and former LCI students and instructors. VTLCI saw a 10 percent enrollment increase, an increase in traffic to the website, and greater awareness for the new campus and the brand.

Two years before going public, Access was in the trenches, helping VT create a campaign identity and brand guide. Access crafted not only the campaign case statement, but also the individual case statement for each department. Fundraisers exceeded the lofty goal, raising a total of \$1,112,703,977. "The folks at Access did more than give us what we were after — they gave us more than we had envisioned. They worked for us just as well as they worked with us — a pretty rare commodity these days," said Michael Kiser, Director of Development.



With the graduation of its first class in 1985, the North Carolina State University's College of Veterinary Medicine is one of the younger veterinary programs in the country. As the University embarked on its first capital campaign, Access provided critical support through creative direction and development of a series of magazines targeted to alumni and key donors.

NC STATE UNIVERSITY

college of
veterinary
medicine

fall 2001

a research study in
Antarctica

NC STATE UNIVERSITY



Journal entry #3

SUCCESS AT LAST!

Yesterday was the best day of the trip thus far. But let me start at the beginning.

At 6:00 a.m. we moved closer to Marguerite Bay and had begun exploring Loubet's file. While up, Mander to calm seas, 12 degree temps, 4 knot winds, and perfect conditions for launching the Zodiacs. By 10 a.m., it was snowing lightly. I was bundled in my five layers of clothing, including my "flax coat", and we'd set off for feeding seals. Thirty minutes later our ship was a tiny blob of light on the horizon and we had entered a world bounded by ice cliffs and peaks, snow drifts without a single footprint, with ice chunks of all shapes and designs drifting by in placid water, and the soft sounds of a puff's cry, a far seal below, or a mink call occasionally breaking the silence. The sun began to peek out of the cloud about by late morning. It was illuminated the geometrical beginnings of penicillin ice on the water's surface and cast a thin blue to the glaciers and icebergs. It is incredible here.

We passed a large Weddell seal lounging on an ice flow no larger than this. It didn't even raise its head as we roared by and snarled pictures. Then we caught a glimpse of a caliche seal swimming nearby. Then another. Then there

more. And then off in the distance, on a beach just beyond a stretch of beach ice, the mink called. Twenty to thirty caliche seals just lying there on a snow bank off of "Wain Island" (Frank). As we headed toward the beach, we came upon a single caliche sleeping on a grassy area (at 100 ft) ice flow which sloped off the water at a 40 degree angle to a small plateau on the top. We positioned the boat away from the seal and Steve reached off the boat and scrambled on the bank on his belly with net in hand. I followed with my pole spring (filled with anesthetic) draped. I crawled on my belly trying to stay out of sight of the big female caliche becoming wary of our presence. Before I knew it, Steve had sprung up and netted the 35 lb. girl. She was definitely annoyed, but not as aggressive as I thought as on the flow (hook produced). I rolled in and injected the drugs in her hind end. And the seal project began.

Everything went fairly well, considering it was the first time that a caliche seal has ever been placed on gas anesthesia (to my knowledge). The caliche seal thought, though our initial drag down was too low and we used up a lot of oxygen and anesthetic gas during the procedure. Nonetheless, we got a satellite transmitter glued to her head

(with epoxy) and samples collected. She woke up snarling at us. Music to my ears.

But that is not all to the story. About an hour into the procedure, as we were busy doing our work, we heard, and felt, the crack. A crack in the ice. The ice that we were standing on. It felt like something large and heavy had bumped the flow from underneath the water surface. We all stopped for a few seconds and waited. I looked at all our gear and the anesthetized seal and wondered what would happen in the next few seconds. Skip, our polar skimmer employed by the National Science Foundation Marine Support Services since 1983 and sitting on the boat 10 feet off the flow, then said "let's get things wrapped up." I began packing all unnecessary items away to pass off to the boat and reduce weight on the flow. Jean and Steve tried to finish up sample collection quickly. I started planning where I would jump if the flow cracked open and started to roll. I was happy to get off that island, let me tell you.

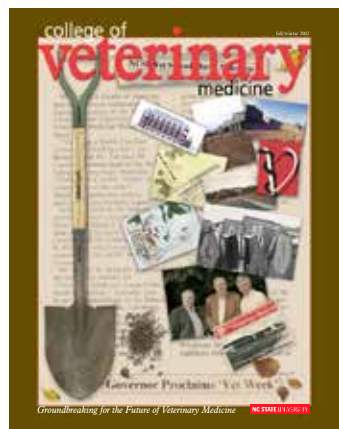
We headed back to the ship as the sun was setting. I realized I hadn't been cold all day. It almost felt good to feel the icy sea breeze and sea spray hit my cheeks as we returned home. Back "at the ranch" we processed samples, rechecked and made adjustments to our equipment. Finally had dinner, a shower and the long-awaited chocolate reward of our first seal. Steve said (Almond Joy) as we watched a movie. We were all happy, it was a good day for the team. We exhausted it over and over, the good things and the things we needed to do better. And at the very end of a day I dragged myself to



Journal entry #4

I had hoped by now that I would have stories of the many seals we'd caught and satellite tagged. But we've only caught two others since the first one. We caught both last Friday. The day had started out windy, gusting up to 30 knots but had "settled" to the high teens by late morning so we could deploy the satellite. I say "settled" because 15 knots of dry breeze tends to be a faster time when you are

measured quickly. By that point, the sun was half way down the sky, the winds had died to a breeze, and it was a cool, pleasant afternoon. Amazing how the weather can change so drastically in just a few hours here.



September 8, 2002

HOT LIPS, GRAVELLY ILL, Receives Elaborate Care at Fish Hospital

By David Wilson

Fish Hospital

BALENCIA, N.C. — Three veterinarians and over 1,400 people gathered for the purpose of saving the seal on Camp Thomas, Virginia, today. The seal, a 35 lb. female, was brought to the fish hospital at the University of North Carolina at Chapel Hill. The seal, which was found on a beach near the University of North Carolina at Chapel Hill, was brought to the fish hospital at the University of North Carolina at Chapel Hill. The seal, which was found on a beach near the University of North Carolina at Chapel Hill, was brought to the fish hospital at the University of North Carolina at Chapel Hill.

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Research Assistant Professor

During the past eight years, Dr. Haines, who has spent about 10 years at the University of North Carolina at Chapel Hill, has been a leading expert in the field of seal health. He has been a leading expert in the field of seal health. He has been a leading expert in the field of seal health. He has been a leading expert in the field of seal health.

As of 1998, the University of North Carolina at Chapel Hill was the only university in the United States to have a seal health program. The program was founded by Dr. Haines, who has been a leading expert in the field of seal health. The program was founded by Dr. Haines, who has been a leading expert in the field of seal health. The program was founded by Dr. Haines, who has been a leading expert in the field of seal health.

Groundbreaking for the Future of Veterinary Medicine

September 8, 2002

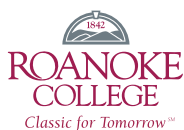
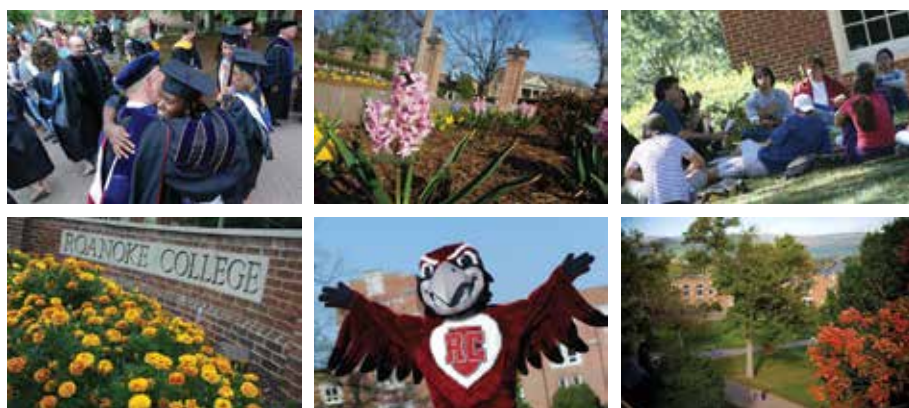
The new CVM Equine Health Program

The new CVM Equine Health Program

The new CVM Equine Health Program

- Email and online advertising
- Direct mail
- Print collateral
- Copywriting

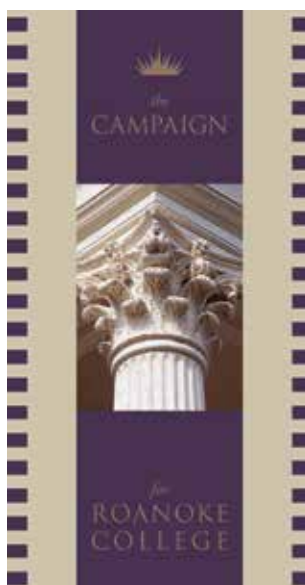
This partnership marked our first endeavor in marketing for higher education — now more than 20 years ago. The result? Our first capital campaign was a critical and financial success. The goal of \$65 million was surpassed by \$18 million, totaling \$83 million and exceeded the client's goal by 43 percent. We handled alumni relations for more than 15 years, created web, and fundraising pieces for the athletic department, as well as the president's report for the college. We also produced CASE Award-winning print and audiovisual programs and won numerous American Advertising Awards on behalf of the College.



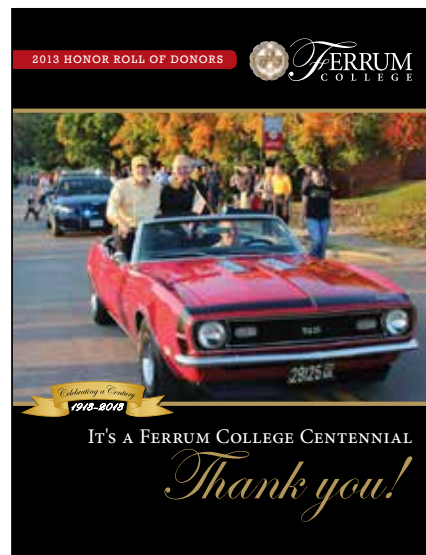
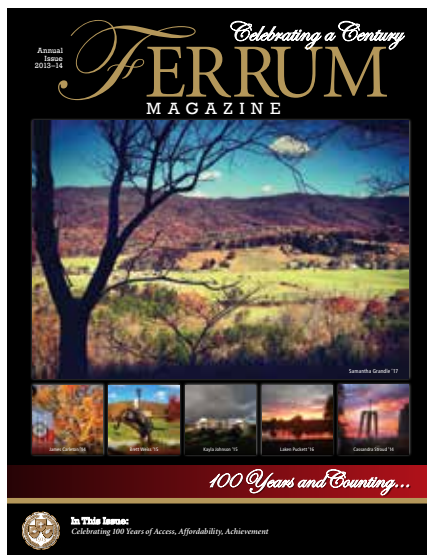
We're bringing Roanoke to you...



- Campaign branding
- Email and online advertising
- Direct mail
- Video production
- Presentation tools
- Event planning and support
- \$83 Million capital campaign



Access was selected to help this 100-year-old college create a new identity that retained the proud heritage of the institution. We have since expanded our partnership to help create new dynamic materials for the historic campus.



AUGUST 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Priority III: Funds in support of Capital Projects \$7,728,000

The Ferrum College 100-acre campus is one of our greatest assets. First-time visitors are greeted by the blend of natural beauty and academic character. The proud ownership of our facilities reflects our desire to preserve and extend them for future generations.

Projects include:

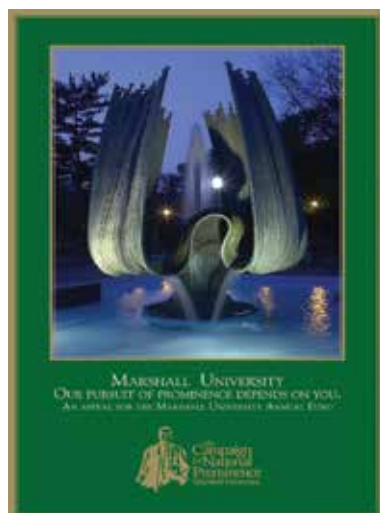
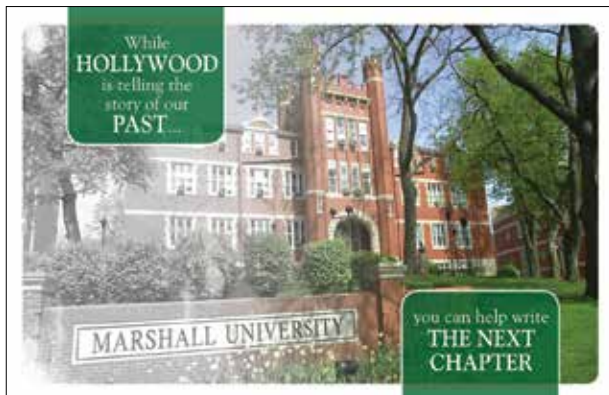
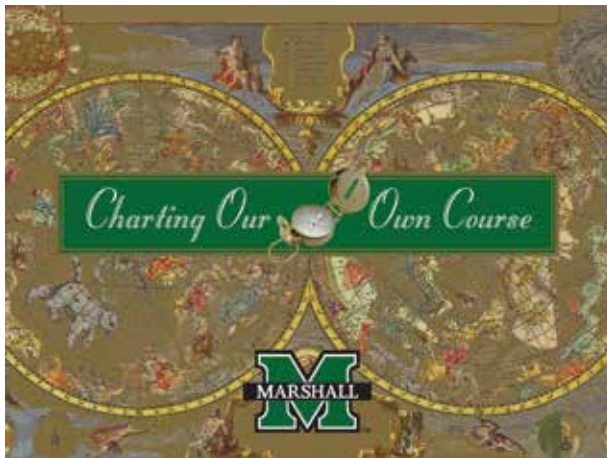
- Laboratories/Renovation of Laboratories
- English Business Research Complex
- Improved Courtyards
- Student Library
- Schofield Hall & Lake Theatre
- Horizon Valley Press Box
- Blue Ridge Institute & Museum

Visit us online at ferrum.edu



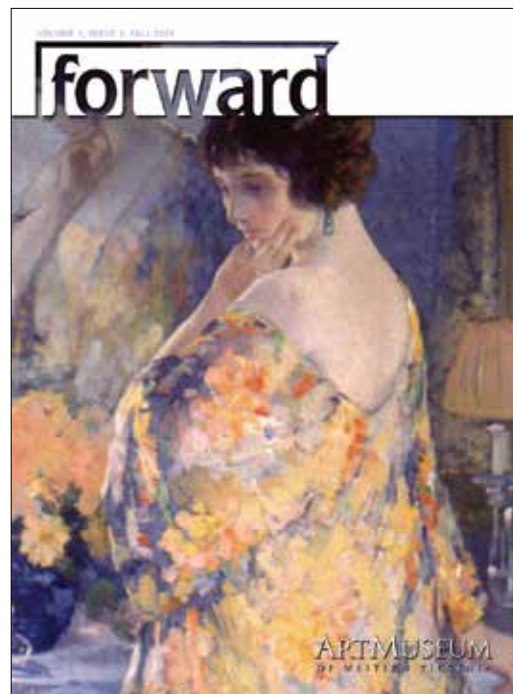
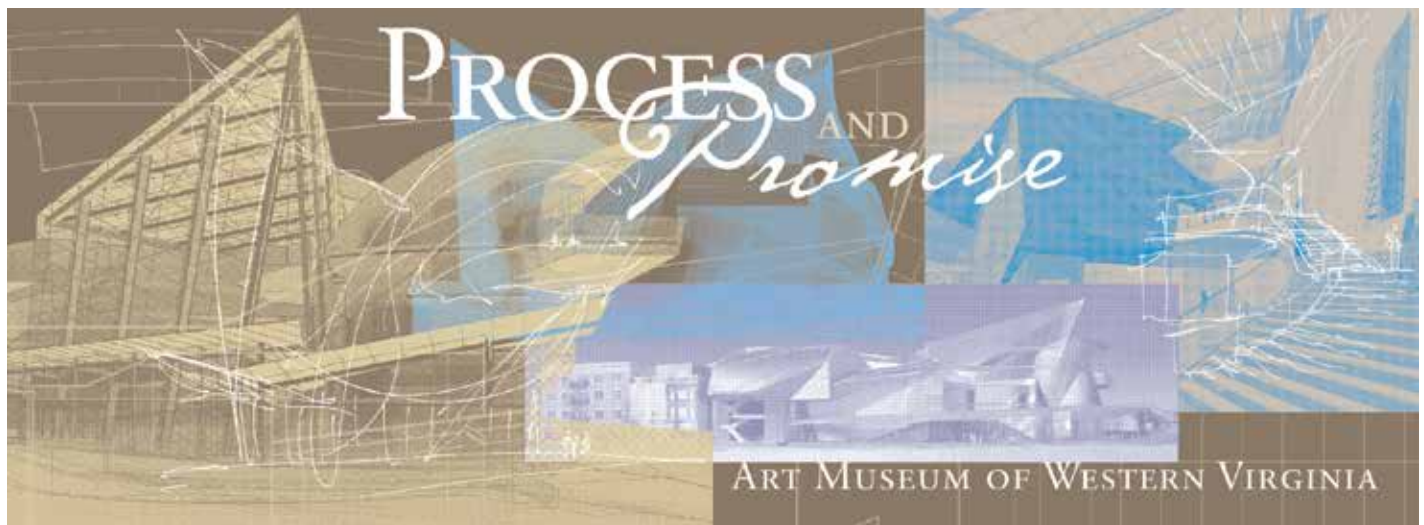
- Logo, identity and style guide
- Event planning
- College magazine
- Campus banners
- Public relations

We Are ... Marshall. Access worked with the Huntington, West Virginia, university through bowl games, two capital campaigns, and even a Hollywood premiere. We worked with admissions, development alumni relations and the University's Foundation, providing ongoing support through the annual campaigns and production of the award-winning annual reports.



- Alumni Development
- Athletic Boosters
- Special Events
- Capital Campaigns
- Annual Fund Development
- \$100 million dollar capital campaign

Building the progressive and ambitious Randall Stout-designed art museum in southwest Virginia was bold. Launching the \$66 million capital campaign in the largest recession since the Great Depression was even bolder. Access played a pivotal role in the early stages of the fundraising, helping create a transitional identity and website to galvanize the vision for the future. We created newsletters, direct mail and exhibition-specific marketing materials for several years, helping the old museum remain viable while the new one was built.



- Print Collateral
- Newsletters
- Direct Mail
- Interim Development Website
- \$66 Million Capital Campaign

The creation of Center in the Square in 1982 was a catalyst for the rebirth of downtown Roanoke. However, more than a quarter of a century and millions of visitors had taken their toll on the icon. More environmentally sound and efficient HVAC, new public spaces, updated exhibit spaces and dramatic plans for expansion to the roof were all envisioned for the next 25 years of Center in the Square. Access was tapped to assist in the development of the campaign brand, promotional DVD and case statement.



The reinvention of the Science Museum of Western Virginia is an important aspect of the plans for a vibrant new Center in the Square.

As one of the oldest science museums in Virginia and one of the most visited attractions in the region, the Science Museum of Western Virginia already serves nearly 150,000 people annually, the majority of which are children. Tens of thousands visit the Science Museum every week, coming from more than 80 school districts in Virginia. The museum is proud to be among the foremost of museums in the United States nationally accredited by the American Association of Museums.

Through hundreds of unique educational experiences offered throughout western Virginia, the museum has several millions of K-12 school children and thousands more through college and community outreach programs and public events. Even in its current configuration, the Science Museum of Western Virginia has had a major impact on the academic and cultural life of the Roanoke Valley.

The Science Museum has embarked on a bold plan to reinvent how it serves the community by employing the latest national science education techniques and technologies. The goal is to update the aging facility and to establish a more national model. The new Science Museum hopes to expand its innovative model to other museums around the country that are struggling with the issue of relevancy in today's fast-paced, technologically advanced world.

SCIENCE MUSEUM OF WESTERN VIRGINIA

dreams igniting promises energizing

THE CAMPAIGN FOR CENTER IN THE SQUARE

The reinvention will include three new galleries: Healthy Bodies, Healthy Earth, and How It Works.

HEALTHY BODIES GALLERY

Serving as more than just an introduction to anatomy and physiology, the Healthy Bodies Gallery will focus exclusively on what it takes to live a healthy life. Healthy Bodies will feature unique exhibitory and interactive experiences, including seasonal models of body systems related to good health, personal, questions, critical considerations of the human body, and thought-provoking displays and interactive devices.

HEALTHY EARTH GALLERY

Can a museum exhibit actually change behavior? The Healthy Earth Gallery will demonstrate the important role humans play in protecting their environment on a daily basis. Exhibits will show what happens in the home and local community for far-reaching implications, both good and bad. Unique exhibits and interactive displays will focus on ongoing environmental degradation, individual and human needs, and the plants and animals that share the planet.

HOW IT WORKS GALLERY

The How It Works Gallery will help visitors find answers to many of their questions. The gallery will feature examples of cutting-edge technologies, from mechanical and industrial models to computers and high-tech innovations. Visitors will get to see the inner workings through cutaways, cross-sections, and interactive displays. Whether it's figuring out how home electronics work or what keeps a jetliner in the air, everyone has questions about the engineering and technological wonders that surround us.

Harrison Museum of African American Culture

Center will welcome the Harrison Museum of African American Culture into the renovated building. The museum serves the community by honoring the contributions of a community long overlooked. The Harrison Museum of African American Culture is an educational and cultural institution committed to promoting, showcasing, and celebrating the art and history of African Americans in the Roanoke Valley and beyond. Memorabilia, photographs, and objects relating to the African American experience in the Roanoke Valley form an extensive portion of the Harrison Museum's Permanent Collection. As does an impressive collection of African and contemporary art. In addition, oral stories and recollections of community elders highlight the culture and significance of the Valley's black community, and thereby provide a complement to the artifacts and documents in the Museum's collection.

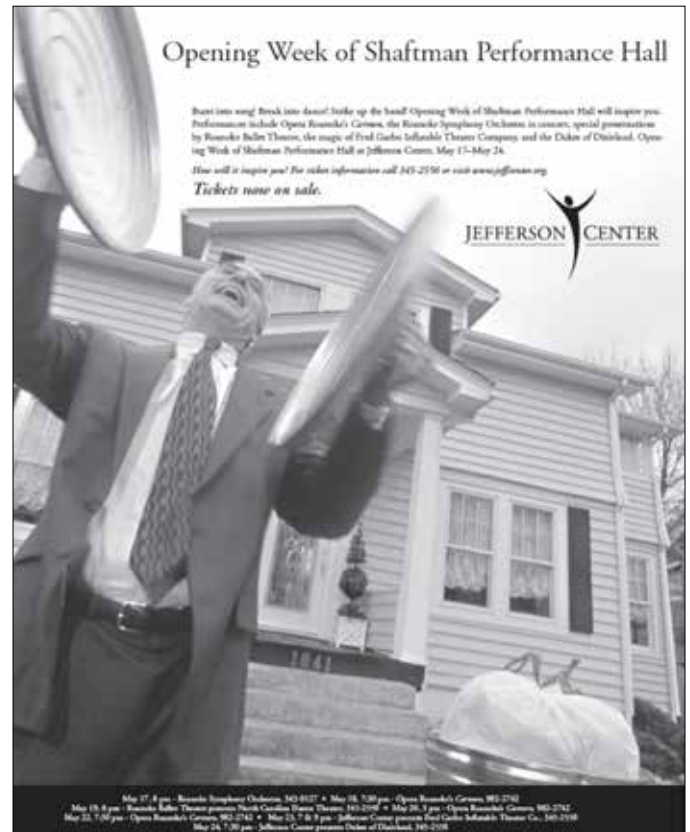
In addition to developing exhibitions, the Harrison Museum offers diverse educational programs, including interactive tours, lectures, panel discussions, film screenings, workshops, make-and-take arts and crafts sessions, and other activities. Through the Henry Street Heritage Festival and other special events, the Museum honors the best in performing arts recognized in local, state, and national arenas.

BEYOND THE GALLERIES

The new Center will incorporate aspects of the renovated Science Museum throughout the facility. Center will have a breathtaking 5,000-gallon living coral-reef aquarium that will hold 225 colorful marine fish and 150 mounted live soft and steep corals, as well as three smaller aquariums, two holding parrotfish and one holding snappers.

- Fundraising Strategy
- Case Statement
- Interactive DVD
- \$27.5 Million Capital Campaign

Access helped brand, raise funds and launch Jefferson Center, a former high school transformed into a center housing nonprofit organizations involved in the performing arts, education and social services. The original estimate of \$5 million for the auditorium increased to \$9 million as construction problems and equipment costs increased dramatically. Throughout the \$9 million renovation project, Jefferson Center Foundation and the Access team remained steadfast in the commitment to preserve the architectural authenticity of the hall. We were proud to create unique marketing tools to celebrate their grand opening.



- Fundraising Strategy and Support
- Print Collateral
- Direct Mail
- Outdoor
- Print Advertising

HIGHER EDUCATION**Virginia Tech**

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ARTS & NONPROFITS**Jefferson Center**

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Grandin Theatre Foundation

Ian M. Fortier, MPA
Executive Director
(540) 345-6377
ifortier@grandintheatre.com

Center in the Square

Dr. James Sears
President and General Manager
(540) 798-8982
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PROPOSED PRICING

Access will extend a flat reduced rate for all services of \$125 an hour.