



SA
strategic america

WHAT CAN'T
CORN DO?

ORIGINAL

A Response from Strategic America to Proposal 6028 Z1



CORN

IS THE HARDEST-WORKING GRAIN
ON PLANET EARTH.

That's why you need the hardest-working agency
in the Midwest to promote it.

- ▶ Hello, we're Strategic America. And we couldn't be more excited to share our ideas with you today.

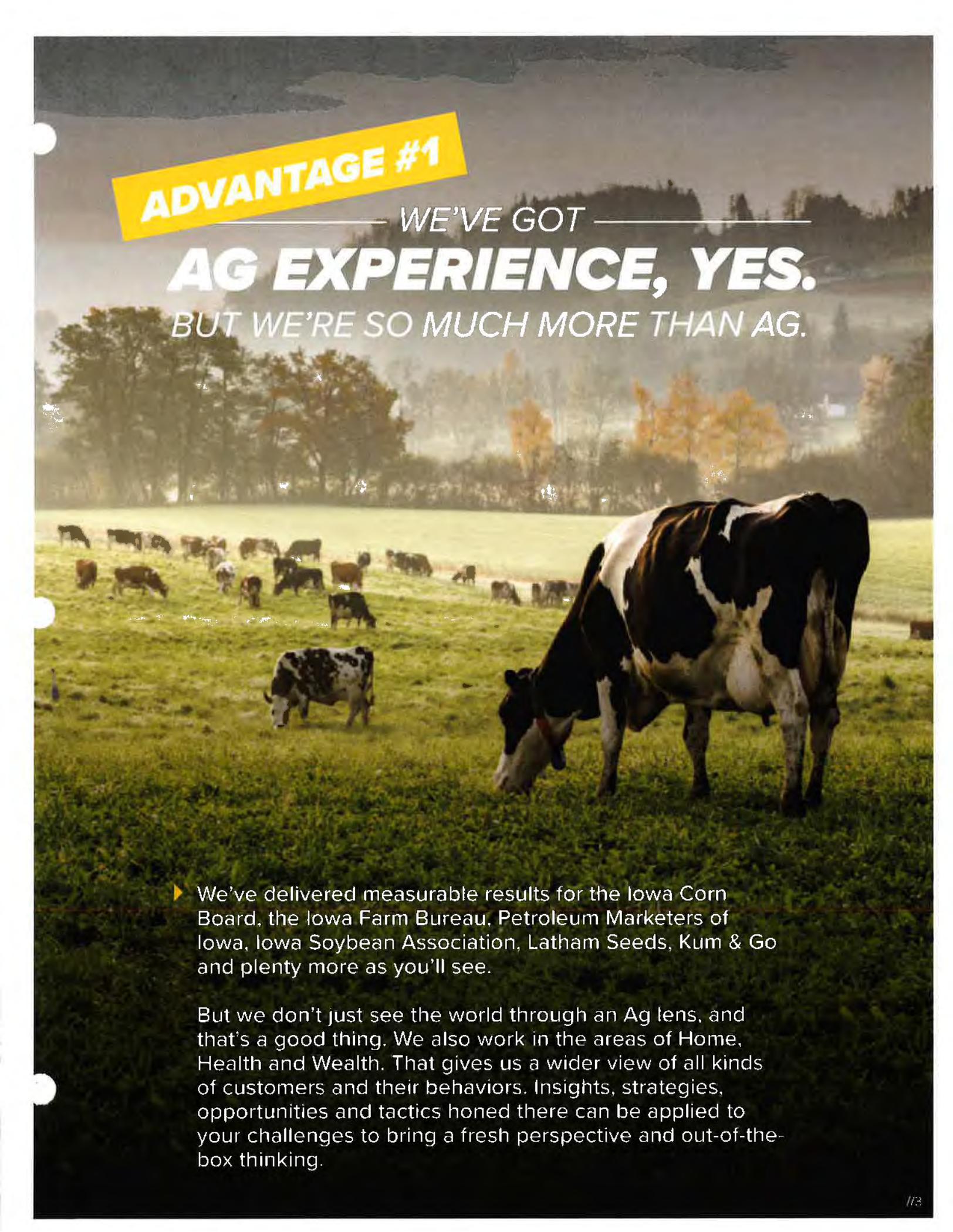


*IN THE FOLLOWING PAGES, YOU'LL SEE HOW WE
PERFECTLY ALIGN WITH YOUR*

SIX ***TECHNICAL REQUIREMENTS.***

***BUT WE BRING SO MUCH MORE
TO THE NEBRASKA CORN BOARD.***

▶ We can sum it up in five distinct advantages...



ADVANTAGE #1

WE'VE GOT
AG EXPERIENCE, YES.
BUT WE'RE SO MUCH MORE THAN AG.

- ▶ We've delivered measurable results for the Iowa Corn Board, the Iowa Farm Bureau, Petroleum Marketers of Iowa, Iowa Soybean Association, Latham Seeds, Kum & Go and plenty more as you'll see.

But we don't just see the world through an Ag lens, and that's a good thing. We also work in the areas of Home, Health and Wealth. That gives us a wider view of all kinds of customers and their behaviors. Insights, strategies, opportunities and tactics honed there can be applied to your challenges to bring a fresh perspective and out-of-the-box thinking.

ADVANTAGE #2

WE HAVE A
**PROVEN PROCESS FOR ARRIVING AT THE
MOST EFFECTIVE WORK.**

IMMERSE.

We dig deep to understand your challenges, looking at what your competitors are doing, as well. We're experts at becoming experts quickly.

IMPROVE.

No job is ever done. We're always looking to optimize results for a better outcome.

IMPLEMENT.

Based on research, and working collaboratively, we identify the right targets and create marketing that stresses ROI and KPIs. We then execute highly creative work that moves people to act.

ADVANTAGE #3

WE'VE GOT
**EVERYTHING YOU NEED
UNDER ONE ROOF.**

NO NEED FOR OUTSOURCING. AND THAT RESULTS IN GREATER
VALUE AND COST SAVINGS.

SA's Competencies

▶ **STRATEGY**

Planning
Analytics
Alliances
Key Audiences

▶ **DIGITAL/DIRECT**

Search
Web
Database
Testing

▶ **BRAND**

Account Planning
Research
Design/Development
Internal/External Preparation

▶ **PUBLIC RELATIONS**

Content
Media Relations
Pitching
Advocacy

▶ **ADVERTISING**

Creative
Media
Market/Product Launch
Social

▶ **SERVICE**

Communications
Marketing
Counsel
Reports



ADVANTAGE #4

WE'VE GOT

A CULTURE OF TRUST.

- ▶ Our roster includes clients who've been with us for nearly 40 years, 35 years, 25 years, 15 years. That's a unique phenomenon in a time of agency turmoil and turnover. Clients stay with us because we're constantly reinventing ourselves to exceed their expectations. They appreciate our hard work, our innovations, our solutions.

Employees stay with us too: 95% retention year after year after year.

We're as proud of our culture as we are of our work, and we think you'll find it welcoming here, as well.

ADVANTAGE #5

WE ARE
**AN AGENCY
WIRED FOR ACTION.**



- ▶ We only know one way to work: With full-throttle, all-out intensity. Proudly independent, we answer only to your needs. Insight driven, we mine for truth on a daily basis. Absurdly nice, we believe in treating people like a relative ('cause some of us are).

Work with SA and you get advantages you can't find anywhere else: Personal attention by the senior principals of the company. An entire agency working on your business, versus just a team. A philosophy of listening first before rushing headlong into selling you something. A mix of *tradigital* work that has you covered 360. That's the secret sauce that accelerates action for clients in a hurry. Like the Nebraska Corn Board.

AND SPEAKING OF ACTION...

- ▶ WE'RE ALREADY THINKING ABOUT YOUR BUSINESS.
- ▶ WE'RE ALREADY TALKING TO YOUR CLIENTS.
- ▶ WE'RE ALREADY EXPLORING CREATIVE, AS YOU'LL SEE IN THIS DOCUMENT.
- ▶ WE'RE ALREADY FORMING A POV ... THAT THE CORN STORY IS SO MUCH BIGGER THAN ETHANOL.
- ▶ CORN IS SIMPLY NATURE'S MOST INGENUOUS CREATION. AND THAT'S THE STORY THAT NEEDS TO BE TOLD.



CORN IS ENERGY

**AND INEXHAUSTIBLE ENERGY IS WHAT
WE'LL BRING TO YOUR BUSINESS.**

- ▶ Corn is under attack. Now more than ever, you need fresh thinking to correct the conversation. Changing your marketing partner is healthy. Change is vital for continued success. And SA will bring you new and unexpected ways to increase corn demand, whether it's eating more corn, driving more corn, wearing more corn or simply using more corn-derived products.

LET'S GET STARTED.

FORM A // BIDDER CONTACT SHEET

Request for Proposal Number 6028 Z1

Form A should be completed and submitted with each response to this RFP. This is intended to provide the State with information on the bidder's name and address, and the specific person(s) who are responsible for preparation of the bidder's response.

Preparation of Response Contact Information	
Bidder Name:	Strategic America
Bidder Address:	6600 Westown Parkway Suite 100 West Des Moines, IA 50266
Contact Person & Title:	Mike Schreurs Chairman, Chief Strategist
E-mail Address:	Mschreurs@strategicamerica.com
Telephone Number (Office):	515.453.2002
Telephone Number (Cellular):	515.681.3149
Fax Number:	855.330.3415

Each bidder should also designate a specific contact person who will be responsible for responding to the State if any clarifications of the bidder's response should become necessary. This will also be the person who the State contacts to set up a presentation/demonstration, if required.

Bidder Name:	Strategic America
Bidder Address:	6600 Westown Parkway Suite 100 West Des Moines, IA 50266
Contact Person & Title:	Mike Schreurs Chairman, Chief Strategist
E-mail Address:	Mschreurs@strategicamerica.com
Telephone Number (Office):	515.453.2002
Telephone Number (Cellular):	515.681.3149
Fax Number:	855.330.3415

II. TERMS AND CONDITIONS

Bidders should complete Sections II through VI as part of their proposal. Bidder is expected to read the Terms and Conditions and should initial either accept, reject, or reject and provide alternative language for each clause. The bidder should also provide an explanation of why the bidder rejected the clause or rejected the clause and provided alternate language. By signing the RFP, bidder is agreeing to be legally bound by all the accepted terms and conditions, and any proposed alternative terms and conditions submitted with the proposal. The State reserves the right to negotiate rejected or proposed alternative language. If the State and bidder fail to agree on the final Terms and Conditions, the State reserves the right to reject the proposal. The State of Nebraska is soliciting proposals in response to this RFP. The State of Nebraska reserves the right to reject proposals that attempt to substitute the bidder's commercial contracts and/or documents for this RFP.

The bidders should submit with their proposal any license, user agreement, service level agreement, or similar documents that the bidder wants incorporated in the Contract. The State will not consider incorporation of any document not submitted with the bidder's proposal as the document will not have been included in the evaluation process. These documents shall be subject to negotiation and will be incorporated as addendums if agreed to by the Parties.

If a conflict or ambiguity arises after the Addendum to Contract Award have been negotiated and agreed to, the Addendum to Contract Award shall be interpreted as follows:

1. If only one Party has a particular clause then that clause shall control;
2. If both Parties have a similar clause, but the clauses do not conflict, the clauses shall be read together;
3. If both Parties have a similar clause, but the clauses conflict, the State's clause shall control.

A. GENERAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ASJ			

The contract resulting from this RFP shall incorporate the following documents:

1. Request for Proposal and Addenda;
2. Amendments to the RFP;
3. Questions and Answers;
4. Contractor's proposal (RFP and properly submitted documents);
5. The executed Contract and Addendum One to Contract, if applicable ; and,
6. Amendments/Addendums to the Contract.

These documents constitute the entirety of the contract.

Unless otherwise specifically stated in a future contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number one (1) receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) Amendment to the executed Contract with the most recent dated amendment having the highest priority, 2) executed Contract and any attached Addenda, 3) Amendments to RFP and any Questions and Answers, 4) the original RFP document and any Addenda, and 5) the Contractor's submitted Proposal.

Any ambiguity or conflict in the contract discovered after its execution, not otherwise addressed herein, shall be resolved in accordance with the rules of contract interpretation as established in the State of Nebraska.

B. NOTIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
			

Contractor and State shall identify the contract manager who shall serve as the point of contact for the executed contract.

Communications regarding the executed contract shall be in writing and shall be deemed to have been given if delivered personally or mailed, by U.S. Mail, postage prepaid, return receipt requested, to the parties at their respective addresses set forth below, or at such other addresses as may be specified in writing by either of the parties. All notices, requests, or communications shall be deemed effective upon personal delivery or three (3) calendar days following deposit in the mail.

Nebraska Corn Board
 Attn: Executive Director
 301 Centennial Mall South Fourth Floor
 Lincoln, NE 68509

C. NOTICE POINT OF CONTACT (POC)

The State reserves the right to appoint a Buyer's Representative to manage [or assist the Buyer in managing] the contract on behalf of the State. The Buyer's Representative will be appointed in writing, and the appointment document will specify the extent of the Buyer's Representative authority and responsibilities. If a Buyer's Representative is appointed, the Contractor will be provided a copy of the appointment document, and is expected to cooperate accordingly with the Buyer's Representative. The Buyer's Representative has no authority to bind the State to a contract, amendment, addendum, or other change or addition to the contract.

D. GOVERNING LAW (Statutory)

Notwithstanding any other provision of this contract, or any amendment or addendum(s) entered into contemporaneously or at a later time, the parties understand and agree that, (1) the State of Nebraska is a sovereign state and its authority to contract is therefore subject to limitation by the State's Constitution, statutes, common law, and regulation; (2) this contract will be interpreted and enforced under the laws of the State of Nebraska; (3) any action to enforce the provisions of this agreement must be brought in the State of Nebraska per state law; (4) the person signing this contract on behalf of the State of Nebraska does not have the authority to waive the State's sovereign immunity, statutes, common law, or regulations; (5) the indemnity, limitation of liability, remedy, and other similar provisions of the final contract, if any, are entered into subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity; and, (6) all terms and conditions of the final contract, including but not limited to the clauses concerning third party use, licenses, warranties, limitations of liability, governing law and venue, usage verification, indemnity, liability, remedy or other similar provisions of the final contract are entered into specifically subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity.

The Parties must comply with all applicable local, state and federal laws, ordinances, rules, orders, and regulations.

E. BEGINNING OF WORK

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
			

The bidder shall not commence any billable work until a valid contract has been fully executed by the State and the successful Contractor. The Contractor will be notified in writing when work may begin.

F. CHANGE ORDERS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

The State and the Contractor, upon the written agreement, may make changes to the contract within the general scope of the RFP. Changes may involve specifications, the quantity of work, or such other items as the State may find necessary or desirable. Corrections of any deliverable, service, or work required pursuant to the contract shall not be deemed a change. The Contractor may not claim forfeiture of the contract by reasons of such changes.

The Contractor shall prepare a written description of the work required due to the change and an itemized cost sheet for the change. Changes in work and the amount of compensation to be paid to the Contractor shall be determined in accordance with applicable unit prices if any, a pro-rated value, or through negotiations. The State shall not incur a price increase for changes that should have been included in the Contractor's proposal, were foreseeable, or result from difficulties with or failure of the Contractor's proposal or performance.

No change shall be implemented by the Contractor until approved by the State, and the Contract is amended to reflect the change and associated costs, if any. If there is a dispute regarding the cost, but both parties agree that immediate implementation is necessary, the change may be implemented, and cost negotiations may continue with both Parties retaining all remedies under the contract and law.

G. NOTICE OF POTENTIAL CONTRACTOR BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

If Contractor breaches the contract or anticipates breaching the contract, the Contractor shall immediately give written notice to the State. The notice shall explain the breach or potential breach, a proposed cure, and may include a request for a waiver of the breach if so desired. The State may, in its discretion, temporarily or permanently waive the breach. By granting a waiver, the State does not forfeit any rights or remedies to which the State is entitled by law or equity, or pursuant to the provisions of the contract. Failure to give immediate notice, however, may be grounds for denial of any request for a waiver of a breach.

H. BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

Either Party may terminate the contract, in whole or in part, if the other Party breaches its duty to perform its obligations under the contract in a timely and proper manner. Termination requires written notice of default and a thirty (30) calendar day (or longer at the non-breaching Party's discretion considering the gravity and nature of the default) cure period. Said notice shall be delivered by Certified Mail, Return Receipt Requested, or in person with proof of delivery. Allowing time to cure a failure or breach of contract does not waive the right to immediately terminate the contract for the same or different contract breach which may occur at a different time. In case of default of the Contractor, the State may contract the service from other sources and hold the Contractor responsible for any excess cost occasioned thereby.

The State's failure to make payment shall not be a breach, and the Contractor shall retain all available statutory remedies and protections.

I. NON-WAIVER OF BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

The acceptance of late performance with or without objection or reservation by a Party shall not waive any rights of the Party nor constitute a waiver of the requirement of timely performance of any obligations remaining to be performed.

J. SEVERABILITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

If any term or condition of the contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and conditions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the provision held to be invalid or illegal.

K. INDEMNIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

1. GENERAL

The Contractor agrees to defend, indemnify, and hold harmless the State and its employees, volunteers, agents, and its elected and appointed officials ("the indemnified parties") from and against any and all third party claims, liens, demands, damages, liability, actions, causes of action, losses, judgments, costs, and expenses of every nature, including investigation costs and expenses, settlement costs, and attorney fees and expenses ("the claims"), sustained or asserted against the State for personal injury, death, or property loss or damage, arising out of, resulting from, or attributable to the willful misconduct, negligence, error, or omission of the Contractor, its employees, Sub-contractors, consultants, representatives, and agents, resulting from this contract, except to the extent such Contractor liability is attenuated by any action of the State which directly and proximately contributed to the claims.

2. INTELLECTUAL PROPERTY

The Contractor agrees it will, at its sole cost and expense, defend, indemnify, and hold harmless the indemnified parties from and against any and all claims, to the extent such claims arise out of, result from, or are attributable to, the actual or alleged infringement or misappropriation of any patent, copyright, trade secret, trademark, or confidential information of any third party by the Contractor or its employees, Sub-contractors, consultants, representatives, and agents; provided, however, the State gives the Contractor prompt notice in writing of the claim. The Contractor may not settle any infringement claim that will affect

the State's use of the Licensed Software without the State's prior written consent, which consent may be withheld for any reason.

If a judgment or settlement is obtained or reasonably anticipated against the State's use of any intellectual property for which the Contractor has indemnified the State, the Contractor shall, at the Contractor's sole cost and expense, promptly modify the item or items which were determined to be infringing, acquire a license or licenses on the State's behalf to provide the necessary rights to the State to eliminate the infringement, or provide the State with a non-infringing substitute that provides the State the same functionality. At the State's election, the actual or anticipated judgment may be treated as a breach of warranty by the Contractor, and the State may receive the remedies provided under this RFP.

3. PERSONNEL

The Contractor shall, at its expense, indemnify and hold harmless the indemnified parties from and against any claim with respect to withholding taxes, worker's compensation, employee benefits, or any other claim, demand, liability, damage, or loss of any nature relating to any of the personnel, including sub-contractor's and their employees, provided by the Contractor.

4. SELF-INSURANCE

The State of Nebraska is self-insured for any loss and purchases excess insurance coverage pursuant to Neb. Rev. Stat. § 81-8,239.01 (Reissue 2008). If there is a presumed loss under the provisions of this agreement, Contractor may file a claim with the Office of Risk Management pursuant to Neb. Rev. Stat. §§ 81-8,829 – 81-8,306 for review by the State Claims Board. The State retains all rights and immunities under the State Miscellaneous (Section 81-8,294), Tort (Section 81-8,209), and Contract Claim Acts (Section 81-8,302), as outlined in Neb. Rev. Stat. § 81-8,209 et seq. and under any other provisions of law and accepts liability under this agreement to the extent provided by law.

5. The Parties acknowledge that Attorney General for the State of Nebraska is required by statute to represent the legal interests of the State, and that any provision of this indemnity clause is subject to the statutory authority of the Attorney General.

L. ATTORNEY'S FEES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
			

In the event of any litigation, appeal, or other legal action to enforce any provision of the contract, the Parties agree to pay all expenses of such action, as permitted by law and if order by the court, including attorney's fees and costs, if the other Party prevails.

M. ASSIGNMENT, SALE, OR MERGER

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
			

Either Party may assign the contract upon mutual written agreement of the other Party. Such agreement shall not be unreasonably withheld.

The Contractor retains the right to enter into a sale, merger, acquisition, internal reorganization, or similar transaction involving Contractor's business. Contractor agrees to cooperate with the State in executing amendments to the contract to allow for the transaction. If a third party or entity is involved in the transaction, the Contractor will remain responsible for performance of the contract until such time as the person or entity involved in

the transaction agrees in writing to be contractually bound by this contract and perform all obligations of the contract.

N. CONTRACTING WITH OTHER NEBRASKA POLITICAL SUB-DIVISIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

The Contractor may, but shall not be required to, allow agencies, as defined in Neb. Rev. Stat. §81-145, to use this contract. The terms and conditions, including price, of the contract may not be amended. The State shall not be contractually obligated or liable for any contract entered into pursuant to this clause. A listing of Nebraska political subdivisions may be found at the website of the Nebraska Auditor of Public Accounts.

O. FORCE MAJEURE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

Neither Party shall be liable for any costs or damages, or for default resulting from its inability to perform any of its obligations under the contract due to a natural or manmade event outside the control and not the fault of the affected Party ("Force Majeure Event"). The Party so affected shall immediately make a written request for relief to the other Party, and shall have the burden of proof to justify the request. The other Party may grant the relief requested; relief may not be unreasonably withheld. Labor disputes with the impacted Party's own employees will not be considered a Force Majeure Event.

P. CONFIDENTIALITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

All materials and information provided by the Parties or acquired by a Party on behalf of the other Party shall be regarded as confidential information. All materials and information provided or acquired shall be handled in accordance with federal and state law, and ethical standards. Should said confidentiality be breached by a Party, the Party shall notify the other Party immediately of said breach and take immediate corrective action.

It is incumbent upon the Parties to inform their officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (i)(1), which is made applicable by 5 U.S.C. 552a (m)(1), provides that any officer or employee, who by virtue of his/her employment or official position has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established thereunder, and who knowing that disclosure of the specific material is prohibited, willfully discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than \$5,000.

Q. EARLY TERMINATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MP			

The contract may be terminated as follows:

1. The State and the Contractor, by mutual written agreement, may terminate the contract at any time.
2. The State, in its sole discretion, may terminate the contract for any reason upon thirty (30) calendar day's written notice to the Contractor. Such termination shall not relieve the Contractor of warranty or other service obligations incurred under the terms of the contract. In the event of termination the Contractor shall be entitled to payment, determined on a pro rata basis, for products or services satisfactorily performed or provided.
3. The State may terminate the contract immediately for the following reasons:
 - a. if directed to do so by statute;
 - b. Contractor has made an assignment for the benefit of creditors, has admitted in writing its inability to pay debts as they mature, or has ceased operating in the normal course of business;
 - c. a trustee or receiver of the Contractor or of any substantial part of the Contractor's assets has been appointed by a court;
 - d. fraud, misappropriation, embezzlement, malfeasance, misfeasance, or illegal conduct pertaining to performance under the contract by its Contractor, its employees, officers, directors, or shareholders;
 - e. an involuntary proceeding has been commenced by any Party against the Contractor under any one of the chapters of Title 11 of the United States Code and (i) the proceeding has been pending for at least sixty (60) calendar days; or (ii) the Contractor has consented, either expressly or by operation of law, to the entry of an order for relief; or (iii) the Contractor has been decreed or adjudged a debtor;
 - f. a voluntary petition has been filed by the Contractor under any of the chapters of Title 11 of the United States Code;
 - g. Contractor intentionally discloses confidential information;
 - h. Contractor has or announces it will discontinue support of the deliverable; and,
 - i. In the event funding is no longer available.

R. CONTRACT CLOSEOUT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MP			

Upon contract closeout for any reason the Contractor shall within 30 days, unless stated otherwise herein:

1. Transfer all completed or partially completed deliverables to the State;
2. Transfer ownership and title to all completed or partially completed deliverables to the State;
3. Return to the State all information and data, unless the Contractor is permitted to keep the information or data by contract or rule of law. Contractor may retain one copy of any information or data as required to comply with applicable work product documentation standards or as are automatically retained in the course of Contractor's routine back up procedures;
4. Cooperate with any successor Contractor, person or entity in the assumption of any or all of the obligations of this contract;
5. Cooperate with any successor Contractor, person or entity with the transfer of information or data related to this contract;
6. Return or vacate any state owned real or personal property; and,

7. Return all data in a mutually acceptable format and manner.

Nothing in this Section should be construed to require the Contractor to surrender intellectual property, real or personal property, or information or data owned by the Contractor for which the State has no legal claim.

III. CONTRACTOR DUTIES

A. INDEPENDENT CONTRACTOR / OBLIGATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MP</i>			

It is agreed that the Contractor is an independent contractor and that nothing contained herein is intended or should be construed as creating or establishing a relationship of employment, agency, or a partnership.

The Contractor is solely responsible for fulfilling the contract. The Contractor or the Contractor's representative shall be the sole point of contact regarding all contractual matters.

The Contractor shall secure, at its own expense, all personnel required to perform the services under the contract. The personnel the Contractor uses to fulfill the contract shall have no contractual or other legal relationship with the State; they shall not be considered employees of the State and shall not be entitled to any compensation, rights or benefits from the State, including but not limited to, tenure rights, medical and hospital care, sick and vacation leave, severance pay, or retirement benefits.

By-name personnel commitments made in the Contractor's proposal shall not be changed without the prior written approval of the State. Replacement of these personnel, if approved by the State, shall be with personnel of equal or greater ability and qualifications.

All personnel assigned by the Contractor to the contract shall be employees of the Contractor or a sub-contractor, and shall be fully qualified to perform the work required herein. Personnel employed by the Contractor or a sub-contractor to fulfill the terms of the contract shall remain under the sole direction and control of the Contractor or the sub-contractor respectively.

With respect to its employees, the Contractor agrees to be solely responsible for the following:

1. Any and all pay, benefits, and employment taxes and/or other payroll withholding;
2. Any and all vehicles used by the Contractor's employees, including all insurance required by state law;
3. Damages incurred by Contractor's employees within the scope of their duties under the contract;
4. Maintaining Workers' Compensation and health insurance that complies with state and federal law and submitting any reports on such insurance to the extent required by governing law; and
5. Determining the hours to be worked and the duties to be performed by the Contractor's employees.
6. All claims on behalf of any person arising out of employment or alleged employment (including without limit claims of discrimination alleged against the Contractor, its officers, agents, or sub-contractors or sub-contractor's employees)

If the Contractor intends to utilize any sub-contractor, the sub-contractor's level of effort, tasks, and time allocation should be clearly defined in the bidder's proposal. The Contractor shall agree that it will not utilize any sub-contractors not specifically included in its proposal in the performance of the contract without the prior written authorization of the State.

The State reserves the right to require the Contractor to reassign or remove from the project any Contractor or sub-contractor employee.

Contractor shall insure that the terms and conditions contained in any contract with a sub-contractor does not conflict with the terms and conditions of this contract.

The Contractor shall include a similar provision, for the protection of the State, in the contract with any Sub-contractor engaged to perform work on this contract.

B. EMPLOYEE WORK ELIGIBILITY STATUS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of an employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at <http://das.nebraska.gov/materiel/purchasing.htm>

The completed United States Attestation Form should be submitted with the RFP response.
2. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.
3. The Contractor understands and agrees that lawful presence in the United States is required and the Contractor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. §4-108.

C. COMPLIANCE WITH CIVIL RIGHTS LAWS AND EQUAL OPPORTUNITY EMPLOYMENT / NONDISCRIMINATION (Statutory)

The Contractor shall comply with all applicable local, state, and federal statutes and regulations regarding civil rights laws and equal opportunity employment. The Nebraska Fair Employment Practice Act prohibits Contractors of the State of Nebraska, and their Sub-contractors, from discriminating against any employee or applicant for employment, with respect to hire, tenure, terms, conditions, compensation, or privileges of employment because of race, color, religion, sex, disability, marital status, or national origin (Neb. Rev. Stat. §48-1101 to 48-1125). The Contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The Contractor shall insert a similar provision in all Subcontracts for services to be covered by any contract resulting from this RFP.

D. COOPERATION WITH OTHER CONTRACTORS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

Contractor may be required to work with or in close proximity to other contractors or individuals that may be working on same or different projects. The Contractor shall agree to cooperate with such other contractors or individuals, and shall not commit or permit any act which may interfere with the performance of work by any other contractor or individual. Contractor is not required to compromise Contractor's intellectual property or proprietary information unless expressly required to do so by this contract.

E. PERMITS, REGULATIONS, LAWS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>SH</i>			

The contract price shall include the cost of all royalties, licenses, permits, and approvals, whether arising from patents, trademarks, copyrights or otherwise, that are in any way involved in the contract. The Contractor shall obtain and pay for all royalties, licenses, and permits, and approvals necessary for the execution of the contract. The Contractor must guarantee that it has the full legal right to the materials, supplies, equipment, software, and other items used to execute this contract.

F. OWNERSHIP OF INFORMATION AND DATA / DELIVERABLES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>AS</i>			

The State shall have the unlimited right to publish, duplicate, use, and disclose all information and data developed or obtained by the Contractor on behalf of the State pursuant to this contract.

The State shall own and hold exclusive title to any deliverable developed as a result of this contract. Contractor shall have no ownership interest or title, and shall not patent, license, or copyright, duplicate, transfer, sell, or exchange, the design, specifications, concept, or deliverable.

All concepts, slogans, or plans submitted or developed by the contractor for NCB during the term of the agreement, whether or not used, and any and all layouts, copy, artwork, films, and other tangible material which the contractor prepares for NCB or purchases for its account pursuant to any advertising campaign for NCB, are NCB's property exclusively.

G. INSURANCE REQUIREMENTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MY</i>			

The Contractor shall throughout the term of the contract maintain insurance as specified herein and provide the State a current Certificate of Insurance/Acord Form (COI) verifying the coverage. The Contractor shall not commence work on the contract until the insurance is in place. If Contractor subcontracts any portion of the Contract the Contractor must, throughout the term of the contract, either:

1. Provide equivalent insurance for each sub-contractor and provide a COI verifying the coverage for the sub-contractor;
2. Require each sub-contractor to have equivalent insurance and provide written notice to the State that the Contractor has verified that each sub-contractor has the required coverage; or,
3. Provide the State with copies of each sub-contractor's Certificate of Insurance evidencing the required coverage.

The Contractor shall not allow any sub-contractor to commence work until the sub-contractor has equivalent insurance. The failure of the State to require a COI, or the failure of the Contractor to provide a COI or require sub-contractor insurance shall not limit, relieve, or decrease the liability of the Contractor hereunder.

In the event that any policy written on a claims-made basis terminates or is canceled during the term of the contract or within one (1) year of termination or expiration of the contract, the contractor shall obtain an extended discovery or reporting period, or a new insurance policy, providing coverage required by this contract for the term of the contract and one (1) year following termination or expiration of the contract.

If by the terms of any insurance a mandatory deductible is required, or if the Contractor elects to increase the mandatory deductible amount, the Contractor shall be responsible for payment of the amount of the deductible in the event of a paid claim.

Notwithstanding any other clause in this Contract, the State may recover up to the liability limits of the insurance policies required herein.

1. WORKERS' COMPENSATION INSURANCE

The Contractor shall take out and maintain during the life of this contract the statutory Workers' Compensation and Employer's Liability Insurance for all of the contractors' employees to be engaged in work on the project under this contract and, in case any such work is sublet, the Contractor shall require the Sub-contractor similarly to provide Worker's Compensation and Employer's Liability Insurance for all of the Sub-contractor's employees to be engaged in such work. This policy shall be written to meet the statutory requirements for the state in which the work is to be performed, including Occupational Disease. **The policy shall include a waiver of subrogation in favor of the State. The COI shall contain the mandatory COI subrogation waiver language found hereinafter.** The amounts of such insurance shall not be less than the limits stated hereinafter. For employees working in the State of Nebraska, the policy must be written by an entity authorized by the State of Nebraska Department of Insurance to write Workers' Compensation and Employer's Liability Insurance for Nebraska employees.

2. COMMERCIAL GENERAL LIABILITY INSURANCE AND COMMERCIAL AUTOMOBILE LIABILITY INSURANCE

The Contractor shall take out and maintain during the life of this contract such Commercial General Liability Insurance and Commercial Automobile Liability Insurance as shall protect Contractor and any Sub-contractor performing work covered by this contract from claims for damages for bodily injury, including death, as well as from claims for property damage, which may arise from operations under this contract, whether such operation be by the Contractor or by any Sub-contractor or by anyone directly or indirectly employed by either of them, and the amounts of such insurance shall not be less than limits stated hereinafter.

The Commercial General Liability Insurance shall be written on an **occurrence basis**, and provide Premises/Operations, Products/Completed Operations, Independent Contractors, Personal Injury, and Contractual Liability coverage. **The policy shall include the State, and others as required by the contract documents, as Additional Insured(s). This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory. The COI shall contain the mandatory COI liability waiver language found hereinafter.** The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned, and Hired vehicles.

REQUIRED INSURANCE COVERAGE	
COMMERCIAL GENERAL LIABILITY	
General Aggregate	\$2,000,000
Products/Completed Operations Aggregate	\$2,000,000
Personal/Advertising Injury	\$1,000,000 per occurrence
Bodily Injury/Property Damage	\$1,000,000 per occurrence
Medical Payments	\$10,000 any one person
Damage to Rented Premises (Fire)	\$300,000 each occurrence
Contractual	Included
XCU Liability (Explosion, Collapse, and Underground Damage)	Included
Independent Contractors	Included
Abuse & Molestation	Included
<i>If higher limits are required, the Umbrella/Excess Liability limits are allowed to satisfy the higher limit.</i>	
WORKER'S COMPENSATION	
Employers Liability Limits	\$500K/\$500K/\$500K
Statutory Limits- All States	Statutory - State of Nebraska
USL&H Endorsement	Statutory
Voluntary Compensation	Statutory
COMMERCIAL AUTOMOBILE LIABILITY	
Bodily Injury/Property Damage	\$1,000,000 combined single limit
Include All Owned, Hired & Non-Owned Automobile liability	Included
Motor Carrier Act Endorsement	Where Applicable
UMBRELLA/EXCESS LIABILITY	
Over Primary Insurance	\$5,000,000 per occurrence
PROFESSIONAL LIABILITY	
Professional liability (Medical Malpractice)	Limits consistent with Nebraska Medical Malpractice Cap
Qualification Under Nebraska Excess Fund	
All Other Professional Liability (Errors & Omissions)	\$1,000,000 Per Claim / Aggregate
COMMERCIAL CRIME	
Crime/Employee Dishonesty Including 3rd Party Fidelity	\$1,000,000
CYBER LIABILITY	
Breach of Privacy, Security Breach, Denial of Service, Remediation, Fines and Penalties	\$10,000,000
CONTRACTOR'S POLLUTION LIABILITY	
Each Occurrence/Aggregate Limit	\$2,000,000
Includes Non-Owned Disposal Sites	
MANDATORY COI SUBROGATION WAIVER LANGUAGE	
"Workers' Compensation policy shall include a waiver of subrogation in favor of the State of Nebraska."	
MANDATORY COI LIABILITY WAIVER LANGUAGE	
"Commercial General Liability & Commercial Automobile Liability policies shall name the State of Nebraska as an Additional Insured and the policies shall be primary and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory as additionally insured."	

If the mandatory COI subrogation waiver language or mandatory COI liability waiver language on the COI states that the waiver is subject to, condition upon, or otherwise limit by the insurance policy, a copy of the relevant sections of the policy must be submitted with the COI so the State can review the limitations imposed by the insurance policy.

3. EVIDENCE OF COVERAGE

The Contractor shall furnish the Contract Manager, with a certificate of insurance coverage complying with the above requirements prior to beginning work at:

Nebraska Corn Board
 Attn: Executive Director
 301 Centennial Mall South Fourth Floor
 Lincoln, NE 68509

These certificates or the cover sheet shall reference the RFP number, and the certificates shall include the name of the company, policy numbers, effective dates, dates of expiration, and amounts and types of coverage afforded. If the State is damaged by the failure of the Contractor to maintain such insurance, then the Contractor shall be responsible for all reasonable costs properly attributable thereto.

Reasonable notice of cancellation of any required insurance policy must be submitted to the contract manager as listed above when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

4. DEVIATIONS

The insurance requirements are subject to limited negotiation. Negotiation typically includes, but is not necessarily limited to, the correct type of coverage, necessity for Workers' Compensation, and the type of automobile coverage carried by the Contractor.

H. ANTITRUST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

The Contractor hereby assigns to the State any and all claims for overcharges as to goods and/or services provided in connection with this contract resulting from antitrust violations which arise under antitrust laws of the United States and the antitrust laws of the State.

I. CONFLICT OF INTEREST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

By submitting a proposal, bidder certifies that there does not now exist a relationship between the bidder and any person or entity which is or gives the appearance of a conflict of interest related to this RFP or project.

The bidder certifies that it shall not take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its services hereunder or which creates an actual or an appearance of conflict of interest.

The bidder certifies that it will not knowingly employ any individual known by bidder to have a conflict of interest.

The Parties shall not knowingly, for a period of two years after execution of the contract, recruit or employ any employee or agent of the other Party who has worked on the RFP or project, or who had any influence on decisions affecting the RFP or project.

J. STATE PROPERTY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

The Contractor shall be responsible for the proper care and custody of any State-owned property which is furnished for the Contractor's use during the performance of the contract. The Contractor shall reimburse the State for any loss or damage of such property; normal wear and tear is expected.

K. SITE RULES AND REGULATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

The Contractor shall use its best efforts to ensure that its employees, agents, and Sub-contractors comply with site rules and regulations while on State premises. If the Contractor must perform on-site work outside of the daily operational hours set forth by the State, it must make arrangements with the State to ensure access to the facility and the equipment has been arranged. No additional payment will be made by the State on the basis of lack of access, unless the State fails to provide access as agreed to in writing between the State and the Contractor.

L. ADVERTISING

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

The Contractor agrees not to refer to the contract award in advertising in such a manner as to state or imply that the company or its services are endorsed or preferred by the State. Any publicity releases pertaining to the project shall not be issued without prior written approval from the State.

M. DISASTER RECOVERY/BACK UP PLAN

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

The Contractor shall have a disaster recovery and back-up plan, of which a copy should be provided upon request to the State, which includes, but is not limited to equipment, personnel, facilities, and transportation, in order to continue services as specified under the specifications in the contract in the event of a disaster.

N. DRUG POLICY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>MS</i>			

Contractor certifies it maintains a drug free work place environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by the State.

IV. PAYMENT

A. PROHIBITION AGAINST ADVANCE PAYMENT (Statutory)

Payments shall not be made until contractual deliverable(s) are received and accepted by the State.

B. TAXES (Statutory)

The State is not required to pay taxes and assumes no such liability as a result of this solicitation. Any property tax payable on the Contractor's equipment which may be installed in a state-owned facility is the responsibility of the Contractor.

C. INVOICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MS			

Invoices for payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment. Invoices should be mailed to the Nebraska Corn Board (301 Centennial Mall South Fourth Floor, Lincoln, Nebraska 68509). Invoices may also be submitted electronically to the Nebraska Corn Board (NCB.Info@nebraska.gov). The terms and conditions included in the Contractor's invoice shall be deemed to be solely for the convenience of the parties. No terms or conditions of any such invoice shall be binding upon the State, and no action by the State, including without limitation the payment of any such invoice in whole or in part, shall be construed as binding or estopping the State with respect to any such term or condition, unless the invoice term or condition has been previously agreed to by the State as an amendment to the contract.

D. INSPECTION AND APPROVAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MS			

Final inspection and approval of all work required under the contract shall be performed by the designated State officials.

E. PAYMENT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MS			

State will render payment to Contractor when the terms and conditions of the contract and specifications have been satisfactorily completed on the part of the Contractor as solely determined by the State. (Neb. Rev. Stat. Section 73-506(1)) Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §81-2401 through 81-2408). The State may require the Contractor to accept payment by electronic means such as ACH deposit. In no event shall the State be responsible or liable to pay for any services provided by the Contractor prior to the Effective Date of the contract, and the Contractor hereby waives any claim or cause of action for any such services.

F. LATE PAYMENT (Statutory)

The Contractor may charge the responsible agency interest for late payment in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §81-2401 through 81-2408).

G. SUBJECT TO FUNDING / FUNDING OUT CLAUSE FOR LOSS OF APPROPRIATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MS			

The State's obligation to pay amounts due on the Contract for a fiscal years following the current fiscal year is contingent upon legislative appropriation of funds. Should said funds not be appropriated, the State may terminate the contract with respect to those payments for the fiscal year(s) for which such funds are not appropriated. The State will give the Contractor written notice thirty (30) calendar days prior to the effective date of termination. All obligations of the State to make payments after the termination date will cease. The Contractor shall be entitled to receive just and equitable compensation for any authorized work which has been satisfactorily completed as of the termination date. In no event shall the Contractor be paid for a loss of anticipated profit.

H. RIGHT TO AUDIT (First Paragraph is Statutory)

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MS			

The State shall have the right to audit the Contractor's performance of this contract upon a 30 days' written notice. Contractor shall utilize generally accepted accounting principles, and shall maintain the accounting records, and other records and information relevant to the contract (Information) to enable the State to audit the contract. The State may audit and the Contractor shall maintain, the Information during the term of the contract and for a period of five (5) years after the completion of this contract or until all issues or litigation are resolved, whichever is later. The Contractor shall make the Information available to the State at Contractor's place of business or a location acceptable to both Parties during normal business hours. If this is not practical or the Contractor so elects, the Contractor may provide electronic or paper copies of the Information. The State reserves the right to examine, make copies of, and take notes on any Information relevant to this contract, regardless of the form or the Information, how it is stored, or who possesses the Information. Under no circumstance will the Contractor be required to create or maintain documents not kept in the ordinary course of Contractor's business operations, nor will Contractor be required to disclose any information, including but not limited to product cost data, which is confidential or proprietary to Contractor.

The Parties shall pay their own costs of the audit unless the audit finds a previously undisclosed overpayment by the State. If a previously undisclosed overpayment exceeds one-half of one percent (0.5%) of the total contract billings, or if fraud, material misrepresentations, or non-performance is discovered on the part of the Contractor, the Contractor shall reimburse the State for the total costs of the audit. Overpayments and audit costs owed to the State shall be paid within ninety days of written notice of the claim. The Contractor agrees to correct any material weaknesses or condition found as a result of the audit.

CORPORATE OVERVIEW

BIDDER IDENTIFICATION AND INFORMATION

Strategic America, Inc.
6600 Westown Parkway
Suite 100
West Des Moines, IA 50266
(515) 453-2000

Strategic America was founded in 1980 and is a C Corporation registered and operated in the state of Iowa.

Primary Agency Contact:
Michael Schreurs | Founder, Chairman, Chief Strategist
6600 Westown Parkway, Suite 100
West Des Moines, IA 50266
(515) 453-2002
MSchreurs@strategicamerica.com

***SUMMARY OF BIDDER'S
CORPORATE EXPERIENCE***

*AS REQUESTED, THREE CASE STUDIES
REGARDING AG EXPERIENCE.*

IOWA FARM BUREAU

E-85 ORANGE COUNTY CHOPPERS,
IOWA SPEEDWAY RACE, GM DEALERS



**FOSSIL FUELS ARE
FOR DINOSAURS.**

**IOWA: THE NEW
ENERGY EMPIRE.**

**MY GAS SMELLS BETTER
THAN YOUR GAS.**



At a time of food vs. fuel debate, the Iowa Farm Bureau Federation approached Strategic America to create a comprehensive campaign centered around the importance of ethanol. It was directed to a general consumer audience. IFBF had arranged for a project motorcycle to be built by the Teutuls of Orange County Choppers. The bike was designed for an appearance at the Iowa Speedway for the Iowa Corn 250 race, broadcast live on ABC.

SA provided attention-garnering creative, including advertising, web microsite, emails, traditional advertising, tickets to win the bike in a raffle, a partnership with GM dealers in Iowa with showroom displays/merchandising, and a tour leading up the State Fair.

The EPA even made a new regulation for #85 as a result of the initiative. The results were phenomenal in terms of awareness, tickets sold, messaging seen, and was called an overall success by the client.

- Date: Client 2001–present, this campaign was executed in 2006
- Sara Payne, VP, Marketing/Communications
- spayne@ifbf.org
- (515) 225-5408
- Project completed on time and on budget.

Additional initiatives for the Iowa Farm Bureau include State Fair promotions, Water Quality TV and radio creative, Renew Rural Iowa creative and media, “Choose2Choose” food standards web and media, “fake meat” awareness campaigns and more.

IOWA CORN BOARD

CREATIVE AND MEDIA PLACEMENT
FOR OUTDOOR AND DIGITAL

**WE GROW JOBS
BY THE BUSHEL.**

DICK GALLAGHER
WASHINGTON, IOWA

KEEP GREEN JOBS IN IOWA. BUY ETHANOL.

IOWA CORN PROMOTION BOARD

Kum & Go

**I GROW IT.
IT SAVES
YOU MONEY.**

SHOP LOCAL. BUY ETHANOL.

IOWA CORN ETHANOL

Kum & Go

**BIG OIL'S
BIGGEST
THREAT.**

FIGHT BIG OIL. BUY ETHANOL.

IOWA CORN ETHANOL

▶ The Iowa Corn Board asked us to create compelling messages around the importance of energy independence and renewable energy production. SA featured real corn producers talking about the work they were doing to fuel Iowa's economy and counter Big Oil's distortions.

SA became an expert on the issue, identified real farmers, produced the creative and placed the media across a variety of platforms. The campaign successfully made people realize the importance of corn production in Iowa.

- Est. Date 2014
- Shannon Textor, Marketing/Communications Director, stextor@iowacorn.org
- Project creative completed on time and on budget

VERIA-TV



SA was selected to launch a new television program for the health and lifestyles network, Veria. The program focused on finding food in unusual places—backyards, parks, etc. Goal was to achieve 400,000 new subscribers to their newsletter through an event launch.

SA recommended a series of strategies centered around the Taste of Chicago launch, including a free trip to Hawaii, where the show was shot. We executed pre- and in-event PR, micro-targeting and street stunts to engage consumers through Segway squads, celebrity host and numerous venue advertising tactics including mobile advertising and more.

In one week, we were able to achieve 430,000 sign-ups for the newsletter and a successful launch of the program, all on time and on budget.

- Client: 2008 – 2011
- Vibha Chopra vibha.chopra@zeetv.com
- Project was completed on time and on budget

OTHER RELATED CAMPAIGNS INCLUDE

- Kum & Go: Promos involving ethanol including “Win a tanker of gas!”
- Dupont Pioneer Encirca: Strategy, research for personas
- AGCO: Advertising
- Latham Seeds: Advertising, direct marketing
- National Pork Board: Strategy, visioning
- Iowa Soybean Association/ASA Soybean Taskforce: Strategy, relations, Commodity Classic
- Sprint store openings from NYC to LA: Street marketing/stunts
- Wendy's: NCAA March Madness Buzzer Beater promo
- Greater Des Moines CVB, Partnership: NCAA, Caucus digital geo-fencing
- Kum & Go: “Snaxsperts” and “Tanker” fuel / pump-top promos
- Aureon: Monthly, 20-page magazine SA researched, wrote and produced



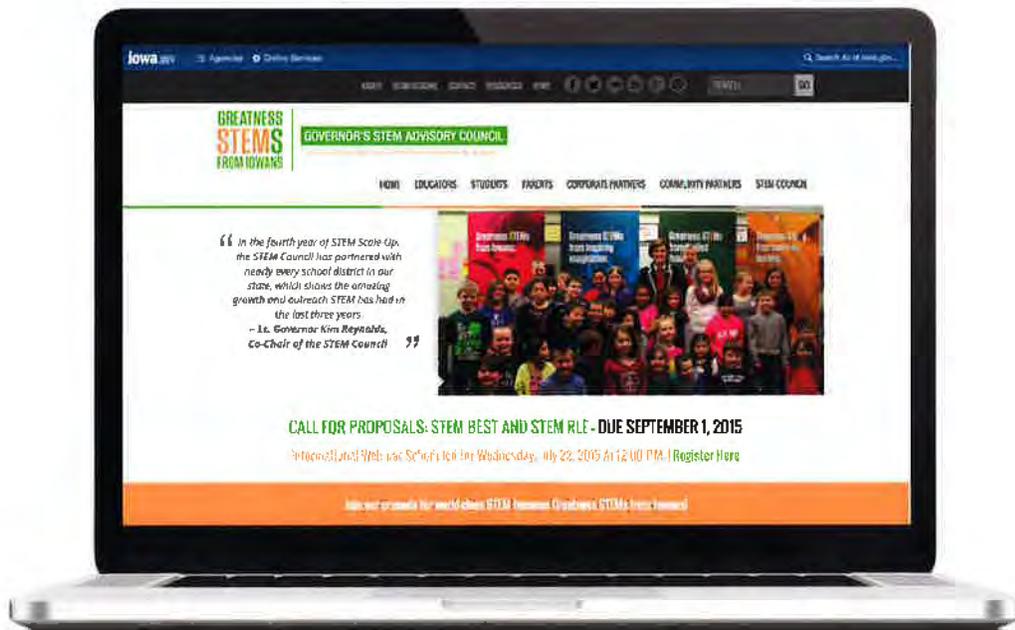
SA IS QUALIFIED TO TELL YOUR STORY!

Yes ... we have award-winning digital, media and PR teams that have managed social media campaigns, content marketing, content development, SEO, SEM, programmatic buying and many clients nationwide.

The work SA produces will at all times reflect NCB goals, objectives and overall mission, and will most assuredly represent the 23,000 corn farmers in Nebraska. Our data and analytics department allows SA to sift through the many data points available, while our in-house research expertise and close connection to various research partners provides us with the latest trends, sentiment and opportunities within the world of agriculture, in Nebraska and beyond.

On pages 52–55, we highlighted three, ag-specific case studies. Now we'd like to share the story of our work for STEM, (science, technology, engineering and math), an education-focused campaign that changed the conversation and elevated the importance of this initiative (which, not coincidentally, is exactly what we'd like to do for Nebraska corn).

IOWA GOVERNOR'S STEM ADVISORY COUNCIL



- ▶ Since 2013, SA has been the communications partner for the Iowa Governor's STEM Advisory Council. In these six years, awareness and understanding of STEM statewide has more than doubled, and Iowa has transformed into the national model for STEM education. The Iowa STEM Advisory Council was formed by then Governor Branstad in 2011 to address the growing skilled workforce shortage. Based on initial research conducted that first year, only 26% of Iowans (1 in 4) were aware of STEM and its purpose.

IOWA GOVERNOR'S STEM ADVISORY COUNCIL



▶ Building awareness became the Council's primary goal. We launched a statewide public awareness campaign in the fall of 2013. Starting then and throughout 2014, our focus was to build momentum for STEM. Our efforts paid off: In just 12 months, awareness in STEM increased 58%.

From 2015 to today, awareness continues to grow. We have seen increased national coverage and an evolution of the original brand messaging to stay in touch with our audiences.

For example, we included a stronger focus on social media. We developed and launched the STEM in Your World social media campaign, which has seen tremendous results in increased reach and engagement. We hit an all-time high in earned media placements and developed a custom media tracking measurement tool to ensure coverage met our standards of quality and relevancy.

Most important—a majority of Iowans not only know what STEM is but believe STEM education is very important.

“SA has rapidly become a critical partner in this historic, nationally recognized undertaking. We have enjoyed an intelligent partner who not only commands an understanding of our current condition but thought-leads us where we need to go from here. For me, SA stands for Stellar Achievers.”

– Dr. Jeffrey D. Weld, Executive Director, Iowa Governor's STEM Advisory Council and Former Assistant Director of STEM Education at the White House

SUMMARY OF BIDDERS PROPOSED PERSONNEL/MANAGEMENT APPROACH

Strategic America believes that by offering a dedicated, integrated team, the Nebraska Corn Board will gain significant benefits of a unified vision, integrated strategy and cohesive brand approach. With highly qualified talent in key disciplines, we believe we bring the best to the table consistently for your account.

In SA's integrated environment, we are also able to consolidate training and development while providing better accountability and reporting in terms of costs, deadlines and quality assurance.

Additionally, SA brings to the table efficient processes for complex client needs, including traffic, estimating and account management. One such platform is Metis™, which we utilize for 15 of our current clients, often those clients that share certain services (e.g., social media, templated work products, and some media and direct marketing services via technology), thus saving time and expense to traditional means of service.

As you will see in other parts of the proposal, our team is outstanding. Creative, media, digital, video, direct, research and account service are all top-notch, nationally recognized senior talent. All working together. All organized to think and work collaboratively. All focused on the Nebraska Corn Board and your success.

STRATEGIC AMERICA TEAM MEMBERS



WHEATEN MATHER // Director of Strategy and Insights

Wheaten has been helping clients ask the right questions and seek out strategic answers for more than 15 years. He understands the modern U.S. consumer landscape in a unique way and has helped clients connect with the African-American and Hispanic markets, as well as the “General Market.” Wheaten has helped to shape the strategy and creative communications of leading brands including McDonald’s, DIRECTV, Wrigley’s and the American Red Cross. His MBA from Pepperdine University helps him to have well-informed business conversations while his experience at advertising agencies allows him to come at business challenges from unique angles.



RANDY BELCHER // Executive Creative Director

With a strong background in both branding and direct response, Randy spent 18 years at Doner Advertising in Detroit, where he worked on health care, home products and financial services. His clients included ADT, AAA, Owens Corning, Purell, Geisinger Health, Ohio Health, Bristol-Myers Squibb, Progressive and plenty more. Before joining Doner, Randy spent 12 years at The Martin Agency in Richmond, Virginia, where he helped to pitch and win the GEICO auto insurance business. This included writing the line, “15 minutes could save you 15% or more” and co-creating the GEICO Gecko, one of America’s most beloved advertising icons.



CAROLYN HIKIJI // Media Director

Carolyn joined Strategic America in 1993. She found an interest and passion in media planning and buying, and is now one of the media directors leading a team of professionals in digital and traditional media strategies. As a director, Carolyn shares responsibilities for department management and new business projects. Carolyn has a lead role in guiding the Exmark media team to secure advertising for distributors throughout the U.S. Her other responsibilities include digital and traditional media buying for Wendy's Restaurants and Lennox Industries. She also assists the Governor's STEM Advisory Council, securing public service announcements for their branding efforts.



PATRICK GREEN // Senior Account Manager, Senior Healthcare Marketing Strategist

Managing existing and new business initiatives at Strategic America—often with a healthcare marketing focus—Patrick Green provides innovative and strategic development initiatives, channel partnership collaborations, results-driven ideation and business goal-achieving marketing executions for Strategic America prospects and clients. Patrick has notched more than 15 years of industry experience in highly regulated settings, including the marketing divisions at GlaxoSmithKline and as a senior account manager/writer for a pharma relationship marketing firm where his work contributed to the win of an International ECHO Award and an NCDM award for a direct-to-physician multichannel campaign.



SHERYL RINKER // Senior Account Supervisor

A veteran leader with more than 30 years in marketing, Iowa native Sheryl Rinker has held senior-level positions in both corporate marketing and agencies, initially honing her expertise in direct marketing, customer segmentation and data-driven marketing strategies. Today, she focuses on brand development and fully integrated marketing accounts, having brought strategic direction and leadership to clients such as Wells Fargo, Nationwide, Athene, Rain and Hail, Precision Food Innovations, Foster Group, Telligen and others. A strong coach and mentor with an always calm demeanor, Sheryl leads cross-functional teams developing marketing strategies that generate results and success for our clients. She is a graduate of the Association of Business and Industry's Leadership Iowa program. She's engaged in the community and has served in leadership roles for Children & Families of Iowa Foundation Board and the Iowa Chapter of the American Marketing Association.



DAWN BUZYNSKI, APR // Executive Director of Public Relations

Dawn Buzynski leads the award-winning public relations team at Strategic America. Dawn is an accredited public relations practitioner (APR) with 18 years of experience in public relations and marketing. Her expertise encompasses public affairs, media relations, community relations, social media and digital communications. Dawn has experience in both B2B and B2C communications in various sectors, such as government, nonprofits, financial, real estate and manufacturing. Dawn excels in team development, fostering strong business relationships and managing high-level projects with a solid record of achieving synergy within various environments.



DAVE MIGLIN // Vice President, Interactive Services and Principal

In 2013, Dave Miglin joined SA to lead our digital strategy and marketing team. Originally from Cleveland, Ohio, Dave has nearly 30 years of local search and recruitment marketing experience. Over the years, Dave has worked with a number of local and national brands interested in driving leads through online and offline local marketing programs. Some of those brands include Comcast, Service Experts, Pella Windows & Doors, Midas Auto, InterContinental Hotels, North American Van Lines, Mail Boxes Etc., Orkin Pest Control, Lennox and more.

SUB-CONTRACTORS

Strategic America is a full-service agency, and we do not anticipate the need for any sub-contractors.

TECHNICAL APPROACH

ATTACHMENT A: TECHNICAL REQUIREMENTS

RFP Number 6028 Z1

Bidder Name: STRATEGIC AMERICA

For the following six (6) technical requirements, provide a bidder response explaining how each requirement will be met. Include frequency of each requirement in the bidder response. Explain the overall process, research methodology, planning, creative development, requirement implementation and evaluation of each item. If a “reimbursement or a commission rate” cost is associated with the requirement, please include in the narrative response.

The fulfillment of the RFP requirements listed below will be at the direction of the Nebraska Corn Board. A completed form must be submitted with the proposal response.

UNDERSTANDING OF THE PROJECT REQUIREMENTS

The team at SA has reviewed each technical requirement, and we understand the scope of each as it pertains to the vision and goals of the NCB, as well as how these requirements impact the time, talent and team here at SA.

PROPOSED DEVELOPMENT APPROACH

Under each requirement, we’ve presented glimpses of our understanding, as well as how we envision moving forward in terms of deliverables, capabilities or tactics.

TECHNICAL CONSIDERATIONS

We are well experienced in all technical aspects of the requirements, fully grasping the in-house capabilities we possess, our experience in the relevant disciplines, as well as the interplay between the technical needs of the NCB and the nontechnical, insight-oriented expertise needed to take the NCB’s current marketing and communications to a new level of success.

DETAILED PROJECT WORK PLAN

Of course, we will develop detailed project work plans as we have for other complex clients, both as it pertains to State requirements, and multi-channel, multi-wave marketing efforts.

DELIVERABLES AND DUE DATES

We deliver. And SA will be clear on timelines and deadlines, and will relentlessly pursue a better way, always.

TECHNICAL REQUIREMENT 1

CORNSTALK NEWSLETTER

The Nebraska Corn Board publishes its CornsTalk newsletter three times per year. The publication is a tabloid-sized piece distributed through the state's weekly and daily newspapers, as well as through the Midlands Business Journal and Lincoln Business Journal. Two of the editions are 8 pages, while the third is 12- to 16-pages. The larger edition is also distributed as an insert in Nebraska Farmer magazine in February.

The Contractor proposal should not include printing, shipping and insertion costs as these will be outside of the Contractor budget and will be billed directly to and paid to the vendor by NCB. The Contractor proposal should include all services outlined below as well as anticipated costs for photography (stock and/or on-location) and graphics development.

The Contractor will be responsible for the following:

- a. Working with NCB to identify the theme, topics and schedule for each issue;
- b. Conducting research, interviews and fact-finding;
- c. Creating the content and design for each edition;
- d. Sourcing photography and graphics as required;
- e. Soliciting at least three printing bids for each edition;
- f. Working with the selected printer to ensure timely delivery and accurate shipping; and,
- g. Working with the Nebraska Press Association, Nebraska Farmer, Midlands Business Journal, Lincoln Business Journal and other distribution outlets to coordinate schedules, insertion dates, shipping/insertion quantities, etc.

SA'S NARRATIVE:

Strategic America provides a unique advantage in creating the *CornsTalk* newsletter as we offer custom publishing solutions for a wide variety of companies, addressing both consumer and professional audiences, on a regular production schedule. We provide content creation, design services, production coordination and media buying all under one roof.

Our experience ranges from complete production of a quarterly magazine through newsletters, blogs, and digital and print content strategy. Local and national clients utilizing SA for this type of work have included Aureon, Pella, Lennox and Service Masters.

We bring expertise in working with companies to identify themes, topics and schedules for content and then seeing those projects through execution, production and distribution.

Through the reach of such papers as the *Midlands Business Journal*, *Lincoln Business Journal* and the publication members of the Nebraska Press Association, *CornsTalk* is currently being distributed to all corners of the state. However, the NCB's target millennial audience is increasingly not engaging with newspapers. We would work with the NCB to discuss ideas to both reach and impact your target audience. Possible ideas would include expanding the current 3x/year production schedule of *CornsTalk*. This could be achieved by producing a second newsletter twice a year to be sent via direct mail to targeted recipients, as well as developing an email newsletter and a digital content marketing strategy that ties the content of each *CornsTalk* issue to larger themes or campaigns across multiple channels.

Our creative and PR teams will work with NCB to identify themes, topics and schedules for each issue. We will research, coordinate strategy with other digital messaging, create content, design newsletters and source photography.

Our production team will oversee securing printing bids and ensuring timely delivery and accurate shipping of each issue. Our experience with governmental clients has taught us how to best deal with competitive bidding when working with state printing offices and their contracts. Then, our media team will bring their expertise to coordinating placement and insertions with targeted publications.

Beyond that, our digital team can track the impact of online newsletter distribution and create KPIs that show how both our digital and physical distribution of newsletters are impacting the NCB's goals.

CornsTalk is essential to the NCB's success. We will foster strategic growth, shifting *CornsTalk* into an even more recognizable resource for information on the importance of corn to Nebraska's economy and the role Nebraska corn plays worldwide.

TECHNICAL REQUIREMENT 2

MEDIA PLANNING AND PLACEMENT

NCB periodically places media advertising in both Nebraska metro markets and rural markets to support a variety of activities including, but not limited to:

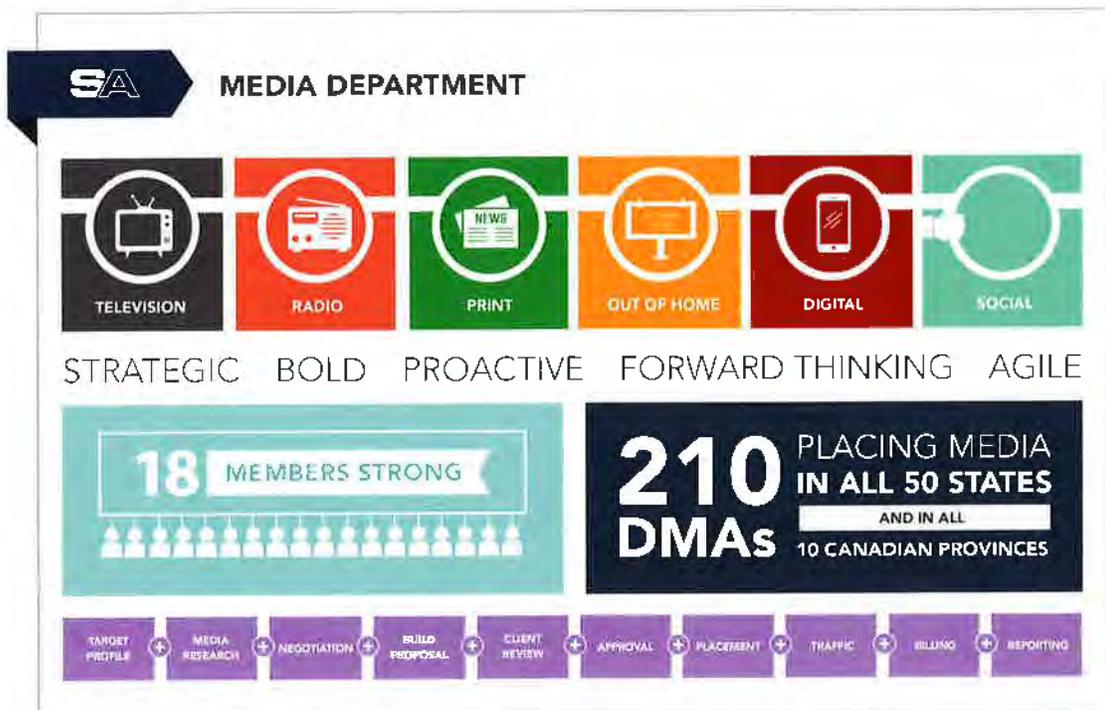
- a. At-the-pump promotions for ethanol-blended fuels;
- b. Consumer education programs;
- c. Farmer education programs; and,
- d. Magazine advertising targeted to key audiences including livestock producers and consumers.

Depending on the market, the message and the budget, these media campaigns may include radio, newspaper, digital and/or television. Depending on the promotion, the Contractor may also be required to coordinate efforts with other stakeholder groups such as fuel retailers, the Nebraska Ethanol Board, the Nebraska Corn Growers Association, etc.

The Contractor will strategically coordinate media buys to ensure the best placement (place, medium, and time slot) while securing the best rates available to help advance NCB's advertising and marketing goals.

SA'S NARRATIVE:

Strategic America has placed more than \$200 million in media in North America over the last 5 years; \$6 million of that was in Nebraska. Our approach to media is powerful, integrated and comprehensive. With SA leading the charge, media planning and placement is a strategic aspect of the NCB that becomes a direct connection to statewide targets and beyond.



SA'S MEDIA EXPERTS: VIEWED BY CLIENTS AND INDUSTRY TO BE AMONG THE BEST!

Our 18-member media team has more than 360 combined years of media experience, and SA also has...

- Unparalleled market knowledge purchasing media for Nebraska clients like Wendy's, Lennox dealers, ECHO dealers, Exmark dealers, Senator Grassley, McElroy Service Experts in Grand Island, the Iowa Lottery (Omaha). We purchase statewide media in all Nebraska MSAs for Wendy's and execute hyper-local campaigns for Lennox dealers.
- Agility, quick response, and can handle multimarket, complex media planning/execution. We have Nielsen and other data for all Nebraska radio and TV markets.
- Experience, historical knowledge and long-term vendor relationships that give SA an advantage in negotiating best pricing and added value. Media partners in the state are very familiar with our high expectations for service and stewardship.

MEDIA PROCESS



Shown on the previous page: Our process-driven sequence of events with the goal of creating value for the client each step along the way.

- **CLIENT INSIGHTS:** Strategic America seeks to understand each client's business (customers, products/services, competitors and goals). Nebraska Corn Board data and insights will assist in focusing media on the right audience.
- **TARGETING:** Who does the media need to reach? Includes demographics such as age, gender and geography. Lifestyle attributes and media habits need to be understood as well, along with a variety of outside factors. Examples include campaign timing, political windows, high-profile programming, as well as other marketing efforts that will impact media strategy.
- **PROPOSAL & APPROVAL:** SA invests in multiple media resources to aid in targeting and negotiation, (e.g., Freewheel, SQAD, Nielsen, etc.). Once finalized, SA presents the plan to the client. SA listens to feedback, answers questions and makes any needed adjustments. Once the plan is approved by the client, media placement begins.
- **NEGOTIATION & PLACEMENT:** Strong vendor relationships with our many television, radio, outdoor, print and digital vendors. Known as firm and fair negotiators. Orders and buy guidelines are sent to vendors, order confirmations are received and buys are seamlessly transferred to Advantage, which generates client billing and vendor payables. Buyers strive to achieve value-added with each paid media schedule.
- **VENDOR/PARTNER RELATIONSHIPS:** Strategic America prides itself with having strong, healthy, long-term relationships with our partners and vendors. Our digital vendors are put through an internal vetting process and must adhere to the IAB- and TAG-certified guidelines to ensure we are working with the very best vendors for our clients.
- **PROMOTIONS:** The SA buyers have a strong background in planning and promoting events and sponsorships through our work with Wendy's, the Iowa Lottery, Catch Des Moines, Marketplace Events, Wells Fargo and Stryker.
- **STEWARDSHIP:** Stewardship of the buys is an ongoing process that often requires daily attention. These activities include sending out traffic instructions/ad materials via FTP servers, approving station makegoods, vendor invoice reconciliation, optimizing digital campaigns and monthly media billing.
- **REPORTING:** Last, but certainly not least, reporting is a critical step as it provides transparency and monitors key performance metrics. SA customizes reports to meet each client's unique needs. Examples may include budget/buy summaries, digital/ social media reporting and TV post-buy analysis.
- **DIGITAL:** It will be announced within the next month that Strategic America has been named a top-30 digital marketing agency in the U.S. by Agency Spotter! SA first began placing digital advertising in 2001, well before industry targeting technologies were fully developed. The buys began on a limited basis as the team continued to build their digital knowledge. As digital media's complexity has grown, so has SA's strategic and tactical methodology grown to take advantage of changes in the media landscape. Today, the complex and ever-changing nature of digital media has altered the agency, with new departments and additional staff all working together to help advance SA's digital capabilities.

From traditional channels to the vast world of digital, our media experts are always looking for better ways to improve your ROI. This team is experienced in planning and buying media for local, regional and national markets, and they know how the right placement can influence consumer habits and behavior.

It starts with a thorough understanding of your marketing goals and customer base. Armed with those insights, we can work up a plan that will showcase your brand statewide, and on the national level as well—which can include both the U.S. and Canada. We take the time to understand your customers and their habits, right down to the neighborhood level. We're committed to putting the right message in front of the right people, all to help you grow your brand.

As part of its commitment to ad verification and fraud prevention, SA sponsored a team member's efforts to become an IAB-certified media buyer through the formal Digital Media Buying and Planning Certification.

One of our key team members (IAB Badge #DBPC08554) was among the first media buyers in the country to gain accreditation from the IAB. This certification not only involved a financial investment by SA, but also a desire and commitment to learn and train. Testing is conducted at a formal testing facility, not via online or open book. Caleb's certification demonstrates his comprehension of digital media and its ecosystem, as well as Strategic America's commitment to industry best practices.



SOCIAL: Strategic America thrives on becoming the best at what we do and in the space in which we work. With the growth of social media, SA invested in a buyer to become certified as a Facebook Planner and Buyer. Blueprint Certification is the only certification officially recognized by Facebook. It's the most advanced level in their Blueprint program, designed to test your Facebook marketing expertise through rigorous, proctored exams. These skills and insights are then applied to our client's campaigns to run and implement strategic and insightful buys.



TECHNICAL REQUIREMENT 3

CREATIVE DEVELOPMENT, DESIGN & PRODUCTION SERVICES

The Nebraska Corn Board utilizes a wide range of tactics to achieve its marketing communications objectives. These tactics vary according to the overall messaging, target audience, budget and marketing environment. These tactics may include, but are not limited to:

- a. Trade show banners and displays;
- b. Magazine/newspaper/miscellaneous print advertising;
- c. Brochures, handouts and other collateral materials;
- d. Online/digital assets (web banner ads, e-blasts, social media content, etc.);
- e. Transit;
- f. Television/Video/Online Video; and,
- g. Radio commercials.

SA'S NARRATIVE:

Turning passive consumers into passionate advocates requires a whole lot more than creating what might be a “clever idea.” For nearly 40 years, SA has developed head-turning creative solutions that connect to the target audience. Every client is encouraged to participate in our co-creation process. This team effort results in engaging, memorable and often unexpected campaigns that get noticed, read and remembered.

We believe that great creative starts with a distinctive insight. We know we have an insight when we have a fresh view into the consumer’s world that we believe will move them to action. Account planning is the process that gets us there. In its simplest form, account planning is the art and science of getting as close as possible to the consumer to learn the most meaningful triggers that we can leverage in our communications.

We have experience doing this through both quantitative and qualitative methods and would work closely with the Nebraska Corn Board to identify the right research method to drive the brand forward. Each research method is as unique as the challenge the client is trying to solve at a particular point in time. For instance, we interviewed Nebraska corn farmers in preparation for this response. These conversations led us to a deeper understanding of the tremendous gains in productivity that farmers have made to keep up with the multitude of applications of corn. This understanding laid the foundation for our initial creative approach, which you will see more of in the following pages.

Further, we establish checkpoints, invite input, engage everyone on the team, seek out customer insights and communicate openly all along the way. Other aspects of this quality assurance process include:

- Client orientation and onboarding
- A thorough project brief
- Copy, design and proofreading approvals
- Clear communications and accurate reporting
- Proper talent recruitment and development
- Skilled negotiating and synergistic vendor relationships
- Metrics, evaluation and assessment

In addition to fulfilling the six technical requirements outlined in your RFP—including the *CornsTalk* publication—we'd like to propose a general consumer-awareness and educational campaign for Nebraska corn. To inform the public of all the ways corn touches their lives on a daily basis. To strategically promote corn demand growth. Our version of GotMilk or The Incredible Edible Egg. The goal is to gain greater acceptance and positive feelings about corn by making the case that it's essential to everyday living in ways you can't even fathom.

NEBRASKA CORN

ESSENTIAL EVERY DAY

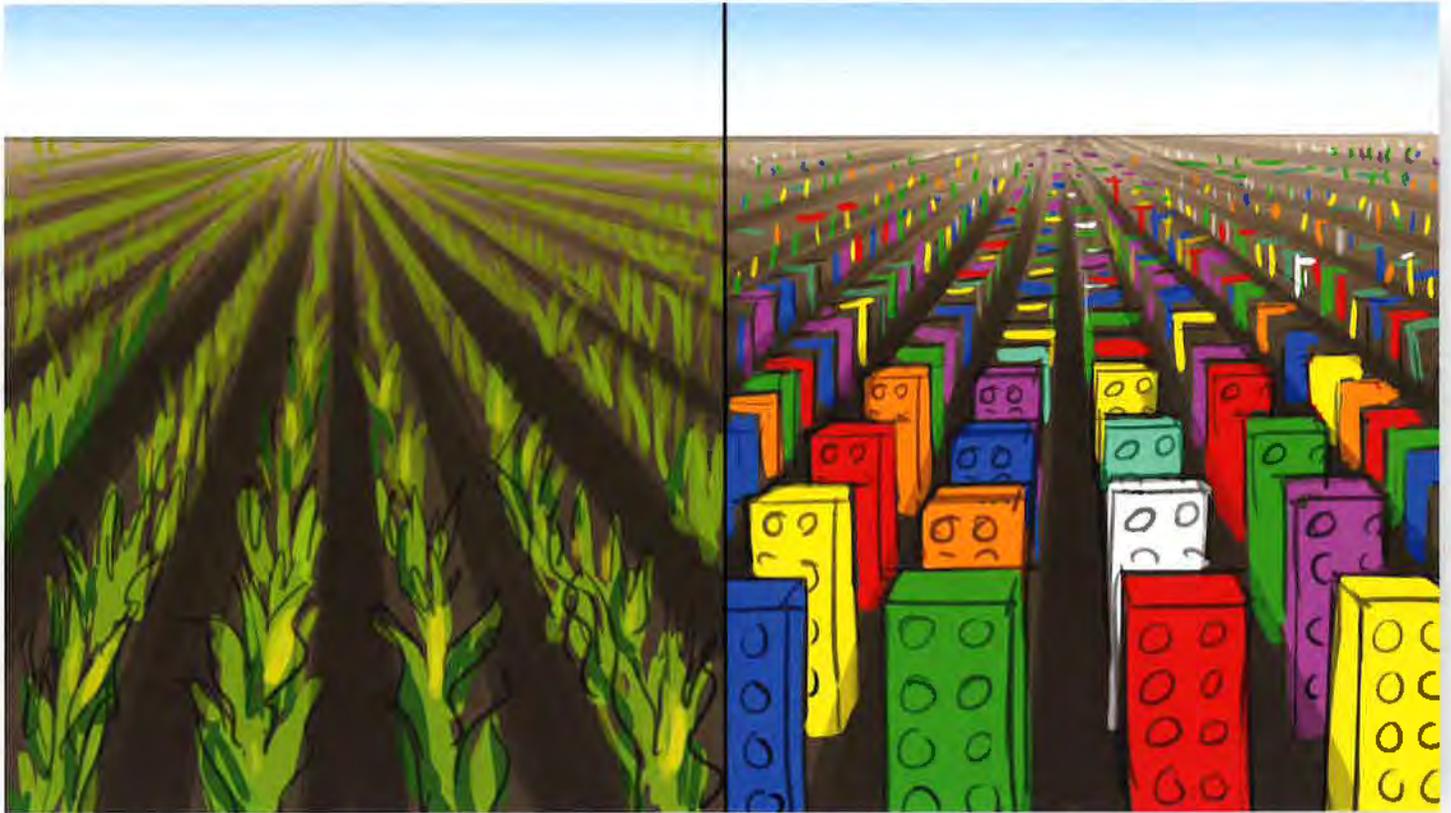
What can't corn do? Let's tell the complete story, particularly to people in places far removed from agriculture. Create educational—and highly entertaining—videos, digital assets, social and traditional advertising campaigns and more.

Let's create videos that viewers want to share. Let's aim for thousands and thousands of views and not be happy with double-digit views.

Let's be bold and big in telling our story. It's not necessarily about a bigger budget. It's about telling a bigger, more surprising story.

To help you visualize our thinking, here are a few video scripts with key frames.





ESSENTIAL FOR EVERYDAY LIVING

A kickoff video and manifesto. We start by seeing green rows of cornfields replaced by the many and essential things that “grow” from corn. Where once stood corn, we see a field of colorful crayons, standing upright in rows. Plastic blocks, Lego-like, stacked in cornstalks or silos. Smartphones, standing vertically, battery charged symbol on their screens.

VO: Nebraska’s beautiful cornfields produce a lot more than corn. They contribute to hundreds of products that wouldn’t exist without it.

Like crayons.

Plastic building blocks.

Batteries.

Stuff we love, stuff we use.

Every day.

Not to mention essentials:

Food for livestock.

Responsible fuel for vehicles.

Biodegradable plastics for the planet.

We keep farming.

The possibilities keep growing.

(Sun rising on cornfield.)

Nebraska corn.

Essential every day.



ESSENTIAL FOR HAPPY ENDINGS

Various people trying to read books—but the pages keep falling out and flying away. On a park bench. In libraries. On a bus. In bed at night.

VO: Without essential dextrin from corn, you'd never be able to bind a book together. Much less see how the story ends.

Nebraska corn.

Essential every day.



ESSENTIAL FOR FEELING BETTER

A woman opens a bottle of pain relievers. Shakes out a tablet. But instead of tablets, it's all powder. She scoops some up with a spoon and tries to swallow it. Makes a face.

VO: Without cornstarch to hold your aspirin and pain relievers together, taking medicine would be a real headache.

Nebraska corn.

Essential every day.



ESSENTIAL FOR BING, POP, ZAP, BOOM!

Kids playing video games on various devices. Colorful screens. Sound effects on.

VO: Cornstarch is a bioelectrical conductor used in batteries for video games.

Cheers, jeers, groans, frustration and triumph. Bings, bangs, buzzers, explosions, “you win.”

Which can keep a houseful of kids quiet—sort of.

Mom puts on her headphones to drown out noise.

Nebraska corn.

Essential every day.



ESSENTIAL FOR CLEANER AIR

We start on a field of corn and then go inside an individual kernel, where hundreds of little solar panels are harnessing the energy of the sun.

VO: While corn is growing in the field, it's also hard at work, soaking up the energy of the sun. Converting it to smarter, cleaner and renewal energy that's better for our cars. And the planet.

Transition from corn to the gas pump, and inside an engine running cleaner with ethanol.

That makes corn, quite simply, the ultimate power plant.

See car driving by a corn field where we began.

Nebraska corn.

Essential every day.



ESSENTIAL FOR THE TRUTH

This video focuses on a group of adults and kids telling scary stories around the campfire.

Start with one campfire scene.

STORYTELLER: She realized someone had been in the backseat the whole time!

Cut to a second campfire scene.

STORYTELLER: Some say his spirit still haunts that bridge—crying out for help every dark night.

Cut to a third campfire scene.

STORYTELLER: Their car wouldn't start. They didn't make it out—all because corn ethanol ruined their engine!

SCREAMS AROUND THE CAMPFIRE.

VO: There are a lot of urban legends about corn. Find out the truth for yourself at CornIsEssentialEveryDay.com.

Nebraska corn.

Essential every day.



ESSENTIAL FOR CORN TO GROW

Within the campaign, we'd want to hear from the most essential part of corn's success: Nebraska corn growers. But instead of using an expected interview right to the camera, let's use corn kernel art as a way to add visual punch and interest to the story. Imagine an animated, computer-generated approach where kernels create the images as the grower talks. His face. His fields. His family. Eventually, we'd transition to the real world and end with a portrait of the actual farm family.

VO: We're not just workers of the land.

We're stewards of it.

Committed to the biological health of our soil.

We're fourth-generation family farmers.

Bringing next-generation science to help the planet.

Like ethanol to reduce greenhouse gases.

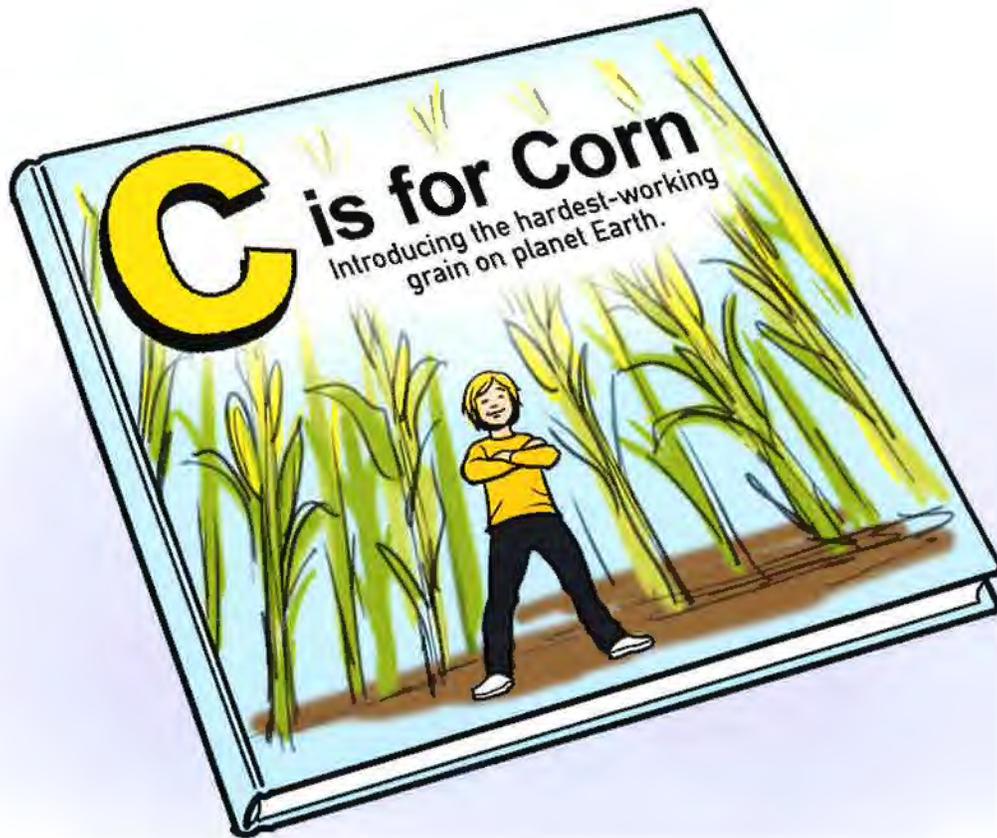
We grow ways to clean the air.

And shrink landfills.

We keep farming. And the possibilities keep growing.

Nebraska corn growers.

Essential every day.



And one last idea to share with you (although we've got plenty more!). You're never too young to learn about the many uses of corn. Imagine we write the definitive children's book on corn. Adults will love it too.

C IS FOR CORN

**"C" is for Corn.
It grows in the ground.
But do you know where else
Corn can be found?**

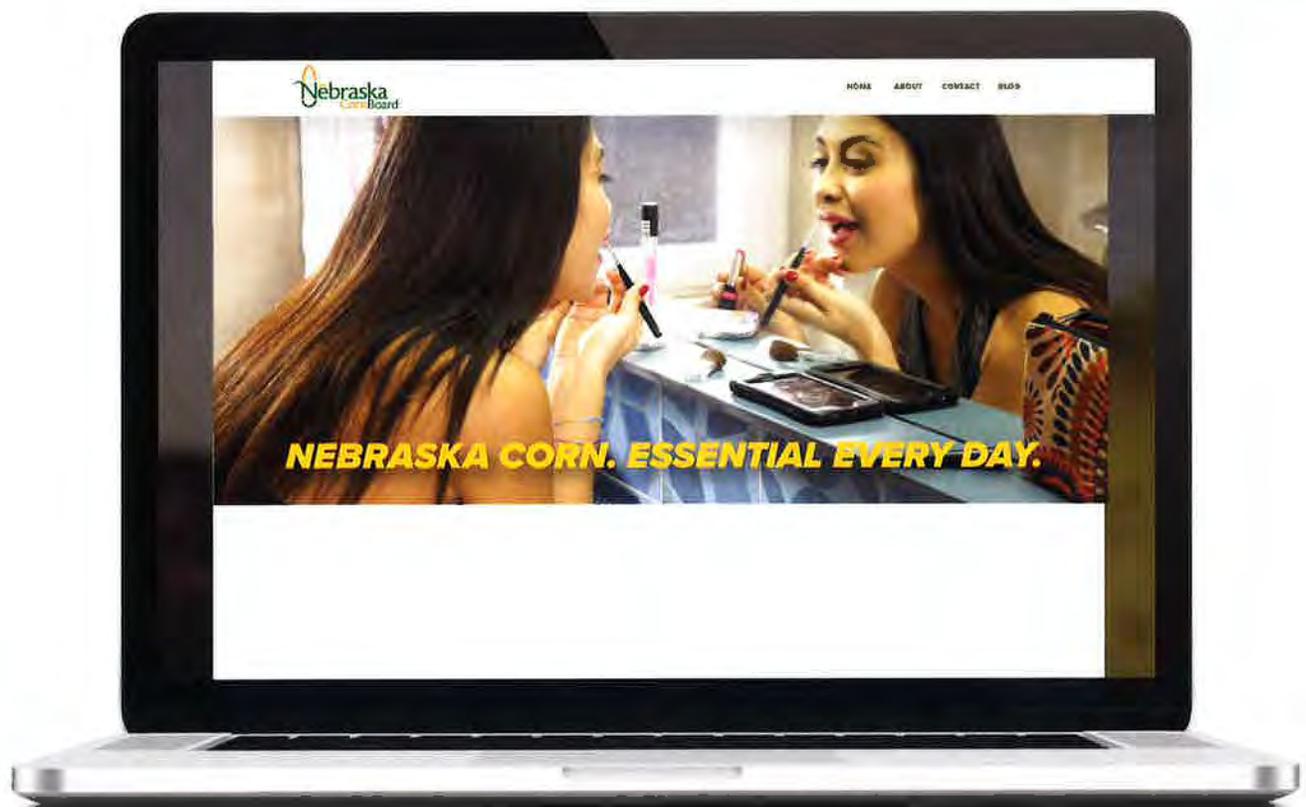
**"C" is for Crayons
and Candy bars,
Cool video games,
safer fuel for Cars.**

**"C" is for yumminess
fresh off the Cob.
But yumminess
isn't corn's only job.**

**"C" is for Cough syrup
to stop your cough,
fix you up,
when you're feeling off.**

AND MORE!

ULTIMATELY, WE'D DRIVE PEOPLE TO A WEBSITE WHERE THEY CAN LEARN ALL ABOUT THE WONDERS OF CORN.



**We think ESSENTIAL is a big idea that can change the conversation about corn.
We'd love to tell you more in our next meeting.**

TECHNICAL REQUIREMENT 4

WEBSITE UPDATES, MANAGEMENT & MAINTENANCE

NCB has launched an updated website (nebraskacorn.gov) in February 2019. NCB staff is primarily responsible for ensuring content is current on the site. The Contractor will be responsible for the following services related to this site:

- a. Provide maintenance and support as required;
- b. Post content and graphics as requested by NCB; and,
- c. Make recommendations on upgrades, changes in functionality, etc. as appropriate.

Note that NCB also manages www.AmericanEthanolNE.org. The Contractor will be asked to assist with this site in a similar fashion as needed.

SA'S NARRATIVE:

When a click just isn't enough, Strategic America delivers hyper-targeted digital strategies that can take your brand from prominence to dominance. We create responsive websites with strong search rankings, and our online marketing tactics create conversions, not just clicks.

SA has expert-level experience in WordPress websites. Working with our preferred vendor partners, we can provide ongoing technical maintenance and support including WordPress core upgrades and plugin updates. Our internal team can post new content and graphics as needed, and conduct user studies to discover which front-end functionalities need improvements. Our first step would be taking a technical audit of your websites to allow us visibility into the monthly efforts needed to maintain them. From there, we would put together a maintenance and support plan to ensure your website content is kept up-to-date and secure.

We've long known that a website has to do more than just sit there and look pretty. If your site isn't contributing to corn demand, it's not working—so we'll look at your various digital properties and ensure they are working hard, providing the information your target audiences need without wasting their time. And because online searches today are the most popular means of finding this information, we've mastered the art of hyper-targeting: delivering your message on a local level to the customers most likely to need it.

Optimizing your website for key search terms is an essential part of your overall website strategy. Search engine optimization (SEO) is the process of increasing your website's visibility in the organic rankings. Our team dives deep into the technical health to start, uncovering any errors in code, incorrect setup and current benchmarks of performance. The in-depth analysis we perform looks at both on-page and off-page SEO, searcher intent and your competitors. After discovery, we work to improve your website's organic presence for a minimum of six months, holding a monthly call to review performance, concerns and future initiatives. Each SEO strategy we create is unique to the client and their goals.

Of course, we can update your sites, manage them and provide maintenance along the way. However, our approach is always going to be strategic.

TECHNICAL REQUIREMENT 5

VIDEO PRODUCTION

NCB has in-house capability to shoot and edit video programs on a limited basis. However, there are certain projects that must be handled by a contractor due to the complexity of the project and/or deadlines.

These may include, but are not limited to:

- a. Educational videos; and,
- b. Television commercials.

Web-based videos to support promotions or other outreach initiatives.

SA'S NARRATIVE

There are compelling stories to be told of corn and its producers, and the everyday essential quality of the hardest-working grain. We believe that finding your difference makes all the difference. And believe us—we'll find it.

For video production ... armed with fresh insights into what makes your brand unique, our creative team will come up with original and imaginative ideas that express exactly who you are and what you stand for. Sometimes these ideas defy convention, but they'll always attract attention—in a way that increases sales and growth.

Everything we produce—from 15- or 30-second spots, to longer-form educational videos, from live action to animation, for pre-roll, social media, programmatic media buys, to broadcast, cable and more—is designed to do the heavy lifting for you. We've received awards and recognition from our industry peers, but we get just as excited when we hear that your numbers are on the rise.

TECHNICAL REQUIREMENT 6

PROJECT PLANNING & MANAGEMENT

Project planning shall be a collaborative effort between NCB's communications, market development and research committees, board of directors, and the Contractor. Project management shall be the responsibility of the Contractor as well as management of all staff assigned to the project.

The Contractor will coordinate specifically with the director of communications on staff with NCB. NCB will require the Contractor(s) to meet periodically with staff, board members or other stakeholders/partners to discuss marketing plans, promotional details, consumer campaigns and other issues related to the Contractors' work on behalf of the Nebraska Corn Board. Those meetings will take place most frequently in the Lincoln offices of NCB.

The cost associated with the following project planning and management activities must be included in the hourly rate proposed for each of the business/technical requirements specified in the Attachment B Cost Proposal. This is considered a normal part of the services being contracted and shall be included in the proposed fixed prices per hour.

- a. During active campaigns, the Contractor will be expected to regularly meet with NCB and/or submit a status/progress report as requested by NCB. It may include:
 - i. Any metrics or results on current tactics;
 - ii. Accomplishments/failures achieved during the reporting period;
 - iii. Activities of the project completed;
 - iv. Planned activities for the upcoming month;
 - v. Projected completion dates for remaining tasks and activities;
 - vi. Detailed status of current campaign budget;
 - vii. Budget status report on current campaigns shall include expenditures for the month, detailed expenditures to date by project, and the remaining balance, as well as media planning status, media placed, media billed, and media yet to be billed along with any immediate change or deviation from the plan strategies as a result of industry opportunities for Nebraska; and,
 - viii. Any other pertinent information.
- b. The Contractor will provide a planning calendar that outlines the scope of any upcoming projects at least six (6) weeks in advance of deadlines.
- c. On a quarterly basis, the Contractor shall report on advertising and marketing effectiveness, as well as pre- and post-campaign brand awareness assessment reports.
- d. The Contractor shall be expected to participate in quarterly meetings at a time that works for both parties. At a minimum, the Contractor shall be required to travel to Lincoln, Nebraska, for such meeting (at the Contractor's expense) if not already located in Lincoln.

- e. The Contractor will be required to bid and make buys for projects specs including, but not limited to: printing, postage, freight, television, radio, etc. Printing may be required to be done at the State of Nebraska's Print Shop. NCB will consult with State of Nebraska's Print Shop for capacity/compatibility. However, if the State of Nebraska's Print Shop does not have the capacity/capability to complete a specific print job, the Contractor will furnish printing solutions after consulting with NCB.
- f. The Contractor shall be readily available during normal business hours, by telephone, email and in person, throughout the course of this contract.
- g. The Contractor shall fulfill the earned media component of this contract, as appropriate, in accordance with generally accepted standards practiced in Nebraska broadcast and print newsrooms. In addition, written earned media work shall be prepared in Associated Press style, reflect the needs of the intended media audience, and contain appropriate state, national and global information as warranted.
- h. The Contractor must have the financial capacity to contract and purchase media without advance payment by NCB. Media services will include advertising purchasing among many forms of media, sponsorships, social media, and other forms of paid messaging. Bidder must identify process for placing media and reporting balances in Attachment A, Technical Requirements, and identify commission rate for media placements as compared to industry standard in Attachment B, Cost Proposal.
- i. The Contractor will provide a line for direct reimbursement of costs for incidental, third party deliverables including but not limited to: airtime, outdoor advertising, spokesperson compensation, sponsorships, promotional items, and printing and postage not produced by the State Print Shop.

SA'S NARRATIVE:

SA understands the importance of and need for efficiency and responsiveness when it comes to project planning and management. The client services team lead will coordinate with the director of communications on staff at the NCB, as well as periodically meet with staff, board members and other stakeholders in Lincoln. SA will additionally offer an annual strategic planning meeting in Des Moines. Status calls will be scheduled, telecons and webinars, and open communication will be the standard.

Marketing calendars will be used to great efficiency. See example below:

9%	9%	8%	10%	8%	5%	100.0%
TOTAL SPENDING						
6000	6000	6000	6000	6000	6000	435,075
6000	6000	6000	6000	6000	6000	29,500
6000	6000	6000	6000	6000	6000	20,000
6000	6000	6000	6000	6000	6000	40,200
6000	6000	6000	6000	6000	6000	624,775
TOTAL SPENDING						
53400	36000	39333	60667	45000	25075	39,572
5700	5700					5,600
600	550	200	950	200	900	45,172
5100	5050	4400	950	4700	5100	
TOTAL SPENDING						
5400						38,000
6000	5400					20,000
9400	7400	5400	9400	5500		58,000
TOTAL SPENDING						
24000	27275	30000	26000	19775	18000	279,537
50	50	50	50	50	50	17,650
	225			225		900
140	140	140	140	140	140	1,660
						7,500
5700	5700	4250	6700	6700	4250	48,850
30840	34340	34390	32840	26840	20390	355,117
TOTAL SPENDING						
	409			1250		5,000
	409			1250		5,000
TOTAL SPENDING						
8694	8694	8694	8694	8694	8694	104,328
	90			90		423
8694	8784	8694	8694	8784	8694	104,751
99434	99982	92217	112551	92074	59259	1,093,815
291634			293883			1,093,815
						4,348

To meet all the requirements, we often utilize our internal systems and tools for work we complete for clients. What that means to your team is that we would request each project be submitted utilizing forms we have developed. For the more transactional projects, the NCB team would complete a project brief and provide all necessary files/resources to complete the work via a shared Dropbox or One Drive. For projects requiring copywriting and original design, animation or filming, a project brief, creative brief and the necessary files and resources would be provided. The more complete the information supplied, the more efficient the delivery.

SA proposes use of our own internal tracking system, Advantage, to track and provide weekly status reports for all NCB projects. We also propose, for simple copyediting and design changes, an expected delivery time be established depending on the complexity. For more time-intensive projects, timelines would be discussed and agreed to in advance.

All communications would flow through a shared email inbox using SA-assigned job numbers. This will allow for requests to easily be monitored and addressed in one location for both SA and NCB team members.

We provide integrated account management:

- Our experienced team is well versed in leading integrated client engagements through account planning and project management, implementation, budgeting, reporting and communications.
- SA has a formal client onboarding process geared toward establishing a strong partnership by understanding business goals, defining expectations, engaging as an extension of client's internal team.
- SA believes clients are an integral voice in the development of all executions. As such, our account management team solicits input and collaboration regularly.

REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM:

BIDDER MUST COMPLETE THE FOLLOWING

By signing this Request for Proposal for Contractual Services form, the bidder guarantees compliance with the procedures stated in this Request for Proposal, and agrees to the terms and conditions unless otherwise indicated in writing and certifies that bidder maintains a drug free work place.

Per Nebraska's Transparency in Government Procurement Act, Neb. Rev Stat § 73-603 DAS is required to collect statistical information regarding the number of contracts awarded to Nebraska Contractors. This information is for statistical purposes only and will not be considered for contract award purposes.

_____ NEBRASKA CONTRACTOR AFFIDAVIT: Bidder hereby attests that bidder is a Nebraska Contractor. "Nebraska Contractor" shall mean any bidder who has maintained a bona fide place of business and at least one employee within this state for at least the six (6) months immediately preceding the posting date of this RFP.

_____ I hereby certify that I am a Resident disabled veteran or business located in a designated enterprise zone in accordance with Neb. Rev. Stat. § 73-107 and wish to have preference, if applicable, considered in the award of this contract.

_____ I hereby certify that I am a blind person licensed by the Commission for the Blind & Visually Impaired in accordance with Neb. Rev. Stat. §71-8611 and wish to have preference considered in the award of this contract.

FORM MUST BE SIGNED USING AN INDELIBLE METHOD (NOT ELECTRONICALLY)

FIRM:	<i>Strategic America</i>
TELEPHONE NUMBER:	<i>515.453.2002</i>
FAX NUMBER:	<i>515.224.4181</i>
DATE:	<i>4/15/19</i>
TYPED NAME & TITLE OF SIGNER:	Mike R. Schreurs Chairman, Chief Strategist



CONNECT WITH SA

In closing, we hope we've demonstrated how excited we are about partnering with the Nebraska Corn Board. Working collaboratively—the only way we know how to work—we will bring fresh ideas and energy to your challenges. We will make sure the world understands clearly: Nebraska corn is essential every day. And we're confident you'll come to see Strategic America as the essential partner for the journey ahead.

Michael Schreurs | Chairman, Chief Strategist
Mschreurs@strategicamerica.com
515.453.2002

Strategic America
6600 Westown Parkway, Suite 100
West Des Moines, IA 50266