



**TECHNICAL PROPOSAL FOR  
RFP#11-205753-10**

**COMPETITIVE SOLICITATION**

**BY FAIRFAX COUNTY**

**FOR**

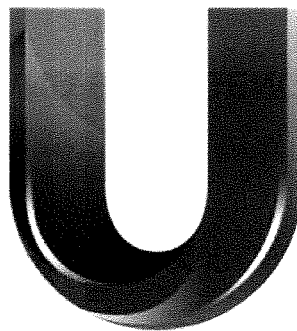
**ORIGINAL**

**PUBLIC SAFETY AND EMERGENCY PREPAREDNESS  
EQUIPMENT AND RELATED SERVICES**

**ON BEHALF OF ITSELF AND OTHER GOVERNMENT AGENCIES**

**AND MADE AVAILABLE THROUGH THE U.S. COMMUNITIES**

**GOVERNMENT PURCHASING ALLIANCE**



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**U.S. COMMUNITIES<sup>TM</sup>**  
**GOVERNMENT PURCHASING ALLIANCE**



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## U.S. Communities 2011

## Safeware &amp; Mallory Technical Proposal

**1. Supplier Qualifications****a. Introduction**

This proposal is a formal response to the understood requirements outlined in RFP11-205753-10, for the County of Fairfax and US Communities. Safeware, Inc. of Landover, Maryland has entered into a teaming agreement with Mallory Safety and Supply of Longview, Washington. Safeware and Mallory are nationally recognized industry leaders in the distribution and servicing of Public Safety and Emergency Preparedness Equipment. The two companies have had a long history of working together on projects. Most importantly we share core values, professionalism and a deep sense of responsibility to our customers. Our many synergies, strong background in distribution and emergency preparedness equipment will be of great benefit to US Communities. Safeware will take the roll of lead supplier ensuring single points of contact and clear accountability.

This proposal will address each of the specific requirements outlined in the RFP, and we will attempt to provide a solution to these requirements that is comprehensive in nature. We also recognize that there may be a particular product or service that we do not address in this proposal, we invite the contracting office to negotiate additional products and services if they are not specifically addressed in this proposal.

**b. Company Background**

**Safeware**, founded in 1979 is a leader in the Safety Distribution Industry providing products and services to customers in a broad range of markets, including; government, manufacturing, construction, military, transportation, and public safety. Our tag line is **SAFETY, SERVICE, RESPONSE** and it says a lot about who we are. We are a **safety** company. We supply products that save lives, protect employees and public servants but just as important, we are a solution provider. Unlike other large companies that simply sell safety, we have the knowledge and expertise to help solve problems. **Service** comes in many forms but is the backbone of our company. Our value to all customers is the elevated level of service, from a professional sales force working directly with customers, our customer service efficiency and knowledge, prompt shipping & delivery and accurate billing. Safeware Technical Services has been servicing customer equipment for over 30 years including: gas detection, NFPA self contained breathing apparatus (SCBA), cylinder hydrostatic testing, and level A suit testing to name a few. Our in-house repair centers and on-site service trucks offer multiple ways of meeting customer mission critical requirements. Safety and service is what we do but **response** is who we are. Safeware has long had a reputation for response as is the “go-to” company when customers need us most. This was put to the test during the events of 9/11 where Safeware had personnel and material arriving on scene in New York City and at the Pentagon within hours. Safeware played a significant and proud role supporting the firefighters, law enforcement and rescue workers. Safeware also provided material and support for the Senate Hart building anthrax incident in 2002 and U.S. Post Office anthrax incident at the Brentwood facility in Washington, DC. Prior to and after 9/11 we have been involved and instrumental in other

emergencies such as the 2000 Potomac Electric Power Company oil spill at Chalk Point Maryland, Oklahoma City Federal Building bombing, and Hurricane Katrina. No matter the size of an emergency, we work hard to help our customers in their times of need.

**Mallory Safety and Supply** (“Mallory”) is a full-line fire and safety products and services supplier headquartered in Longview, Washington. Mallory Safety and Supply LLC was created from the 2010 merger of longtime competitors and leading regional distributors, The Mallory Co., of Longview and Safety and Supply Company of Seattle.

Since 2004, Mallory has grown by 500% in size for revenues, employees, inventory, and locations to become the largest independent fire and safety distributor on the West Coast. Mallory has acquired five regional competitors, including Brenton Safety, California Safety, Te Tech, Bee Industrial and, just this year, acquired Palm Abrasive and Tool. Mallory understands the safety issues specific to the west including wildfire and earthquake preparedness. Like Safeware, Mallory maintains an active service department with technicians that are factory certified in gas detection, SCBA, air compressors, fall protection, and other technical services. Like Safeware, and unlike all of our national competitors, Mallory is focused on safety, with technical application expertise throughout the organization.

Safeware and Mallory have partnered to service national accounts, as well as to jointly support a nationwide supply program for fire and emergency service products for DSCP. The Safeware Mallory team for US Communities provides some 260 people to support the program nationwide. In addition, we are both members of AD (Affiliated Distributors), a \$26 billion per year buying group comprised of regional distributors, which gives us and US Communities 1500 locations nationwide for additional immediate local inventory and sales support, as needed.

Mallory is willing to agree to all the representations made by Safeware in a side agreement coinciding with any contract issued to Safeware, so in the presentation that follows, any representation made by Safeware will also be available from Mallory.

**Name of Supplier**

Safeware, Inc. Corporate Headquarters 3200 Hubbard Road Landover, MD 20785 Incorporated in Maryland Prince Georges County License 16084513 Federal ID 52-1152883	Mallory Safety and Supply The Mallory Company 1040 Industrial Way P.O. Box 2068 Longview, WA 9863 Incorporated in Washington Federal ID: 27-3905150
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Safeware will be the primary supplier and will assume all contractual obligations. Safeware and Mallory will be referred to as ‘Safeware’ for purposes of this document.

**c. Master Agreement**

Safeware, Inc. understands that the County of Fairfax is acting on behalf of the US Communities Government Purchasing Alliance, as well as other municipal governments, and we agree to support and deal with each agency as outlined in the RFP.

**d. Objectives**

This proposal is designed to achieve the following objectives;

- A. Provide a comprehensive, completely solicited Master Agreement offering Products and Services to Participating Public Agencies;
- B. Establish a Master Agreement as Safeware's primary offering to participating public agencies;
- C. Achieve cost savings for Safeware and participating public agencies through a single competitive solicitation process that eliminates the need for multiple bids or proposals;
- D. Combine the volumes of participating public agencies to achieve cost effective pricing;
- E. Reduce the administrative and overhead costs of Safeware and participating public agencies through state of the art ordering and delivery systems.
- F. Provide participating public agencies with environmentally responsible products and services

**e. General Definition of Products and or Services, Section A**

Safeware intends to only respond to Section A.

- A. Personal Protective Equipment
- B. Explosive Device Mitigation and Remediation Equipment
- C. Environmental Monitoring
- D. CBRNE Search & Rescue Equipment
- E. Interoperable Communications Equipment
- F. Detection Equipment
- G. Decontamination Equipment
- H. Hazardous Materials Storage
- I. Spill control and containment
- J. Physical Security Enhancement Equipment
- K. Fire and Emergency Response
- L. Traffic Safety
- M. Facility Safety and Maintenance
- N. Fall Protection and Confined Space
- O. Medical and First Aid Supplies
- P. CBRNE Reference Materials
- Q. Related Services
- R. Other non-listed public safety, law enforcement and fire equipment

**2. Suppliers**

**a. Corporate**

The US Communities program will receive the highest level of support from senior management and subordinates.

- i. Safeware agrees to the terms and conditions of the Master Agreement and will be our primary offering to Public Agencies.
- ii. Safeware agrees to advise all existing Public Agencies as to the value and pricing benefits offered under the Master Agreement.
- iii. Safeware agrees to transition all Public Agencies to the pricing, terms and conditions of the Master Agreement.
- iv. Safeware has assigned a National Accounts Manager with the authority and responsibility to ensure our commitment to US Communities. A lead collection and referral process designed specifically for US Communities will be refined utilizing our current established system providing a single point of contact for all leads throughout the country. This person has been designated and will ensure a maximum 24 hour period from receipt of lead to customer contact. Full lead reporting will be available to US Communities at anytime. Safeware will extend all necessary resources to create and market a dedicated US Communities website to all Public Agencies.
- v. Safeware and Mallory's senior management led by Edward Simons, President of Safeware and Tim Loy, President of Mallory, fully support and endorse our commitment to US Communities ensuring long term participation as our primary public agency contract vehicle.
- vi. Safeware agrees to lead all Public Agency sales calls with the US Communities program while presenting the features and benefits including competitive pricing. In the event a Public Agency provides resistance, we will contact US Communities Regional Program Manager for assistance and guidance.
- vii. Safeware will notify each State of the Master Agreement and attempt to transition the state to the US Communities program. Safeware will transition the State to the pricing set forth in the Master Agreement regardless of program participation.

**b. Pricing**

US Communities pricing will receive the lowest overall pricing that we offer to Public Agencies. Pricing will be held for a term of 365 days from the execution of the contract.

- i. Safeware agrees to match or reduce pricing for customers under the Master Agreement and inform the eligible Public Agencies that the lower pricing is available under the Master agreement. If the Public Agency requests to be transferred Safeware will record purchases under the US Communities moving forward.
- ii. Occasionally US Communities and Safeware may encounter a Public Agency with deviated buying pattern and terms and conditions causing pricing under the Master Agreement to be higher than an alternative contract held by Safeware. Safeware will evaluate the unique circumstances and determine if pricing for US Communities can be reduced. Except in extreme situations Safeware anticipates reducing pricing for all US Communities eligible members.

- iii. It is understood that Public Agencies may decide to utilize their own solicitations. In this event Safeware recognizes there are several response options available. Safeware will determine which option is best for US Communities, the Public Agency and Safeware on a case by case basis.

**c. Economy**

Safeware agrees and supports the demonstration to Public Agencies of the benefits including the price advantage and will proactively offer the terms and pricing under the master Agreement as an effective alternative to other procurement options.

**d. Sales**

Safeware Sales force will be thoroughly trained in the details of the US Communities program enabling them to effectively market to new and existing Public Agencies participating in the program. Sales force compensation shall be greater to or equal to their current compensation earned through other contracts to Public Agencies.

- i. Safeware and Mallory will market the program aggressively by utilizing several approaches including: targeted advertising in publications focused on government buyers and agencies, direct mail using the US Communities database as well as other commercial available directories targeting both buyers and end users. Safeware also attends national and local industry and government trade shows providing additional exposure for the US Communities program. All marketing material and media will contain the US Communities logo according to the standards of use and communicate key points including: the Master Agreement was competitively solicited by Fairfax County; provides the best government pricing; there is no cost to participating Public Agencies; and the Master Agreement is a non-exclusive contract. Safeware grants US Communities the use of our logo in accordance with our standards and requirements.
- ii. Safeware agrees to comply with all logo branding, standard and guidelines. Marketing material designed for US Communities will be submitted for approval prior to distribution.
- iii. Safeware will be responsible for training our entire sales staff on the Master Agreement and US Communities program. An aggressive schedule will be put in place to take full advantage of the benefits of the program with the intent to begin selling to Public Agencies as quickly as possible.
- iv. Safeware will develop and implement a website dedicated to US Communities for the purpose of marketing to existing and potential Public Agencies and providing information about Safeware and US Communities. This site at a minimum shall include: US Communities logo, original request for proposal, Master Agreement, summary of products and pricing, link to US Communities registration and instructions and Safeware

marketing material. Safeware will also promote a dedicated US Communities toll free number and email address [uscommunities@safewareinc.com](mailto:uscommunities@safewareinc.com).

- v. Safeware will verify and be responsible for ensuring each Public Agency has completed the US Communities online registration prior to processing their first sales order.
- vi. Safeware would attend and encourage regular performance reviews with US Communities to show progress and areas for improvement.

## **2. Pricing Audits**

- 1. Safeware agrees to and will maintain detailed transaction records for the life of the contract in electronic form and receive random audits at the discretion of US Communities.

## **3. Fees and Reporting**

### **1. Administrative Fees**

Safeware agrees to an administrative fee of 2% of total aggregated purchases made during the month which comprise annual sales of the first \$340,000,000.00 and then 2.5% of aggregate purchases made during the month which comprise annual sales exceeding \$340,000,000.00. Administrative fees to be paid 30 days after the end of each calendar month for purchases shipped and billed during such calendar month.

### **2. Sales Reports**

Safeware agrees to provide an electronic accounting reports within 30 days of each calendar month in the format prescribed by US Communities. Safeware has significant report capabilities and addition reporting can be provided at the request of US Communities.

### **3. Exception Reporting**

Sales reporting discrepancies as determined by US Communities and Safeware shall be resolved 30 days after notification. Upon resolution, Safeware agrees to remit payment within 15 calendar days.

### **4. Online Reporting**

Safeware agrees to contact US Communities within 15 days of receiving notification of online reporting if any concerns or disputes regarding the reports.

- 5. Safeware agrees to a 1.5% per month interest fee for administrative fees delinquent past the required 30 days.



## 5. Supplier Information

### A. Company

1. Total number of sales force and locations

Safeware and Mallory employ a total of 67 Territory Representatives responsible for direct customer contact and support.

State	Sales Reps
California	19
Colorado	4
Delaware	2
Florida	1
Georgia	1
Maryland	6
New Jersey	1
North Carolina	1
Oregon	11
Pennsylvania	1
South Carolina	2
Texas	4
Virginia	4
Washington	10

2. Distribution Centers &

3. Support Centers

Safeware and Mallory have a combined 18 locations; 15 distribution centers and 18 service locations.

Location	Distribution	Service
3200 Hubbard Road Landover, MD 20785	YES	YES
5641 S. Laburnum Avenue Richmond, VA 23231	YES	YES
8141 West I70 Frontage Road Unit 1 Arvada, CO 80002	YES	YES
1601 Republic Road Unit 104 Huntingdon Valley, PA 19006	NO	YES
8609 Fairforest Road Spartanburg, SC 29303	YES	YES
1107 Wonder Dr. Round Rock, TX 78681	YES	YES
2100 Roosevelt Drive Suite A Arlington, TX 76013	NO	YES

Houston, TX	NO	YES
Lowell, NC	YES	YES
Longview, WA 98632-8190	YES	YES
5510 E. Marginal Way S. Seattle, WA 98134	YES	YES
301 W. 11TH Street Vancouver, WA 98660	YES	YES
15310 E. Marieta Ave., Suite 5 Spokane Valley, WA 99216	YES	YES
710 George Washington Way Suite H Richland, WA 99352	YES	YES
44380 Osgood Road Fremont, CA 94539	YES	YES
236 W. Orange Show Rd, Suite 103 San Bernardino, CA 92408	YES	YES
13126 NE Airport Way Portland, OR 97230	YES	YES
905 SE 14 <sup>th</sup> Avenue Portland, OR 97214	YES	YES

4. Annual Sales (aggregated for Safeware and Mallory)

Segment	2008 Sales	2009 Sales	2010 Sales
Cities	2,858,832	2,184,048	2,182,002
Counties	8,797,133	8,167,512	7,704,537
K-12	11,578	130,149	73,024
Higher Education	325,370	477,275	524,158
States	2,313,858	1,706,660	2,020,909
Public Sector	959,669	1,022,849	1,117,196
Federal	6,178,262	17,34,9027	10,727,790
Private Sector	56,455,695	50,556,541	54,785,619
TOTAL→	77,726,398	81,594,062	79,135,235

\*Note, some sectors are over or understated due to current classification. For example, cities and counties are not completely segregated, there is no differential from 'other public sector' and private. Future classification can be made to accurately report these categories. Best efforts were made to properly classify.

5. Safeware – 52-1152883

Mallory – 27-3905150

Neither Safeware Mallory have D&B accounts and initial review indicated incorrect or missing data in D&B. We are working to correct but will not be completed by the submission of this response. Further, D&B offers many different types of reports. Please specify which report.

6. Ten largest Public Agency customers

Safeware	
1.	Defense Logistics Agency, DSCP

2.	Philadelphia Fire Department
3.	FDNY, New York Fire Department
4.	Commonwealth of Pennsylvania
5.	Yonkers NY Fire Department
6.	Prince William County Virginia
7.	Montgomery County Maryland Fire & Rescue
8.	Colorado Springs
9.	Oklahoma Office of Homeland Security
10	United States Capitol Police

Mallory	
1.	Defense Logistics Agency
2.	State of California DGS
3.	Cal Fire
4.	GSA
5.	City and County of San Francisco
6.	Portland Metro
7.	US Forest Service
8.	Department of Homeland Security
9.	Santa Clara County
10	Department of Energy

Public Agency customer lost in the past 12 months

Safeware	Contact
1. Safeware has not lost any Public Agency contracts in the last 12 months	
2.	
3.	
4.	
5.	

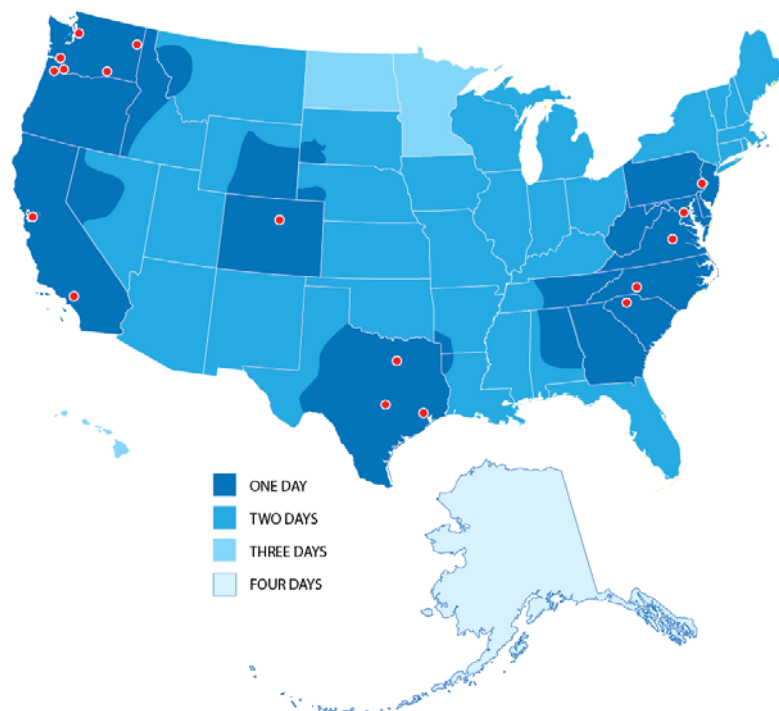
Mallory	Contact
1. Mallory has not lost any Public Agency contracts in the last 12 months	
2.	
3.	
4.	
5.	

7. Six customer references where products and services of a similar size were provided. Please see Attachment C.

## **b. Distribution**

Safeware and Mallory partnership offers unique benefits to US Communities and the Public Agencies by offering national coverage and Safety Distribution capabilities whose scope fits precisely with the US Communities public safety and emergency preparedness equipment categories. Our distribution centers stock more than \$13 million of inventory in 228,300 square feet of warehouse space. Our facilities are positioned around the country offering one day shipping lanes to most areas of the country providing prompt delivery to Public Agencies. One day shipping coupled with large inventory will facilitate a high degree of satisfaction from Public Agencies further making US Communities the procurement vehicle of choice.

1. Safeware and Mallory will source directly from their distribution centers however when appropriate, material may be shipped directly from the manufacturer. No other 3<sup>rd</sup> party processing is anticipated.



2. Low procurement costs are derived from many critical factors including; distributor's buying power, efficiency of operations, freight reduction measures and technology. Safeware and Mallory have a combined 60 years in the Safety & Emergency Equipment Distribution Industry and simply put, we are good at what we do. We represent every major Safety manufacturer in the market, stock their product, and as a consequence,

have significant buying power. Our longevity in the Safety Industry has enabled us to invest heavily in distribution focused technology and automation creating a smooth and proven business process. Automated warehouses drive out costs while maintaining a high level of accuracy. We have and continue to drive out costs in the procurement process enabling us to keep ahead of the competition and pass the savings to our customers. Freight costs continue to challenge the distribution industry and have the potential to cause prices to spiral out of control in all parts of the supply channel. Safeware and Mallory employ multiple strategies to minimize this potential. First, from our manufacturers we buy in bulk and in many instances receive freight paid terms. Secondly, our distribution centers are strategically positioned around the country reducing the physical travel time and costs. All of these factors together allow us to provide a low delivered cost to the customer.

### 3. Distribution Centers

Facility	Size
Longview, WA	30,000
Seattle, WA	30,000
Vancouver, WA	20,000
Spokane Valley, WA	5,000
Richland, WA	3,000
Fremont, CA	30,000
San Bernardino, CA	3,000
Portland, OR	8,000
Portland, OR	12,000
Landover, MD	56,000
Richmond, VA	12,000
Lowell, NC	5,000
Spartanburg, SC	4,000
Round Rock, TX	1,500
Houston, TX	1,500
Denver, CO	7,300

- Standard delivery times for stock items are generally one day from order to receipt. Some remote areas of the country may take 3-5 days depending on carrier capabilities. Full expedited delivery options are available including next day, two day and courier. Safeware and Mallory offer paid freight for all orders using normal shipping methods including; UPS® Ground, FedEx® Ground and freight carrier. Expedited services including; next day, two day, desktop delivery\* and courier services will be billed to the ordering agency.

\*desktop delivery is defined as delivery to an end user location beyond standard carrier responsibility such as an office where delivery receipt facilities exist.

Safeware and Mallory extend US Communities a liberal return policy allowing Public Agencies the flexibility to return stock material up to 6 months from date of shipment without cost or penalty. A full refund will be provided upon receipt to the Agency for all material in sellable condition. Custom product in design or modification may not be returned but every effort will be made to work with the manufacturer to accommodate the Public Agency.

5. Safeware and Mallory will not assess restocking fees to participating Public Agencies.

### c. Marketing

1. Safeware will quickly execute a detailed marketing plan to address the two classifications of Public Agencies, participating and potential US Communities members. Existing Public Agencies will be contacted first via multiple means of media and direct contact using material designed as informational alerting as to new contract holders and our capabilities. Marketing material for Public Agencies new to US Communities will be designed to show the benefits of the program and how to register. Both campaigns will involve multiple methods of communication.
  - a. *Direct mailing* - Safeware will carry out mailing campaigns utilizing both US Communities database as well as other public lists. Targeted audiences include the purchasing departments of Public Agencies and end users of the material such as, schools,



universities, and non-profits. Due to the volume of existing and potential customers, direct mailing can be done with the greatest efficiency and customer penetration. Marketing materials will be created with the highest level of professionalism and impact by our internal marketing department. All materials will be presented to US Communities for approval prior to distribution.

- b. *Website* – Safeware will develop a comprehensive website that details the contract and its benefits to the buyer and Agency. Section on how to register, links to US Communities and products will be available. All marketing material will reference Safeware and US Communities website providing a more detailed reference. Safeware will also populate the US Communities website with product allowing Agencies easy online ordering capability. Products will also be available for ordering on [www.safewareinc.com](http://www.safewareinc.com) and [www.malloryco.com](http://www.malloryco.com). Since both Safeware and Mallory use the same backend ERP system, P21 from Activant, we are able to route orders between systems and view and consolidate inventory for orders as if one company.
- c. *Direct Contact* – Safeware and Mallory’s sales force will contact and/or visit eligible Public Agencies and organizations to promote all aspects of the program.
- d. *Webinars* – Safeware can design different versions of online webinars targeting specific types of customers and audiences providing information on the program and capabilities.
- e. *Social Media* – Used as another method for customer interaction and contact such as Facebook.
- f. *US Communities* – Safeware and Mallory will utilize marketing best practices currently employed by US Communities and intend to work closely with current marketing staff gaining input and refining marketing efforts.
- g. *Trade Shows* – Trade shows are an important way to support our vendors and contact customers through the attendance and participation in numerous trade shows and events throughout the year. In 2010, we attended nearly 50 such events including safety fairs presented by local agencies and organizations and national safety shows. We attend events all across the United States and representing many different industries, especially Fire & Rescue, Law Enforcement and HazMat/Response. Some highlights of events we took part in are:

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American Industrial Hygiene Conference & Expo
ASSE (American Society of Safety Engineers) National Show
CLIA (Clandestine Laboratories Investigators Association)
CO State Fire Chiefs Assoc. Fire Leadership Challenge
Continuing Challenge 2010
Denver UASI: Shared Strategies Conf.
Emergency Management Procurement Forum
Emergency Preparedness & Hazmat Response Conf.
FDNY Foundation - Hospital Fire Safety Conf.

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Fire Rescue International
IAFC International Hazmat Response Conference
MD State Firemen's Association Convention
Maryland Emergency Management Association
Midwest Hazardous Materials Response Conference
North Carolina Statewide Safety Conference
New Jersey Emergency Preparedness Association
Northwest Fire & Rescue Expo
NY Police Fire & EMS Expo
Oregon Hazardous Materials Response Teams Conference
Texas Fire Marshal's Conference
Texas Safety Conference & Expo
Virginia Fire Chiefs Association
Virginia Hazardous Materials Conference
VEMA Symposium
Virginia Occupational Safety and Health Conference

2. Safeware and Mallory intend to train our sales force using multiple methods including direct instruction, printed material and webinars. In person sales meetings with entire sales groups will provide an initial kickoff early in the implementation phase. Direct training will be used in conjunction with supporting documents including sales strategies and plan for each sales territory. Ongoing training will be held in regional sales meetings and webinars as additional methods and best practices are refined. An effective sales plan includes regular follow up and management oversight. All sales force activities will be monitored and evaluated to ensure aggressive marketing of the US Communities Program.  
Training will also take place for all inside customer service representatives giving them the ability to talk confidently about the program merits and procedures. We view this as a critical component and will work to train every member of the team to be fully knowledgeable with the US Communities program including our suppliers. Our regular sales meetings with manufacturers will include US Communities discussion and application ensuring their familiarity as well as support.
3. Existing Public Agency contracts will be quickly evaluated and contacted outlining the US Communities program. If the Agency is already a member, then transition to pricing would happen immediately and sales recorded through US Communities. Public Agencies not registered will be given the marketing material and urged to migrate all purchases under the agreement. US Communities staff may be asked to facilitate Public Agency move to the program if challenges are presented.
4. Safeware and Mallory's quality programs have policies and procedures for documenting customer complaints and issues. Typically such issues are handled quickly and decisively to the satisfaction of the customer. Safeware is ISO 9001:2000 compliant and relies on this quality



structure to resolve issues resulting for customer complaints. Reporting can be provided at the request of US Communities as to the quantity and resolution of complaints.

5. National Accounts Managers – Will report to and accountable at the VP level. Senior oversight at all levels of the program. National Account Managers will have the authority to act and address the challenges of the program.

### **Safeware**

Darryl Halterman, National Accounts Manager

- Over 16 years of safety equipment sales experience; can offer expert assistance in supply chain concepts, implementation strategy and process problem solving, in addition to on-site product knowledge and sourcing capability for emergent needs.
- Built and managed national accounts, incorporating supply chain management philosophies.
- Developed short and long term strategic plans for customers' maintenance repair and operation equipment needs.
- Structured and negotiated pricing, volume discounts and rebate structures.
- Managed inside and outside salespeople throughout sales cycle, strategy implementation and account management.
- Created and implemented Customer Service Level standards to ensure maximum national contract satisfaction.
- Consulted client management on OSHA regulations and developed solutions for compliance.

### **Mallory Company**

Marc Maher, National Accounts Manager

1. 20 years experience in the industrial safety, industrial and municipal fire protection, surface and underground mining markets.
2. Managed regional accounts with national Fortune 500 Companies, responsible for all aspects of implementation, reporting and customer satisfaction
3. 8 years experience with government facilities and contractors such as Department of Energy, Department of Defense, Bechtel, CH2M Hill, Washington Group and others.
4. Skilled communicator who develops and fosters positive relationships with suppliers, associates and customers.
5. Manages outside sales personnel to implement effective territory strategies and monitors activity for results and/or adjustments.
6. Strong leadership skills with the ability to communicate up and down through intercompany departments to implement company and customer initiatives

### **d. Products**

1. Listed below are our manufacturer offerings by product category.

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**A. Personal Protective Equipment**

3M	Kappler
Air Systems International	Kimberly Clark
Allegro	Lakeland Reflective Apparel
Alliance Fire and Rescue	Moldex
Best Manufacturing	MSA
Brady Worldwide	Onguard Industries
Bullard	Radians
Draeger Safety	Shelby Gloves
Dupont	Sperian
Gerson	Techniche
Glove Corp	Tingley
Honeywell Safety Products formerly North Safety	Trellborg
JBC Safety	

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**B. Explosive Device  
Mitigation and Remediation  
Equipment**

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**C. Environmental  
Monitoring**

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**D. CBRNE Search &  
Rescue Equipment**

Air Systems International	3M	3M
Sperian	Draeger Safety	Air Craft Dynamics
	Enviro-nics	Air Systems International
	MSA	Alliance Fire and Rescue
	Rae Systems	Ampco Tools
	Sperian	CMC Rescue
	BW Tech	Ergodyne
		Husqvarna
		Sperian

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**E. Interoperable  
Communications Equipment**

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**F. Detection Equipment**

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**G. Decontamination  
Equipment**

3M	Enviro-nics	
Coastal Environmental	Innotech formerly TrueTech	Eagle Mfg
ConSpace	NPS (JV)	Haws
Sperian	Pelican Products	Honeywell Safety Products formerly North Safety
	Rae Systems	Junkin
	Response Biomedical Corp.	Justrite Manufacturing Co.
	Spearhead Innovations	NPS (JV)
	Sperian	Speakman
		Ultratech

<b>H. Hazardous Materials Storage</b>	<b>I. Spill control and containment</b>	<b>J. Physical Security Enhancement Equipment</b>
Eagle Mfg	Ampco Tools	Air Craft Dynamics
Justrite Manufacturing Co.	Eagle Mfg	Ampco Tools
Sperian	Justrite Manufacturing Co.	Kimberly Clark
Ultratech	NPS (JV)	
	Sorbent Products Co	
	Ultratech	

<b>K. Fire and Emergency Response</b>	<b>L. Traffic Safety</b>
3M	JBC Safety
5.11 Tactical	Junkin
Air Craft Dynamics	Kappler
Alliance Fire and Rescue	Lakeland Reflective Apparel
Ampco Tools	ML Kishigo
Atlanco	Moldex
Best Manufacturing	MSA
Brady Worldwide	Mustang
Bullard	Onguard Industries
CMC Rescue	Pelican Products
Cortina	Radians
Dupont	Rae Systems
Ergodyne	Shelby Gloves
Eye Safety Systems	Sperian
Gerson	Stearns, Inc.
Glove Corp	Streamlight
Groves Incorporated	Tingley
HAIX	Zodiac
Honeywell Safety Products formerly North Safety	ZUMRO
Husqvarna	

<b>M. Facility Safety and Maintenance</b>	<b>N. Fall Protection and Confined Space</b>	<b>O. Medical and First Aid Supplies</b>
3M	3M	Alliance Fire and Rescue
Accuform Signs	Air Systems International	Certified Safety
Ampco Tools	Capital Safety - DBI Sala	Coretex
Eagle Mfg	CMC Rescue	Honeywell Safety Products formerly North Safety
Haws	Honeywell Safety Products formerly North Safety	Junkin

Justrite Manufacturing Co.	MSA	Kimberly Clark
Kimberly Clark	Sperian	Sperian
North American Signal		Sqwincher
Pelican Products		Techniche
Speakman		
Sperian		
Streamlight		
Ultratech		

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**R. Other non-listed public safety, law enforcement and fire equipment**

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CMC Rescue

Mustang

Pelican Products

Stearns, Inc.

Streamlight

Techniche

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2. Special Programs:

**Public Safety and Emergency Preparedness Integrator.** Due to the unique nature of the distribution of products from the existing manufacturers to the Emergency Preparedness and First Responder Market, the market for USC will be limited. This market, unlike many others, is a market that typically relies on exclusive local distributors for many key lines. Many premier lines like Scott, MSA, Sperian, Drager, Globe and others rely on the small, independent distributors to take their products into the marketplace. This strategy reflects the highly technical nature of these products, which often require extensive training and service. This is completely contrary to trends in the MRO markets, where expanded logistical capabilities have enabled many distributors to cover large regional, national, and even international market areas.

Safeware offers a unique role as a market leader in Emergency Preparedness Equipment who has gained reputation among both manufacturers and other distributors as being honest and ethical. We belong to trade associations, and attend many national trade shows that have given us the opportunity to meet and get to know many independent fire and safety distributors across the country. We are willing to act as an integrator recognizing those manufacturers and products where regionalized limited or exclusive distribution is an important component of the marketing approach. We propose that we will serve as a lead integrator for these products, and work the redistribution through the local supplier who is already servicing the account.

Several major Homeland Security manufacturers have agreed to support Safeware in this approach. It is our belief that we can greatly expand the approach upon the award of this business. These suppliers represent many of the major manufacturers in the Homeland Security

market. We believe that Safeware's reputation and unique approach will result in many other teaming arrangements upon the award of this business to Safeware. We can construct a true supply chain where, for example Fairfax County can buy Bullard thermal imaging, Scott respiratory, Globe protective apparel, and other specialized products at their current pricing through the US Communities contract. We intend to manage the supply chain, and bring the manufacturers to the table where necessary to insure that US Communities customers get the products that they require at the competitive price they deserve while continuing to recognize the role of the independent exclusive distributor on the local level.

The approach would be seamless in that the participating municipality would order their products through Safeware at the agreed upon discount. Safeware would then contact the local distributor for the manufacturer who would supply the products and subsequently train the customer. All billing would go through Safeware and we would accept full responsibility for the sale. There would only be the single point of contact at the administrative level. The users in the departments would, however, be supported by the qualified local independent dealers whom they have trusted to supply and support their products for many years.

3. Safeware and Mallory's fill rate is 98-99% for core stock items. Special items generally take 1-2 weeks but depend on manufacturer availability. The proposed US Communities item list may consist of entire manufacturer prices lists and could total more than 100,000 items making stocking all possible product variation difficult. Though Safeware and Mallory currently stock over \$13 million in inventory, there may be times where products will be delivered directly from the manufacturer. In this event, lead times may vary. Safeware and Mallory will make every attempt to identify high volume, long-term use items and adjust stock accordingly bringing fill rates to acceptable levels. We will also work with individual Public Agencies to meet their delivery requirements.
4. Specified Fill Rate

<ul style="list-style-type: none"> <li>• Personal Protective Equipment</li> <li>• Explosive Device Mitigation and Remediation Equipment</li> <li>• Environmental Monitoring</li> <li>• CBRNE Search &amp; Rescue Equipment</li> <li>• Interoperable Communications Equipment</li> <li>• Detection Equipment</li> <li>• Decontamination Equipment</li> <li>• Hazardous Materials Storage</li> <li>• Spill control and containment</li> <li>• Physical Security Enhancement Equipment</li> <li>• Fire and Emergency Response</li> <li>• Traffic Safety</li> <li>• Facility Safety and Maintenance</li> </ul>	<b>98%</b>
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- 
- Fall Protection and Confined Space
  - Medical and First Aid Supplies
  - CBRNE Reference Materials
- 

5. Safeware and Mallory's backorder policy consists of notifying the Public Agency buyer of the unforeseen backorder and providing options to either cancel, substitute or accept the stated lead time. The decision for action is entirely up to the Agency buyer. The order will not be canceled unless the buyer instructs us to do so.
6. New and innovative product offerings to customers are one of our core competencies as a distributor. We continually bring new relevant product by means of literature, samples or our website. It's important to partner with customers in testing new items where they may receive a cost or value benefit by making a change. Some items will simply offer a lower cost of procurement while others may be more expensive but provide additional benefit such as extended service life reducing the need to repair or replace as frequently. Safeware and Mallory offer several options to US Communities. We'll initiate targeted email campaigns highlighting new items in the market where Agencies might find value. Regular website updates will feature new product as well as samples can be provided to end users. The addition of new manufacturers and products to the approved US Communities list is critical to the success of the program and Safeware and Mallory will work closely with US Communities to identify potential additions.

#### **e. Administration**

Safeware and Mallory's business enterprise systems are designed specifically for the industrial distribution industry. Both companies utilize the same computer system designed by Activant Solutions, a software company with more than 30 years of experience in distribution software. This Windows® based system using an SQL database is the industry standard providing a high degree of sophistication and capability. We have extensive experience with EDI and currently transact most common transactions sets with public and private customers and manufacturers. Mallory and Safeware both interface with the Defense Supply Center electronic and EDI system, with RFID product delivery, likely the most sophisticated integration in use. Mallory does Oracle punch out catalogs with Wah Chang and ATI companies, and Prophet 21 is capable of punchouts with any leading system.

Our phone systems are state-of-the-art IP systems using SIP trunking whereby connecting all remote offices in one seamless network. The US Communities dedicated toll free phone number will be automatically directed to the appropriate office with sufficient redundancy ensuring all customer calls are answered quickly and reliably.

In addition to the US Communities dedicated website, Safeware and Mallory's website use the same platforms and are hosted and administrated by Activant Solutions enabling fully integrated, real-time integration with our enterprise backend.

1. Safeware and Mallory's enterprise system Prophet 21 by Activant Solutions, is comprehensive and includes all aspects of the business process seamlessly integrated including; order processing, inventory management, shipping, purchasing, billing and accounting.

There are many options initiating the ordering process. Phone, fax, email, EDI, and mail are all offered as capabilities to Public Agencies. Once a requirement has been received and US Communities registration verified, a customer order is entered with the customer bill to and ship to, any additional shipping requirements, item information and pricing. An order acknowledgement is sent to the customer via email or fax verifying the details. This order process can be initiated at any location and by any customer service representative. If required, manufacturer purchase orders are created. Stock items automatically generate a pick ticket at the appropriate distribution facility, items are picked, verified and packaged and shipped using the designated carrier. Once shipped, an invoice is automatically generated and sent according to the customer preferences; mail, fax or email. Transaction information generates sales history and is available for reporting.

2. Safeware and Mallory have sophisticated websites fully integrated with our enterprise system Prophet 21 by Activant Solutions. All product information, customer information including billing, shipping and pricing are linked to our primary item database. Customers can login and see account information, open orders, past invoices, sales history, stock status, multi-level approval, track shipments and create on the fly RFQs. Public Agencies would benefit from full access to their order information, pricing and execute a complete product order online with minimal human intervention.

	EDI	People Soft	Lawson	Oracle	School Dude
Agency	Defense Logistics Agency				
System Used					
Go-Live Date					
Net Sales	Approx \$8 Million				
% of Electronic Sales	6 %				
Enhancement					

\* Approximately 60% sales are received electronically from all customers. However, exact percentages are unknown as these numbers are not recorded.

Safeware and Mallory send all customers email order acknowledgements as a matter of procedure when email addresses are provided. All customers commercial and Public Agencies currently have access to online account information and order tracking.

3. Safeware and Mallory have had experience implementing a multistate cooperative purchase programs including; HIRE and Metropolitan Washington Council of Governments.

Hire (Hazardous Incident Response Equipment) is a multi-state cooperative agreement with over 21 states participating. Similar to US Communities, HIRE is designed to prequalify suppliers and pricing allowing participating states to buy without a bid process delaying procurement of emergency equipment.

Safeware has been a supporter of programs for the Metropolitan Washington Council of Governments. Our work there has included working with representatives from the different counties in the cooperative on their selection of protective equipment purchases. Upon award, the products are sent to Safeware and then sent to the different participating agencies. Our direct contact for contract administration is the County of Fairfax, who is the lead agency in the UASI grant program.

Purchase Program	Description	Contact
HIRE	Hazardous Incident Response Equipment. <ul style="list-style-type: none"> <li>• Personal Protective Equipment (PPE)</li> <li>• Explosive Device Mitigation and Remediation Equipment</li> <li>• CBRNE Search and Rescue Equipment</li> <li>• Detection Equipment</li> <li>• Decontamination Equipment</li> <li>• Physical Security Enhancement Equipment</li> <li>• Terrorism Incident Prevention Equipment</li> <li>• CBRNE Logistical Support Equipment (chemical, biological, radiological, nuclear, explosive)</li> <li>• Medical Supplies</li> <li>• CBRNE Reference Materials</li> <li>• Agricultural Terrorism Prevention, Response and Mitigation Equipment</li> <li>• Intervention Equipment</li> <li>• Other Authorized Equipment</li> </ul>	Sue Wolslegeo OGS, New York State 518-473-9441
UASI	Metropolitan Washington Council of Governments	

4. Safeware and Mallory have full capability to comply with US Communities sales reporting requirements and can supply additional reports upon request.



5. Safeware and Mallory can provide detailed purchase history, procurement card, green spend reports by purchasing, Public Agency or non-profit.
6. Online ordering by US Communities members will provide the largest potential cost reduction compared to other measures. If online purchases increase to 30% of all expenditures, prices could decrease several percentage points saving participating Agencies significant money. Other government buying vehicles such as DOD EMall have been very successful in reducing procurement cost using this method.

#### f. Financial Statements

Please see attachment D (CONFIDENTIAL AND PROPRIATORY)

#### f. Staffing Plan

Safeware and Mallory believe current staff and expertise required to implement the program is already in place and ready to execute. Participation at all levels of our organization will be high making US Communities a priority so that we may achieve our goals and milestones. The scope of the program will necessitate additional field and operational resources as volume increases. Safeware and Mallory are committed to adding any and all resources needed to support the business we generate.

### Safeware

	Title	Time Commitment Phase One	Time Commitment Phase Two	Time Commitment Phase Three
Edward Simons 301-683-1234	President	80%	80%	30%
Ed Arthur 301-683-1234	VP Sales & Marketing	90%	80%	60%
Darryl Halterman 301-683-1234	National Accounts Manager	90%	80%	60%
Sam Goldwater 301-683-1234	VP Government Business Development	90%	90%	90%
Tommy Nairn 301-683-1234	Director of Operations	70%	50%	30%
Charles Radcliffe 301-683-1234	VP IT	100%	90%	60%
Anne Petrenko 301-683-1234	VP Customer Satisfaction	60%	60%	60%
Cathy Jones 301-683-1234	Government Contracts Specialist	90%	80%	70%
Matthew Reese 301-683-1234	Director of Marketing	90%	90%	70%

### Mallory

	Title	Time Devoted	Time Devoted	Time Devoted
Tim Loy 360.501-3211	President	80%	80%	30%

Shawn Murray 360-636-5750	Chief Operating Officer	70%	70%	70%
Marc Maher 503-990-1761	National Accounts Manager	90%	80%	70%
Brian Loy 360-501-3248	IT Director	90%	70%	60%
Romona Wallace,	Senior Specialist	80%	80%	80%
Dee Elliott		40%	40%	40%
*All personnel listed are full time employees				

## **g. Environmental**

Sustainability Mission Statement: Safeware and Mallory care about the environment and does business in a way to promote sustainability by reducing our carbon footprint and greenhouse gasses.

The following policies reflect our commitment to personal, global, and social responsibility:

- Maximize electronic and paperless communication
  - Electronic ordering and billing
  - Use teleconferencing and web presentations
  - Use of VMI, consignment and aggregate deliveries to reduce fuel consumption
  - Minimize square footage required at each location
  - Encourage telecommuting when feasible
  - Emphasize efficiency in all areas
  - Reduce air travel as much as possible
  - Reuse boxes in all warehouses
  - Purchase and choose post-consumer waste recycled paper for all printing, reports, catalogs, and flyers
  - Make recycling part of the company culture with convenient recycling bins for paper, cans, and bottles
  - Choose American Made products that do not have to travel as far to reach the end consumer
  - Our manufacturing group produces US made products
1. Our strategy as evident in our policies, aim to reduce waste and carbon footprint in all aspects of our business.
  2. Specific investments include conversion from gas powered vehicles to higher efficiency diesel, recycle all paper waste generated, recycle aluminum cans, plastic bottles, toner cartridges, valves and metal cylinders and replace all lighting to high efficiency ballasts.
  3. Our director of operations is responsible for implementing and enforcing our green initiatives.
  4. Approximately 10% of our suppliers offered to US Communities have green products.

## **I. Additional Information**

**Public Safety and Emergency Preparedness Equipment Service Provider.**

Safeware has invested in becoming a national service provider on life saving equipment such as self contained breathing apparatus (SCBA), SCBA air cylinders, portable gas detection, portable radiation detection and other safety instrumentation, fixed gas detection, wireless gas detection, breathing air compressors, level A protective suits, fire hose and other fire protection items. We are able to perform many services in our service centers and out of our fleet of mobile service trucks. We are willing to offer these services through the USC contract.

Services include SCBA annual flow testing, repairs, parts and maintenance; SCBA cylinder inspection and hydrostatic testing; SCBA mask annual fit testing; portable gas detection calibration, repairs, maintenance; portable radiation instrument calibration, maintenance and disposal; fixed gas detection calibration, repairs and maintenance; wireless gas detection calibration, repairs and maintenance; breathing air compressor air quality testing, inspection, repairs and maintenance; Level A suit inspection and testing; fire hose testing; ladder testing; fire extinguisher hydrostatic testing and other services.

The market for these services includes fire, police, sheriff, emergency services, homeland security, corrections, emergency management, water, utility and other departments in thousands of municipalities and counties across the country. These services are required by the manufacturer to maintain warranty, or by OSHA, NIOSH, NFPA, or ANSI to maintain the equipment in a safe operating condition.

Typically these services are provided by local authorized distributors, and often they are spread out between multiple distributors. We offer a one stop shop for safety equipment service consolidating many services under one roof. The services can be provided in annual contracts that could be sold through USC providing uniform pricing and quality to thousands of end users.

## 6. Understanding the Problem and Technical Approach

### PLANNING, STRATEGY, TACTICS

Safeware began planning for this U.S. Communities Contract reviewing the request for proposal as well as our prior submittal and debriefing. During the debriefing, we became aware that we had a credible presentation, worthy of award, but that we did not meet the corporate size threshold. Now five years later, we believe that not only do we meet the size threshold, but we have a much better plan of execution to maximize the benefits of the program for members of U.S. Communities. Our ongoing planning efforts included monitoring of how our customers

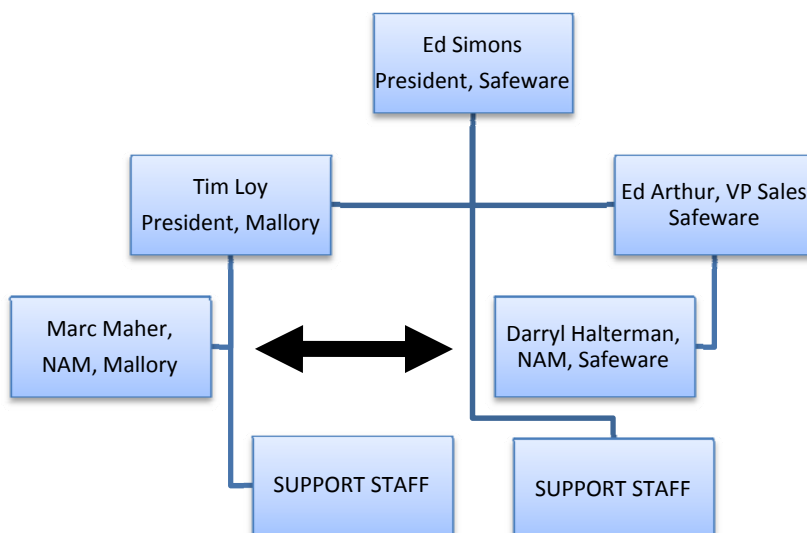


felt about the program and how we could make the program better. These efforts also pushed us to understand what the road blocks for the program were and to develop programs to overcome them in anticipation of the next contract.

Planning began with understanding the potential of the program – not just what the program produced. There are some 33,000 communities each having a need for our part of the program (Safety, Fire, Law Enforcement, EMS, and Emergency Management). These 33,000 communities have a fire department, a police department, a water department, an education system, hospitals, etc. Over 250,000 constituents. The scope and size of the potential is part of the problem – as seen by the potential customers. No traditional or single organization can effectively service it. In addition, the 4,000 manufacturers who have current distribution (1300 local distributors), are reluctant to allow any one organization to disrupt 200 years of distribution development.

Our experience with the Defense Logistics Agency (DLA) supplying critical emergency response equipment to our military worldwide allowed us to create a system that we will take advantage of and deliver the same equipment and services to our U.S. Communities customers.

Our planning is based on U.S. military doctrine which dictates that the 90% solution is the solution. Planning for the 100% solution is an academic exercise and can never be achieved in real life. An organization must build into the system the ability to constantly evaluate the program and the ability to adjust to ever changing situations. The plan must have senior management commitment and empower managers to accomplish their mission. This is how we operate. We have been developing our plan for U.S. Communities for five years – getting poised to deliver - because we understood that a system to support U.S. Communities was the right system to support all of our customers.



Safeware and Mallory will split the country into two parts each with the responsibility for sales support and shipping to those areas. Sales management and marketing efforts will be combined to ensure

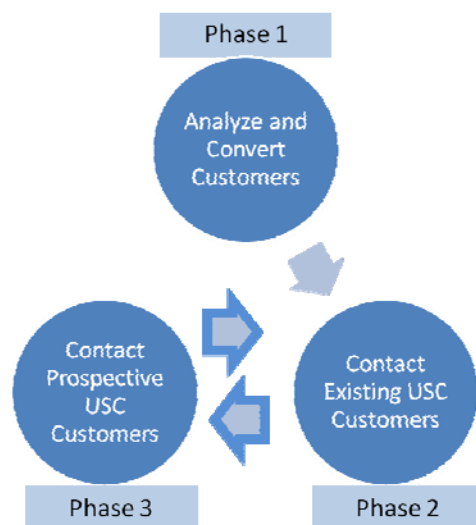
unified priorities and approach. Lines of communication will be established between all levels of the organization utilizing collaboration tools and regular meetings to maintain consistency and develop best practices. Safeware and Mallory utilize the same software platform making operational procedures and reporting straightforward. Safeware will be the primary contract holder and responsible for all compliance and reporting.

## 7. Preliminary Work Plan

Our work plan will be divided up into 3 phases. 1. Startup and Analysis, 2. Contacting existing customers 3. Reach out to prospective customers.

### Phase 1

Startup and analysis consists of analyzing existing Safeware and Mallory Public Agency customers within our database and dividing up into two categories. Customers already registered with US Communities and those who are not. The priority will be to contact and convert registered customers over to the US Communities contract. This is a significant milestone as these customers are more easily converted and can be done relatively quickly. Customers who are not registered will be contacted and provided US Communities registration information with individualized support to address any questions or concerns. This process will take longer as a variety of unknown issues may impact the speed of this. Phase one also includes the elements from the New Supplier Implementation Checklist including meetings and review of contract commitments.



### Phase 2

Phase 2 consists of mining the US Communities database for existing customers and contacting directly or by other means mentioned prior, soliciting their needs and future requirements while providing our company capabilities and benefits. We'll work closely with US Communities to agree on a strategy for communication priority and timing.

### Phase 3

Potential US Communities customers not registered are the growth potential for the program. We will use the US Communities database as well as commercially available lists and aggressively market the benefits. We will again work closely with US Communities marketing staff for coordination as to not overstep or duplicate efforts.

Phases 2 and 3 become a perpetual cycle. Customers who are registered may not be maximizing their spend with US Communities either within the agency or product category. It is our responsibility and motivation to penetrate as much as possible into each agency. Total spend potential by agency can be difficult to determine but we'll utilize sales trends among similar size and types of agencies to identify areas for growth.

Our current infrastructure is in place to support the program. We have IT systems in place both at Safeware and Mallory that are not only compatible, but identical – allowing seamless operation. This infrastructure has withstood the critical evaluation of ISO 9001:2000.

#### Implementation Checklist with Key Staff Involvement.

Element		Time Line	Key Staff Involvement
<b>1. First Call</b>		<b>1 Week</b>	<b>Edward Simons*</b>
	Discuss expectations		Tim Loy*
	Establish initial contact people & roles		Ed Arthur*
	Outline kickoff plans		Shawn Murray*
	Establish WebEx training date		Darryl Halterman
			Marc Maher
			Sam Goldwater*
			Charles Radcliffe*
<b>2. Administrative Agreement Signed</b>		<b>1 Week</b>	<b>Edward Simons*</b>
	Lead Public Agency agreement signed		
<b>3. Supplier Login Established</b>		<b>1 Week</b>	<b>US Communities</b>
	Complete Supplier initiation form		
	Complete product template		
	Create User account		
<b>4. Initial Senior Management Meeting</b>		<b>2 Weeks</b>	<b>Edward Simons*</b>
	Review Commitments		Tim Loy*
	Discuss NAM		Ed Arthur*
	Discuss reporting		Shawn Murray*
	Review kickoff plan		Darryl Halterman*
	Determine field sales into comm plan		Marc Maher
			Sam Goldwater*
			Charles Radcliffe*
			Tommy Nairn*

			Matthew Reese
<b>5. Initial NAM &amp; Staffing Training Meetings</b>		<b>2 Weeks</b>	<b>Edward Simons*</b>
	Discuss expectations, roles & Resp		Tim Loy*
	Introduce web-based tools		Ed Arthur*
	Discuss sales organization		Shawn Murray*
	Review with NAM		Darryl Halterman
	Review process & expectations		Marc Maher
	Discuss marketing plan		Sam Goldwater*
	Discuss Admin process		Charles Radcliffe*
			Matthew Reese*
<b>6. Review Top 10 Local Government Contracts</b>		<b>2 Weeks</b>	<b>Edward Simons*</b>
	Determine Strategies		Tim Loy*
			Ed Arthur*
			Shawn Murray*
			Darryl Halterman
			Marc Maher
			Sam Goldwater*
			Charles Radcliffe*
			Brian Loy
<b>7. Program Contact Requirements</b>		<b>2 Weeks</b>	<b>Charles Radcliffe*</b>
	Supplier Contacts		Matthew Reese
	Dedicated email, toll free, fax		
<b>8. Web Development</b>			<b>Charles Radcliffe*</b>
	Initiate IT contact	2 Weeks	Matthew Reese
	Website construction	3 Weeks	
	Website final edit	4 Weeks	
	Product upload to US Communities	4 Weeks	
<b>9. Sales Training &amp; Roll Out</b>			<b>Edward Simons*</b>
	Regional Manager briefing	1 Week	Tim Loy*
	Initial remote WebEx	2 Weeks	Ed Arthur*
	Top 10 Metro areas	4 Weeks	Shawn Murray*
	Initiate contact with AB Board	4 Weeks	Marc Maher
	Training plan for other metros		Darryl Halterman

			Sam Goldwater*
			Charles Radcliffe*
			Matthew Reese
10. Marketing			Charles Radcliffe*
	General announcement		Matthew Reese
	Supplier Contacts		Darryl Halterman
	Branding		Marc Maher
	Supplier handbook		
	Announcement to AB and Sponsors		
11. Green Initiative			Tim Loy*
	Identify Green Products	2 Weeks	Charles Radcliffe*
	Identify Green expert		Brian Loy
	Green reporting	6 Weeks	
	Upload to US Communities website	4 Weeks	
	Green marketing material	6 Weeks	

\* indicates Senior Management member

## 8. Statement of Qualifications, Key Staff List

Safeware			
	Years in Industry	Title	Responsibility
Edward Simons 301-683-1234	32	President	Overall responsibility for US Communities contract priority support and timeline.
Ed Arthur 301-683-1234	30	VP Sales & Marketing	Responsible for sales force direction, motivation and compliance to US Communities sales process, and sales assignments for Safeware & Mallory
Darryl Halterman 301-683-1234	16	National Accounts Manager	Responsible for sales force training, customer sales strategy, conversion of existing major Agency contracts to US Communities
Sam Goldwater 301-683-1234	30	VP Government Business Development	Responsible for new customer development and registration strategy
Tommy Nairn 301-683-1234	10	Director of Operations	Responsible for all operational support. Customer service, delivery, and fill rate performance
Charles Radcliffe 301-683-1234	16	VP IT	Responsible for electronic ordering and working with Agencies to join systems
Anne Petrenko	30	VP Customer	Responsible for direct customer



301-683-1234		Satisfaction	contact procedures and experience
Cathy Jones 301-683-1234	18	Government Contracts Specialist	Responsible for contract adherence and pricing accuracy
Matthew Reese 301-683-1234	10	Director of Marketing	Responsible for all marketing material campaigns, and Lead referral
<b>Mallory</b>			
	<b>Years in industry</b>	<b>Title</b>	<b>Responsibility</b>
Tim Loy 360.501-3211	21	President	Responsible for US Communities contract priority support and timeline, overall responsibly for Mallory
Shawn Murray 360-636-5750	20	Chief Operating Officer	Responsible for Mallory operations. Available to resolve issues, coordinate marketing of the program, coordinate relationship with Safeware.
Marc Maher 503-990-1761	16	National Accounts Manager	Main program point of contact, manage overall sales approach. Coordinate any training and service requests, survey customers for satisfaction, communicate process improvement opportunities identified by locations. Will work closely with Darryl Halterman, Safeware NAM
Brian Loy 360-501-3248	9	IT Director	network, database, web, and business system, Punchout and other ERP integrations.
Romona Wallace,		Senior Specialist	Responsible for contract and price adherence, reporting and customer satisfaction
Dee Elliott			Responsible for incoming customer order entry, sourcing, tracking, delivery and customer satisfaction
*All personnel listed are full time employees			

Once awarded the contract, our senior management team will meet within 72 hours to begin executing the plan. During this time, we will be scheduling a succession of meetings to present the plan to all members of our organization. It is critical that our entire organization is completely committed to the plan. As soon as possible, our senior managers will meet with U.S. Communities to make sure that USC priorities are met. Internal organizations include Management, Customer Service, Technical Services, Marketing, Sales, Operations, and Logistics.

Within the first 7 days, we will have field personnel initially trained on the program with specific goals and objectives to initiate the plan. Within 7 days of meeting with USC, our marketing department will send out our first mailer to announce how we plan to deliver services to our USC clients. Within the first ten days, we will have notified our existing customers that we have the USC contract and that they can move their existing business over to take advantage of savings by using the program. We will explain how the program works and help them register for the program.

Within 7 days, we will have met with our entire logistics chain, including our transportation suppliers, to educate them on the program.

Within 30 days, we will have communicated with all of our vendors announcing our US Communities involvement and solicit leads.

Within 30 days, we will have the U.S. Communities/Safeware website up and running and the first USC brochure will have been mailed out. USC logos will have been added to all graphics including website, literature, and trade show materials. A new trade show schedule will have been developed and lead personnel will have been assigned to manage each event.

Within 30 days, our logistics team will have evaluated our inventory status to be able to support our program based on historical data provided by USC.

#### Tactical Execution.

Tactical execution is how we operate on a daily basis. Once we meet with USC to identify their priorities, and understand how the program was successful in the past and where the shortfalls have been, we will adjust our plan to take advantage of successes and to minimize those items that were not as successful. We will immediately begin expanding our organization to achieve maximum potential coverage and to insure that we are servicing our customers. This expansion will include outside personnel, inside personnel, and management infrastructure.

Our daily customer service program will include outgoing telephone calls to reach out to new and existing customers to make sure that they are aware of the program and how it works.

#### RESPONDING TO LOCAL and REGIONAL EMERGENCIES.

Safeware is very experienced in supporting the logistical needs in times of crisis. For short term emergencies, we will assign an incident manager who will provide oversight 24/7 during the event. This person may be located at our corporate headquarters or at one of our satellite operations, whichever is most appropriate at the time. For long term events, we will, with consultation of the authority having jurisdiction (AHJ), make every attempt to have a logistical person on site to support the operation. On site personnel will be able to work within the ICS system. Our geographic locations allow us to be anywhere CONUS within 8 hours. In most cases, we can be anywhere CONUS within 4 hours.

## Attachment C

### References

Safeware, Inc.

<b>Reference 1</b>	
Agency Name:	FDNY, Special Operations Command
Contact	Jeffrey D. Race
Title	Commanding Officer, Captain
Phone	212-360-4583
Email	
Address:	Building 8, 1 <sup>st</sup> Floor, Randall's Island, NY 10035
Description of products or services provided:	Repair service for instrumentation
Total dollar amount:	\$205,106 in 2010

<b>Reference 2</b>	
Agency Name:	Philadelphia Fire Department
Contact	Capt. Neil Calore
Title	Equipment Officer
Phone	215-686-1351
Email	<a href="mailto:Neil.Calore@phila.gov">Neil.Calore@phila.gov</a>
Address:	240 Spring Garden Street, Philadelphia, PA 19123
Description of products or services provided:	Service to SCBAs and product sales
Total dollar amount:	\$201,340 in 2010

<b>Reference 3</b>	
Agency Name:	City of Colorado Springs
Contact	Sara Hattman
Title	Industrial Hygenist, Energy Services Division
Phone	719-668-7372
Email	<a href="mailto:shattman@csu.org">shattman@csu.org</a>
Address:	701 North Circle Dr, Suite 100 Colorado Springs, CO 80947
Description of products or services provided:	Products and servcies
Total dollar amount:	\$85,967 in 2010

<b>Reference 4</b>	
Agency Name:	Denver Water
Contact	Craig Austin
Title	Safety Coordinator
Phone	303 628 6319
Email	<a href="mailto:cha@denverwater.org">cha@denverwater.org</a>
Address:	1600 west 12 <sup>th</sup> Ave Denver CO 80204
Description of products or services provided:	Products and services
Total dollar amount:	\$88,217 in 2010

## Attachment C

### References

Mallory Safety and Supply LLC

<b>Reference 1</b>	
Agency Name:	Defense Supply Center Philadelphia
Contact	Carolyn Zdunkiewicz
Title	Contracting Officer
Phone	Fire Fighting and Emergency Services
Email	Carolyn.zdunkiewicz@dla.mil
Address:	DSCP 700 Robbins St Bldg 5, Philadelphia, PA 19111
Description of products or services provided:	Fire fighting and emergency service products, service on scba, compressors, hose, gas detection at domestic bases and a region encompassing 13 Western States.
Total dollar amount:	Over \$8 million since inception

<b>Reference 2</b>	
Agency Name:	City and County of San Francisco
Contact	Ken Easton
Title	Senior Purchaser
Phone	415-554-6963
Email	<a href="mailto:Kenneth.easton@sfgov.org">Kenneth.easton@sfgov.org</a>
Address:	1DR Carlton B.Goodlet Place, City Hall, Room 430 San Francisco, CA 94102
Description of products or services provided:	Safety products, from respirators to ear plugs to gloves and vests and gas detection
Total dollar amount:	>\$3,000,000 since inception

<b>Reference 3</b>	
Agency Name:	DGS-State of California Dept. of General Services
Contact	Tom Shinmoto
Title	Contracting Officer
Phone	916-375-5954
Email	<a href="mailto:Tom.shinmoto@dgs.ca.gov">Tom.shinmoto@dgs.ca.gov</a>
Address:	707 Third Street, 2nd Floor West Sacramento, CA 95605-2811
Description of products or services provided:	Breathing Apparatus
Total dollar amount:	Over \$10 million since inception

**SUPPLIER QUALIFICATIONS****SUPPLIER WORKSHEET FOR NATIONAL PROGRAM CONSIDERATION**

Suppliers are required to meet specific qualifications. Please respond in the spaces provided after each qualification statement below:

- A. State if pricing for all Products/Services offered will be the most competitive pricing offered by your organization to Participating Public Agencies nationally.  
YES ☒ NO ☐
- B. Does your company have the ability to provide service to any Participating Public Agencies in the contiguous 48 states, and the ability to deliver service in Alaska and Hawaii?  
YES ☒ NO ☐
- C. Does your company have a national sales force, dealer network or distributor with the ability to call on Participating Public Agencies in over 40 U.S. states?  
YES ☒ NO ☐
- D. Did your company have sales greater than \$50 million last year in the United States?  
YES ☒ NO ☐
- E. Does your company have existing capacity to provide toll-free telephone and state of the art electronic and internet ordering and billing?  
YES ☒ NO ☐
- F. Will your company assign a dedicated Senior Management level Account Manager to support the resulting U.S. Communities program contract?  
YES ☒ NO ☐
- G. Does your company agree to respond to all agency referrals from U.S. Communities within 2 business days?  
YES ☒ NO ☐
- H. Does your company maintain records of your overall Participating Public Agencies' sales that you can and will share with U.S. Communities to monitor program implementation progress?  
YES ☒ NO ☐
- I. Will your company commit to the following program implementation schedule?  
YES ☒ NO ☐
- J. Will the U.S. Communities program contract be your lead public offering to Participating Public Agencies?  
YES ☒ NO ☐
- K. Does your company agree to not pursue additional national or multi-state cooperative contracts during the contract period?  
YES ☒ NO ☐

Submitted by:

Charles Radcliffe

(Printed Name)

Vice President

(Title)

(Signature)

4/13/2011

(Date)



# FAIRFAX COUNTY

DEPARTMENT OF PURCHASING & SUPPLY MANAGEMENT  
12000 GOVERNMENT CENTER PARKWAY, SUITE 427  
FAIRFAX, VIRGINIA 22035-0013

www.fairfaxcounty.gov/dpsm

VIRGINIA

TELEPHONE: (703) 324-3201 FAX: (703) 324-3228 TTY: 1-800-828-1140

ISSUE DATE: March 11, 2011	REQUEST FOR PROPOSAL NUMBER: RFP11-205753-10	TITLE: Public Safety and Emergency Preparedness Equipment and Related Services
DEPARTMENT: Various	DUE DATE/TIME: April 7, 2011 @ 2:00 P.M.	CONTRACT SPECIALIST: Lonnelle Robinson at 703- 324-3281 or lonnette.robinson@fairfaxcounty.gov

**Proposals** - In accordance with the following and in compliance with all terms and conditions, unless otherwise noted, the undersigned offers and agrees, if the proposal is accepted, to furnish items or services for which prices are quoted, delivered or furnished to designated points within the time specified. It is understood and agreed that with respect to all terms and conditions accepted by Fairfax County the items or services offered and accompanying attachments shall constitute a contract.

**Note:** Fairfax County does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment in the performance of its procurement activity.

**NAME AND ADDRESS OF FIRM:**

Telephone/Fax No.:

301-683-1234, 1200 Fax

E-Mail Address:

cradcliffe@safewareinc.a

Federal Employer Identification No or

52-1152083

Federal Social Security No.(Sole  
Proprietor)

Prompt Payment Discount:

0% for payment within \_\_\_ days/net  
30 days

State Corporation Commission (SCC)  
Identification No.

**By signing this proposal, Offeror certifies, acknowledges, understands, and agrees to be bound by the conditions set forth in the General Conditions and Instructions to Bidders as described in Appendix A.**

**BUSINESS CLASSIFICATION – Described in Appendix B - CHECK ONE:** ☐ LARGE (Y) ☒ SMALL (B)

☐ MINORITY-OWNED SMALL (X) ☐ MINORITY OWNED LARGE (V) ☐ WOMEN-OWNED SMALL (C)

☐ WOMEN OWNED LARGE (A) ☐ NON PROFIT (9)

CHECK ONE: ☐ INDIVIDUAL ☐ PARTNERSHIP ☒ CORPORATION

State in which  
Incorporated:

4/13/11  
Date

Maryland

Vendor Legally Authorized  
Signature

Charles Radcliffe  
Print Name and Title

Secretary

Sealed proposals subject to terms and conditions of this Request for Proposal will be received by the Fairfax County Purchasing Agent at 12000 Government Center Parkway, Suite 427, Fairfax, Virginia 22035-0013 until the date/time specified above.

AN EQUAL OPPORTUNITY PURCHASING ORGANIZATION





# County of Fairfax, Virginia

## ADDENDUM

Date: March 29, 2011

### ADDENDUM NO. 1

TO: ALL PROSPECTIVE OFFERORS

REFERENCE: RFP11-205753-10

TITLE: Public Safety and Emergency Preparedness Equipment and Related Services

DUE DATE/TIME: April 14, 2011 / 2:00 P.M. EDT (Revised)

The referenced request for proposal is amended as follows:

1. The due date/time has been changed from April 7, 2011 / 2:00 P.M. EDT to April 14, 2011 / 2:00 P.M. EDT
2. Delete in its entirety, Appendix B titled "**ADMINISTRATION AGREEMENT ADDENDUM**" (U.S. Communities Government Purchasing Alliance form), and replace with the revised Appendix B, attached hereto.
3. Refer Attachment I for questions and answers received via e-mail and from the pre-proposal conference held on March 23, 2011 at 10:30 A.M.

All other terms and conditions remain unchanged.

Lonnette Robinson, CPPB  
Contract Specialist Supervisor, Team 1

THIS ADDENDUM IS ACKNOWLEDGED AND IS CONSIDERED A PART OF THE SUBJECT REQUEST FOR PROPOSAL:

Safeware, Inc.

Name of Firm

  
(Signature)

4/13/11

(Date)

ONE SIGNED COPY OF ADDENDUM MUST BE RETURNED PRIOR TO DATE/TIME OF CLOSING OR MUST ACCOMPANY PROPOSAL.

Department of Purchasing & Supply Management  
12000 Government Center Parkway, Suite 427  
Fairfax, VA 22035-0013

Website: [www.fairfaxcounty.gov/dpsm](http://www.fairfaxcounty.gov/dpsm)

Phone 703-324-3201, TTY: 1-800-828-1140, Fax: 703-324-3228



# County of Fairfax, Virginia

## ADDENDUM

Date: April 4, 2011

### ADDENDUM NO. 2

TO: ALL PROSPECTIVE OFFERORS

REFERENCE: RFP11-205753-10

TITLE: Public Safety and Emergency Preparedness Equipment and Related Services

DUE DATE/TIME: April 14, 2011 / 2:00 P.M. EDT (Revised)

The referenced request for proposal is amended as follows:

1. In Addendum No. 1, delete the rest of the answer in A17 after the word "No".
2. Refer to Attachment I, for additional questions and answers to this solicitations.
3. Refer to Attachment II, for the Sales Report Format for Exhibit B of the Administration Agreement which was inadvertently left out.

All other terms and conditions remain unchanged.

Lonnette Robinson, CPPB  
Contract Specialist Supervisor, Team 1

THIS ADDENDUM IS ACKNOWLEDGED AND IS CONSIDERED A PART OF THE SUBJECT REQUEST FOR PROPOSAL:

Safeware, Inc.

Name of Firm

  
(Signature)

4/13/11

(Date)

ONE SIGNED COPY OF ADDENDUM MUST BE RETURNED PRIOR TO DATE/TIME OF CLOSING OR MUST ACCOMPANY PROPOSAL.

**Department of Purchasing & Supply Management**

12000 Government Center Parkway, Suite 427

Fairfax, VA 22035-0013

Website: [www.fairfaxcounty.gov/dpsm](http://www.fairfaxcounty.gov/dpsm)

Phone 703-324-3201, TTY: 1-800-828-1140, Fax: 703-324-3228



OFFEROR DATA SHEET

NAME OF OFFEROR: Safeware, Inc.

ADDRESS: 3200 Hubbard Road  
Lanham, MD 20785

E-MAIL ADDRESS: cradcliffe@safewareinc.com

Name and e-mail addresses of both service and fiscal representatives (Key Personnel) who would handle this account.

Service Representative: Darryl Halberman  
Telephone Number: (301) 683 1234 X 1010  
E-Mail Address: dhalberman@safewareinc.com

Fiscal Representative: Keith Hyatt  
Telephone Number: (301) 683 1234 X 1094  
E-Mail Address: khyatt@safewareinc.com

Payment Address, if different from above:

PO Box 64465  
Baltimore MD 21264

## BUSINESS, PROFESSIONAL AND OCCUPATIONAL LICENSE

All firms located or operating in Fairfax County must obtain a Business, Professional and Occupational License (BPOL) as required by Chapter 4, Article 7, of the Code of the County of Fairfax, Virginia. In order for the Department of Tax Administration to determine your BPOL requirement prior to contract award, it is necessary for you to provide the following information:

- If you currently have a Fairfax County business license, please submit a copy with your proposal.
- Do you have an office in:      Virginia      ☒ Yes      ☐ No  
   Fairfax County      ☐ Yes      ☒ No
- Date business began/will begin work in Fairfax County

A detailed description of the business activity that will take place in Fairfax County. If business is located outside of Fairfax County, give the percentage of work actually to be done in the County

Emergency preparedness equipment and Public Safety  
unknown amount.

  
Signature

4/13/2011  
Date

**Complete and return this form or a copy of your current Fairfax County Business License with your proposal.**

## CERTIFICATION REGARDING DEBARMENT OR SUSPENSION

In compliance with contracts and grants agreements applicable under the U.S. Federal Awards Program, the following certification is required by all offerors submitting a proposal in response to this Request for Proposal:

1. The Offeror certifies, to the best of its knowledge and belief, that neither the Offeror nor its Principals are suspended, debarred, proposed for debarment, or declared ineligible for the award of contracts from the United States federal government procurement or nonprocurement programs, or are listed in the *List of Parties Excluded from Federal Procurement and Nonprocurement Programs* issued by the General Services Administration.
2. "Principals," for the purposes of this certification, means officers, directors, owners, partners, and persons having primary management or supervisory responsibilities within a business entity (e.g., general manager, plant manager, head of a subsidiary, division, or business segment, and similar positions).
3. The Offeror shall provide immediate written notice to the Fairfax County Purchasing Agent if, at any time prior to award, the Offeror learns that this certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. This certification is a material representation of fact upon which reliance will be placed when making the award. If it is later determined that the Offeror rendered an erroneous certification, in addition to other remedies available to Fairfax County government, the Fairfax County Purchasing Agent may terminate the contract resulting from this solicitation for default.

Printed Name of  
Representative:

Charles Radcliffe

Signature/Date:

Charles Radcliffe, 4/13/11

Company Name:

Safeware, Inc.

Address:

3200 Hubbard Road

City/State/Zip:

Lanham, MD 20785

SSN or TIN No:

52-1152883

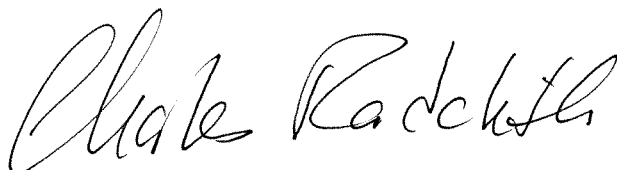
April 13, 2011

RE: U.S. Communities RFP#11-205753-10

To whom it may concern,

This letter is to confirm that the contents of the enclosed CD labeled **Technical Proposal RFP#11-205753-10** submitted by Safeware Inc. and Mallory Safety is identical to the printed proposal.

Thank you,



Charles Radcliffe  
Vice President  
Safeware, Inc.

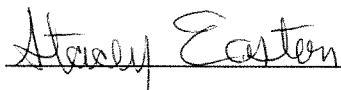
STATE OF Maryland, COUNTY OF Prince George's ss.:

On this day, personally appeared before me

\_\_\_\_\_,  
to me known to be the person(s) described in and who executed the within and foregoing instrument, and acknowledged that he/she signed the same as his/her voluntary act and deed, for the uses and purposes therein mentioned.

Witness my hand and official seal hereto affixed

this 13 day of April 2011.



Notary Public in and for the State of Maryland.

My commission expires May 07, 2014

