

## ATTACHMENT I GENERAL INFORMATION

- 1. Respondent Information:** Provide the following information regarding the Respondent. (NOTE: Co-Respondents are two or more entities proposing as a team or joint venture with each signing the contract, if awarded. Sub-contractors are not Co-Respondents and should not be identified here. If this proposal includes Co-Respondents, provide the required information in this Item #1 for each Co-Respondent by copying and inserting an additional block(s) before Item #2.)

Respondent Name: The Ohlmann Group, Inc.

(NOTE: Give exact legal name as it will appear on the contract, if awarded.)

Principal Address: 1605 North Main St.

City: Dayton State: OH Zip Code: 45405

Telephone No. 937-278-0681 Fax No: 937-277-1723

Website address: [www.ohlmanngroup.com](http://www.ohlmanngroup.com) Year established: 1949

Provide the number of years in business under present name: 5 years, 2 months

Social Security Number or Federal Employer Identification Number: 31-0682270

Comptroller's Taxpayer Number, if applicable: N/A

(NOTE: This 11-digit number is sometimes referred to as the Comptroller's TIN or TID.)

**Business Structure:** Check the box that indicates the business structure of the Respondent.

       Individual or Sole Proprietorship. If checked, list Assumed Name, if any: \_\_\_\_\_

## Partnership

[illegible]

**Also, check one:**

Other If checked, list business structure: \_\_\_\_\_

Printed Name of Contract Signatory: Linda Ohlmann Kahn

Job Title: CEO/Media Director

(NOTE: This RFQ solicits proposals to provide services under a contract which has been identified as "High Profile". Therefore, Respondent must provide the name of person that will sign the contract for the Respondent, if awarded.)

Provide any other names under which Respondent has operated within the last 10 years and length of time under for each:

Penny Ohlmann Neiman, 42 years

Provide address of office from which this project would be managed:

City: 1605 North Main Street State: Ohio Zip Code: 45405-4198

Telephone No. 937-278-0681 Fax No: 937-277-1723

Annual Revenue: \$ 13,633,900

Total Number of Employees: 23

List Percentage of Employees that reside in the following:

DPSD 23 % City of Dayton 14 % Montgomery County 74 % Ohio 100 %

Briefly describe other lines of business that the company is directly or indirectly affiliated with:

N/A

List Related Companies:

N/A

2. **Contact Information:** List the one person who DPSD may contact concerning your proposal or setting dates for meetings.

Name: Linda Ohlmann Kahn Title: CEO

Address: 1605 North Main St.

City: Dayton State: OH Zip Code: 45405

Telephone No. 937-278-0681 Fax No: 937-277-1723

Email: Linda@ohlmanngroup.com

3. Does Respondent anticipate any mergers, transfer of organization ownership, management reorganization, or departure of key personnel within the next twelve (12) months?

Yes \_\_\_ No X

4. Is Respondent authorized and/or licensed to do business in Ohio?

Yes X No \_\_\_

If "Yes", list authorizations/licenses.

Ohio ID# 51-087891

5. Where is the Respondent's corporate headquarters located? Dayton, Ohio

6. **Local/County Operation:** Does the Respondent have an office located in Dayton, Ohio?

Yes X No \_\_\_

If "Yes", respond to a and b below:

- a. How long has the Respondent conducted business from its Dayton office?

Years 49 Months \_\_\_

- b. Choose only one (1) Is the firm headquartered in the following:

DPSD? X City of Dayton \_\_\_ Montgomery County \_\_\_ Ohio \_\_\_

7. **Debarment/Suspension Information:** Has the Respondent or any of its principals been debarred or suspended from contracting with any public entity?

Yes \_\_\_ No X

Y

If "Yes", identify the public entity and the name and current phone number of a representative of the public entity familiar with the debarment or suspension, and state the reason for or circumstances surrounding the debarment or suspension, including but not limited to the period of time for such debarment or suspension.

**8. Surety Information:** Has the Respondent ever had a bond or surety canceled or forfeited?

Yes ☐ No ☒

If "Yes", state the name of the bonding company, date, amount of bond and reason for such cancellation or forfeiture.

**9. Bankruptcy Information:** Has the Respondent ever been declared bankrupt or filed for protection from creditors under state or federal proceedings?

Yes ☐ No ☒

If "Yes", state the date, court, jurisdiction, cause number, amount of liabilities and amount of assets.

**10. Disciplinary Action:** Has the Respondent ever received any disciplinary action, or any pending disciplinary action, from any regulatory bodies or professional organizations?

Yes ☐ No ☒

If "Yes", state the name of the regulatory body or professional organization, date and reason for disciplinary or impending disciplinary action.

**11. Previous Contracts:**

**a.** Has the Respondent ever failed to complete any contract awarded?

Yes ☐ No ☒

If "Yes", state the name of the organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

**b.** Has any officer or partner proposed for this assignment ever been an officer or partner of some other organization that failed to complete a contract?

Yes ☐ No ☒

If "Yes", state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

**c.** Has any officer or partner proposed for this assignment ever failed to complete a contract handled in his or her own name?

Yes ☐ No ☒

If "Yes", state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.





photos - ©Dayton Public Schools

## Authorized Signature

### 5.1.a. Authorized Signature

*Linda Ohlmann Kahn*

Linda Ohlmann Kahn  
CEO/Media Director

**The Ohlmann Group**  
1605 North Main St.  
Dayton, OH 45405-4198

## Attachment II

# Qualifications & Experience Questionnaire

1. **Describe Respondent's experience relevant to the Scope of Services requested by the RFQ. Identify associated results or impacts of the project/work performed.**

The Ohlmann Group is a full-service marketing agency located in Dayton, Ohio. We provide our clients with a suite of marketing and advertising solutions, including brand strategy, media buying, web design, public relations, and traditional, broadcast, digital, and social media services.

We have a passion for creating incredible marketing campaigns that deliver results. We know that effective marketing is about more than a clever slogan and cool logo. It's about producing tangible, measurable results – on time and on budget – for our clients.

Founded in 1949 in Dayton, Ohio, we serve clients across town and across the country. Whether it's web design, branding, media buying, event planning, public relations, marketing strategy, or print, we have the tools, skills, and expertise to deliver the marketing solutions you need to overcome every challenge.

Our media strategy, purchasing, and reporting team utilizes a fully automated system for media management. This maximizes our accountability, efficiency, and responsiveness to the needs of our clients. We have an integrated accounting system that allows us to audit every piece of media we place. Additionally, we have access to Nielsen research, the leading research and reporting tool in the industry, which gives us insights into what people are watching and listening to, and where. The Ohlmann Group is the only firm to win AAF Dayton's Mercury Award for Best Media Buyer every year of the award's existence.

We have worked with big, established brands as well as fresh entrepreneurs to develop identities that enable them to thrive. We have managed public relations crises, promoted levy issues, and created innovative multi-media advertising campaigns for clients in everything from education to healthcare. We've also targeted both consumers and business in campaigns for municipalities and associations. We have also been awarded the distinguished status of a Google Partner Agency.

We have provided examples of campaigns we have developed for a range of customers, including Dayton Public Schools, on the following pages.







## CARESOURCE

CareSource is one of the fastest growing health care companies in America and, as their membership grows they require a unified creative vision to keep all marketing and advertising materials consistent in message and visual style. CareSource worked extensively with Interbrand to conduct market research and create a new logo and brand standards from their findings. The Ohlmann Group then joined the partnership to help define and develop a brand mark and message that reflected the passion of their mission: "To make a difference in the lives of underserved people by improving their health care."

With the goal of developing an expression that would capture the essence of the CareSource brand, differentiate them from competition, and connect with target audiences, The Ohlmann Group created "Health Care with Heart." This reflected the passion that drives everything they do and resonates with what consumers are looking for in a chaotic and sometimes impersonal health care landscape. From there, we were asked to produce a wide range of creative deliverables, including billboards, radio commercials, and assorted collateral materials. In the time since, we have taken the creative lead on numerous integrated multi-state campaigns for a variety of their health care offerings.

"Health Care with Heart" has been adopted as a tagline that expresses the heartbeat of the brand. It combines resources with reassurance, compassion with commitment, and passion with performance in making a difference in their members' lives. This important brand re-launch has helped CareSource achieve success in Medicaid expansion initiatives and a new Health Care Exchange product, as well as set the stage for future product introductions. Their dramatic growth continues. We are proud to be a part of this growth and continue to help CareSource with their everchanging marketing needs.



# #1 Medicaid Plan in Ohio

CareSource

No Cost for Medicaid covered services







## HARTZELL PROPELLER

Hartzell Propeller is the global leader in advanced propeller design and manufacturing technology. Because of their concentration and commitment to propeller-driven aviation, they are the supplier of choice for nearly every major aircraft manufacturer. In spite of exceptional manufacturing and engineering performance, Hartzell was struggling with differentiating from the competition and establishing an online presence that properly reflected the brand's dominant position in the marketplace. And despite a wildly enthusiastic online aviation community, they were noticeably absent in social media channels.

The Ohlmann Group was hired to do market research, strategic planning, and ultimately successfully reintroduce the Hartzell brand. The website and the brand's subsequent marketing activities have been incredibly well received by the market. From being nearly invisible in web search, Hartzell now ranks first in nearly all important search terms for their category. In addition, the re-invigorated Hartzell brand has been refreshed in print and online advertising, trade show materials, special event marketing, and more. As The Ohlmann Group now takes lead on all of their social media and content marketing, Hartzell Propeller is now poised for continued growth and profitability. Based upon the results achieved for the Hartzell Propeller brand, The Ohlmann Group was awarded re-launch programs for two additional companies of the Hartzell parent company, Tailwind Technologies. We recently upgraded the Hartzell Propeller website again, setting the stage for even further growth.



## Graceworks Lutheran Services

**give back**

Comfort and Joy

**The Graceworks Vision**  
Graceworks Lutheran Services will be the community leader that inspires and supports a sense of home where people experience challenging or changing circumstances.



Graceworks Lutheran Services provides a sense of home where people experience challenging or changing circumstances.

Consumer Credit Counseling Service helps and supports those in need.

Bethany Village and Graceworks at Home provide a sense of home where people experience challenging or changing circumstances.

Graceworks Lutheran Services provides a sense of home where people experience challenging or changing circumstances.

**Tuesday, December 3rd is Giving Tuesday.**  
Giving Tuesday is a chance to give to nonprofits, the heart of the holiday season. This Tuesday and every day of the year, Graceworks appreciates your support at our website.

To Donate Now, Visit  
[give.graceworks.org](http://give.graceworks.org)

#GraceworksLS #GIVINGTUESDAY



64 W. Main Street, Dayton, OH 45405 • (937) 277-2100 • [www.graceworks.org](http://www.graceworks.org)

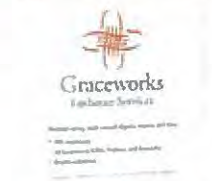
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To Donate Now, Visit  
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**Make a positive difference**  
**NOW HIRING**  
Hiring: Home Care, Senior Care, Supportive Housing, Community Care, Supportive Housing, Supportive Housing, Supportive Housing.



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



Life is too short

for shoveling snow.

As seniors prepare for winter, they need to get their snow shoveling done. This is why we offer a group of seniors to help them shovel their snow. We have a full team of volunteers who can help you shovel your snow. And get a group of seniors to help you shovel your snow.

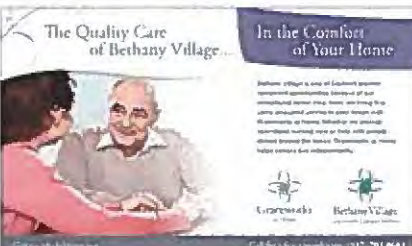


Bethany Village

64 W. Main Street, Dayton, OH 45405

(937) 277-2100

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



The Quality Care of Bethany Village...

In the Comfort of Your Home

Bethany Village is a place of comfort and support. We provide a sense of home where people experience challenging or changing circumstances.



Graceworks

Bethany Village

Graceworks at Home

Graceworks at Home



The expert senior care of Bethany Village...

## GRACEWORKS LUTHERAN SERVICES

Graceworks Lutheran Services, a large continuum of care retirement community located in the southern area of Dayton, was looking to re-brand and connect with not only seniors on retirement options, but also engage the kids of seniors as more and more seniors are wanting, and are able, to "age in place". One of our first assignments was the launch of a new Graceworks at Home program.

By using a newly designed, heavy content SEO and SEM campaign, we introduced this new program that highlighted the expert care on campus now available off campus. TV and strategically placed digital billboards were also used to complement the launch campaign. Efforts were then broadened out to include all the services offered through Graceworks Lutheran Services in a series of TV advertisements and business publications for positioning.

Graceworks at Home continues to meet or exceed budget expectations since its successful launch in June of 2012. Additionally, awareness of other services offered through Graceworks have been building, culminating with a 110% increase in online donations for their 2013 Giving Tuesday campaign.





## DAYTON PUBLIC SCHOOLS

Dayton Public Schools is an urban district of approximately 14,000 diverse students in pre-kindergarten through high school. Your students and alumni have been recognized at local, state, and national levels for their talents in the arts, academics, business and civic leadership, and athletics. And your school for the arts has been named among the nation's best public high schools for several years running in *U.S. News & World Report*.

As with many of our clients, Dayton Public Schools has been long affiliated with The Ohlmann Group. We have, over decades of collaboration, created a number of marketing materials and Annual Reports. We have produced radio commercials, billboards, and online ads. We have purchased and placed both traditional media and digital media. And we continue to offer our professional services to you as you face the challenges of providing a quality urban education.







## QUICKTURN

The Ohio Department of Education, working with a number of education institutions, created a special high school diploma program for adults who are over 22-years-old, living in Ohio, and do not have a diploma or a GED. Counselors work with the adult learners to develop individual plans to identify the courses and assessments needed to graduate and earn a diploma. Providers try their best to schedule instructional dates and times to meet the needs of adult learners.

The Ohlmann Group worked with four Southwestern Ohio Career Centers to brand the program as QuickTurn and then created a number of printed marketing materials, website, and supporting video, transit, and outdoor advertising. The result was a highly successful launch campaign, which gained such positive momentum and response that we essentially cloned the materials for their Northeastern Ohio counterparts.





# 



SPRING VALLEY  
ACADEMY

## SPRING VALLEY ACADEMY

Spring Valley Academy is a private, pre-kindergarten through high school Seventh-day Adventist college-preparatory school, located in southeastern Montgomery County near Dayton, Ohio. Spring Valley Academy is committed to excellence in education, co-curricular activities, and student spiritual growth in a Christian environment.

Working closely with their leadership team and teachers, The Ohlmann Group created a number of printed promotional flyers and brochures to better promote the school. In addition, we entirely re-imagined, re-designed, and re-developed the school's website from the ground up to create not only a valuable information resource for students and parents, but also a vital marketing tool for prospects. The website launched in fourth quarter 2016.



Our Commitment  
We are committed to offering our students a comprehensive educational experience with exceptional academic and spiritual growth. Our commitment ensures that we are the only school in the area that offers a variety of music, drama, and art programs. It ensures that our students are a part of a vibrant and engaging community during their school years.



**2. Describe Respondent's specific experience with public entities, especially urban K12 school districts (other than DPSD). Use attachment VIII for this purpose.**

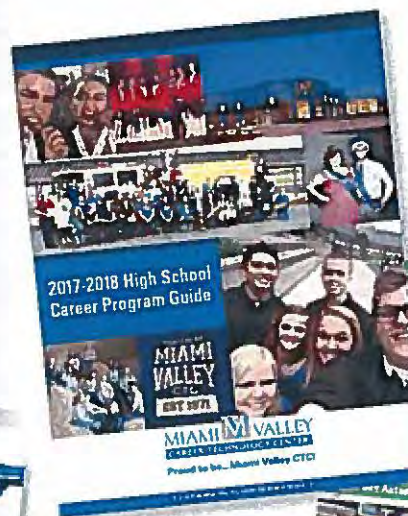
We have provided examples of work that demonstrates our experience with public entities on the following pages, along with a description of the work that was completed. Please also see Attachment VIII for references pertaining to these examples.

In addition to having served DPSD in the past, additional education clients include Miami Valley Career Technology Center and Spring Valley Academy as you saw on previous pages in this attachment. With these clients and many others, we have promoted levy issues, created innovative multi-media advertising campaigns, developed branding and marketing strategies, and much more. In addition, we have done extensive work with community-building organizations such as Crayons to Classrooms, the Dayton Area Chamber of Commerce, CareSource, and Dayton Children's.





# MIAMI VALLEY CAREER TECHNOLOGY CENTER



## MIAMI VALLEY CAREER TECHNOLOGY CENTER (MVCTC)

The Miami Valley Career Technology Center (MVCTC) is located in Englewood, Ohio and serves 27 area high schools, in five counties and their communities. MVCTC offers over 50 career technical programs for high school juniors and seniors. Working with local business and industry partners, MVCTC is helping to attract and create jobs for our region's economic growth.

As a full-service advertising and marketing communications agency, The Ohlmann Group has lent our experience to nearly every facet of MVCTC's advertising and marketing efforts. We work with their marketing team to develop strategy. We buy and place their media and coordinate extensive mailings. We create videos and television commercials in addition to their entire collection of catalogs and printed promotional materials. And we're proud to be part of their continuing success as one of the premier Career Technology Centers in the state.



# MIAMI VALLEY CAREER TECHNOLOGY CENTER Adult Education

**WHERE DO YOU WANT TO GO?**

**Career Programs**

- Automotive Maintenance Technician**
- Central Service/Supply Processing Technician**
- Electrician**
- Dental Radiology**
- Plumbing, Ventilation, Air Conditioning & Refrigeration (HVAC-R)**
- Emergency**

Each program includes a brief description of the field and the skills students will learn.

**MIAMI VALLEY CAREER TECHNOLOGY CENTER Adult Education**

**Adult Education Business Partner**

This brochure highlights the partnership between businesses and the center's adult education programs.

## MVCTC ADULT EDUCATION DIVISION

The Miami Valley Career Technology Center Adult Education division has provided adults with high-quality training and education for over 40 years. Their state-of-the-art facility in Englewood provides exceptional adult education. MVCTC's Adult Education programs allow students to explore new areas and develop new abilities for either personal or professional reasons – all for a reasonable investment of time and money and in a friendly, yet challenging atmosphere.

Just as we provide a number of services for their high school operation, we offer our same expertise for the Adult Education division. For their adult learners, we have created video, outdoor, and digital advertising as well as a wide variety of marketing collateral and direct mail postcards.

**MIAMI VALLEY CAREER TECHNOLOGY CENTER Adult Education**

**Start here. Go anywhere.**

Advanced Manufacturing Certification

[mvctc.com/ae](http://mvctc.com/ae)

**Start here. Go anywhere.**

**MIAMI VALLEY CAREER TECHNOLOGY CENTER Adult Education**

**Start here. Go anywhere.**

Affordable Adult Education Designed Around Your Lifestyle

[mvctc.com/ae](http://mvctc.com/ae)





## READYSETSOAR

ReadySetSoar is the early learning initiative for Montgomery County and is part of Learn to Earn Dayton. Since its inception, with support from the Iddings Foundation, the work of ReadySetSoar has expanded to focus on improving kindergarten readiness and third grade reading proficiency in our region.

The Ohlmann Group has collaborated closely with ReadySetSoar on a number of yearly campaigns, most recently for their PreSchool Promise initiative. Our tasks included marketing strategy, media plans, digital marketing, and a number of creative projects, ranging from producing television and radio commercials to designing billboards and digital ads.





## SINCLAIR COLLEGE

With an enrollment of 32,000 students, Sinclair is among the largest community colleges in America. They offer classes at their downtown Dayton campus, a campus center in Mason, regional centers in Englewood, Huber Heights, and Eaton, online, and at Wright-Patterson Air Force Base. Sinclair remains the Southwest Ohio region's primary choice for a college education – having awarded more degrees and certificates than any other Ohio Community College over the last 5 years.

The relationship between Sinclair and The Ohlmann Group spans decades, with our team providing extensive marketing strategy expertise, creative campaigns, and media services throughout the college's history. We develop marketing strategy for Sinclair and then implement that strategy in extensive award-winning campaigns ranging from TV, outdoor, and radio to digital advertising, social media marketing, and website development.



3. Provide portfolio of samples of the following work completed by Respondent. For each sample, briefly describe the work Respondent provided.

3.a Consumer print

Client: Hartzell Propeller  
Title: Red Bull Air Races Promotional Ad

As the global leader in aviation propeller manufacture and design, Hartzell Propeller is always receptive to creative partnerships that help display their brand in the most positive light. Most recently, they teamed with internationally-renowned Red Bull Air Races to not just provide all propellers for each competitor on the circuit, but also become the races' Technical Sponsor.

The print ad that The Ohlmann Group created for the Red Bull Air Races program defines the Hartzell brand in a few words with simple imagery.



3.b Newspaper

Client: Graceworks Lutheran  
Title: Enjoy Life Ad

Bethany Village is one of the Dayton-area's premier continuing care retirement communities that offers both assisted living and housing for residents who still want to live independently. They're also a long-time client of The Ohlmann Group. In the effort to create a campaign theme, we interviewed select residents about their experiences at Bethany Village. Each suggested that they were at Bethany because they are making the most out of their life and want to live it to the best. Those interviews served as inspiration for our current "Enjoy Life" campaign, now heavily saturated in local newspapers, magazines, and event programs throughout the region.





### 3.c Digital/Online

Client: Wright-Patt Credit Union  
Title: "On the Go" Campaign

Because of our active lifestyles and the abundance of technology at our fingertips, the era of brick-and-mortar banking is giving way to a more virtual online experience. Bank customers appreciate the convenience of services like online bill-paying and online deposits, but are often tentative about embracing the new technologies. With that in mind, Wright-Patt Credit Union approached The Ohlmann Group about creating not just a campaign that promoted mobile banking, but also a social media outreach that encouraged credit union members to share their positive experiences.

We created the "On the Go" campaign featuring Wright-Patt Credit Union CEO Doug Felcher as its focal point. Doug, like any other WPCU member, could enjoy the convenience of mobile banking while in his back yard or on a motorcycle trip miles away. While Doug's posters, newspaper ads, e-blasts, and digital display ads featured his words of endorsement, they also encouraged other members to share their own stories and photos of their experiences using mobile banking "on the go." The end result was a Facebook contest that exceeded the client's expectations and a campaign that not only raised awareness of mobile banking, but gave it a distinctly human face.



### 3.d Broadcast (to include written scripts)

Client: CareSource  
Title: Covered With Kindness "Friend", 30 second

The Ohlmann Group created a multi-state television campaign, featuring the music of Ingrid Michaelson, built around the new CareSource "Covered in Kindness" theme.

The storyboard for one of the campaign's spots is below. To view the completed commercial and other elements of the campaign, <http://ohlmanngroup.com/dps/>

CARESOURCE - COVERED WITH KINDNESS "FRIEND" - :30




### 3.e Radio (to include written scripts)

Client: Montgomery County Schools, ReadySetSoar  
Title: Preschool Promise Transit

The Ohlmann Group has created a number of radio commercials for Learn to Earn Dayton and ReadySetSoar. The most recent featured information about their Preschool Promise program.

The written script is below. To listen to the audio broadcast, go to <http://ohlmanngroup.com/dps/>

 <p>1605 North Main Street • Dayton, Ohio 45426-4198 p 937.278.0681 • f 937.277.1723 www.ohlmanngroup.com</p>		<p><b>COPY</b></p> <table border="1"> <tr> <td>CLIENT</td> <td>Ready Set Soar</td> </tr> <tr> <td>TITLE</td> <td>Preschool Promise</td> </tr> <tr> <td>JOB #</td> <td></td> </tr> <tr> <td>MEDIUM</td> <td>Radio</td> </tr> <tr> <td>LENGTH</td> <td>30:15</td> </tr> <tr> <td>DATE</td> <td>7/20/16</td> </tr> <tr> <td>REVISION</td> <td></td> </tr> <tr> <td>FILE NAME</td> <td></td> </tr> </table>		CLIENT	Ready Set Soar	TITLE	Preschool Promise	JOB #		MEDIUM	Radio	LENGTH	30:15	DATE	7/20/16	REVISION		FILE NAME	
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<p><b>30-SECOND RADIO COMMERCIAL</b></p> <p>Annct: Your child can attend a quality pre-school and we can help with the cost! (Music starts)</p> <p>Annct: Introducing the Montgomery County Preschool Promise. All residents of Montgomery County are eligible to receive tuition assistance at participating Star-Rated Preschool programs located in Northwest Dayton or Kettering! This assistance is available to families of any income! If your child is 4 by September 30th, learn more and apply now at Preschool Promise dot org! Don't wait! Enroll your 4 year old today at Preschool Promise dot org! (music ends)</p>																			
<p><b>15-SECOND RADIO COMMERCIAL</b></p> <p>Annct: Your child can attend a quality pre-school and we can help with the cost! (Music starts)</p> <p>Annct: It's the Montgomery County Preschool Promise! Montgomery County families of all incomes are eligible to receive tuition assistance! Learn more and enroll your 4 year old today at Preschool Promise dot org! (music ends)</p>																			

### 3.f Collateral

Client: Miami Valley Career Technology Center  
Title: MVCTC Collateral

Miami Valley Career Technology Center (MVCTC) is positioned to influence economic development in five southwestern Ohio counties (Montgomery, Warren, Preble, Darke, and Miami) by preparing students for the 21st century workforce. Despite their unqualified success, they were struggling with providing the appropriate information to the intended audience.

MVCTC needed a system of organization that was simple enough for anyone to get the information they needed quickly and easily. The school also wanted to build their brand awareness and make sure that design elements gelled across all platforms. The Ohlmann Group developed a new system of organizing that used a color scheme as a basis to help differentiate the clusters within the school system to address these needs. The Ohlmann Group has created a Career Guide for Students, class catalogs, and designed program sheets and posters for events as well as monthly postcards on an ongoing basis.





4. Describe Respondent's unique point-of-difference within the following:

a. Position in the marketplace

b. Strongest capabilities or service niches

At The Ohlmann Group, we simply have a passion for marketing. And our 67 years of experience as a full service advertising/marketing agency has taught us a thing or two.

We understand that you need a marketing partner with both a strong left-brain and right-brain. This is one of our greatest strengths. Under one roof, we have researchers and strategists, media and digital buyers, and brand experts whose sole purpose is to understand the DPSD brand and how it relates to your audiences. We have designers and producers, content creators, and web developers who bring that vision to life. And, in the end, we deliver tangible, measurable results. Our list of long-time clients testifies to that commitment.

We provide our clients with exceptional client-first service and innovative marketing solutions. Additionally, we take great pride in being a productive citizen in our community. We support numerous philanthropic endeavors.

Our teams have developed successful marketing plans and campaigns that integrate hundreds of separate initiatives without missing a beat. We have managed public relations crises, promoted levy issues, and created innovative multi-media advertising campaigns for educational clients, health care providers, transit authorities, and associations.

The people of The Ohlmann Group are skilled professionals who share a commitment to earning the trust of our clients by demonstrating personal integrity, acting with professional responsibility, and providing innovative marketing services. Our business model is built around super-serving our clients. Each client has a dedicated account executive who tailors our services specifically to the client's needs.

The Ohlmann Group has also displayed great tenacity and endurance through our 60+ years of doing business. This can be attributed to our commitment to our clients' success through consistently delivering innovative marketing and operating with integrity. We recognize the importance of vision and are constantly adding new services and capabilities to stay abreast of new trends and technology. In fact, in the Dayton area, The Ohlmann Group is one of a select few to be awarded the distinguished status of a Google Partner Agency.

5. Provide client list with year acquired. See Attachment IX for this information.

6. List any resources, including special relationships, equipment, etc., available to support this project.

Our agency has been an active member of the Dayton community for over 65 years. During that time, we have developed strong, strategic relationships with members of our community, including business leaders, development groups, community service agencies, media outlets, and vendors. These connections have helped us provide the best possible service to our clients by ensuring that we always have our finger on the pulse of the city. We employ

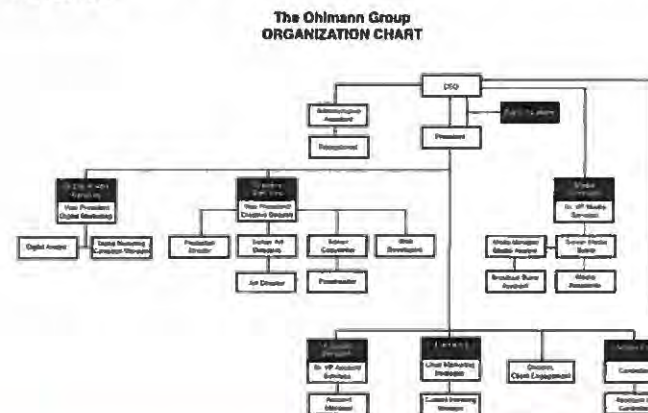
state-of-the-art technology in media tracking and placement as well as best-in-class solutions for tracking web metrics, digital ad buying, and reporting. We have a recording studio in-house and designers on staff who can quickly create and animate numerous types of video for our clients. Our team stays connected with the very latest in project management tools. We continue to make big investments in our digital and traditional media teams, which have both grown substantially over the last two years.

7. If Respondent is proposing as a team or joint venture or has included sub-contractors, describe the rationale for selecting the team and the extent to which the team, joint ventures, and/or sub-contractors have worked together in the past.

While The Ohlmann Group will not be proposing a joint venture as a part of our proposal, we have included a couple of sub-contractors that we may engage with, depending on the assigned tasks and/or workload. These two sub-contractors include Mike Kurtz, who is the Senior Media Producer at University of Dayton Media Production Group, and Joe Johnson, a senior level graphic and web designer. We have extensive experience working with each of these sub-contractors, and they are highly valued team members. Mike is an expert in video production. Joe has 20+ years of experience in graphic and web design and will assist us with work overflow when the schedule demands it.

8. State the primary work assignment and the percentage of time key personnel will devote to the project if awarded the contract. Include Project Lead name and contact information. Respondent may include organization chart outlining roles and responsibilities as it relates to this Request for Qualifications.

Our organization chart is shown below. Additional requested information can be found on the following page.



## B. Key Personnel, Continued...

**a. Project Lead, Media Planning/Buying:**  
**Contact:** Linda Ohlmann Kahn  
**CEO**  
**Ph:** (937) 278.0681  
**Email:** linda@ohlmanngroup.com  
**Time devoted to project:** 16.5% of  
 total work hours

**c. Creative Direction:**  
**Jim Hausfeld**  
**Creative Director**  
**Ph: (937) 278.0681**  
**Email: jim@ohlmannngroup.com**  
**Time devoted to project: 13% of**  
**total work hours**

**e. Production/Design:**  
**Andy Kittles**  
Senior Art Director  
Ph: (937) 278.0681  
Email: andy@ohlmannngroup.com  
Time devoted to project: 10% of  
total work hours

**g. Web Development/Maintenance:**  
**Kern Patton**  
 Senior Web Developer  
 Ph: (937) 278.0681  
 Email: kern@ohlmanngroup.com  
 Time devoted to project: 25% of  
 total work hours

**i. Production Management/Traffic:**  
**Gary Haschart**  
Production Manager  
Ph: (937) 278.0681  
Email: gary@ohlmanngroup.com  
Time devoted to project: 3% of  
total work hours

**b. Marketing Strategist:**  
**David Bowman**  
President  
Ph: (937) 278.0681  
Email: david@ohlmannngroup.com  
Time devoted to project: 15% of  
total work hours

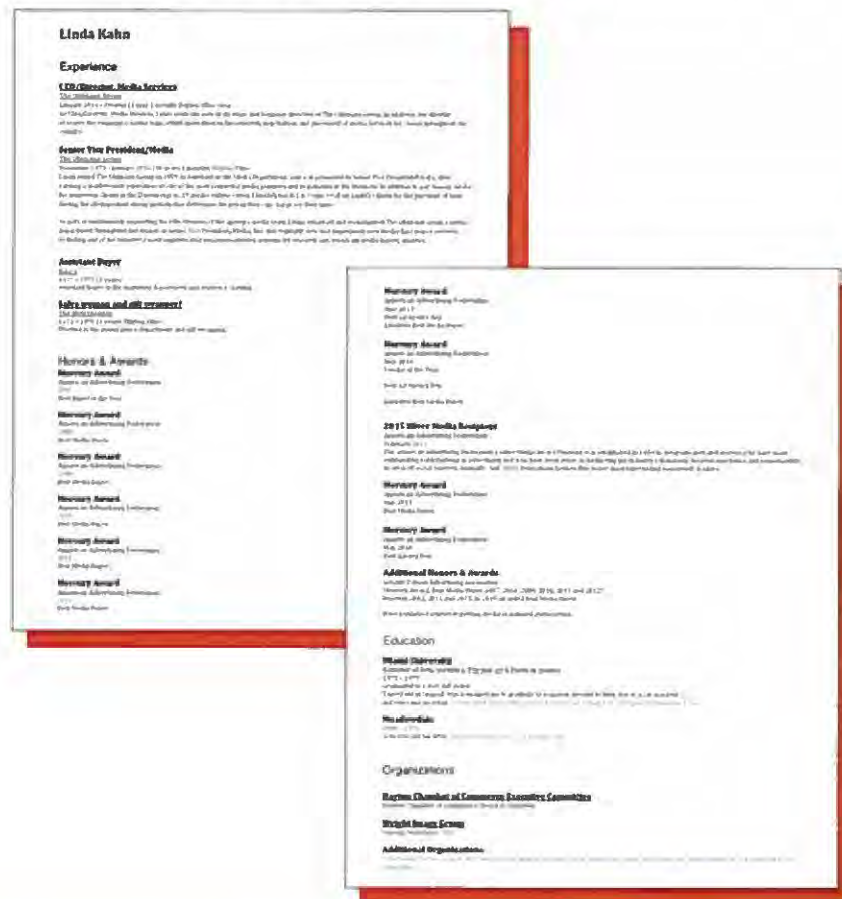
**d. PR and Community Relations:**  
**Kameron Hurley**  
Content Marketing Manager  
Ph: (937) 278.0681  
Email: kameron@ohlmannngroup.com  
Time devoted to project: 15% of  
total work hours

**f. Media Planning and Buying:**  
**Helen Mumaw**  
Senior Media Strategist  
Ph: (937) 278.0681  
Email: [helen@ohlmannngroup.com](mailto:helen@ohlmannngroup.com)  
Time devoted to project: 6.5% of  
total work hours

**h. Account Management:**  
**Roxann Patrick**  
 Director of Client Engagement  
 Ph: (937) 278.0681  
 Email: roxann@ohlmanngroup.com  
 Time devoted to project: 6.5% of  
 total work hours

**J. Digital Research and Tracking:**  
**Mike Blackney**  
Vice President/Digital Media Director  
Ph: (937) 278.0681  
Email: [mike@ohlmannngroup.com](mailto:mike@ohlmannngroup.com)  
Time devoted to project: 10% of  
total work hours

9. Provide resumes for key staff members that will be assigned to this project. Identify the number and professional qualifications to include licenses, certifications, associations of staff to be assigned to the project and relevant experience. Staff member resumes may be found on this and consecutive pages.





## 9. Resumes, Continued...

### David E. Bowman

#### > Education

- ❖ Masters of Business Administration in Marketing, University of Dayton (2004-2007)
- ❖ Bachelors of Arts in Communication and Political Science, Wright State University (1992-1997)

#### > Job History

- ❖ The Ohlmann Group, President (2016-Present)
- ❖ The Ohlmann Group, Chief Marketing Strategist (2010-2018)
- ❖ School of Advertising Art, Instructor (2012-Present)
- ❖ LUCRUM Inc, Marketing Manager (2008-2010)
- ❖ Halenbrack Marketing, Account Executive (2006-2008)
- ❖ Reynolds & Reynolds, Sales Representative (April 2006-October 2006)
- ❖ Relizon, Marketing Manager (2005-2006)
- ❖ Ohio Financial Group, Marketing Manager (2001-2005)
- ❖ Cintas, Sales Representative (1997-2000)

#### > Awards/Credentials

- ❖ Google AdWords Certified (December 2013-December 2014)
- ❖ United Rehabilitation Services, Board of Directors
- ❖ American Advertising Federation of Dayton, Board of Directors
- ❖ Dayton B2B Magazine, Contributor
- ❖ AAF Dayton 2011 and 2012 Mercury Award Winner - Best Ad Agency Rep
- ❖ Dayton Business Journal Forty Under 40 Winner - 2011
- ❖ Epilepsy Foundation of Western Ohio, 2008 Board Member of the Year.
- ❖ Greater Dayton Advertising Association, 2010 Mercury Award - Unsung Hero
- ❖ Greater Dayton Advertising Association, 2011 Mercury Award - Best Ad Agency Representative

### Jim Hausfeld

#### > Education

- ❖ BA, Ohio University 1988

#### > Job History

- ❖ Vice President, Creative, The Ohlmann Group – 2015-2017
- ❖ Creative Services Director, The Ohlmann Group – 2012-2014
- ❖ President, In-Haus Productions, Dayton, OH - 1993-2011
- ❖ Creative Services Director, Clear Channel Dayton, Dayton, OH - 1988-2011

#### > Awards/Credentials

- ❖ Over 200 local, regional, and national advertising awards, including a National ADDY, and an international Radio and Production RAP Award.
- ❖ Youngest winner of American Advertising Federation Silver Medal Lifetime Achievement Award from AAF-Dayton for contributions to advertising and the community.
- ❖ Dayton Business Journal "40 Under 40" Award.
- ❖ Winner of 20 AAF Dayton Hermes/ADDY Awards for advertising excellence.
- ❖ Eleven-time winner of AAF-Dayton Mercury Awards plus three awards for "Vendor the Year" award in 2010, 2012, and 2015.
- ❖ Two-year Past President, twelve-year board member, and longtime Hermes Awards Chairperson for American Advertising Federation – Dayton
- ❖ Co-created the Local Advertising Review Council, a joint partnership of AAF-Dayton and the Better Business Bureau.

## 9. Resumes, Continued...

### Gary Haschart

#### ➤ Education

- ❖ School of Advertising Art, 1992 - Kettering, Ohio
  - Study included graphic design, keyline, marker rendering, type indication and creative problem solving. Trained on Macintosh computers using Photoshop, FreeHand, PageMaker, Illustrator and Microsoft Word.
- ❖ Wright State University, 1989 - Dayton, Ohio. BFA in Fine Art. Major in Drawing. Minor in Sculpture

#### ➤ Employment History

- ❖ The Ohlmann Group; Dayton, Ohio. Production Director. 2017 to Present
  - Handle day-to-day operations of print production, working to maintain the highest standards of creative output for our clients.
  - Work closely with creative team and print vendors to ensure smooth, seamless production of all printed materials.
  - Coordinate estimates and purchase orders.
  - Coordinate and maintain traffic sheet for traffic meetings.
  - Proofread all advertising materials.
- ❖ The Ohlmann Group; Dayton, Ohio. Senior Art Director. 2003 to 2016
  - Brand Design/Development; Responsible for all aspects of the graphic design, Production and Implementation of print and electronic media including, but not limited to designing ads, sales literature, direct mail pieces, corporate identities, web banners, web sites and posters; Project management
- ❖ Freelance Design; Kettering, Ohio. Self-Employed. 2002 to 2003
- ❖ David K. Burnap Agency; Centerville, Ohio. Art Director. 2000 to 2002
- ❖ Cho Graphics; Centerville, Ohio. Graphic Designer. 1998 to 2000
- ❖ Amolé Cosmetics Inc.; Dayton, Ohio. Graphic Designer 1992 to 1998

#### ➤ Awards/Credentials

- ❖ Won 3 Hermes Heads over the years from the American Advertising Federation - Dayton. One of the Hermes Heads was for the coveted Judges Award for Creativity.
- ❖ Trained in WordPress for building out Websites once they are developed.

### Helen Mumaw

#### ➤ Education

- ❖ BS in Communications, School of Radio and Television, Ohio University, 1981

#### ➤ Job History

- ❖ WPFB Radio, Middletown, OH - August, Sales Assistant to Sales Manager (1981-1983)
  - Processing orders for Sales Manager
  - Managing Sales Manager calendar
  - Creating Sales Flyers
  - Interacting with sales, on-air, accounting staff
  - Typing communications for sales manager
- ❖ The Ohlmann Group, Inc. Dec., 1983-Present
  - Started as Media Assistant-Broadcast; responsible for producing radio orders, traffic continuity, reconciling invoices and researching various markets
  - Became Media Buyer; responsible for researching, procuring and reconciling all media related to newspaper, consumer and trade magazines, outdoor, indoor advertising, movie theater, email/online/mobile advertising, direct mail, marriage mail and other ancillary advertising vehicles that are available for a wide variety of industries.
  - Agency liaison with U.S. Post Office,

#### ➤ Awards/Credentials

- ❖ Google Ad Words Training
- ❖ Facebook Advertising Training Course Completed
- ❖ Mercury Award Honoree for Best Media Buyer 2007 - 2010
- ❖ Mercury Award for Best Print Buyer 2012
- ❖ Mercury Award for Best Media Buyer 2013
- ❖ Lead team responsible for submitting The Ohlmann Group for the Better Business Bureau Integrity Award, for which we won in 2012.
- ❖ Guest Speaker at Outdoor Advertising Association of Ohio, September, 1995

## 9. Resumes, Continued...

### Mike Blackney

#### ➤ Education

- ❖ BS in Communications-Advertising, minor in Marketing from Appalachian State University (Boone, NC)

#### ➤ Job History

- ❖ The Ohlmann Group – Digital Media Manager
- ❖ LIN Media – Digital Sales Director
- ❖ Commuter Advertising – Account Executive
- ❖ Berry Company
  - Inside Sales
  - Outside Sales
  - Corporate Trainer
  - Corporate Training Manager
  - Inside Sales Manager
  - Outside Sales Manager
  - Account Executive

#### ➤ Awards/Credentials

- ❖ Google Partner, Google AdWords Certification in Advertising Fundamentals, Advanced Search, and Advanced Display, Proficiencies in Google Analytics, Microsoft AdCenter, Demand Side Platforms, Social Media Management, Facebook Ads, Twitter Ads, YouTube TrueView ads, Lead Generation, Local SEO. Multiple Sales Awards.

### Roxann Patrick

#### ➤ Education

- ❖ Associates Degree in Commercial Art from Indiana Vocational Technical College – Columbus, Indiana

#### ➤ Employment History

- ❖ The Ohlmann Group; Dayton, Ohio. Director of Customer Engagement, November, 2016 to Present
  - Work directly with customers to maintain quality and to ensure deadlines are met.
  - Work closely with President to achieve consistent customer satisfaction.
  - Proposal development.
  - Develop Ohlmann Group materials to reflect and maintain the agency's brand.
- ❖ School of Advertising Art; Kettering, Ohio. Director of Career Services, 2012 to 2018
  - Mentored students to prepare them for employment and job placement for all graduates
  - Co-instructed Professional Development classes
  - Achieved 100% placement of graduates each year
  - Developed and executed highly successful inaugural Job Fair
- ❖ Designed Solutions Group, Inc. (DSG); Centerville, OH. President and Creative Director, 1994 to 2014
- ❖ Forest Grove Advertising (no longer in business); Centerville, Ohio. Senior Art Director, 1992 - 1994
- ❖ Roxann Patrick and Associates; Kettering, OH. Owner and Creative Director, 1989 to 1992
- ❖ Freelance Graphic Designer; Dayton, Ohio, 1983 to 1989

#### ➤ Awards/Credentials

Design skills and creative leadership have led to over 100 awards for Roxann throughout her career in various competitions including the Addy's, DMA and Graphic Design USA, along with sponsored competitions by the Women's Business Enterprise National Council, the New York Times and Cox Newspapers.

Roxann is the current President of the AAF-Dayton; was a board member of the NCCJ Dayton; was honored as one of 14 women business owners nationally as a Woman Business Star by the WBENC in 2007 and was a forum board member of the WBENC in Washington DC from 2004-2007.



## 9. Resumes, Continued...

### Kern Patton

#### Education:

BFA, Bowling Green State University, Bowling Green, OH, 1994 - 1999

#### Job History:

The Ohlmann Group (2016-present) *Senior Web Developer*

- Develop and deploy client web sites using Wordpress.
- Custom Wordpress designs and functionality.
- Work with clients and internal stockholders to plan and develop each client web site.
- Development including CSS, Javascript, PHP, mySql.

Cloudtakeoff.com (2013-2016) *Senior Web Developer*

- Part of product development team working on main product. Including moving from Silverlight to a full web front end application built in Angular.js using TypeScript and .NET MVC backend running in Azure.
- Created drawing, editing and repositioning elements in main company product, a web application that uses the HTML5 Canvas for drawing using the Konva.js framework.
- Developed a production REST API for partners to interact with cloudtakeoff services and hosting. Using .NET 4.5 webAPI, REST, OAuth and collection+json.
- Junior and Mid-level developer management and mentoring – directly managing a team of 6. Defining architecture, code reviews and best practices and teaching/motivating to deliver on time and to promote knowledge growth on the team.

LexisNexis (2001 - 2013) *Senior Software Engineer, Marketing Analytics*

- Work closely with sales, marketing and the business segment leaders to develop productivity tools and improve existing sales tools using C#, .NET, MS SQL, JavaScript.
- Work with data team to improve data architecture for performance enhancements to allow large sets of data to be web accessible.
- Architected and built a web based contact management application for sales, giving them access to customer and lead data and allow them to manage their sales activities. Designed and built the data base in MS SQL and ASP.NET web application Using C#, JavaScript, HTML, CSS.
- Created Database driven community platform that supported over 30 individual community sites, geared to specific target audiences within the legal market. Driving 1.5 million page views on average per month.
- Developed and maintained learning management system for customers to purchase course work and certification testing.
- Lead development of Bookstore microsites which include consuming ATG webservices. Allowing for the creation of personalized shopping experiences for different product offerings, including an in page shopping cart using JavaScript and C# .NET API

### Andy Kittles

#### ➤ Education

- ◆ School of Advertising Art - 1992

#### ➤ Job History

- ◆ The Ohlmann Group (2006-Present) – *Art Director*
  - Designing concept/graphics for websites, magazines, newspapers and billboards, as well as collateral material used to support the campaigns of both corporate and consumer accounts
- ◆ Ohio Department of Development, Office of Communications (2000-2006) – *Graphics Manager*
  - Developed marketing/communications materials for 7 divisions within the ODD including: Economic Development, International Trade, Technology, Travel and Tourism, Community Development, Governor's Office of Appalachia, and the Governor's Office (Taft Administration)
  - Managed a small team of designers, web developers, and interns

#### ➤ Awards/Credentials

Choosing Hope Adoptions, Springfield Ohio - Communications and Marketing Board Member (current)

Springfield Exchange Club Foundation – Board Member (current)

2015 Silver Addy - AAF Dayton  
 2015 Bronze Addy (7) - AAF Dayton  
 2014 Gold Addy - AAF Dayton  
 2014 Silver Addy - AAF Dayton  
 2014 Bronze Addy - AAF Dayton  
 2013 Gold Addy - AAF Dayton  
 2013 Silver Addy - AAF Dayton  
 2013 Bronze Addy (5) - AAF Dayton  
 2012 Silver Addy - AAF Dayton  
 2012 Bronze Addy (2) - AAF Dayton  
 2009 Silver Addy (2) - AAF Dayton  
 2009 Bronze Addy (5) - AAF Dayton

## 9. Resumes, Continued...

### Kameron Hurley

#### ➤ Education

- ❖ MA, Historical Studies, University of Kwa-Zulu Natal
- ❖ BA, Historical Studies, University of Alaska – Fairbanks
- ❖ AA, General Studies, Clark College

#### ➤ Job History

- ❖ The Ohlmann Group, Inc. Content Marketing Manager
  - October 2015-Present
  - Lead writer and editor for yearly client magazine featuring interviews with aviation pioneers and industry leaders, including stunt pilots, technicians, mechanics, and engineers
  - Creates and reports on results of content marketing efforts, suggesting alterations in the type of content created. Adjusting content targets doubled lead generation efforts for one client and resulted in 1/3 more social impressions for another.
  - Instituted quality check process to reduce typographical errors present during client review of content by 90%.
- ❖ Autosoft, Inc. Communications Manager Content Marketing Manager
  - January 2015-October 2015
  - Spearheaded company rebranding initiative with development and execution of Brand Standards Guide
  - Revised lead-generation email messaging to increase email open rates by 5% and click-through rates by 100%, leading to over \$47,000 in additional POS.
  - Developed new messaging and email strategy to increase nurture email open rates by 10% and click-throughs by 4%.
  - Worked with web team to optimize website design and language to drive more traffic (50% increase) and lead generation (20% increase)
- ❖ Lexus Nexis. Senior Communications Strategist, Copywriter
  - March 2011-January 2015
  - Led copy creation of refreshed corporate site, leading to 116% increase in page views, 114% increase in customer sign-ins, and 62% decrease in bounce rates

- Worked with agencies and brand managers to create successful content marketing and communications plans and campaigns across multiple platforms
- Developed copy template creation for in-house team, resulting in an overall improvement in drafting and layout times of direct mail and email projects by 20%

#### ❖ The Ohlmann Group, Inc. Senior Copywriter

- March 2010 – March 2011
- Developed and managed social media, digital advertising content, and communications and PR plans for clients
- Created, wrote, pitched, and placed PR pieces – including press releases and article content – to media outlets

#### ❖ ITS Financial. Communications Manager

- June 2007 – March 2010
- Developed comprehensive communications strategies for \$40M company, working closely with company's CEO and executive team. Produced all internal and external communications for nationwide retail and franchise system. Handled all media inquiries as company spokesperson and managed crisis communications plans. Worked with agency to develop and refine consumer messaging for print, radio, and television, resulting in 200% increase in customer calls. Managed three-person team, outside contractors, and agency work.

#### ❖ CH2MHill Communications Group. Assistant Project Manager

- March 2004 – December 2006
- Created project delivery packages for \$12M in communications projects. Assisted in writing, preparation and editing of RFP's, resulting in ongoing contract awards.

#### ❖ Infinity Software Development. Writer.

- October 2005-October 2006
- Wrote passages for reading comprehension tests for Florida department of education

#### ❖ University of Alaska Press. Order Clerk/Editorial Assistant

- January 2000 – May 2001
- Wrote press releases, processed orders.

#### ➤ Awards/Credentials

- ❖ 2014 Hermes Award, Bronze. Integrated Campaigns (copywriting)
- ❖ 2013 Hermes Award, Bronze. Consumer or Trade Publication (copywriting)
- ❖ 2012 Hermes Award, Bronze. Consumer or Trade Publication (copywriting)
- ❖ 2012 Hermes Award, Bronze. Interactive Media (copywriting)

#### ➤ Additional Awards

- ❖ 2013 Hugo Award, Best Related Work ("We Have Always Fought")
- ❖ 2013 Hugo Award, Best Fan Writer
- ❖ 2012 Sydney J. Bounds Best Newcomer Award (for GOD'S WAR)
- ❖ 2011 Nebula Award Nominee for Best Novel - GOD'S WAR
- ❖ 2011 Kitschy Award for Best Debut Novel - GOD'S WAR



10. Identify industry awards, recognitions, and or accommodations the firm or team member(s) have received.

We pride ourselves on not just having talented people, but the very best in the region. We are honored to have received many awards throughout The Ohlmann Group's history. And while meeting our clients' goals are most important to us, awards are a validation of our creativity and the recognition that The Ohlmann Group's employees have earned.

We are providing information on many of our awards on the following pages. Although it's not a comprehensive list of all The Ohlmann Group's awards, it will provide you with information on our more recent achievements.



Winner of the 2012 BBB Eclipse Integrity Award recognizing:

- sound management practices
- healthy customer relationships
- ethical marketing and advertising practices, and
- community involvement



We were honored to receive the 2015 Humanitarian of the Year Award from the United Way of the Greater Dayton Area in April 2016.

The Humanitarian of the Year Award is given to an individual or company who goes above and beyond in making a positive impact in our community.



Recognized as one of the Top 25 Best Places to Work in Dayton in 2014, 2015 and 2016 by the Dayton Business Journal.

American Advertising Federation-Dayton's Mercury Awards - 2012 thru 2016

Honoree	Category	Year
Cindy Zwayer	Best Print/Specialties Buyer	2016
David Bowman	Best Ad Agency Rep	2016
Helen Mumaw	Best Media Buyer	2016
Jim Hausfeld	Best Audio/Video Production Rep	2016
Jim Hausfeld	Mike Fariello Unsung Hero Award	2016
Kameron Hurley	Best Social Media Rep	2016
Linda Kahn	Best Ad Agency Rep	2016
Linda Kahn	Best Media Buyer	2016
Linda Kahn	Mike Fariello Unsung Hero Award	2016
Mary Ann Wootten	Newcomer of the Year	2016
Mike Blackney	Best Digital Rep	2016
Cindy Zwayer	Best Print/Specialties Buyer	2015
David Bowman	Best Ad Agency Rep	2015
David Bowman	Best Digital Rep	2015
David Bowman	Best Social Media Rep	2015
Helen Mumaw	Best Ad Agency Rep	2015
Helen Mumaw	Best Media Buyer	2015
Ian Bowman-Henderson	Best Social Media Rep	2015
Ian Bowman-Henderson	Newcomer of the Year	2015
Jim Hausfeld	Best Audio/Video Production Rep	2015
Jim Hausfeld	Unsung Hero	2015
Linda Kahn	Best Ad Agency Rep	2015
Linda Kahn	Best Media Buyer	2015
Mike Blackney	Best Digital Rep	2015
Jim Hausfeld	Vendor of the Year	2015
Cindy Zwayer	Best Print/Specialties Buyer	2014
David Bowman	Best Ad Agency Rep	2014
David Bowman	Best Social Media Rep	2014
David Bowman	Unsung Hero	2014
Helen Mumaw	Best Ad Agency Rep	2014
Helen Mumaw	Best Media Buyer	2014
Ian Bowman-Henderson	Best Social Media Rep	2014
Jim Hausfeld	Best Ad Agency Rep	2014
Jim Hausfeld	Best Audio/Video Production Rep	2014
Linda Kahn	Best Ad Agency Rep	2014
Linda Kahn	Best Media Buyer	2014
Mike Blackney	Newcomer of the Year	2014
Linda Kahn	Vendor of the Year	2014
David Bowman	Best Ad Agency Rep	2013
David Bowman	Best Social Media Rep	2013
Helen Mumaw	Best Media Buyer	2013
Jim Hausfeld	Best Ad Agency Rep	2013
Jim Hausfeld	Best Audio/Video Production Rep	2013
Jim Hausfeld	Unsung Hero	2013
Linda Kahn	Best Ad Agency Rep	2013
Linda Kahn	Best Media Buyer	2013
Linda Kahn	Unsung Hero	2013
Jim Hausfeld	Vendor of the Year	2013
Cindy Zwayer	Best Print/Specialty Buyer	2012
David Bowman	Best Ad Agency Rep	2012
Helen Mumaw	Best Print/Specialty Buyer	2012
Jim Hausfeld	Best Audio/Video Production Rep	2012
Jim Hausfeld	Unsung Hero	2012
Linda Kahn	Best Media Buyer	2012
Richard Kaiser	Best Social Media Rep	2012
Shelby Quinlivan	Newcomer of the Year	2012
Walter Ohlmann	Unsung Hero	2012



The Ohlmann Group is the only firm to win AAF Dayton's Mercury Award for Best Media Buyer every year of the award's existence.



10. Continued...

**American Advertising Federation-Dayton's ADDY-Hermes Awards - 2012 thru 2016**



**2016 winning entries included:**

1 Gold ADDY  
3 Silver ADDYs  
15 Bronze ADDYs

**2015 winning entries included:**

1 Gold ADDY  
3 Silver ADDYs  
8 Bronze ADDYs

**2014 winning entries included:**

1 Gold ADDY  
3 Silver ADDYs  
5 Bronze ADDYs

**2013 winning entries included:**

2 Gold ADDYs  
1 Silver ADDY  
5 Bronze ADDYs

**2012 winning entries included:**

1 Silver ADDY  
3 Bronze ADDYs



**ATTACHMENT IX – CURRENT CLIENT LIST**

NAME OF FIRM	The Ohlmann Group, Inc.	PROPOSAL DATE	January 20, 2017
Client Names	City/State	Contract Term	Summary of Services Provided
Airway Construction	Dayton, OH	2016 to current (ongoing)	Website design and development, brand development, collateral materials
Area Agency on Aging	Dayton, OH	2016 to current (ongoing)	Out of home, Traditional media buying, Creative, Annual report, Web design and development
Beasley Broadcasting - WDRR-FM	Augusta, GA	2006 to current (ongoing)	Media buying
Beasley Broadcasting - WGAS-FM	Augusta, GA	2006 to current (ongoing)	Media buying
Beasley Broadcasting - WHHD-FM	Augusta, GA	2006 to current (ongoing)	Media buying
Beasley Broadcasting - WKXC-FM	Augusta, GA	2007 to current (ongoing)	Media buying
CareSource	Kentucky, Ohio, Indiana and West Virginia	2013 to current (ongoing)	TV, Radio, Out of home, Internet/digital buying, Print production, Creative, Brand guide development, Annual report
Crayex	Piqua, OH	2016 to current (ongoing)	Marketing Strategy, Creative, Brand development
Chuy's	Austin, TX	2013 to current (ongoing)	Public Relations
City of Dayton	Dayton, OH	2006 to current (ongoing)	Brand development, Creative, Production, Digital campaigns, Web development
County Corp	Dayton, OH	2009 to current (ongoing)	Production art, Brand strategy



**ATTACHMENT IX – CURRENT CLIENT LIST**

NAME OF FIRM	The Ohlmann Group, Inc.	PROPOSAL DATE	January 20, 2017
Client Names	City/State	Contract Term	Summary of Services Provided
Dave Arbogast Buick	Troy, OH	2015 to current (ongoing)	Television
Dayton Area Chamber of Commerce	Dayton, OH	1995 to current (ongoing)	Radio, Creative, Web design, Media buying
Dayton Children's Hospital	Dayton, OH	1992 to current (ongoing)	Traditional media, Out of home, Internet/digital, Creative/production
Graceworks Lutheran Services	Dayton, OH	2013 to current (ongoing)	Media buying, Internet/digital, Print design, Creative/production, Web design and development
Good Neighbor House	Dayton, OH	2014 to current (ongoing)	Annual report, Broadcast, Radio, Creative
Hartzell Propeller	Piqua, OH (international customer base)	2013 to current (ongoing)	Print design, Creative/production, Internet/digital, Public relations Brand strategy
Hochman & Plunkett	Cincinnati and Dayton, OH	2008 to current (ongoing)	Media buying
Ascend	Cincinnati, OH	2015 to current (ongoing)	Marketing strategy, Creative messaging, Public relations, web design and development
Kettering Health Network	Cincinnati and Dayton, OH	1994 to current (ongoing)	Television, Creative/production, Print design, Out of home, Internet/digital, Radio
MVCTC	Clayton, OH	2006 to current (ongoing)	Creative/production, Print design, Internet/digital, Out of home, Television

### ATTACHMENT IX – CURRENT CLIENT LIST

NAME OF FIRM	The Ohlmann Group, Inc.	PROPOSAL DATE	January 20, 2017
Client Names	City/State	Contract Term	Summary of Services Provided
Ohio Valley Goodwill	Cincinnati, OH	2013 to current (ongoing)	Creative/production, Public relations
Ready Set Soar	Dayton, OH	2013 to current (ongoing)	Traditional media, Out of home, Internet/digital, Creative/production
Recovery Centers of America	Baltimore, MD; Boston, MA; Philadelphia, PA	2016 to current (ongoing)	Media buying, Creative/production
River Valley Credit Union	Miamisburg, OH	2006 to current (ongoing)	Traditional media buying
Sinclair College	Dayton, OH Mason, OH	1995 to current (ongoing)	Television, Out of home, Internet/digital, Print design, Radio, Creative/production, brand development
Spring Valley Academy	Dayton, OH	2014 to current (ongoing)	Website design and development, Brand development
Trimbach Body Shop	Tipp City, OH	2013 to current (ongoing)	Out of home, Traditional media, Creative/production
WDTN/WBDT	Dayton, OH	2006 to current (ongoing)	Traditional media, Out of home
Wright Patt Credit Union	Dayton, OH Columbus, OH	2006 to current (ongoing)	Creative/production, Internet/digital, Out of home, Print design, Out of home
WLUK TV/WCWF	Green Bay, WI	2011 to current (ongoing)	Media Buying
Victoria Theatre Association	Dayton, OH	2010 to current (ongoing)	Brand development, Environmental design Website design and development



## Attachment III

# Proposed Plan

### 1. Design Plan

Describe your vision for creative methods and plan designed for an integrated marketing campaign focused on advertising to increase student enrollment. This includes producing and executing a detailed plan with timelines, best strategies, and approaches, in addition to quarterly performance and status reports.

We will begin work for DPSD by conducting interviews with primary stakeholders to learn about the DPSD goals and challenges, identifying the DPSD competition, and conducting a competitive analysis. This framework will enable us to construct an archetype brand and "personality" for DPSD.

Our research will include U.S. census, local, geographical, and ethnic data to plan our strategies and tactics, taking into consideration the DPSD's enrollment focus. The results of this research will be built into a creative brief that we will review and tweak with you.

We have taken the initiative to gather preliminary research for you. These results are very relevant to your initiatives and very insightful. We have included highlights of this research for you.

Research results, including the results we've provided, will determine targeted strategies and ensuing tactics to meet your goals. Our knowledge and expertise in marketing, advertising, creative development, digital and internet development and research, public relations and media development and buying for the education market will be employed in the development of a comprehensive plan.

The plan will include a schedule, timelines for implementation, details, and desired results of specific tactics along with reporting methods for performance and effectiveness.

### Preliminary Research Data

	City of Dayton Zips
<b>Gender</b>	
Women	49%
Men	51%
<b>Household Income</b>	
<\$30K	34%
\$30-\$50K	28%
\$50-\$75K	13%
\$75-\$100K	13%
\$100K+	12%
<b>Number Of Children</b>	Avg=0.6
1+ Children	28%
2+ Children	13%
3+ Children	7%
<b>Ages Of Children</b>	
5 years old or younger	30%
Between 6 - 11 years old	26%
Between 12 - 17 years old	22%
Between 18 - 24 years old	35%
25 years or older	30%
<b>Ethnic Background</b>	
Caucasian	57%
African American	40%
Hispanic	2%
Native American/Indian	1%
Asian/Pacific Islander	0%
Other	0%
<b>Marital Status</b>	
Married	45%
Single	24%
Divorced/separated	18%
Living Together	5%
Widowed	8%
<b>Primary Residence</b>	
Own a House	59%
Rent	30%
Live w/parents/guardian	7%
Own a Condo	1%
Own a Townhouse	1%
Other	1%
<b>Occupation</b>	
White Collar/Mgr/Prof	26%
Working Women	14%
Retired	28%
Blue Collar/Operative Worker	13%
Clerical	2%
Student	1%
<b>Standard Age Ranges</b>	
18 - 24	8%
25 - 34	14%
35 - 49	20%
50 - 64	28%
65+	29%

## 2. Work Plan

**2.a. Methodology – Provide a work plan describing the services, approach and methodology proposed for accomplishing the scope of services outline in the RFQ. Provide a statement demonstrating Respondent's understanding of the objectives and issues of the project.**

The methodology used at The Ohlmann Group is multi-fold:

### *Messaging*

We know that effective marketing is about more than a cool logo, clever tagline, or catchy ad campaign. Everything your district does conveys a message, and it is our job to communicate that message to the right people, with the right media, at the right time. A great message resonates. It expresses your unique value in a way people notice, understand, remember, and share. Your message should be anchored in principle and fluid in practice. It should revolve around the communities you serve and evolve with your brand. Messaging should be meaningful, memorable, and move people to action.

### *Media*

Media is what connects your district to the wider world. It's where you listen, learn, speak, and build relationships with people outside your classrooms and facilities. From websites, press releases, print publications, and interactive presentations to radio, television, Facebook, and face-to-face conversations, the options for media are seemingly endless and constantly evolving. We use our expertise to identify the most appropriate sources of paid, owned, and earned media – connecting your district with the people you want to serve in the media they use most.

### *Measurement*

Marketing isn't fixed in time or set in stone – it's dynamic. A plan is always fluid and ever-changing, just as your parents and students are. Marketing is an ongoing experiment that can generate valuable insight about your future. We measure to help you understand the people you serve and create new opportunities for success. We give you actionable information, so you can make informed decisions. Equipped with knowledge based on facts, we can focus messaging based on what is working, all with the goal of strengthening your value to the community and engaging your target audiences.

### *Meaning*

The district and the impact of its initiatives are meaningful to our community. It's our goal to combine message, media, and measurement to produce marketing that resonates with our community emotionally to form an even stronger relationship between the district and the people you serve. We use marketing as a vehicle for human inspiration and business innovation.



**2.b. Discuss the roles and responsibilities of the Respondent and all subcontractors. Identify work to be performed by the Respondent and work to be performed by subcontractors, if any.**

Because The Ohlmann Group is a full-service agency, our staff has the expertise to fulfill the services DPSD requires. If we utilize subcontractors, it will be to a minimal degree. Potential subcontractors may be called in for video production and/or overflow in web or graphic design.

**2.c. Resource and Information Requirements – Provide a list of all resources and information that Respondent will request DPSD to provide.**

Resources and information we may require should we be awarded this contract include:

- Meetings with key stakeholders in the DPSD brand, which may include your staff, community influencers, students, parents, educators, etc.
- Photography and design assets
- DPSD brand standards guide
- Access to the DPSD social media platforms, website, and web analytics
- Competitive information/materials
- Previous marketing strategies and research results
- Verify zipcodes
- A current map of the school district
- Parents' email addresses

**2.d. Describe how Respondent will ensure that messaging is aligned with the desired outcome of increasing student enrollment.**

This will be achieved by listening to and understanding the goals and objectives of DPSD and working collaboratively to meet the needs of the organization. We will vet the results of the campaign at predetermined intervals to ensure it's satisfying the established goals and refine the messaging accordingly.

**2.e. Explain how Respondent would provide professional consulting, management and integration services for new and existing markets that increase overall awareness of DPSD initiatives and offerings, while creating an aggressive advertising campaign that provides positive visibility of District's key assets and successes.**

The Ohlmann Group has the people and processes in place to create marketing campaigns that deliver great outcomes. We know that effective marketing is about producing tangible, measureable results – on time and within budget – for our clients. We have decades of experience in doing business in the Dayton area, which provides us with a unique understanding of our region, and its benefits and challenges.

**3. Operating Plan**

**3.a. Describe the proposed plan to provide a Comprehensive Marketing Services campaign as outlined in Section 3.0 – Scope of Services. The proposed plan shall include specific tasks, staff assigned, schedule of events and expected participation of DPSD staff.**

At The Ohlmann Group, we are experts in media buying. We will begin by doing comprehensive demographic, psychographic, and geographic research. We will combine both qualitative and quantitative data to define a primary and secondary target audience for your media efforts. For DPSD, we will utilize U.S. census, local, geographical, and ethnic data to frame our media strategies and tactics, taking into consideration the DPSD's enrollment focus. We also assume you have extensive knowledge through the database of the student population and parents that would help us understand nuance of each to help build a brand strategy. Sharing this information would supply us with the knowledge to understand the weaknesses and strengths of DPSD.

**3.a.i. In detail, describe how Respondent would direct media plans and media buys as requested to include the following:**

- Requesting proposals from targeted media
- Negotiating added value (in-kind) additional media
- Provide marketing media commission fee and rationale for commission fee
- Securing coverage in television, radio, and print media outlets
- Collecting clippings, tracking results, generating reports

We begin our media planning process by taking the time to understand the needs of our client - establishing goals, objectives, and clear metrics for measuring success. We then review research and information we have about the external market and the primary target audience. If necessary, we then conduct further research to determine the most appropriate strategy for success. Once we have analyzed critical pieces of information and developed an initial set of market assumptions, we begin to formulate a media strategy that uses the most effective forms of media available to reach the target audience. As we review the various media options, we work closely with the creative team to determine the critical media components necessary to properly express the message of the campaign in a way that resonates with the audience. This can range from discussions on types of media to be used, points of integration between media channels, specific placements within a chosen medium, and characteristics of the creative components themselves. We then seek to fine tune the program by reviewing cost efficiencies in relation to the budget to determine our recommended media mix. Once these steps have been completed, we finalize the plan and present it to the client for approval. The result is a systemic approach to leverage creative



content across the optimal media channels in the most appropriate sequence for delivering maximum results, which are quantified, qualified, and actively used to improve future creative and media management initiatives.

Community sponsorships provide an additional opportunity to add to a media campaign. We are constantly reviewing opportunities for sponsorships brought to us by local community organizations and through our network of media partners. We take the same care in reviewing sponsorships as we do when reviewing other forms of media, because for a sponsorship to be effective it has to deliver results. We review demographic, psychographic, and historical market data to help determine the appropriateness of a given sponsorship opportunity. We then evaluate the cost of the sponsorship relative to the potential benefit it provides to the client. We also look at the relative fit of the opportunity with other elements of the clients marketing to ensure that sponsorships are in alignment with overall organizational goals and objectives. If the sponsorship opportunity is viable, we then seek to leverage it through social and digital media channels, as well as through traditional public relations services. In the end we seek to create a value far greater than the cost of the sponsorship itself by using our expertise to leverage paid, owned, and earned media channels to promote the activities of our clients.

The following sections provide additional details about specific media buying and planning services as well as tactics offered by The Ohlmann Group:

#### **Software & Research Tools:**

The Ohlmann Group believes in making educated media buying decisions. We use a mix of media management software packages and sophisticated market research tools to guide the direction of our strategic marketing initiatives.

**STRATA** - In order to provide insight into the media buying process we use STRATA media buying software, which guides our decisions throughout the media buying process. This software package records current and historical media purchase data for our clients, while also providing a full suite of informative market reports from Nielsen, which are updated monthly. This combination of historical trends and current market performance enables us to make informed decisions about the most appropriate mix of media for our clients. The STRATA media system is fully integrated with our accounting system, Advantage, which helps us to maintain accurate and complete billing records for our clients. The combination of these two platforms streamlines our internal operations and makes it possible to offer enhanced activity reporting to our clients, increasing the accountability of vendors and media partners.

**Media Audit** - In order to guarantee that our clients receive the full value of their media investment, we regularly use the Media Audit system to gather current information on local media audiences as well as insights on what consumers are planning to buy, where they are shopping, and how they spend their leisure time.

**Additional Reporting Tools** - We frequently use Scarborough Research, which provides comprehensive information about retail shopping behaviors, lifestyle characteristics, in-depth consumer demographics, and media usage patterns. Throughout our network of local media partners we are also able to easily access a number of additional sources of market research. This includes Leigh Stowell Market/Client Data, ABC Circulation Audits, comScore data, and Prism through Cox Media Group and Marshall Marketing Data Market/Client reports through Lin Broadcasting.

**Competitive Market Data** - From a competitive market standpoint we are able to access a wealth of information from ComScore, Kantar Media and Media Monitor. They all identify key advertiser major market expenditures for all media.

**Local Media** - Furthermore our strong relationship with local media outlets frequently gives us access to in-house marketing research, unpublished competitive information, and industry information that gives our clients a distinct advantage over the competition in the market.

#### **Broadcast – Radio, Television and Cable**

**Ohlmann Group Staff:** *Linda Kahn, Mary Ann Wootton, Pam Fister*

Broadcast media has the power to reach large audiences and move people to action, yet this power often comes with an expensive price tag. The Ohlmann Group follows a proven process to ensure that our clients get the most for the marketing dollars they invest in broadcast media.

- Determine target audience and the goals and objectives of the campaign.
- Establish campaign scope for budget and time frame.
- Review historical data to determine the projected campaign reach and frequency by looking at factors like houses using television sets and share of programming.
- Incorporate market trend information and work with broadcast media partners to obtain a schedule of available inventory and costs.
- Next we draft an initial schedule for broadcast media, examining proposed rates and program efficiencies.
- Negotiate with broadcast partners on behalf of the client in an attempt to receive reductions in rates, improvements in placements, increases in frequency, and other potential value added options.
- Evaluate media proposals from broadcast partners and construct preliminary media plan.
- Review planned media buy with the client, outlining reach and frequency reports, spot buy calendars, and other relevant information.
- Obtain final approval from the client.
- Review order with the broadcast partners, and when possible, seek to obtain any additional value added options that may be available.



- Prepare spot buys for each vendor and transfer to the accounting system for billing.
- Place orders electronically with the broadcast partners.
- Communicate flight dates, necessary campaign elements, spot length, and critical deadlines to the primary contact at the creative agency.
- Review all creative elements prior to placement to ensure deliverable is in compliance with the established guidelines set forth by the client.
- Issue approval for spots and send along to the broadcast partners.
- Monitor each campaign and address any make good situations as they arise. Integrate electronic station invoices into our buying system and perform an audit of the campaign.
- Resolve invoice discrepancies for payment to stations and change orders so that the approved invoices match the client billing.
- Analyze post campaign evaluations of the program and negotiate additional points when appropriate.
- Provide a post campaign report to the client along with suggestions for improvements when necessary.
- Produce quarterly competitive reports to client to provide greater understanding of the evolving dynamics of the market environment.

Our goal is to produce broadcast media plans that deliver real results, and we understand the commitment it takes to go beyond simple market awareness. Our systemic approach to managing broadcast media leverages our market knowledge, personal relationships, and industry expertise to reduce costs, improve performance, and increase accountability.

#### Outdoor Advertising:

*Ohlmann Group Staff: Helen Mumaw, Audrey Leonard*

Outdoor advertising is an excellent way to communicate a message to a large audience. The Ohlmann Group has strong relationships with area outdoor advertising vendors, deep knowledge of the options available in the market, and an understanding of what it takes to make the medium perform well. From monitoring new sites and emerging market trends to negotiating exceptional rates and providing clear, useful performance reports, The Ohlmann Group provides clients with exceptional outdoor advertising programs. Our process for outdoor advertising is based on the following steps:

- Determine target audience and the goals and objectives of the campaign.
- Establish campaign scope for budget and time frame.
- Develop location list based on target audience and campaign goals.
- Evaluate all outdoor options including bulletin, B-sheet, 30-sheet, digital, movie theatre, indoor poster ads, mall banners, and other specific options.
- Research list of locations for critical factors such as impressions, coverage, illumination, left-hand vs. right-hand read, single versus stacked boards, reach, frequency, and traffic patterns.
- Create plan for the most effective locations and negotiate market rates.

- Audit traffic counts and driving patterns in preferred locations.
- Develop initial location list.
- Drive locations and study photographs for the line of sight and appearance.
- Provide location list and map to client for approval.
- Communicate with art department regarding billboard size and deadlines.
- Quote and manage billboard production and delivery to supplier on the appropriate date.
- Provide coverage reports measuring impact days to ensure purchases were properly received. The report also accounts for any value-added override days.

We deliver value to our clients on outdoor advertising campaigns by negotiating exceptional rates, investing in the most effective locations, and eliminating the hassle of managing and auditing multiple outdoor placements. We have the connections, experience, and knowledge to properly develop and manage outdoor advertising campaigns that help our clients achieve their goals and objectives.

#### Print Advertising:

Print advertising is still a powerful tool for reaching specific audiences with an informative message or powerful call to action. At The Ohlmann Group, we believe that the key to effective print advertising is having strong connections with industry vendors and key media partners. This can improve placement, reduce rates, and uncover opportunities for special promotions that are otherwise unavailable. Our print media team is knowledgeable, professional, and always prepared to go the extra mile to ensure the success of our clients. We follow these steps to ensure the quality, integrity, and performance of print media campaigns:

- Determine target audience and the goals and objectives of the campaign.
- Establish campaign scope for budget and time frame.
- Create a preliminary list of preferred publications.
- Evaluate print options based on audience, circulation, and projected costs.
- Negotiate rate and placement options.
- Revise schedule and submit to client for approval.
- Provide a production schedule detailing ad sizes and deadlines.
- Send insertion orders to vendor electronically.
- Obtain final files from art department.
- Audit creative files for accuracy, integrity, and consistency with brand standards and the stated goals and objectives of the client.
- Review invoices and tear sheets for proper placement, rate, quality, and discounts.
- Adjust invoices as needed to ensure consistency and fairness.
- Report results of the campaign to the client.



By approaching print media with diligence and wisdom, we are able to deliver great value to our clients. We stay informed of market trends, special offers, and pending editorial content to create unique opportunities for clients to use print media more effectively. We have the experience to understand how to negotiate for our clients and the relationships necessary to get things done. We communicate regularly with all stakeholders in the process and carefully manage budgets, deadlines, and final deliverables to ensure the process runs smoothly and the outcome is exceptional.

#### Online Advertising:

**Ohlmann Group Staff:** Mike Blackney, Todd Middlestead, Kent Montgomery

The Internet provides organizations with a highly effective, highly measurable, and extremely targeted means for advertising to a particular segment of the population, and even to specific individuals. While the web offers seemingly unlimited options for advertising, it is important to understand the most effective channels for connecting with a specific audience. At The Ohlmann Group, we have an exceptional record of developing effective online advertising campaigns. We buy online media via programmatic buying platforms. Programmatic buying involves real-time bidding on impressions as they become available as opposed to buying inventory in advance. This method allows us to ensure each impression is delivered to users that fit our prime target criteria and do so at a lower per-impression cost. The result is a more efficient campaign that minimizes media waste.

- Determine target audience and the goals and objectives of the campaign.
- Establish campaign scope for budget and time frame.
- Evaluate online advertising opportunities.
- Explore the preferred formats and interactive capabilities for the relevant platforms.
- Create a schedule for client approval that includes ad specs and deadlines.
- Provide production schedule of all ad elements needed and deadlines to art department.
- Audit final files from art department for accuracy, integrity, and compliance with stated goals and objectives.
- Deliver final files to online vendors.
- Monitor ongoing progress of campaigns and make recommendations to improve performance of active advertisements.
- Report the results of the campaign to the client and make suggestions to improve future online initiatives.

Online advertising continues to evolve as social networks, mobile platforms, and traditional media providers use technological advancements to create advertising channels that are ever more creative and targeted. The Ohlmann Group is constantly exploring new opportunities to use the web to help our clients achieve their goals. We have a talented team of online advertising experts that don't just appreciate technology, but more importantly understand how integrated marketing can drive results.

**3.a.ii and b. Highlight a hypothetical \$75,000 media campaign highlighting the importance of school enrollment. Detail proposed audiences and attendant media buys with an emphasis on maximizing added value and audience reach.**

#### Audience Analysis

According to the 2010 US Census data, the City of Dayton is comprised of 58,404 total households. Utilizing a benchmark of family households, this number narrows to 31,064 households (HH's). Of these households, 14,011 have their own children under 18 in the home. Further study of family households shows there are only 5,930 HH's that are comprised of a husband/wife that have their own children under 18 at home. Additionally, there are 12,519 HH's headed by a female with no husband present in the home. Of these households, 7,099 have their own children under 18 in the home. We delved further into the household research and found 16,202 HH's who had related children under 18 in the home. In this category, 8,385 HH's are headed by a female with no husband present in the home.

The City of Dayton demographics also show an ethnic diversity of 42.9% African-American, 0.9% Asian, 0.3% American Indian, 51.7% Caucasian, 3.0% Hispanic, and 2.9% stating two or more races.

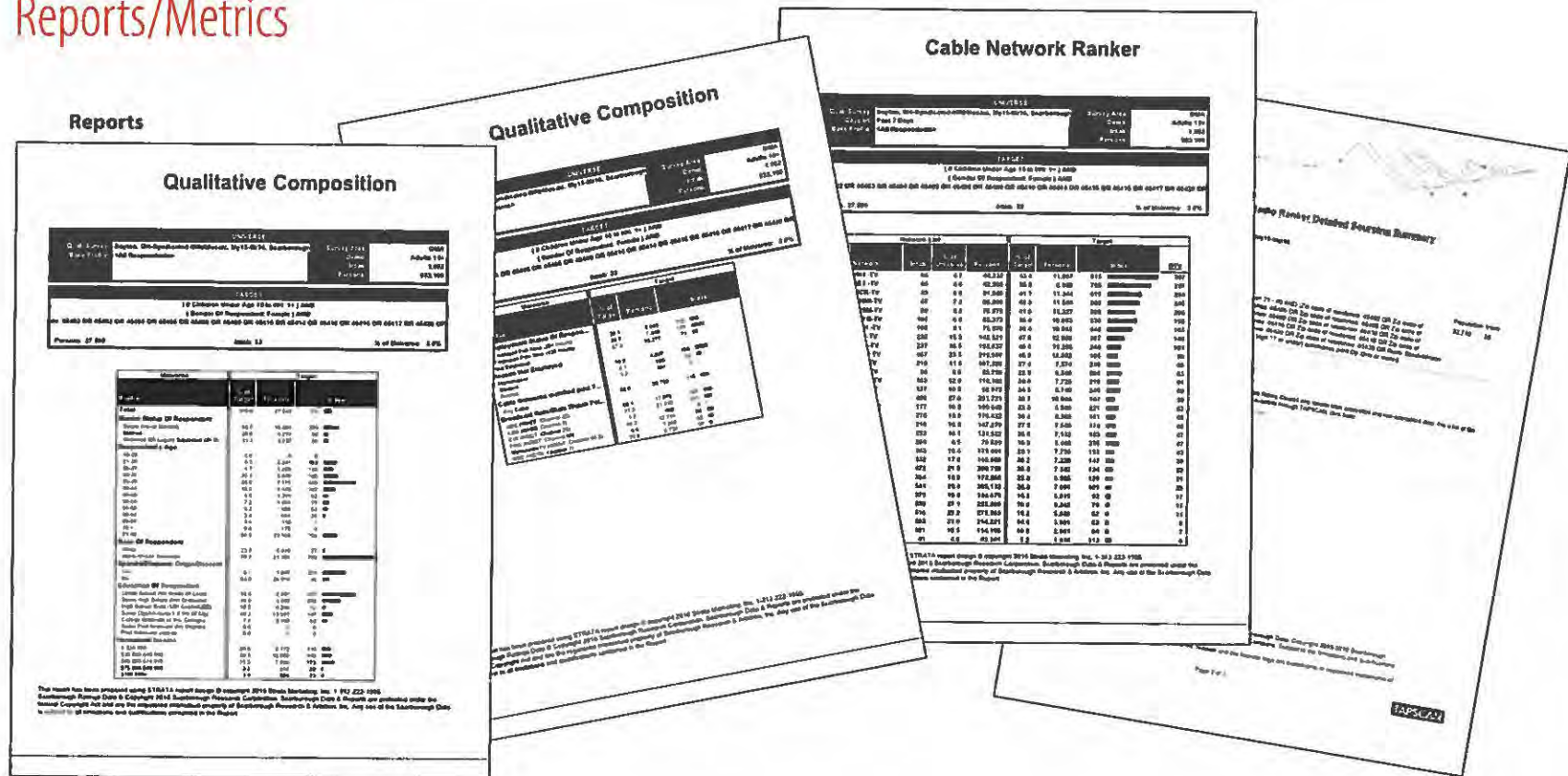
The DPSD's Fast Facts document shows a less diversified student ethnicity with 67.0% African-American, 0.2% American Indian, 0.4% Asian, 28.0% Caucasian, 2.0% Hispanic, 2.0% Multiracial and 0.1% Hawaiian or Pacific Rim. Based on these statistics, we can deduce the importance of the female head of household making the critical decision for the children in their care. Therefore, we recommend a primary target of African-American women, 21-49 years old with children in the household, a secondary target of African-American women, age 50+, who are influencers, whether they are older siblings, aunts or grandmothers who act as key advisors to the primary target, and the tertiary target of Caucasian women, 21-49 years old with children in the household.

The proposed media plan is based on our knowledge of the history and current status of Dayton Public Schools, and of the market and media available, as well as the targets that have been identified. Because DPSD is a non-profit entity, all media costs will be negotiated to include either one for one PSA support or advantageous PSA pricing. This is a standard operating procedure we use for all our non-profit clients. It is only fair that the media recognize the funding limitations that accompany a non-profit and do their part to promote them to the community. It also allows us to maximize the dollars that are available and increase the reach and frequency of each media used.

The hypothetical plan represents a two-month strategy that could be used for any individual campaign.



# Reports/Metrics



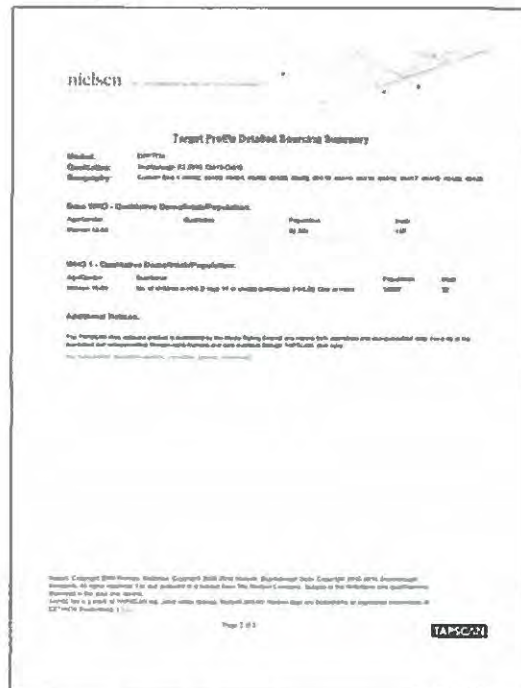
Report Name: Scarborough Ratings Data

Description: Qualitative composition of target audience consumption of media, utilizing filters such as geography, demographics and media.

Frequency: Generated as new data continues to arrive or as marketing strategies and objectives change.

# Reports/Metrics

## Reports



**Report Name:** Target Profile

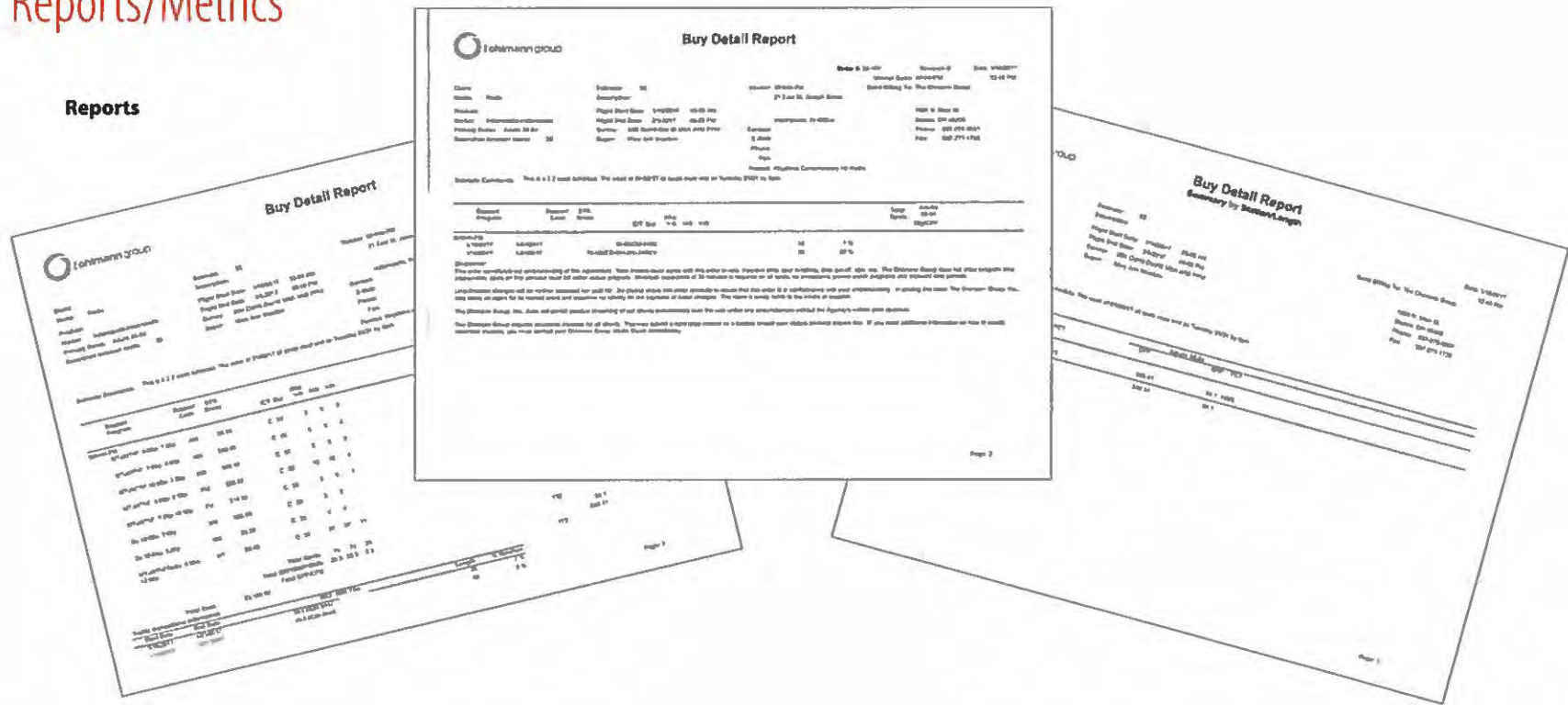
**Description:** Media research for audience population narrowed to target specific zip codes

**Frequency:** As often as requested.



# Reports/Metrics

## Reports



**Report Name:** Buy Detail Report

**Description:** Purchase order for individual stations from STRATA media buying system.

**Frequency:** Each time an order is placed.

## Reports/Metrics

## Reports

# Reports

**Report Name:** Approved Orders Report

**Description:** Electronic transfer from STRATA media buying system to Advantage accounting software.

**Frequency:** Once or twice a week depending upon number of orders issued.



## Reports/Metrics

## Reports

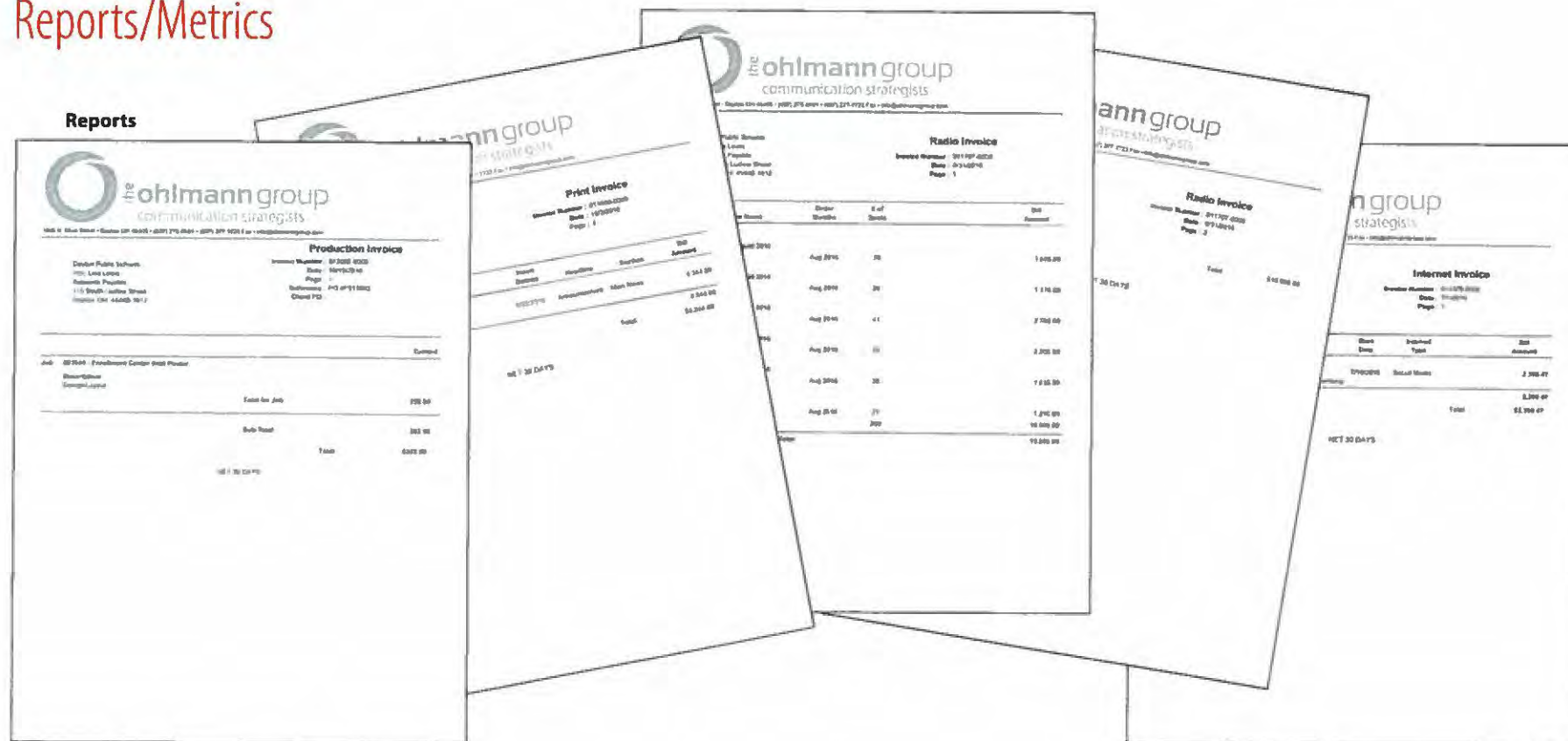
[illegible]

**Report Name:** Radio Order Revision

**Description:** The broadcast order as it appears in the accounting software for billing.

**Frequency:** Completed for each order issued.

## Reports/Metrics



**Report Name:** Invoices

**Description:** Full complement of invoices that DPSP may receive. Includes production invoice as well as several media invoices.

**Frequency:** Typically issue once a month



## Reports

[illegible]

**Report Name:** Invoice-Schedule Matching  
**Description:** Reconciliation between what was ordered and what was actually received. Adjustments made for errors found.  
**Frequency:** Completed for every broadcast order issued.

## Reports/Metrics

## Reports

[illegible]

**Report Name:** Timesheet

**Description:** Snapshot of an electronic timesheet with time posted to jobs.

**Frequency:** Timesheets are completed daily.



### Campaign Strategy

Our campaign strategy, utilizing a multimedia approach, is the same strategy on media buying we have used for some of our other clients such as: CareSource, Kettering Health Network, Sinclair College, Learn to Earn, Dayton Children's Hospital, and Area Agency on Aging. We use a multimedia approach, because everyone is exposed to multiple media each day. The schedule incorporates a variety of media that will flood the market with the same message. Our plan includes: television/cable networks, terrestrial radio stations, several out-of-home venues including a large format wallscape downtown at the RTA Hub, strategic online venues, and ads in the African-American community newspaper, Dayton Weekly News. With all media working synergistically, we will reach our target audience with the frequency needed to drive action.

NOTE: Production costs of the media elements needed for this campaign were not requested, but can be quoted using The Ohlmann Group and our vendors. Additionally, we will explore partnerships with women owned, minority owned, and EDBE businesses as available. We are currently working on the application for EDGE certification status ourselves.

### Media Tactics

#### TELEVISION/CABLE

Utilizing Scarborough research data, we viewed the A18+ DMA universe of 933,199 persons with a filter of Female respondents with one or more children in the home living within the DPSD Zip Code coverage area. 3% of the universe or 27,595 persons fall within our target. Out of these target persons, 76.7% are African-American and 23.3% are Caucasian with 82.6% having watched cable networks in the past 7 days and 77.3% have watched WHIO TV (CBS) within the past 7 days.

#### Strategy-Television/Cable

For the television/cable campaign, we recommend running the 30-second television spots over the first two weeks of each month proposed due to the high demand on inventory at the end of the month from car dealers. We will reach our primary target audience during early morning, daytime, and prime access programming on WHIO TV as well as daytime, prime access, and prime programming on targeted global and zoned cable networks, such as VH1, BET, OWN, A&E, FAM, HGTV, and TLC, that have high indexes against our primary target demo.

### RADIO

Historically, DPSD has seen success with radio, most recently with recruitment of teachers and enrollment campaigns. Radio stations attract different combinations of ethnic groups allowing us to focus on the options that best fit our business needs to reiterate the message being presented. By utilizing qualitative, geographic, and lifestyle research, we can narrow our parameters to reach a primary target audience for maximum effectiveness of each target campaign.

According to Nielsen State of Media: Audio Today, more than 31 million African-Americans tune in to radio weekly. Fifty-two percent of users are female. Urban Adult Contemporary is the number one format with over 12.53 hours spent with radio each week, most of any ethnicity. African-Americans spend over 12 hours with radio each week with 63% of listening occurring out-of-home. The 3p-7p time-period is the top daypart. Thus we will marry radio's audio message with out-of-home's visual component to efficiently reach our targets where they consume media.

The Dayton DMA Women 21-49 population is 173,900. To determine our primary target audience universe, we pulled qualitative research for Women 18-64 with one or more children under 17 at home, living within the 15 designated Dayton Public Schools zip codes-full and partial. Our Primary Target population universe is 34,907. (We had to use this demo to create a report that was statistically sound.)

Within our primary target universe, we recommend using Urban Contemporary Hits (WROU-FM), Rhythmic CHR (WDHT-FM), and Contemporary Hits Radio (WCHD-FM). To reach our secondary target influencers African-American Women 50+ we will be targeting Urban Adult (WDAO-AM now being simulcast on their new FM frequency) and then adding Hot Adult Contemporary (WMMX-FM) and Country (WHKO-FM) to reach our tertiary targets Caucasian Women 21-49. The final mix of stations will depend on the timing of the campaign and the supply and demand on inventory.

#### Strategy-Radio

We recommend the use of 30-second radio spots the last two weeks of the month to help increase reach and frequency of the DPSD visual messages the audience was just exposed to at the beginning of the month. Radio also complements the visual out-of-home and internet media. Within each DPSD radio campaign, the selected radio stations will match each paid spot with one bonus. With some stations we will also try to negotiate additional value-added items like adlets (:05 spots) and online streaming to increase the frequency of each campaign.

### OUT-OF-HOME

#### Strategy-Out-of-Home

**Wallscape** – Located at Jefferson Street north of 4th St., this wallscape is a left hand read near the RTA hub; a strategic location to reach single moms and their influencers who ride the buses regularly as well as the business community. It is big and bold, attracts attention, and provides high impact.

**Poster/Digital Outdoor** – Utilizing both static and digital posters, we will strategically select boards near businesses women visit often such as grocery stores, Family Dollar, and Dollar General stores. Posters provide fast coverage and market reach over a full 28-day period. Outdoor locations will be restricted to within the school district boundaries.

We are recommending two showings. Both months will use the same total number of boards (9 static and 5 digital posters), delivering 25% of the market on a daily basis.

However, for the second month, we will rotate locations to increase the reach into the market while taking advantage of any override from the initial set of locations. In addition to the poster showings, we recommend using one high-impact digital bulletin on I-75 to build brand awareness to the larger Dayton community.

**Transit Audio** – The RTA offers :15 second audio announcements played before a specific “stop”. These stops will be purchased around strategically selected areas that are frequently used destinations. A text scroll above the driver’s head is also used to reinforce the audio.

#### ONLINE

We buy online media via programmatic buying platforms. Programmatic buying involves real-time bidding on impressions as they become available as opposed to buying inventory in advance. This method allows us to ensure each impression is delivered to users that fit our prime target criteria and do so at a lower per-impression cost. The result is a more efficient campaign that minimizes media waste.

##### *Strategy-Online*

**Online Display** – This medium is effective for delivering mass quantities of impressions and offers the lowest CPM. They are highly targeted so all impressions reach our prime target audience. We recommend using simple, static ads with an attention-grabbing picture and a call to action.

**Online Video** – Online video is a high impact medium utilizing the same :30 second ads played on TV, only these ads play prior to consumer selected videos online. While there is the option to click out of the ad after 5 seconds, if the video ad is engaging enough, most viewers will watch the entire clip, and in fact the average time viewed for a 30-second online video ad is 27 seconds.

**Online Facebook/Instagram Ads** – Once again, this medium is highly targeted in a very interactive arena. Ads are shown in the news feeds of Facebook and Instagram as well as on the right hand panel of Facebook. Ads can be targeted to the DPSD community using individual email addresses as well as the target demo as a whole.

**Online Mobile Ads** – We know our target audience incorporates mobile phones into every aspect of their life. In most cases, the phone is their only computer. From games, to social media, to emails, we can reach them. This medium is also highly targeted and very interactive.

Not on the media schedule, but recommended:

**Online Email** – We recommend utilizing email regularly to reach DPSD’s own enrolled families, teachers, and staff, as well as board members and other stakeholders. We will work with DPSD to establish an editorial calendar that will provide a structured, regularly scheduled, well-thought out communications plan so all parties will feel connected and well-informed.

#### NEWSPAPER

##### *Strategy – Newspaper*

Because our primary target audience is African-American, we want to make sure to include the Dayton Weekly News, Dayton’s primary source of African-American news and happenings within the community. We recommend utilizing three, 1/4 page, 4-color ads over the 2-month campaign to promote the campaign message with a strong call to action.



# Attachment III

## Sample Media Schedule



### DAYTON PUBLIC SCHOOLS SAMPLE 6-MONTH MEDIA SCHEDULE 1/23/17

	Month 1	Month 2	TOTAL
<b>TELEVISION/CABLE</b>			
Television/Cable	Wk 1 & 2 Target: AA W21-49 Est. 150 TRP's/Wk	Wk 1 & 2 Target: AA W21-49 150 TRP's/Wk 4-Week: R: 90% F: 6.7x	
<b>TOTAL TELEVISION/CABLE</b>	\$9,000.00	\$9,000.00	\$18,000.00
<b>RADIO</b>			
Radio	Wks 3 & 4 :30 Spots Target: W21-49 Est. 135-150 TRP's/Wk	Wks 3 & 4 :30 Spots Target: W21-49 Est. 135-150 TRP's/Wk 4-Week: R: 82% F: 6.8x	
<b>TOTAL RADIO</b>	\$7,500.00	\$7,500.00	\$15,000.00
<b>OUT-OF-HOME</b>			
Static & Digital Outdoor	4 Weeks Target: AA W21-49 Geography: Grocery Stores & Family Dollar Stores Number of Bds: 15 (9 Posters; 1 digital bulletin; 5 digital posters)	4 Weeks (Rotate Locations) Target: AA W21-49 Geography: Grocery Stores & Family Dollar Stores Number of Bds: 15 (9 Posters; 1 digital bulletin; 5 digital posters)	
Space & Production	\$9,325.00	\$9,325.00	\$18,650.00
Wallscapes	4 Weeks Jefferson St. north of 4th St. Northbound/Left Read Size: 18' w x 22' h		
Space & Production	\$3,250.00		\$3,250.00
Transit Audio Ads	4 Weeks :15 spots plus scrolling text Target Geo: 13 location-based stops Groceries, Family Dollar Stores	4 Weeks :15 spots plus scrolling text Target Geo: 13 location-based stops Groceries, Family Dollar Stores	
Space	\$1,445.00	\$1,445.00	\$2,890.00
<b>TOTAL OUT-OF-HOME</b>	\$13,920.00	\$10,770.00	\$24,690.00



### DAYTON PUBLIC SCHOOLS SAMPLE 6-MONTH MEDIA SCHEDULE 1/23/17

	Month 1	Month 2	TOTAL
<b>ONLINE</b>			
Online & Mobile Display	6 Weeks Target: Mom's of 5-17 Yr Olds Target Geo: Zip Codes: 45402, 45403, 45405, 45406, 45419, 45410, 45414, 45415, 45416, 45417, 45420, 45432		
	\$8,000.00		\$8,000.00
Facebook/Instagram Ads	6 Weeks Target: Mom's of 3-18 Yr Olds Target Geo: Zip Codes: 45402, 45403, 45405, 45406, 45419, 45410, 45414, 45415, 45416, 45417, 45420, 45432		
	\$2,700.00		\$2,700.00
Online Video	6 Weeks W21-49 Target Geo: Zip Codes: 45402, 45403, 45405, 45406, 45419, 45410, 45414, 45415, 45416, 45417, 45420, 45432		
	\$4,000.00		\$4,000.00
Email	DPSD Community Teachers/Staff Board Members Stakeholders	DPSD Community Teachers/Staff Board Members Stakeholders	
			\$0.00
<b>TOTAL ONLINE</b>	\$14,700.00	\$0.00	\$14,700.00
<b>NEWSPAPER</b>			
Dayton Weekly News	3x-1/4 Page-4C Far Forward/Right Hand Page		
<b>TOTAL NEWSPAPER</b>	\$2,600.00		\$2,600.00
<b>MEDIA GRAND TOTAL</b>	\$47,720.00	\$27,170.00	\$74,890.00

## Attachment III

### Sample Media Schedule



#### DAYTON PUBLIC SCHOOLS SAMPLE 6-MONTH MEDIA SCHEDULE 1/23/17

Creative Elements Needed	
TV/Cable/Online Video	1 :30 Spot
	1 :30 Spot
Radio/Transit Audio	1 :15 Spot
Outdoor	1 Design-Multiple Sizes
Outdoor Wallscape	1 Design
Online Ads	1 version-Multiple sizes
Online-Eblast	TBD
Newspaper Ads	2 Ads-2 Sizes

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3.c. In detail, describe how respondent would schedule guest appearances for TV and radio talk shows, that would reach the diverse audiences of the DPSD community.

Because the media department has established relationships with the local media and are literally on the phone with them daily, we will solicit the support of the media management to help us garner not only appearances but other news coverage as well.

#### 4. Implementation plan

Describe the proposed plan to implement campaign including budget allocations by media type. Include a timeline as well as ways to measure or monitor effectiveness.

(Included in 3.a.ii and 5.c)

#### 5. Reporting Plan

5.a. Describe the proposed plan to provide campaign updates to DPSD.

Together, The Ohlmann Group and DPSD will determine whether a static document (pdf, Excel spreadsheet, Word doc, etc.) delivered at regular intervals, or a real-time dashboard accessible via the internet best fits the needs of DPSD. Whichever method is preferred, we will create and deliver it to DPSD as business needs dictate. Additionally, we will determine together at what intervals we will discuss (in person or via teleconference) the campaign updates with team members of both parties to ensure a full understanding of the campaign progress.

The Ohlmann Group will also provide final buy documents. These include but are not limited to:

**Broadcast/Radio:** Reach and Frequency Reports (denotes stations selected, number of spots purchased, audience delivery, total cost); Spot Calendars (indicates the time of day and day of week the spots will run)

**Newspaper:** Newspaper Schedule (lists publications, insertion dates, ad sizes and total cost)

**Outdoor:** Outdoor location list and map (lists individual locations, creative being used, and audience delivery as well as a spotted map)



# Reports/Metrics

## Reports

The image displays three overlapping screenshots of the Media Schedule report. The top screenshot shows a monthly overview with columns for months and rows for various media components. The bottom-left screenshot shows a detailed view of a specific media component with columns for dates and rows for different media types. The bottom-right screenshot shows a legend for the media types used in the report.

**Report Name:** Media Schedule

**Description:** The media schedule is used to communicate the schedule by media by month so client has the full overview of all components and how they flow throughout the year.

**Frequency:** Report generated at the initial request for proposal, then updated as items become approved as well as any adjustments throughout the year.

## Reports

**Radio Reach & Frequency**  
 Lexington, MA  
 Market: LEXINGTON  
 Client: WJLB  
 Brand: WJLB  
 Campaign: 2012 Community Radio  
 Report Date: 10/10/12  
 Report Date: 10/10/12  
 Survey: Spring 12, Fall 12

**Summary Data:**  
 Reach: 1,000,000  
 Frequency: 1,000,000  
 Gross: \$1,000,000  
 Net: \$1,000,000  
 Gross: \$1,000,000  
 Net: \$1,000,000

**Demographic Breakdown:**

Age	Gender	Reach	Frequency	Gross	Net	CPM	CPA
18-24	Male	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
18-24	Female	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
25-34	Male	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
25-34	Female	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
35-44	Male	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
35-44	Female	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
45-54	Male	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
45-54	Female	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
55-64	Male	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
55-64	Female	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
65+	Male	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000
65+	Female	100,000	100,000	\$100,000	\$100,000	\$1,000	\$1,000

**The Chatham Group, Inc.**  
 1000 North Main St.  
 Boston, MA 02110  
 (617) 252-0001

Report Name: Radio Reach &amp; Frequency Report

**Description:** This report provides client with a snapshot of what was purchased on their behalf. First page shows details by station. Second page shows details by week.

**Frequency:** Report is generated one time when radio buy is purchased.



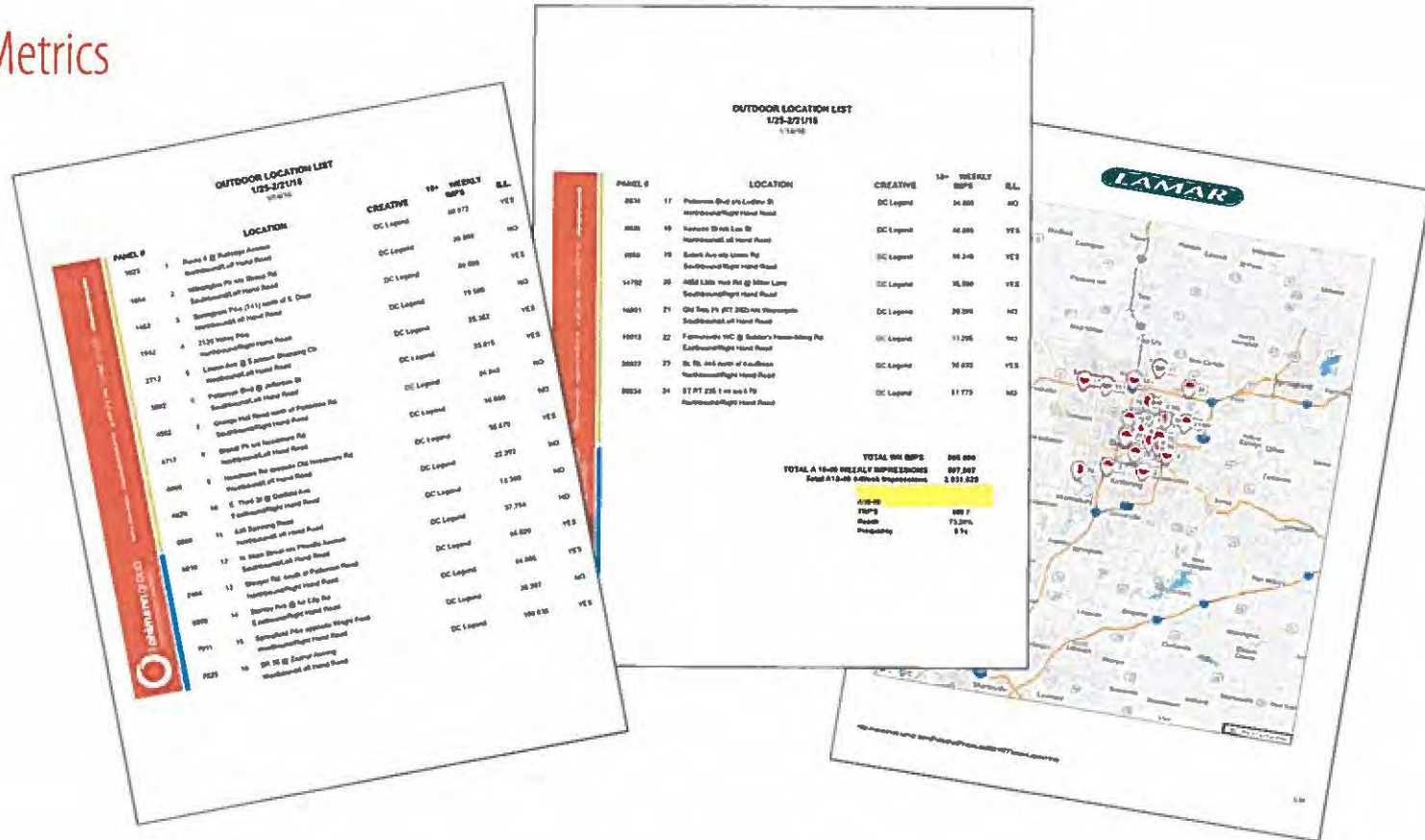
## Reports

[illegible]

**Description:** Accompanies the reach and frequency report providing the detailed analysis of the buy with number of spots by station, by daypart, by week.

# Reports/Metrics

## Reports



**Report Name:** Location Report & Map

**Description:** Report and accompanying map show actual locations purchased for an outdoor poster showing and includes audience reached with those locations.

**Frequency:** Report is generated one time when outdoor buy is placed.



# Reports/Metrics

## Reports

The image displays three overlapping screenshots of the 'Outdoor Performance Report' from Ohlmann Group. The reports are titled 'Outdoor Performance Report 1/25 - 1/27/14'. The columns visible are: Advertiser, Product, Location, Assigned Date, Post Date, Duration, and Post Photo. The reports show data for various campaigns, with dates ranging from 1/25/14 to 1/27/14. The reports are overlapping, with the top report showing the most data.

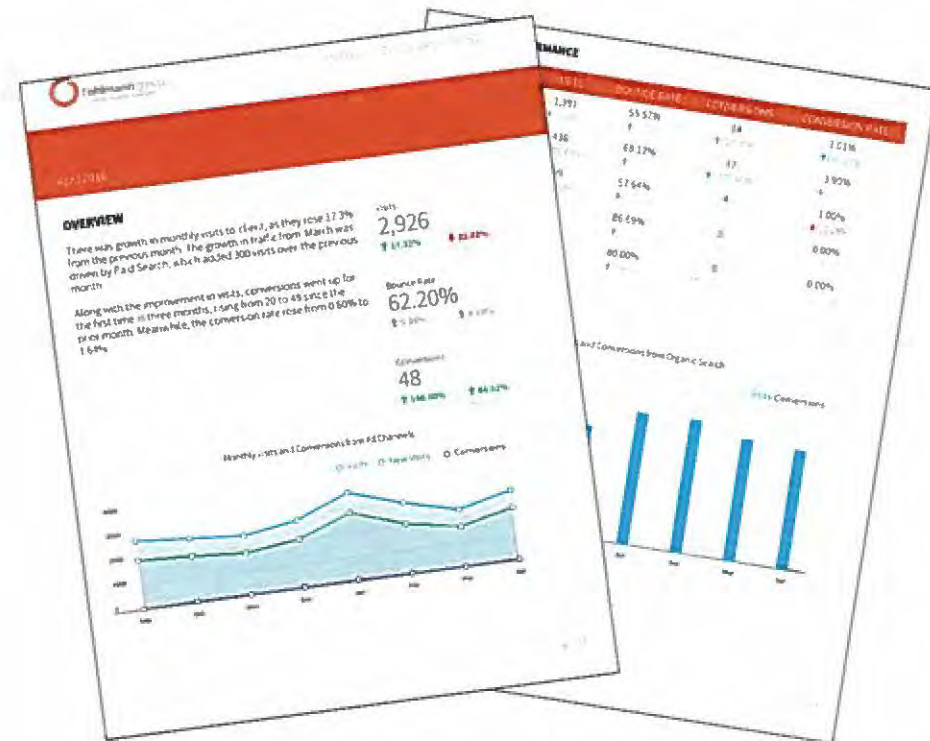
**Report Name:** Outdoor Performance Report

**Description:** This report allows agency to verify when posters were installed and removed, verifies correct creative for each location, indicates that the correct amount of time was given for the whole campaign and any additional time received and its value.

**Frequency:** Report is generated one time, 2 weeks after the end date of the campaign.

# Reports/Metrics

## Reports



**Report Name:** Online Reporting Dashboard

**Description:** The Ohlmann Group uses live, interactive online dashboards that connect directly to all platforms utilized in the buy. They specifically cater to each individual client campaign.

**Frequency:** Report is live and interactive and can be viewed at any time during the campaign.



## Reports

Report Name: Production Schedule

**Description:** Created once a campaign has been authorized to manage the flow of creative elements needed for the campaign to be executed.

**Frequency:** Report generated one time at the beginning of the campaign and updated as needed.

**5.b. Describe what metrics will Respondent collect and provide to DPSD.**

During initial planning sessions, we will determine which, and at what level we will have access to DPSD's online properties. These may include: Google Analytics, social media profiles, website HTML access, as well as other platforms.

Prior to campaign launch we will identify key performance indicators and monitor/report on those. Depending on the level of access and on which platforms, we will collect metrics regarding the delivery of the campaign (impressions, clicks, click-through rate, cost per click, placements), along with on-site engagement metrics (time on site, bounce rate, pages per visit, user path mapping) as well as conversion metrics (total conversions, cost per conversion, conversion rate). Additionally, if given HTML level access to the destination website, we will be able to collect even more data on the campaign and website users from it (audience demographic/behavior profiles, website heatmaps, visitor recordings, etc.) Access to DPSD's online properties will also allow us to monitor the effect of traditional media on traffic to the site. Overlaying the launch of each medium compared to web traffic will give us a general indication of how each is performing.

At the end of each campaign, The Ohlmann Group audits all media to evaluate any and all spots, outdoor time, and online impressions received that were over and above what was purchased. This is all consolidated into one single performance report and presented to the client.

**5.c. Provide a sample quarterly performance report and status reports from past contracts that Respondent has facilitated.**

Examples are provided on the following pages.

**6. Provide any additional plans and/or relevant information about Respondent's approach to providing the required services, including any offering in keeping with DPSD's initiative for College/Career Readiness.**

The Ohlmann Group has a long history of reaching the Dayton market with college and career readiness campaigns as demonstrated by our relationships with Miami Valley Career Technology Center, Learn to Earn, Sinclair College, the QuickTurn project, and School of Advertising Arts.

While this is a different message, the process would be the same: research the audience, develop goals and objectives, create a plan that includes multiple touch points from PR to social media, to direct communications, to a media campaign. Then launch the campaign, monitor activity, and strategically adjust the media and message based on where in the decision cycle the audience is being exposed to during the campaign (Awareness > Interest > Consideration > Research > Decision > Action).



# Reports/Metrics

## 5. c. Reporting Plan

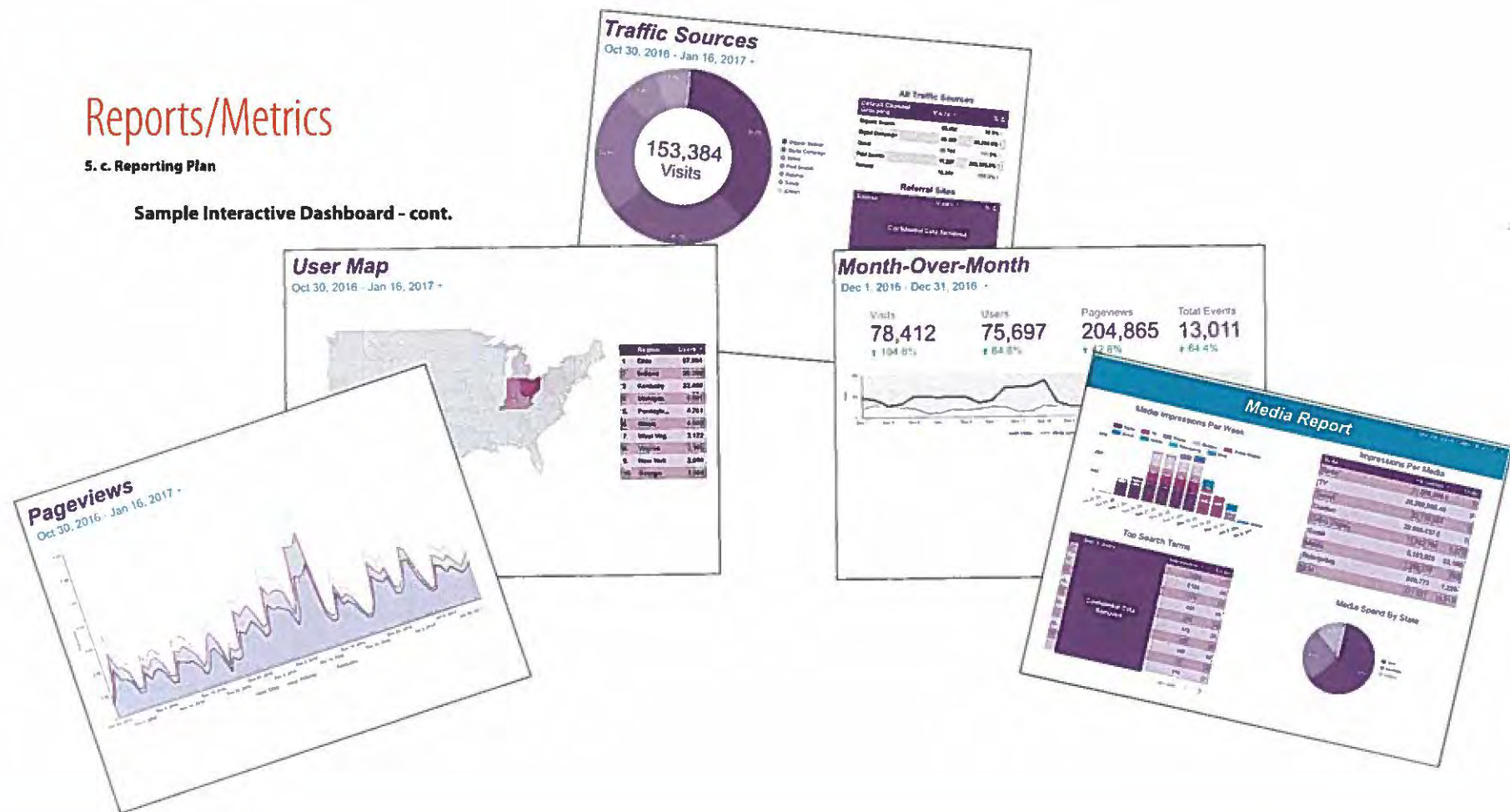
### Sample Interactive Dashboard



# Reports/Metrics

## 5. c. Reporting Plan

### Sample Interactive Dashboard - cont.





## ATTACHMENT IV COST PROPOSAL

Using the table below, provide Hourly Rates for all personnel, including subcontractors, to be assigned. (Note: The rates specified below shall include profits, labor, and all direct and indirect overhead costs such as transportation, general and administrative costs, etc.). No other charges shall be applied. Please Note: DPSD will not reimburse for travel.

Firm's should multiply hourly rate by estimated hours for total estimated cost. Total estimated cost is for evaluation comparison only, and should not be construed as a guaranteed fixed cost. ..Firms will be contracted based on the rates provided on this Fee Schedule for a detailed defined work scope as approved by DPSD.

PROFESSIONAL STAFF SERVICE TYPE	Hourly Rate	Estimated hours*	Total Estimated Cost (hourly rate*estimated hours)
Marketing Consulting services for Strategic Planning & Integrated Project Management	\$ 165	520	\$85,800
Creative Concept including brand development	\$ 150	260	\$39,000
Production/Design	\$ 118	260	\$30,680
Media Planning and Buying	\$ 118	260	\$30,680
Web Development/Maintenance	\$ 150	520	\$78,000
Public/Community Relations	\$ 125	520	\$65,000
Account Management	\$ 125	130	\$16,250
<b>TOTAL ESTIMATED COST</b> *Estimated hours are used for evaluation comparisons; total estimated cost not to be construed as guaranteed contract amount.			\$345,410

Traditional commission is 15%

10% media commission

Although our total costs are above your stated budget cap of \$300,000, after reviewing your needs, we feel we can economize and reduce the required number of hours you've indicated. Our previous work for the DPSD has provided us with familiarity with your brand and goals that will minimize the up-front "learning curve". In addition, we believe the media fees will cover the media, people and overhead so the media planning and buying hours/costs will be negated. We also feel we can realize a reduced number of hours for your Web Development/Maintenance.

ATTACHMENT V  
NON-COLLUSION STATEMENT

NON-COLLUSION STATEMENT  
DECLARATION UNDER PENALTY OF PERJURY

The undersigned declares that: he/she holds the position indicated below as a corporate officer or the owner or partner in the business entity submitting these Qualifications; that the undersigned is informed of all the relevant facts surrounding the preparation and submission of these Qualifications; that the undersigned knows and represents and warrants to the DPSD that these Qualifications are prepared and submitted without collusion with any other person, business entity or corporation; and, that the Firm submitting these Qualifications is the only person, business entity, or corporation with any interest in the resultant contract.

I declare under penalty of perjury that the foregoing is true and correct.

FIRM: The Uhlmann Group

BY: Rudie D. Kahn  
(Signature)

TITLE: CEO

ADDRESS: 1605 North Main Street

DATE: 11/19/17



**ATTACHMENT VI**  
**AFFIDAVIT ON DISCLOSURE OF DELINQUENT PROPERTY TAXES**

**AFFIDAVIT ON DISCLOSURE OF  
DELINQUENT PERSONAL PROPERTY TAXES  
(R.C. 5719.042)**

State of Ohio  
County of Montgomery

The undersigned being duly authorized officer (s) or owner (s) of (company) do solemnly swear or affirm that charges of personal property taxes of any county in which the Dayton Board of Education has territory (have) (have not) been made against (company).

*Quinn O. Johnson*  
Signature of Officer or Owner

Sworn or affirmed to before me and subscribed in my presence this  
19 day of January



**Megan Ryan**  
Notary Public State of Ohio  
My Commission Expires  
July 2, 2019

*Megan Ryan*  
Notary Public  
My Commission Expires July 2, 2019

ATTACHMENT VII  
AFFIDAVIT FOR AFFIRMATIVE ACTION HIRING PRACTICESDECLARATION OF AFFIRMATIVE ACTION HIRING PRACTICES  
DECLARATION UNDER PENALTY OF PERJURY

The undersigned declares that: he/she holds the position indicated below as a corporate officer or the owner or partner in the business entity submitting these Qualifications; that the undersigned is informed of all the relevant facts surrounding the preparation and submission of these Qualifications; that the undersigned knows and represents and warrants to the DPSD that the firm hiring practices meets federal guidelines for hiring without prejudice of race, gender, religion, and/or sexual orientation. Furthermore, upon contracting with the District, the firm will provide an approved Affirmative Action plan from the City of Dayton Human Relations Council and/or another certifying body approved at the sole discretion of DPSD.

I declare under penalty of perjury that the foregoing is true and correct.

FIRM: The Ohlmann Group

BY: Quida Q. Kahn  
(Signature)

TITLE: CEO

ADDRESS: 1605 North Main Street

DATE: 1/19/17



# Procurement Enhancement Program Small Business Enterprise Certification

## **The Ohlmann Group**

has been determined eligible in the City of Dayton Procurement Enhancement Program by  
the Human Relations Council for the following work types

*in the following certification categories*

#18043	AAA	Affirmative Action Assurance
--------	-----	------------------------------

*to provide*

☐ Construction      ☐ Services      ☐ Supplies

**11/17/2017**

Expiration Date



Executive Director



**ATTACHMENT VIII  
REFERENCES**

Provide three (3) references, that Respondent has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided. One reference should be a municipality or public sector client. Additionally, please include one reference for a terminated client.

**Reference No. 1:**

Firm/Company Name: Kettering Health Network

Contact Name: Jarrod McNaughton Title: President, Kettering Medical Center

Address: 3535 Southern Blvd.

City: Kettering State: OH Zip: 45429

Telephone: 937-395-8189 Email: jarrod.mcnaughton@khnetwork.org

Date and Type of Service(s) Provided:

Kettering Health Network is our terminated client example. We discontinued our working relationship in October, 2012. In March of 2014 KHN renewed our working relationship and they are again a client. We provide the following services to them: Print, Digital Advertising, Radio, Out of home, Integrated Media Strategy, Media Buying Program Implementation and planning, Creative Services, Focus Group Moderation, Brand development, PSA implementation

**Reference No. 2:**

Firm/Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Date and Type of Service(s) Provided:

**Reference No. 3:**

Firm/Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Date and Type of Service(s) Provided:



**ATTACHMENT VIII  
REFERENCES**

Provide three (3) references, that Respondent has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided. One reference should be a municipality or public sector client. Additionally, please include one reference for a terminated client.

**Reference No. 1:**

Firm/Company Name: Montgomery County

Contact Name: Mark Anderson Title: Project Mgr. at Business Solutions Center

Address: 1111 S. Edwin C. Moses Blvd.

City: Dayton State: OH Zip: 45422

Telephone: 937-225-5693 Email: marks.anderson@jfs.ohio.gov

Date and Type of Service(s) Provided:

Video production, Environmental Design, Radio, Integrated Media Strategy, Program Implementation and Planning, Brand Identity, Marketing Collateral, Website Development, PSA Implementation

**Reference No. 2:**

Firm/Company Name: CareSource

Contact Name: Garry Day Title: Director, Marketing

Address: 230 N. Main St.

City: Dayton State: OH Zip: 45402

Telephone: 937-531-2485 Email: garry.day@caresource.com

Date and Type of Service(s) Provided:

Media Management, Brand Strategy, Creative Services, Campaign Development, Digital Marketing

**Reference No. 3:**

Firm/Company Name: MVCTC

Contact Name: Kelly Herzog Title: Public Information Coord.

Address: 6800 Hoke Rd.

City: Clayton State: OH Zip: 45315

Telephone: 937-854-6056 Email: kherzog@mvctc.com

Date and Type of Service(s) Provided:

Graphic design and creative services, Internet and Digital Marketing, out of home, Television production

**IP III COMMUNITY INCLUSION EDBE/EDGE AND WORKFORCE PARTICIPATION FORM**

Project Name: Comprehensive Marketing Prime Contractor The Ohlmann Group Contact Name Linda Ohlmann Kahn Phone 937-278-0681  
Email linda@ohlmannngroup.com

Dayton Board of Education has adopted a Community Inclusion Program for the DPSD. This form is to be used to record EDBE/EDGE firms contacted, good faith efforts made and any resultant participation under the aforementioned Program. The completed form should be submitted at the time of bid by the prime contractor. In order to participate in this Program, EDBE/EDGE contractors must be certified under the rules and regulations pertinent to this program. When determining the level of EDBE/EDGE participation, only the total work performed by the EDBE/EDGE, either singularly or severally, will be considered. Refer to Good Faith Effort (GFE) in the bid specifications for evaluation criteria. Contact the DPSD point of contact for solicitation with questions regarding this form.

List all Economically Disadvantaged (EDBE/EDGE) Firm's Contacted	Describe how EDBE/EDGE firm contacted and follow-up	Bid Rec'd? Yes, \$ Amount	Check type of bid and describe work scope to be provided	List bid \$ amount, if bid low, and negotiation results.	Describe attempt to carve out a smaller work scope.	\$ Amount to EDBE/EDGE PO/contract Info	% of Base Bid
<b>Joseph Johnson</b> Disadvantaged Firm Name 297820530 Tax ID Number 6245 Dayton Liberty Rd. Street Address Dayton, OH 45417 City/State/ Zip Code Joe Johnson 206-349-7360 joejohnson.online@gmail.com Contact Name/Phone Number/Email	Fax Date _____ Phone Date _____ Email Date _____ News ad Date _____ Follow-up? Yes ___ No ___ Describe: _____	Yes ___ No ___ \$ _____	Prime ___ SubContract ___ Joint ___ Service ___ Venture ___ Supplies or Equipment ___ Describe: _____	Bid \$ _____ Low bid? Yes ___ No ___ % over low _____ Negotiation? Yes ___ No ___ If not, why? _____ Yes, Date _____ Describe results _____		\$ _____ PO/Contract# _____ Date _____ If none, expected PO date: _____ Copy of PO/Contract must be forwarded to DPS Compliance Agent	
<b>Dayton Weekly News</b> Disadvantaged Firm Name 31-1395055 Tax ID Number 118 Salem Ave. Street Address Dayton, OH 45406 City/State/ Zip Code Don Black, 937-223-8060 Contact Name/Phone Number/Email linda@ohlmannngroup.com	Fax Date _____ Phone Date _____ Email Date _____ News ad Date _____ Follow-up? Yes ___ No ___ Describe: _____	Yes ___ No ___ \$ _____	Prime ___ SubContract ___ Joint ___ Service ___ Venture ___ Supplies or Equipment ___ Describe: _____	Bid \$ _____ Low bid? Yes ___ No ___ % over low _____ Negotiation? Yes ___ No ___ If not, why? _____ Yes, Date _____ Describe results _____		\$ _____ PO/Contract# _____ Date _____ If none, expected PO date: _____ Copy of PO/Contract must be forwarded to DPS Compliance Agent	

Total Dollar Amount of Prime Contractor's Base Bid \$ \_\_\_\_\_ Total Dollar EDBE/EDGE contracts \$ \_\_\_\_\_ Percent EDBE/EDGE awards to base bid % \_\_\_\_\_ Percent anticipated School District Workforce % \_\_\_\_\_  
 Contractor certifies information provided is true, and that no changes to EDBE/EDGE contractors will be made with out notifying DPS Compliance office or acting agency, so that attempts can be made to substitute with another EDBE/EDGE contractor. Contractor further certifies intent to actively seek and engage in continued activity to increase participation with contractors and/or School District Workforce in an attempt to meet District's 35% EDBE/EDGE and 25% school district workforce goals.

Print Name \_\_\_\_\_ Title \_\_\_\_\_ Signature \_\_\_\_\_

The above-named party is authorized to duly attest to this document on this \_\_\_\_\_ day of \_\_\_\_\_ before Notary Public \_\_\_\_\_ State of \_\_\_\_\_ Commission expires \_\_\_\_\_ affix seal here.

DPS & OS: Please duplicate this form as required to document all EDBE/EDGE contacts, good faith efforts and contracts awarded towards the District's 35% EDBE/EDGE goal. Attach any supporting documents to this form. Notarize final sheet only.

**INCLUSION PROGRAM**



3. Provide portfolio of samples of the following work completed by Respondent. For each sample, briefly describe the work Respondent provided.

3.a Consumer print

Client: Hartzell Propeller  
Title: Red Bull Air Races Promotional Ad

As the global leader in aviation propeller manufacture and design, Hartzell Propeller is always receptive to creative partnerships that help display their brand in the most positive light. Most recently, they teamed with internationally-renowned Red Bull Air Races to not just provide all propellers for each competitor on the circuit, but also become the races' Technical Sponsor.

The print ad that The Ohlmann Group created for the Red Bull Air Races program defines the Hartzell brand in a few words with simple imagery.



3.b Newspaper

Client: Graceworks Lutheran  
Title: Enjoy Life Ad

Bethany Village is one of the Dayton-area's premier continuing care retirement communities that offers both assisted living and housing for residents who still want to live independently. They're also a long-time client of The Ohlmann Group. In the effort to create a campaign theme, we interviewed select residents about their experiences at Bethany Village. Each suggested that they were at Bethany because they are making the most out of their life and want to live it to the best. Those interviews served as inspiration for our current "Enjoy Life" campaign, now heavily saturated in local newspapers, magazines, and event programs throughout the region.

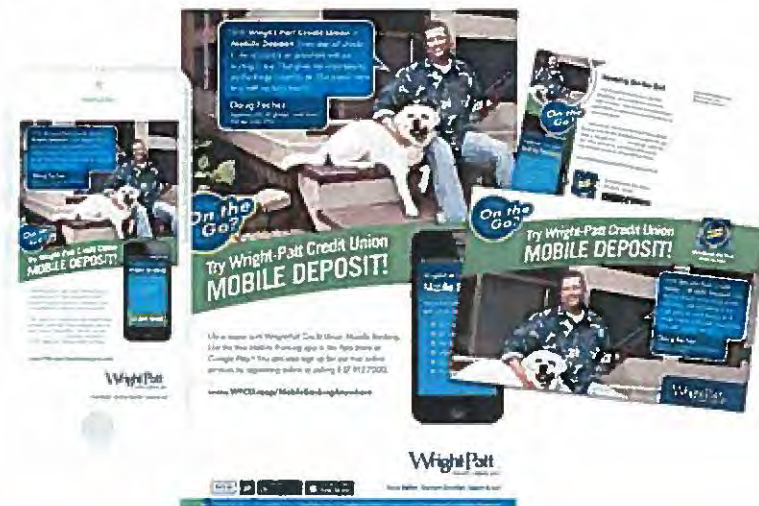


### 3.c Digital/Online

Client: Wright-Patt Credit Union  
Title: "On the Go" Campaign

Because of our active lifestyles and the abundance of technology at our fingertips, the era of brick-and-mortar banking is giving way to a more virtual online experience. Bank customers appreciate the convenience of services like online bill-paying and online deposits, but are often tentative about embracing the new technologies. With that in mind, Wright-Patt Credit Union approached The Ohlmann Group about creating not just a campaign that promoted mobile banking, but also a social media outreach that encouraged credit union members to share their positive experiences.

We created the "On the Go" campaign featuring Wright-Patt Credit Union CEO Doug Felcher as its focal point. Doug, like any other WPCU member, could enjoy the convenience of mobile banking while in his back yard or on a motorcycle trip miles away. While Doug's posters, newspaper ads, e-blasts, and digital display ads featured his words of endorsement, they also encouraged other members to share their own stories and photos of their experiences using mobile banking "on the go." The end result was a Facebook contest that exceeded the client's expectations and a campaign that not only raised awareness of mobile banking, but gave it a distinctly human face.



### 3.d Broadcast (to include written scripts)

Client: CareSource  
Title: Covered With Kindness "Friend", 30 second

The Ohlmann Group created a multi-state television campaign, featuring the music of Ingrid Michaelson, built around the new CareSource "Covered in Kindness" theme.

The storyboard for one of the campaign's spots is below. To view the completed commercial and other elements of the campaign, <http://ohlmanngroup.com/dps/>

CARESOURCE - COVERED WITH KINDNESS "FRIEND" - :30






### 3.e Radio (to include written scripts)

Client: Montgomery County Schools, ReadySetSoar  
Title: Preschool Promise Transit

The Ohlmann Group has created a number of radio commercials for Learn to Earn Dayton and ReadySetSoar. The most recent featured information about their Preschool Promise program.

The written script is below. To listen to the audio broadcast, go to <http://ohlmanngroup.com/dps/>

 <b>ohlmann group</b> <small>COMMUNICATIONS DESIGN</small> 1605 north main street • dayton, ohio 45405-4198 p 937.278.0681 • f 937.277.1723 <a href="http://www.ohlmanngroup.com">www.ohlmanngroup.com</a>		<b>COPY</b> CLIENT: Ready Set Soar TITLE: Preschool Promise JOB #: MEDIUM: Radio LENGTH: 30, 15 DATE: 7/20/16 REVISION: FILE NAME:	
---	--	--	--

**30-SECOND RADIO COMMERCIAL**

Annec: Your child can attend a quality pre-school and we can help with the cost!  
(Music starts)

Annec: Introducing the Montgomery County Preschool Promise. All residents of Montgomery County are eligible to receive tuition assistance at participating Star-Rated Preschool programs located in Northwest Dayton or Kettering! This assistance is available to families of any income! If your child is 4 by September 30th, learn more and apply now at Preschool Promise dot org! Don't wait! Enroll your 4 year old today at Preschool Promise dot org!  
(music ends)

---

**15-SECOND RADIO COMMERCIAL**

Annec: Your child can attend a quality pre-school and we can help with the cost!  
(Music starts)

Annec: It's the Montgomery County Preschool Promise! Montgomery County families of all incomes are eligible to receive tuition assistance! Learn more and enroll your 4 year old today at Preschool Promise dot org!  
(music ends)

### 3.f Collateral

Client: Miami Valley Career Technology Center  
Title: MVCTC Collateral

Miami Valley Career Technology Center (MVCTC) is positioned to influence economic development in five southwestern Ohio counties (Montgomery, Warren, Preble, Darke, and Miami) by preparing students for the 21st century workforce. Despite their unqualified success, they were struggling with providing the appropriate information to the intended audience.

MVCTC needed a system of organization that was simple enough for anyone to get the information they needed quickly and easily. The school also wanted to build their brand awareness and make sure that design elements gelled across all platforms. The Ohlmann Group developed a new system of organizing that used a color scheme as a basis to help differentiate the clusters within the school system to address these needs. The Ohlmann Group has created a Career Guide for Students, class catalogs, and designed program sheets and posters for events as well as monthly postcards on an ongoing basis.



# Linda Kahn

## Experience

### **CEO/Director, Media Services**

#### **The Ohlmann Group**

January 2016 – Present (1 year 1 month) Dayton, Ohio Area

As CEO/Director, Media Services, Linda leads the overall strategic and business direction of The Ohlmann Group. In addition, she directly oversees the company's media team, which specializes in the research, negotiation, and placement of media services for clients throughout the country.

### **Senior Vice President/Media**

#### **The Ohlmann Group**

November 1979 – January 2016 (36 years 3 months) Dayton, Ohio

Linda joined The Ohlmann Group in 1979 as Assistant to the Media Department, and was promoted to Senior Vice President/Media, after earning a market-wide reputation as one of the most respected media planners and negotiators in the business. In addition to purchasing media for numerous clients in the Dayton region, 18 media outlets – from Philadelphia to Las Vegas – call on Linda's talents for the purchase of time during the all-important sweep periods that determine the prices they can charge for their time.

As part of continuously improving the effectiveness of the agency's media team, Linda enhanced and reconfigured The Ohlmann Group's media department throughout her tenure as Senior Vice President/Media. She also regularly vets and implements new media data source services, including one of the industry's most sophisticated computer-assisted systems for research and broadcast media buying analysis.

### **Assistant Buyer**

#### **Rike's**

1977 – 1979 (2 years)

Assistant Buyer in the maternity department and women's clothing.

### **Sales woman and gift wrapper!**

#### **The Metropolitan**

1975 – 1978 (3 years) Dayton, Ohio

Worked in the young men's department and gift wrapping.

## Honors & Awards

### **Mercury Award**

American Advertising Federation

2007

Best Buyer of the Year

### **Mercury Award**

American Advertising Federation

2008

Best Media Buyer

### **Mercury Award**

American Advertising Federation

2009

Best Media Buyer

### **Mercury Award**

American Advertising Federation

2010

Best Media Buyer

### **Mercury Award**

American Advertising Federation

2011

Best Media Buyer

### **Mercury Award**

American Advertising Federation

2012

Best Media Buyer



### **Mercury Award**

American Advertising Federation  
June 2013  
Best Ad Agency Rep  
Emeritus Best Media Buyer

### **Mercury Award**

American Advertising Federation  
May 2014  
Vendor of the Year

Best Ad Agency Rep

Emeritus Best Media Buyer

### **2015 Silver Media Recipient**

American Advertising Federation  
February 2015

The American Advertising Federation's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. Annually, AAF clubs/federations bestow this honor upon outstanding community leaders.

### **Mercury Award**

American Advertising Federation  
May 2015  
Best Media Buyer

### **Mercury Award**

American Advertising Federation  
May 2016  
Best Agency Rep

### **Additional Honors & Awards**

Greater Dayton Advertising Association  
Mercury Award, Best Media Buyer 2007, 2008, 2009, 2010, 2011 and 2012  
Emeritus 2013, 2014 and 2015. In 2016 awarded Best Media Buyer.

Have published articles regarding media in national publications.

## **Education**

### **Miami University**

Bachelor of Arts, Statistics, Psychology & Political Science

1973 - 1977

Graduated in 3 very full years!

Tested out of Spanish which enabled me to graduate in a shorter amount of time, due to a car accident.

Activities and Societies: Tennis, Intramural Soccer, Bowling, and many other sports and organizations. Student Body Vice President

### **Meadowdale**

1969 - 1973

Activities and Societies: Vice President of my High School Team.

## **Organizations**

### **Dayton Chamber of Commerce Executive Committee**

Dayton Chamber of Commerce Board of Trustees

### **Wright Image Group**

Starting September 2015

### **Additional Organizations**

Advertising Review Council (ART) Local Federation of Greater Dayton Advertising Committee Dayton Ad Club Chamber of Commerce (NACADA) Committee

## **David E. Bowman**

### **➤ Education**

- ❖ Masters of Business Administration in Marketing, University of Dayton (2004-2007)
- ❖ Bachelors of Arts in Communication and Political Science, Wright State University (1992-1997)

### **➤ Job History**

- ❖ The Ohlmann Group, Chief Marketing Strategist (2010-Present)
- ❖ School of Advertising Art, Instructor (2012-Present)
- ❖ LUCRUM Inc, Marketing Manager (2008-2010)
- ❖ Hafenbrack Marketing, Account Executive (2006-2008)
- ❖ Reynolds & Reynolds, Sales Representative (April 2006-October 2006)
- ❖ Relizon, Marketing Manager (2005-2006)
- ❖ Ohio Financial Group, Marketing Manager (2001-2005)
- ❖ Cintas, Sales Representative (1997-2000)

### **➤ Awards/Credentials**

- ❖ Google AdWords Certified (December 2013-December 2014)
- ❖ United Rehabilitation Services, Board of Directors
- ❖ American Advertising Federation of Dayton, Board of Directors
- ❖ Dayton B2B Magazine, Contributor
- ❖ AAF Dayton 2011 and 2012 Mercury Award Winner - Best Ad Agency Rep
- ❖ Dayton Business Journal Forty Under 40 Winner - 2011
- ❖ Epilepsy Foundation of Western Ohio, 2008 Board Member of the Year.
- ❖ Greater Dayton Advertising Association, 2010 Mercury Award - Unsung Hero
- ❖ Greater Dayton Advertising Association, 2011 Mercury Award - Best Ad Agency Representative



## **Jim Hausfeld**

### **➤ Education**

- ❖ BA, Ohio University 1988

### **➤ Job History**

- ❖ Vice President, Creative, The Ohlmann Group – 2015-2017
- ❖ Creative Services Director, The Ohlmann Group – 2012-2014
- ❖ President, In-Haus Productions, Dayton, OH - 1993-2011
- ❖ Creative Services Director, Clear Channel Dayton, Dayton, OH - 1988-2011

### **➤ Awards/Credentials**

- ❖ Over 200 local, regional, and national advertising awards, including a National ADDY, and an international Radio and Production RAP Award.
- ❖ Youngest winner of American Advertising Federation Silver Medal Lifetime Achievement Award from AAF-Dayton for contributions to advertising and the community.
- ❖ Dayton Business Journal "40 Under 40" Award.
- ❖ Winner of 20 AAF Dayton Hermes/ADDY Awards for advertising excellence.
- ❖ Eleven-time winner of AAF-Dayton Mercury Awards plus three awards for "Vendor the Year" award in 2010, 2012, and 2015.
- ❖ Two-year Past President, twelve-year board member, and longtime Hermes Awards Chairperson for American Advertising Federation – Dayton
- ❖ Co-created the Local Advertising Review Council, a joint partnership of AAF-Dayton and the Better Business Bureau.

## **Mike Blackney**

### **➤ Education**

- ❖ BS in Communications-Advertising, minor in Marketing from Appalachian State University (Boone, NC)

### **➤ Job History**

- ❖ The Ohlmann Group – Digital Media Manager
- ❖ LIN Media – Digital Sales Director
- ❖ Commuter Advertising – Account Executive
- ❖ Berry Company
  - Inside Sales
  - Outside Sales
  - Corporate Trainer
  - Corporate Training Manager
  - Inside Sales Manager
  - Outside Sales Manager
  - Account Executive

### **➤ Awards/Credentials**

- ❖ Google Partner, Google AdWords Certification in Advertising Fundamentals, Advanced Search, and Advanced Display. Proficiencies in Google Analytics, Microsoft AdCenter, Demand Side Platforms, Social Media Management, Facebook Ads, Twitter Ads, YouTube TrueView ads, Lead Generation, Local SEO. Multiple Sales Awards.



## **Gary Haschart**

### **➤ Education**

- ❖ School of Advertising Art, 1992 - Kettering, Ohio
  - Study included graphic design, keyline, marker rendering, type indication and creative problem solving. Trained on Macintosh computers using Photoshop, FreeHand, PageMaker, Illustrator and Microsoft Word.
- ❖ Wright State University, 1989 - Dayton, Ohio. BFA in Fine Art. Major in Drawing. Minor in Sculpture.

### **➤ Employment History**

- ❖ The Ohlmann Group; Dayton, Ohio. Production Director. 2017 to Present
  - Handle day-to-day operations of print production, working to maintain the highest standards of creative output for our clients.
  - Work closely with creative team and print vendors to ensure smooth, seamless production of all printed materials.
  - Coordinate estimates and purchase orders.
  - Coordinate and maintain traffic sheet for traffic meetings.
  - Proofread all advertising materials.
- ❖ The Ohlmann Group; Dayton, Ohio. Senior Art Director. 2003 to 2016
  - Brand Design/Development; Responsible for all aspects of the graphic design, Production and implementation of print and electronic media including, but not limited to designing ads, sales literature, direct mail pieces, corporate identities, web banners, web sites and posters; Project management
- ❖ Freelance Design; Kettering, Ohio. Self-Employed. 2002 to 2003
- ❖ David K. Burnap Agency; Centerville, Ohio. Art Director. 2000 to 2002
- ❖ Cho Graphics; Centerville, Ohio. Graphic Designer. 1998 to 2000
- ❖ Amolé Cosmetics Inc.; Dayton, Ohio. Graphic Designer 1992 to 1998

### **➤ Awards/Credentials**

- ❖ Won 3 Hermes Heads over the years from the American Advertising Federation - Dayton. One of the Hermes Heads was for the coveted Judges Award for Creativity.
- ❖ Trained in WordPress for building out Websites once they are developed.

## **Kern Patton**

### **Education:**

BFA, Bowling Green State University, Bowling Green, OH, 1994 - 1999

### **Job History:**

The Ohlmann Group (2016-present) *Senior Web Developer*

- Develop and deploy client web sites using Wordpress.
- Custom Wordpress designs and functionality.
- Work with clients and internal stockholders to plan and develop each client web site.
- Development including CSS, Javascript, PHP, mySql.

Cloudtakeoff.com (2013-2016) *Senior Web Developer*

- Part of product development team working on main product. Including moving from Silverlight to a full web front end application built in Angular.js using TypeScript and .NET MVC backend running in Azure.
- Created drawing, editing and repositioning elements in main company product, a web application that uses the HTML5 Canvas for drawing using the Konva.js framework.
- Developed a production REST API for partners to interact with cloudtakeoff services and hosting. Using .NET 4.5 webAPI, REST, OAuth and collection+json.
- Junior and Mid-level developer management and mentoring – directly managing a team of 6. Defining architecture, code reviews and best practices and teaching/motivating to deliver on time and to promote knowledge growth on the team.

LexisNexis (2001 - 2013) *Senior Software Engineer, Marketing Analytics*

- Work closely with sales, marketing and the business segment leaders to develop productivity tools and improve existing sales tools using C#, .NET, MS SQL, JavaScript.
- Work with data team to improve data architecture for performance enhancements to allow large sets of data to be web accessible.
- Architected and built a web based contact management application for sales, giving them access to customer and lead data and allow them to manage their sales activities. Designed and built the data base in MS SQL and ASP.NET web application Using C#, JavaScript, HTML, CSS.
- Created Database driven community platform that supported over 30 individual community sites, geared to specific target audiences within the legal market. Driving 1.5 million page views on average per month.
- Developed and maintained learning management system for customers to purchase course work and certification testing.
- Lead development of Bookstore microsites which include consuming ATG webservices. Allowing for the creation of personalized shopping experiences for different product offerings, including an in page shopping cart using JavaScript and C# .NET API.



## Andy Kittles

### ➤ Education

- ❖ School of Advertising Art - 1992

### ➤ Job History

- ❖ The Ohlmann Group (2006-Present) – *Art Director*
  - Designing concept/graphics for websites, magazines, newspapers and billboards, as well as collateral material used to support the campaigns of both corporate and consumer accounts
- ❖ Ohio Department of Development, Office of Communications (2000-2006) – *Graphics Manager*
  - Developed marketing/communications materials for 7 divisions within the ODOD including: Economic Development, International Trade, Technology, Travel and Tourism, Community Development, Governor's Office of Appalachia, and the Governor's Office (Taft Administration)
  - Managed a small team of designers, web developers, and interns

### ➤ Awards/Credentials

Choosing Hope Adoptions, Springfield Ohio - Communications and Marketing Board Member (current)

Springfield Exchange Club Foundation – Board Member (current)

2015 Silver Addy - AAF Dayton  
2015 Bronze Addy (7) - AAF Dayton  
2014 Gold Addy - AAF Dayton  
2014 Silver Addy - AAF Dayton  
2014 Bronze Addy - AAF Dayton  
2013 Gold Addy - AAF Dayton  
2013 Silver Addy - AAF Dayton  
2013 Bronze Addy (5) - AAF Dayton  
2012 Silver Addy - AAF Dayton  
2012 Bronze Addy (2) - AAF Dayton  
2009 Silver Addy (2) - AAF Dayton  
2009 Bronze Addy (5) - AAF Dayton

## **Kameron Hurley**

### **➤ Education**

- ❖ MA, Historical Studies, University of Kwa-Zulu Natal
- ❖ BA, Historical Studies, University of Alaska – Fairbanks
- ❖ AA, General Studies, Clark College

### **➤ Job History**

- ❖ The Ohlmann Group, Inc. Content Marketing Manager
  - October 2015-Present
  - Lead writer and editor for yearly client magazine featuring interviews with aviation pioneers and industry leaders, including stunt pilots, technicians, mechanics, and engineers.
  - Creates and reports on results of content marketing efforts, suggesting alterations in the type of content created. Adjusting content targets doubled lead generation efforts for one client and resulted in 1/3 more social impressions for another.
  - Instituted quality check process to reduce typographical errors present during client review of content by 90%.
- ❖ Autosoft, Inc. Communications Manager Content Marketing Manager
  - January 2015-October 2015
  - Spearheaded company rebranding initiative with development and execution of Brand Standards Guide
  - Revised lead-generation email messaging to increase email open rates by 5% and click-through rates by 100%, leading to over \$47,000 in additional POS.
  - Developed new messaging and email strategy to increase nurture email open rates by 10% and click-throughs by 4%.
  - Worked with web team to optimize website design and language to drive more traffic (50% increase) and lead generation (20% increase)
- ❖ Lexis Nexis. Senior Communications Strategist, Copywriter
  - March 2011-January 2015
  - Led copy creation of refreshed corporate site, leading to 116% increase in page views, 114% increase in customer sign-ins, and 62% decrease in bounce rates

- Worked with agencies and brand managers to create successful content marketing and communications plans and campaigns across multiple platforms
- Developed copy template creation for in-house team, resulting in an overall improvement in drafting and layout times of direct mail and email projects by 20%

❖ The Ohlmann Group, Inc. Senior Copywriter

- March 2010 – March 2011
- Developed and managed social media, digital advertising content, and communications and PR plans for clients
- Created, wrote, pitched, and placed PR pieces – including press releases and article content – to media outlets

❖ ITS Financial. Communications Manager

- June 2007 – March 2010
- Developed comprehensive communications strategies for \$40M company, working closely with company's CEO and executive team. Produced all internal and external communications for nationwide retail and franchise system. Handled all media inquiries as company spokesperson and managed crisis communications plans. Worked with agency to develop and refine consumer messaging for print, radio, and television, resulting in 200% increase in customer calls. Managed three-person team, outside contractors, and agency work.

❖ CH2MHill Communications Group. Assistant Project Manager

- March 2004 – December 2006
- Created project delivery packages for \$12M in communications projects. Assisted in writing, preparation and editing of RFP's, resulting in ongoing contract awards.

❖ Infinity Software Development. Writer.

- October 2005-October 2006
- Wrote passages for reading comprehension tests for Florida department of education

❖ University of Alaska Press. Order Clerk/Editorial Assistant

- January 2000 – May 2001
- Wrote press releases, processed orders.



➤ Awards/Credentials

- ❖ 2014 Hermes Award, Bronze. Integrated Campaigns (copywriting)
- ❖ 2013 Hermes Award, Bronze. Consumer or Trade Publication (copywriting)
- ❖ 2012 Hermes Award, Bronze. Consumer or Trade Publication(copywriting)
- ❖ 2012 Hermes Award, Bronze. Interactive Media (copywriting)

➤ Additional Awards

- ❖ 2013 Hugo Award, Best Related Work ("We Have Always Fought")
- ❖ 2013 Hugo Award, Best Fan Writer
- ❖ 2012 Sydney J. Bounds Best Newcomer Award (for GOD'S WAR)
- ❖ 2011 Nebula Award Nominee for Best Novel - GOD'S WAR
- ❖ 2011 Kitschy Award for Best Debut Novel - GOD'S WAR

## **Roxann Patrick**

### **➤ Education**

- ❖ Associates Degree in Commercial Art from Indiana Vocational Technical College – Columbus, Indiana

### **➤ Employment History**

- ◆ The Ohlmann Group; Dayton, Ohio. Director of Customer Engagement. November, 2016 to Present
  - Work directly with customers to maintain quality and to ensure deadlines are met.
  - Work closely with President to achieve consistent customer satisfaction.
  - Proposal development.
  - Develop Ohlmann Group materials to reflect and maintain the agency's brand.
- ❖ School of Advertising Art; Kettering, Ohio. Director of Career Services, 2012 to 2016
  - Mentored students to prepare them for employment and job placement for all graduates
  - Co-instructed Professional Development classes
  - Achieved 100% placement of graduates each year
  - Developed and executed highly successful inaugural Job Fair
- ❖ Designed Solutions Group, Inc. (DSG); Centerville, OH. President and Creative Director, 1994 to 2014
- ❖ Forest Grove Advertising (no longer in business); Centerville, Ohio. Senior Art Director. 1992 - 1994
- ❖ Roxann Patrick and Associates; Kettering, OH. Owner and Creative Director. 1989 to 1992
- ❖ Freelance Graphic Designer; Dayton, Ohio. 1983 to 1989

### **➤ Awards/Credentials**

Design skills and creative leadership have led to over 100 awards for Roxann throughout her career in various competitions including the Addy's, DMA and Graphic Design USA, along with sponsored competitions by the Women's Business Enterprise National Council, the New York Times and Cox Newspapers.

Roxann is the current President of the AAF-Dayton; was a board member of the NCCJ Dayton; was honored as one of 14 women business owners nationally as a Woman Business Star by the WBENC in 2007 and was a forum board member of the WBENC in Washington DC from 2004-2007.

## **Helen Mumaw**

### **➤ Education**

- ❖ BS in Communications, School of Radio and Television, Ohio University, 1981

### **➤ Job History**

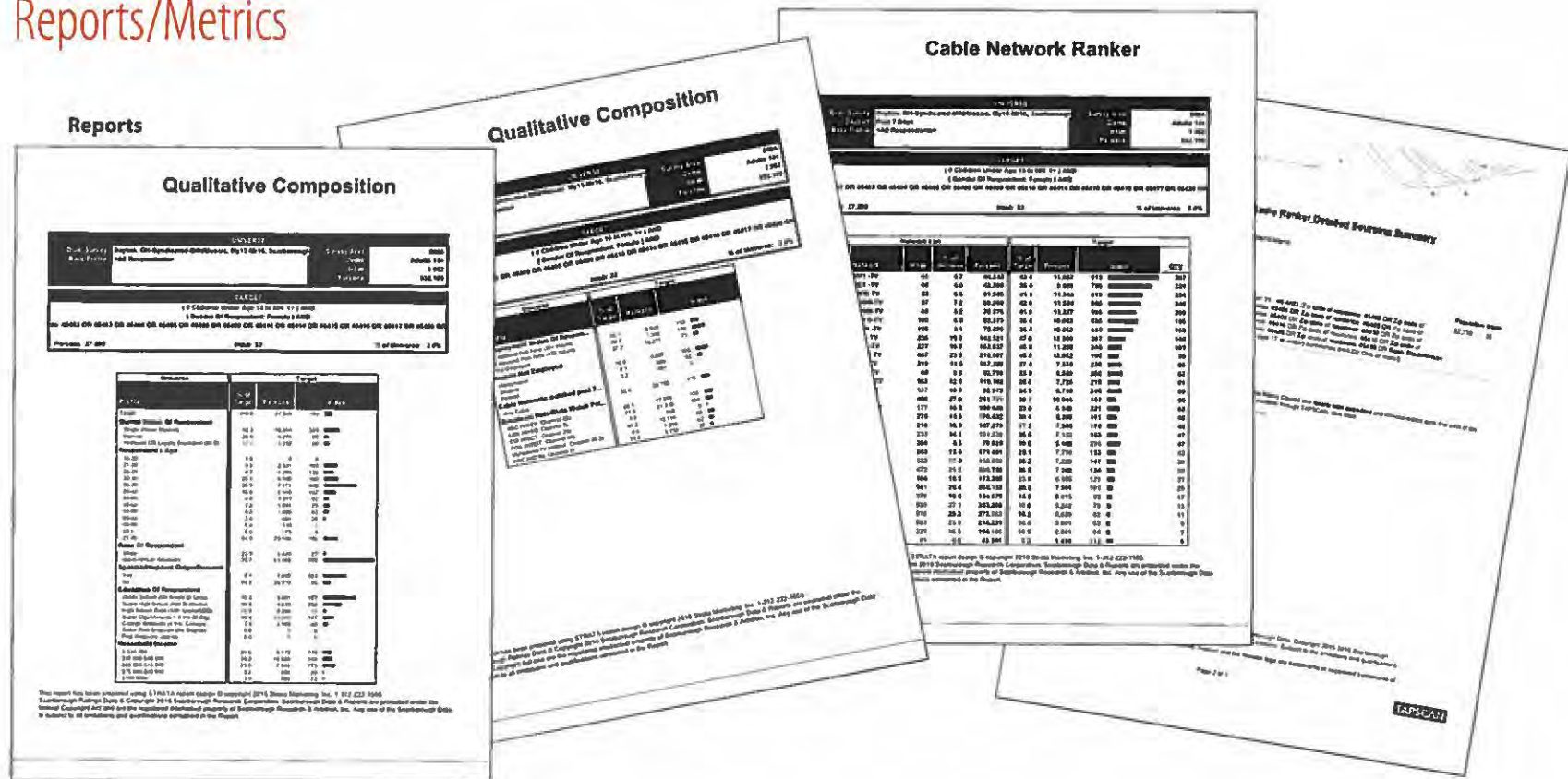
- ❖ WPFB Radio, Middletown, OH - August, Sales Assistant to Sales Manager (1981-1983)
  - Processing orders for Sales Manager
  - Managing Sales Manager calendar
  - Creating Sales Flyers
  - Interacting with sales, on-air, accounting staff
  - Typing communications for sales manager
- ❖ The Ohlmann Group, Inc. Dec., 1983-Present
  - Started as Media Assistant-Broadcast; responsible for producing radio orders, traffic continuity, reconciling invoices and researching various markets
  - Became Media Buyer; responsible for researching, procuring and reconciling all media related to newspaper, consumer and trade magazines, outdoor, indoor advertising, movie theater, email/online/mobile advertising, direct mail, marriage mail and other ancillary advertising vehicles that are available for a wide variety of industries.
  - Agency liaison with U.S. Post Office.

### **➤ Awards/Credentials**

- ❖ Google Ad Words Training
- ❖ Facebook Advertising Training Course Completed
- ❖ Mercury Award Honoree for Best Media Buyer 2007 - 2010
- ❖ Mercury Award for Best Print Buyer 2012
- ❖ Mercury Award for Best Media Buyer 2013
- ❖ Lead team responsible for submitting The Ohlmann Group for the Better Business Bureau Integrity Award, for which we won in 2012.
- ❖ Guest Speaker at Outdoor Advertising Association of Ohio, September, 1995



# Reports/Metrics



**Report Name:** Scarborough Ratings Data  
**Description:** Qualitative composition of target audience consumption of media, utilizing filters such as geography, demographics and media.  
**Frequency:** Generated as new data continues to arrive or as marketing strategies and objectives change.

## Reports/Metrics

## Reports

[illegible][illegible]

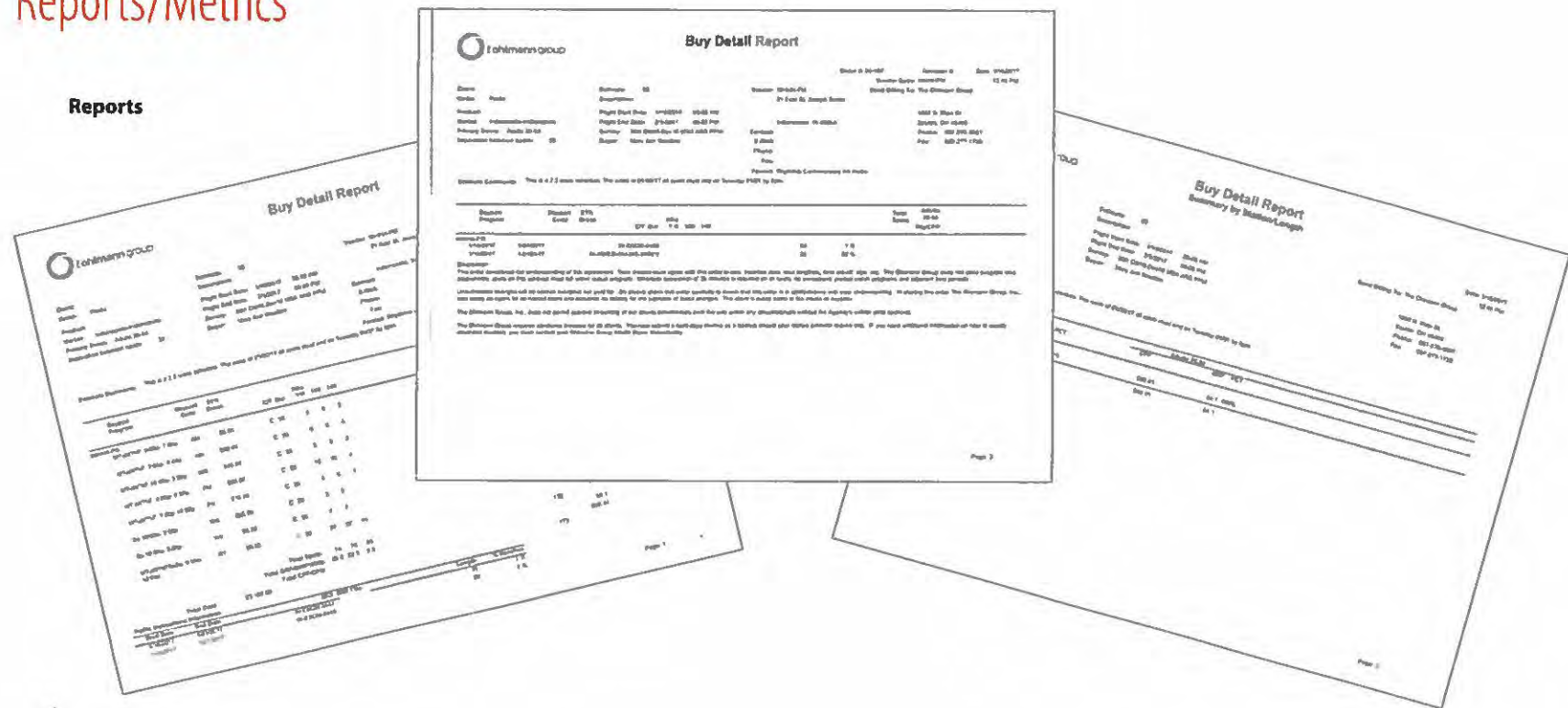
**Report Name:** Target Profile

**Description:** Media research for audience population narrowed to target specific zip codes

**Frequency:** As often as requested.

# Reports/Metrics

## Reports



**Report Name:** Buy Detail Report

**Description:** Purchase order for individual stations from STRATA media buying system.

**Frequency:** Each time an order is placed.



# Reports/Metrics

## Reports

Approved Orders Report - Broadcast

Printed by: 10/10/10  
The Advantage Group, Inc.

Order	Line	Rev	Rate	Order / Day / Month	Alt Order	Line ID	Line B	Product	Advertiser	Agency	Flight To	Spots	Start	End	Total
9171	0	0	0												
9172	0	0	0												
9173	0	0	0												
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## Reports/Metrics

## Reports

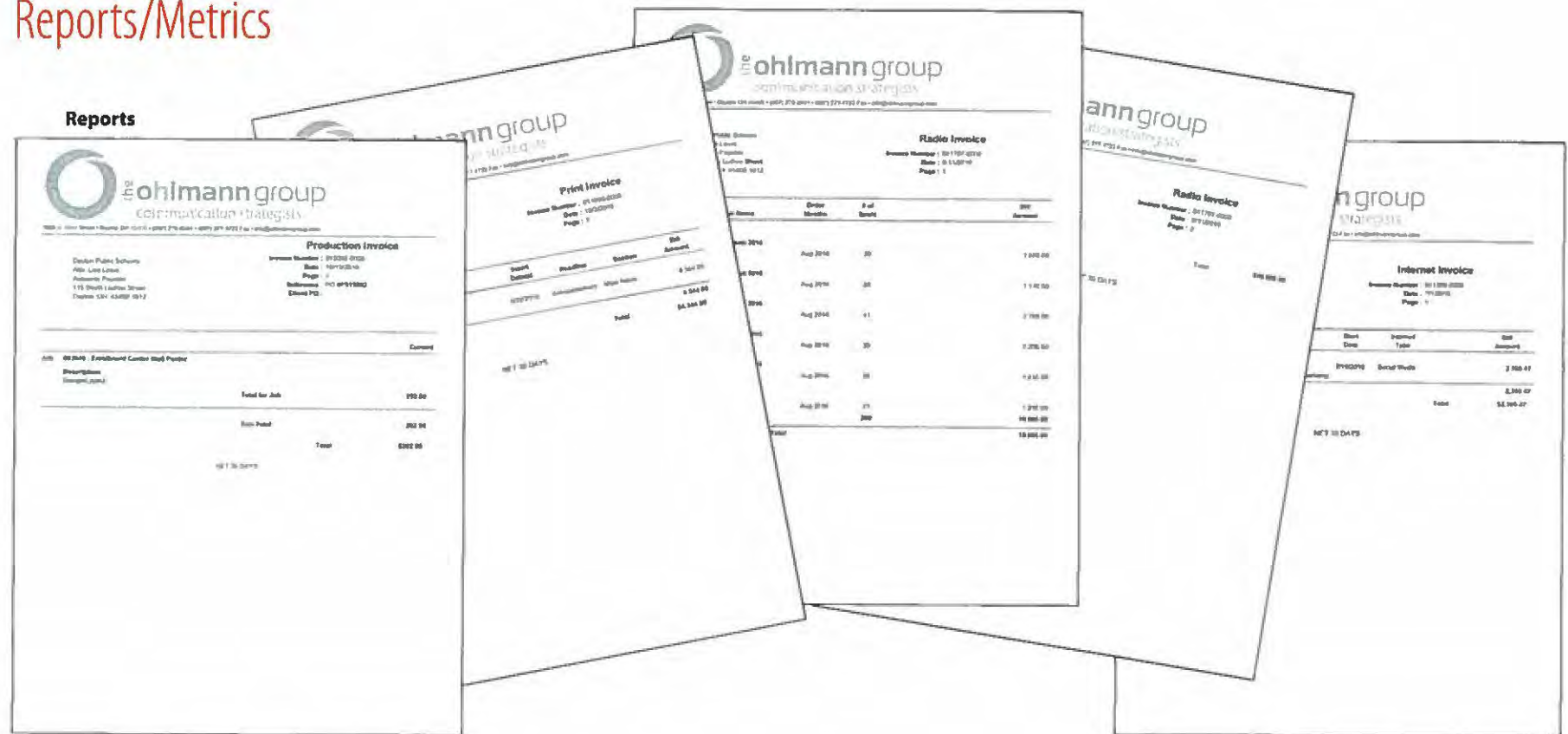
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**Report Name:** Radio Order Revision

**Description:** The broadcast order as it appears in the accounting software for billing.

**Frequency:** Completed for each order issued.

## Reports/Metrics



**Report Name:** Invoices

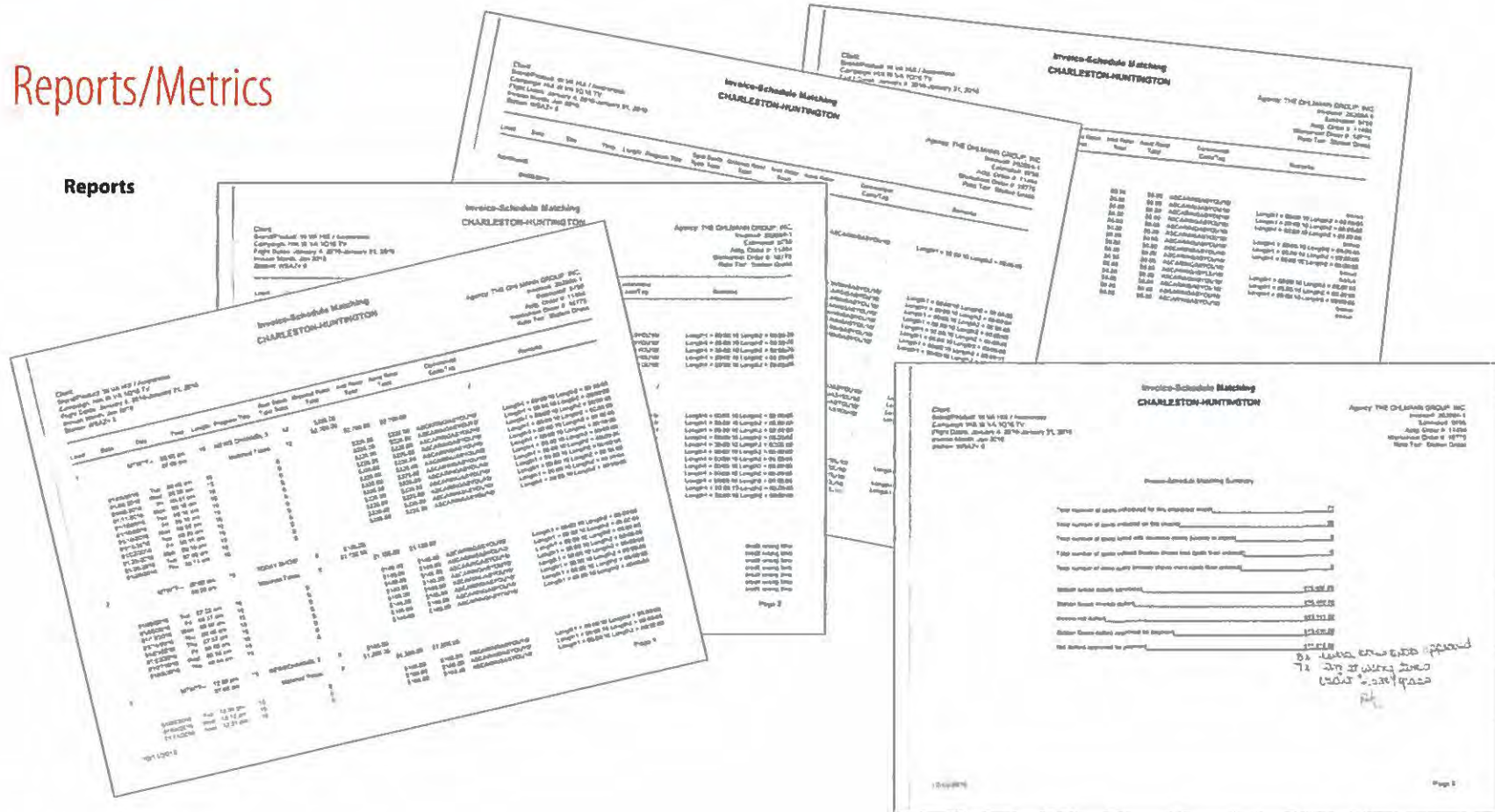
**Description:** Full complement of invoices that DPSD may receive. Includes production invoice as well as several media invoices.

**Frequency:** Typically issue once a month



# Reports/Metrics

## Reports



**Report Name:** Invoice-Schedule Matching

**Description:** Reconciliation between what was ordered and what was actually received. Adjustments made for errors found.

**Frequency:** Completed for every broadcast order issued.

## Reports/Metrics

## Reports

[illegible]

**Report Name:** Timesheet

**Description:** Snapshot of an electronic timesheet with time posted to jobs.

**Frequency:** Timesheets are completed daily.

## Reports/Metrics

### Reports

The image displays three overlapping screenshots of the 'Media Schedule' report from the Ohlmann Group. The reports are structured as large tables with multiple columns and rows, organized by month and station. The top report shows a detailed view of the schedule, while the bottom-left report shows a more condensed view. The bottom-right report shows a summary of the schedule, including a list of stations and their respective schedules.

**Report Name:** Media Schedule

**Description:** The media schedule is used to communicate the schedule by media by month so client has the full overview of all components and how they flow throughout the year.

**Frequency:** Report generated at the initial request for proposal, then updated as items become approved as well as any adjustments throughout the year.



## Reports

[illegible]

Report Name: Radio Reach &amp; Frequency Report

**Description:** This report provides client with a snapshot of what was purchased on their behalf. First page shows details by station. Second page shows details by week.

**Frequency:** Report is generated one time when radio buy is purchased.

## Reports

[illegible]

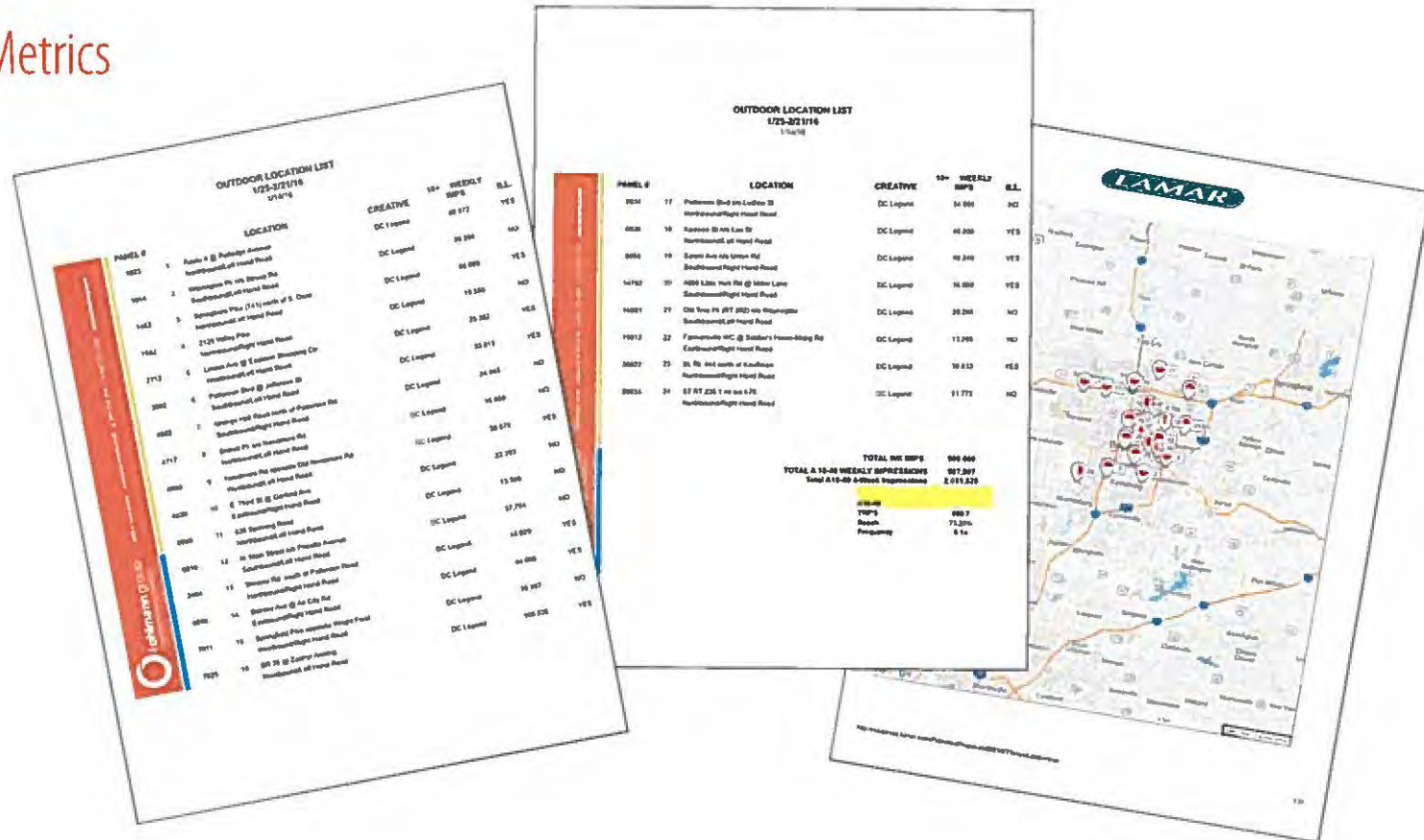
Report Name: Radio Spot Calendar

**Description:** Accompanies the reach and frequency report providing the detailed analysis of the buy with number of spots by station, by daypart, by week.

**Frequency:** Report is generated one time when radio buy is purchased.

# Reports/Metrics

## Reports



**Report Name:** Location Report & Map

**Description:** Report and accompanying map show actual locations purchased for an outdoor poster showing and includes audience reached with those locations.

**Frequency:** Report is generated one time when outdoor buy is placed.



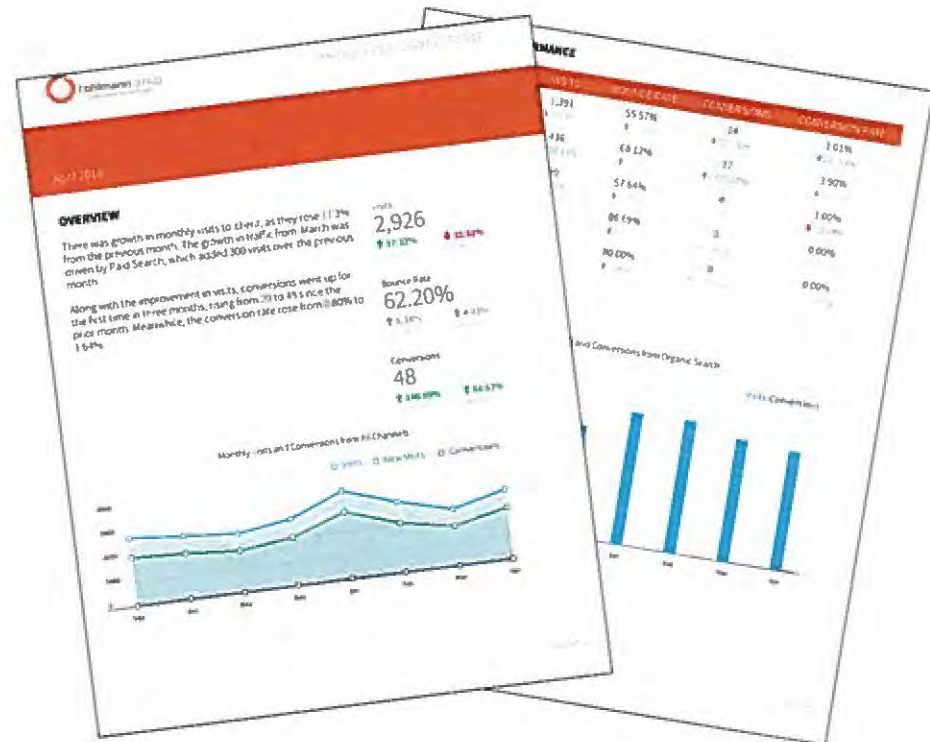
# Reports/Metrics

## Reports

**Report Name: Outdoor Performance Report**  
**Description:** This report allows agency to verify when posters were installed and removed, verifies correct creative for each location, indicates that the correct amount of time was given for the whole campaign and any additional time received and its value.  
**Frequency:** Report is generated one time, 2 weeks after the end date of the campaign.

# Reports/Metrics

## Reports



**Report Name:** Online Reporting Dashboard

**Description:** The Ohlmann Group uses live, interactive online dashboards that connect directly to all platforms utilized in the buy. They specifically cater to each individual client campaign.

**Frequency:** Report is live and interactive and can be viewed at any time during the campaign.

# Reports/Metrics

## Reports

The image displays four overlapping screenshots of a 'Production Schedule' report from the Ohlmann Group. Each report is a detailed table with columns for 'Creative Element', 'Description', 'Start Date', 'End Date', 'Status', and 'Owner'. The reports are titled 'Production Schedule' and 'Creative Elements'. The reports show a detailed timeline of creative elements for a campaign, including dates, descriptions, and status updates. The reports are titled 'Production Schedule' and 'Creative Elements'.

**Report Name:** Production Schedule

**Description:** Created once a campaign has been authorized to manage the flow of creative elements needed for the campaign to be executed.

**Frequency:** Report generated one time at the beginning of the campaign and updated as needed.



### 5. c. Reporting Plan

### Sample Interactive Dashboard



# Reports/Metrics

## 5. c. Reporting Plan

### Sample Interactive Dashboard - cont.

