

# Association of Education Purchasing Agencies RFP#21.5-C

## E-Rate Consulting Services

### Part B- Technical Specifications

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February 22, 2021

Mr. George Wilson  
AEPA Executive Director  
Association of Educational Purchasing Agencies  
575 Witt March Rd  
Gamaliel, KY 42140  
georgewilson.aepa@outlook.com

Dear Mr. Wilson,

Kellogg & Sovereign® Consulting, LLC (KSLLC) provides professional program management services for schools and libraries in the E-Rate Program, and health care providers in the FCC's Rural Health Care Program. Our E-Rate clients range from rural K-12 schools and single site libraries to large urban school districts, library systems and state-wide consortia. With over 24 years of experience with the E-Rate Program, our dedicated professionals are qualified to deliver the consulting services your member districts need to assist them throughout the E-Rate funding cycle.

As a founding member of the E-Rate Management Professionals Association ([www.e-mpa.org](http://www.e-mpa.org)), we strive to exceed our clients' expectations while maintaining the highest standards, developing and promoting best practices, and requiring ethical conduct of each member of our KSLLC team.

We believe that our proposal fully responds to the needs described in the Association of Educational Purchasing Agencies RFP for E-Rate consulting services, and presents a compelling demonstration of the value we can bring to your organization. If you have any questions or concerns, please feel free to reach out to us. We are excited to work with you!

Sincerely,

KELLOGG & SOVEREIGN® CONSULTING, LLC



Deborah J. Sovereign, CPA, CGMA, CEMP

Executive Director

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## Item 8.1.1 Background of Kellogg & Sovereign Consulting, LLC

- **How long has your organization been working with the E-Rate Program?**

KSLLC currently serves over 350 E-Rate clients in 17 states and we have managed the E-Rate process for schools and libraries since the inception of the program in 1997. We are recognized as one of the top E-Rate management firms in the nation based not only on the quantity of applications filed, but also on the quality of the firm's professional services.

KSLLC's mission is to make a positive difference in the lives of others by obtaining funding for advanced telecommunications and information services not otherwise available to schools, libraries, and health care providers. We seek to (1) Maximize funding opportunities for advanced telecommunications and information services (2) Positively affect entire communities by providing affordable access to information and health services (3) Provide access to educational opportunities for students across the nation regardless of their school size or location.

KSLLC was established by educators, for educators. Founder Jane Kellogg, was a leader in education and technology, with years of experience in teaching and school administration prior to joining Apple Computer. Ms. Kellogg shared the knowledge she had gained at Apple with educators, helping to integrate technology into the classroom. KSLLC actively applied for grants and funding opportunities on behalf of schools and libraries to enable them to meet their technology goals. When the E-Rate Program was introduced, our firm was one of the first E-Rate consulting firms to train educators on how to prepare applications, as well as assist them with obtaining this valuable funding.

Ms. Kellogg's belief in the importance of education and supporting educators is the core of our firm's values and we are proud to continue her legacy.

Founding members Jane Kellogg and Deborah Sovereign initiated the formation of the E-Rate Management Professionals Association (E-MPA) in 2008 by identifying those companies that were ethical and focused on doing everything they could to ensure applications were prepared correctly and had a focus on the student. Ms. Sovereign currently serves on the E-MPA Board of Directors as President, and previously served as Treasurer from 2008-2014 and President 2014-2015 and Vice President for 2018-2019. KSLLC currently has six Certified E-Rate Management Professionals on staff.

KSLLC is a member of the Schools, Health, Libraries and Broadband Coalition ([www.shlb.org](http://www.shlb.org)) and is active in promoting affordable, high-speed broadband connections to the Internet for anchor institutions at the national level. For example, a member of KSLLC was selected to be a speaker during the 8th SHLB conference in October 2018 in Washington D.C. and served as a session moderator, and the firm was a silver sponsor, and exhibitor during the SHLB AnchorNets conference in October 2019 in Washington D.C.

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KSLLC is also active in the rulemaking procedures of the FCC and regularly submits comments to them, which are often implemented in USF program rules and guidelines. Examples include the following:

- 2021-E-MPA and KSLLC Comments on E-Rate and remote learning
- 2019-E-MPA and KSLLC Comments on Category Two budget approach
- 2019-Reply comments FCC Form 470 “drop down”
- July 2018 – Reply comments and survey submitted to the FCC in response to the FCC’s Notice of Proposed Rulemaking (NPRM) on Protecting Against National Security Threats
- May 2017 – Reply comments to the FCC in response to 2017 NPRM and Order, Rural Health Care Support Mechanism
- July 2017 – Comments to the FCC in response to the FCC’s Proposed Eligible Services List for the
- E-Rate Program for Funding Year 2018

## Secure and Reliable

**Insurance Coverage.** KSLLC takes security seriously. You can rest assured that our firm is well insured so that we can continue operations regardless of circumstances outside of our control. KSLLC carries business liability insurance, workers compensation, cyber insurance, and professional liability insurance. Certificates of insurance are available upon request.

**Enterprise Class Technology and Data Center.** KSLLC utilizes enterprise-level technology from the Office 365 Enterprise suite. We host individual E-Rate client portals on Sharepoint where documents can be easily accessed, shared and archived. KSLLC provides an entity dashboard for our clients to access their USAC data in an easy to use online format.

We provide Bonfire, a secure online bidding site, for management of the E-Rate competitive bidding process, including online bid evaluation.

Our team members actively use Asana to track all activity, processes and procedures across the firm’s network. The firm provides online chat for immediate access to our team of expert E-Rate professionals. The firm’s data is housed at the OneNet Oklahoma City data center, which provides co-location space and network protection with state-of-the-art cooling systems, 24/7 network monitoring and backup of all data.

KSLLC utilizes Barracuda’s email archiving system to ensure all E-Rate correspondence is properly archived. All of these measures are essential in maintaining the stringent record retention requirements set forth by the various programs we manage on our client’s behalf.

- **Describe how your company has the knowledge and know-how to advise and assist AEPA Members in all the requirements of the E-Rate Program.**

KSLLC’s E-Rate professionals work with the E-Rate Program on a daily basis, managing over 350 clients in 17 states with annual filings benefiting over 900,000 students and patrons of 27 libraries. We have chosen to work exclusively with the applicant side of E-Rate, which enables us to be fully involved in the technology planning and competitive bidding process. We serve you as an applicant consultant. The firm’s focus on E-Rate enables the company to assist schools and libraries to maximize their E-Rate funding while ensuring compliance with program rules.






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KSLLC's E-Rate account managers hold certifications from the E-Rate Management Professionals Association ([www.e-mpa.org](http://www.e-mpa.org)), and all members of the firm uphold the E-MPA Code of Ethics.






The professionals at KSLLC have extensive experience in accounting, technology, networking, education, administration, and business, providing high quality service and consistently exceeding our clients' expectations. They undergo extensive training throughout the year so that they are up to date on any regulatory or other changes and are able to quickly address client needs.



KSLLC also contracts with Broadband Legal Strategies, a legal firm specializing in Universal Services Fund program compliance. Gina Spade, Attorney, spent 13 years at the FCC and more than a decade working on universal service programs, including E-Rate and the Rural Health Care programs.

KSLLC Executive Team:	
	<b>Jason Ramey, Chief Executive Officer</b> , is an accomplished global executive who has served on the Global Leadership Team of Grant Thornton where he was responsible for service lines and industries, driving strategic growth, developing global capabilities, and key global clients. Jason is a Certified Public Accountant in Illinois and Texas and received a B.B.A Degree in Accounting from Texas A&M University. As CEO of Kellogg & Sovereign Consulting, Mr. Ramey provides leadership and business management to the organization, including overall strategy & growth, client and staff development. Mr. Ramey has many years of experience providing accounting, audit, and consulting services for clients in a variety of industries including technology, professional services, healthcare, not-for-profit, and manufacturing.
	<b>Deborah Sovereign, Executive Director</b> , leads the firm's overall operations, systems, and application processes. A founding member of the E-MPA, she is currently the organization's President (2019-current), and was previously Vice President (2018-2019), President (2014-2015), and Treasurer (2008-2015). She holds a B.S. in Accounting from Louisiana State University ( <i>magna cum laude</i> ). Certified Public Accountant in Oklahoma and Texas. Certified Global Management Accountant, Certified E-Rate Management Professional. Joined KSLLC in 1998. Ms. Sovereign has a wide range of experience in accounting, technology, training and financial analysis for various organizations.

<b>KSLLC E-Rate Team:</b>	
	<p><b>Riley Harpole, Director of E-Rate</b>, oversees the firm's E-Rate filings, applications, and compliance services. A Certified E-Rate Management Professional, Mr. Harpole joined KSLLC in August 2016. He earned a Bachelor of Arts in Mathematics from the University of Oklahoma and possesses significant experience in analytics, statistics, organization, and telecommunications. Prior to joining KSLLC, Mr. Harpole worked as a financial analyst with Verizon in Tulsa, Oklahoma. He has also worked in various financial roles at New York Life and Midland Mortgage. Mr. Harpole personally manages a number accounts in various states.</p>
	<p><b>Rachel Botts, Senior Account Manager</b>, brings large urban school district and grant writing experience to the KSLLC team. A Certified E-Rate Management Professional, Ms. Botts earned her BA at Trinity College and her MBA at the University of Hartford. Ms. Botts joined KSLLC in August 2016 as a senior account manager, assisting schools and libraries with all aspects of program compliance. She has been instrumental in saving districts significant funding, working through billing issues with service providers and negotiating large system-wide adjustments through USAC COMAD and selective reviews. Ms. Botts manages a number accounts in Colorado, Connecticut, Oklahoma, Tennessee, and Texas.</p>
	<p><b>Christina Bailey, Senior Account Manager-Director of Purchasing</b>, joined KSLLC in May 2013, bringing a wealth of experience in sales, customer service, administration, and management. A Certified E-Rate Management Professional, she received her education at the Community College of the Air Force and East Central University. Christina manages a number of clients. She is a member of our presentation and marketing team and can often be found at education or technology conferences, providing training to clients, and keeping everyone informed on what is new in the world of E-Rate.</p>
	<p><b>Mandy Wood, Senior Account Manager-Director of Billing &amp; Reimbursements</b>, joined KSLLC in June 2009. As a senior account manager, she handles all aspects of E-Rate filings for her assigned clients and provides valuable guidance for our professional staff. A Certified E-Rate Management Professional, Mandy's accounting and business experience was built across various technical roles, including production mill scheduler, executive accountant, accounts payable representative and accounting clerk. Mandy received her Bachelor of Arts in General Studies (Business &amp; Education) from Northwestern Oklahoma State University, with additional studies in Education from University of Central Oklahoma.</p>
	<p><b>Teagan Vick, Senior Account Manager</b>, provides training and support to client schools and libraries with her in-depth experience with human resources and counseling. Ms. Vick became a member of the KSLLC team in June, 2012 as a student intern. Upon graduation with a Bachelor of Arts in Human Services Counseling from East Central University, Ms. Vick dedicated her work to assisting KSLLC clients navigate through the various regulations and requirements of the federal E-Rate Program. She earned her CEMP certification in 2016 and her CPO certification in 2020. Teagan provides training and mentoring for our E-Rate staff and manages E-Rate Program filings and compliance, with an emphasis on rural Oklahoma.</p>



	<p><b>Alex Linam, Account Manager</b>, joined the KSLLC team in August of 2016. She leads the marketing and social media team as well as serving as a key member of the presentation team managing KSLLC's conferences and client workshops. Ms. Linam graduated from East Central University with a degree in Business Management and a certificate in Human Resources. Ms. Linam uses her prior experience in banking and a solid accounting background to assist her clients with the intricacies of the E-Rate program. She manages accounts in Oklahoma and Utah.</p>
	<p><b>Daniela Yanez, Account Manager</b>, became a member of the KSLLC team in September of 2017. She attended East Central University and obtained a Bachelor of Science degree in Business Administration, with a concentration in Finance. Along with her degree, she also obtained a certificate in Personal Financial Planning and another in Banking and Finance. She possesses significant customer service experience as well as communication skills and great attention to detail. Ms. Yanez serves on the social media and marketing team and promotes the firm during conferences and workshops. Ms. Yanez manages accounts in Oklahoma and Texas.</p>
	<p><b>Danny Christensen, Account Manager</b>, became a member of the KSLLC team in November of 2018 as an E-Rate Support Specialist. He attended East Central University and obtained a Bachelor of Science degree in Business Administration with a concentration in Management. Along with his degree, he received a certificate in Human Resource Management and an advanced certification in Microsoft Excel. He is currently working to obtain his MBA from Southeastern University. Mr. Christensen manages a number of accounts in Oklahoma and is assisting with others in Maine, New Hampshire and Vermont.</p>
	<p><b>Adam Godwin, E-Rate Administrative Associate</b>, joined KSLLC in May 2015. He has a Bachelor of Science in Mass Communication with a concentration in Mass Media and a certificate in Business - Promotions Management from East Central University. Adam is a company website and SharePoint admin, working to ensure all clients are setup, sends invites, and uploads and processes all documents on SharePoint. Adam manages multiple processes throughout the year including the bid packet and board resolution process. He also edits all company videos, from marketing to webinars. Finally, he is an on-site graphic designer.</p>
	<p><b>Ashley Dehart, E-Rate Administrative Associate</b>, joined the KSLLC team in October of 2019. She provides administrative support for the 470's, 471's, 486's process and actively tracks all activity with Asana's project management software. She helps create documentation and reaches out to clients when needed. She also has the role of OUSF Coordinator. She brings 15+ years of office support experience, including five years as Project Coordinator.</p>

	<b>Camron Large, General Accountant</b> , became a member of the KSLLC team in November of 2018 as an E-Rate Support Specialist. He attended East Central University and obtained a Bachelor of Science in Accounting in May of 2018. He also received a Master of Science in Accounting from East Central University in May of 2020. He is currently working on his CPA certification for the state of Oklahoma. Camron manages the firm's accounting function.
	<b>Nichole Bateman, E-Rate Administrative Associate</b> , became a member of the KSLLC team in October of 2019. She possesses 13 years of office management and customer service experience. She supports all areas of the E-Rate process including Asana project management.

- Describe your company's background on filing for both Category 1 and Category 2 products and services.

KSLLC has been assisting schools and libraries in successfully navigating the E-Rate Program and providing Category 1 and Category 2 consulting services since the inception of the program in 1997. The firm has managed 40,000+ funding requests totaling over \$1.4 billion in pre-discount requests.

The following chart shows FRNs managed by Kellogg & Sovereign Consulting since 2005:

E-Rate Yr	# States	#Students	Total Pre-Discount	Total E-Rate Requested	Funding Commitments	Funding Disbursed	#FRNs	#Entities
2020	14	1,188,819	63,230,272.08	49,711,645.04	42,254,290.11	13,040,995.02	1,001	332
2019	13	1,073,019	57,597,990.74	45,275,426.96	42,615,816.98	34,751,667.24	916	314
2018	10	909,349	74,642,029.87	56,430,980.09	38,540,538.92	35,028,172.99	1,177	301
2017	12	962,825	61,161,841.54	43,741,654.31	39,273,175.89	34,609,497.93	1,558	333
2016	11	1,271,005	76,047,493.99	54,210,408.54	50,159,913.18	44,324,051.07	1,804	331
2015	11	1,233,486	120,390,446.13	90,231,697.19	74,866,426.96	64,080,255.31	2,055	334
2014	11	1,985,088	145,414,870.20	119,798,975.80	50,700,285.83	38,679,252.06	2,443	329
2013	11	1,152,163	128,385,659.20	106,394,084.50	46,433,837.12	36,137,420.07	2,414	311
2012	9	860,772	120,275,541.22	98,616,699.73	58,429,013.11	43,586,288.85	2,384	275
2011	8	996,517	111,782,725.34	92,043,179.27	44,648,050.06	31,711,980.97	2,252	280
2010	8	987,786	66,434,538.22	55,137,826.45	41,673,354.65	34,715,893.68	2,246	191
2009	8	887,706	94,499,949.56	78,076,346.22	61,756,913.72	54,397,909.26	2,137	212
2008	8	920,319	96,646,673.43	79,117,512.89	28,694,440.55	23,969,763.14	2,141	215
2007	7	429,190	60,247,091.61	46,566,721.11	29,113,992.25	22,318,887.19	2,399	191
2006	6	345,356	37,273,366.47	29,751,492.13	17,650,893.23	14,386,364.42	2,572	181
2005	7	122,802	37,202,596.14	29,989,412.49	17,373,027.29	13,817,059.73	3,006	175



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## PRE-FUNDING SERVICES

**Entity Verification and Changes.** KSLLC meets with the applicant to review any changes as well as reviews announcements on the applicants' website and board meetings. All changes are tracked on a NSLP spreadsheet and provided to the applicant for verification and documentation. Forms 500 are submitted as needed to report school closings. We also verify that applicant's entities (enrollment, addresses, annexes, Non-Instructional Facilities (NIFs), and consortium affiliations) are properly registered with USAC. KSLLC submits changes to USAC and verifies changes in entity names, addresses, and other items as necessary.

**Competitive Bidding, Forms 470 Preparation and Submission.** KSLLC developed an in-house software program in 2003 for managing online RFPs and bids. Since KSLLC does not represent service providers, the firm serves as an applicant consultant and assists with all aspects of the program from initial planning and RFP development to bid evaluation, contracts, application filing, funding and invoicing. KSLLC requires applicants to complete their own bid evaluations, make their own decisions and certify their own forms.

E-Rate planning meetings with the applicant involve discussing eligible products and services, eligible entities, and the applicants' specific needs. KSLLC advises applicants about risk factors and strategies related to securing the maximum allowable E-Rate discounts.

For large, special construction projects or other complex engagements, outside experts may be involved in the planning stage. The timeline for planning may be long if engineering is required. KSLLC is careful to ensure that any information from service providers is vendor neutral. Documentation gathered may include network diagrams, circuit listings, Internet demarcation points, and other information necessary to explain the applicant's current network environment and technology needs.

KSLLC incorporates best practices in our RFPs to ensure contract language for multi-year contracts, bandwidth ranges, and other essential clauses are included in the RFP and subsequent contract.

KSLLC also goes over, in detail, the applicant's Category 2 budget, applicant's current inventory, equipment funded in prior year(s) in process, and any items not installed that can be cancelled/reduced to return funds to the applicant's budget. KSLLC processes Form 500 as necessary to report prior year cancellations or reductions for the Category 2 budget.

Once the needs assessment is completed, KSLLC works directly with the applicant to make any final changes and uses their knowledge and expertise to finalize the RFP and properly complete the FCC Form 470 on behalf of the applicant. KSLLC may also create pricing responses and work with the district on formal RFPs in compliance with the applicant's procurement process.

KSLLC reviews applicant-prepared RFPs for compliance and ensures the applicant complies with their state and local procurement policies including timely publication of legal notices. KSLLC advises applicant as to the RFP's quality, coherence, and compliance with current E-Rate rules and guidance. We also ensure continuity between the technology plan, RFP, 470, and subsequent contract after bid award.

During the competitive bidding period, KSLLC manages the online question and answer process and submits the RFP addenda to the online USAC site as well as the online bidding program for transparency and clear communication with all prospective bidders. KSLLC may also conduct an online bidders conference and manages the Q&A during the meeting, as well as posting the Q&A addenda after review by the applicant.

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KSLLC assists service providers with inquiries on how to navigate the online bidding system as well as the USAC Form 470s in the E-Rate Productivity Center (EPC). KSLLC provides information to service providers as needed to clarify information in RFPs and Forms 470, 471, attachments and any other required forms, posting these clarifications in EPC and adjusting bid response deadlines as needed. KSLLC guides applicants in compliance with E-Rate competitive bidding rules and specifically calls out those changes to an RFP or technical specification that represent a Cardinal Change.

For applicants who use KSLLC's online system, bids are submitted by service providers and are received by KSLLC on behalf of the applicant. For those applicants who have a formal process conducted by their purchasing department, KSLLC coordinates with the purchasing agent to ensure program compliance and KSLLC uploads all documentation to EPC per program rules.

Once bids close, KSLLC review bids for compliance, collects and reviews supporting documentation. KSLLC advises applicants with regard to compliance with E-Rate Program rules and regulations for proper conduct of a fair and open competitive bidding process. KSLLC guides the applicants through the competitive bidding process in such a way as to maximize their chances for both a cost-effective solution and a successful E-Rate application outcome. KSLLC requires the applicant to review all received bids for the applied-for services.

KSLLC utilizes Bonfire's e-procurement program. This investment in an e-procurement site provides KSLLC's clients with timely and comprehensive bid document distribution with secure eBidding – including line itemization for pricing, email notifications, Q&A announcements and postings, addenda tracking, bid evaluation, document retention and security.

**Discount Calculation.** KSLLC Gathers and assimilates documentation from applicant and consortium members, if applicable, to determine discount per E-Rate Program rules. KSLLC advises applicants with regard to E-Rate Program rules for the proper calculation of discounts. KSLLC gathers original documentation from the applicant to document CEP%, total enrollment, and total free/reduced lunch count by site. KSLLC updates the income survey each year based on the National School Lunch Program Income Eligibility tables published in the Federal Register each spring. The survey form is utilized by applicants who need to use an alternative method for counting students eligible for the free/reduced lunch program. All documents are verified with the authorized school business official and compared against state certified reports.

**Funding Tracking and Analysis.** KSLLC assists applicant with maximizing discounts received for E-Rate eligible products and services under the program rules. KSLLC tracks Category 2 budgets and funding for each year of the five year funding cycle and provides applicants with guidance regarding budget allotment and project planning.

**Forms 479 and Letters of Agency for Consortium Filings.** KSLLC manages the distribution and receipt of both letters of agency ("LOA") and properly completed Forms 479 from participating consortium members in compliance with E-Rate Program requirements.

**Forms 471 Preparation and Submission.** KSLLC provides applicants with packets of bids received, bid evaluation grid, and other forms as needed to ensure compliance with E-Rate Program rules and requirements. KSLLC tracks applicant responses, gathers and assimilates supporting documentation from applicant, service provider and other sources as necessary to timely submit applications in compliance with E-Rate Program rules and requirements. KSLLC will file separate applications for category one services (broadband services to schools and libraries) and category two services (Internal Broadband Connections, Managed Internal Broadband Services and Basic Maintenance).

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KSLLC analyzes multi-year contracts, current year contracts, bids, and recent service provider bills to ensure amounts requested are accurate and fully supported by applicant-authorized original documentation. KSLLC requires applicants to provide a list of products and services that KSLLC is authorized to file. Additionally, multi-year contract renewals are memorialized in writing using a form developed by KSLLC. Significant time is dedicated to preparing supporting documentation (formerly referred to as Item 21 attachments).

KSLLC reviews service provider contracts for compliance with E-Rate Program rules. KSLLC works directly with the applicant's authorized representative for proper completion of contracts. KSLLC advises applicants on the E-Rate and technological implications of the sections of the contract(s) dealing with those topics. For example, notifying the applicant if the contract does not include a clause that nullifies the agreement if E-Rate funding is denied, or if the contract indicates a technological solution that differs from that which was indicated in the bid response materials.

KSLLC prepares and submits documentation in compliance with E-Rate program rules and regulations. This includes compiling spreadsheets and other documentation as necessary to support the application. KSLLC coordinates and oversees scheduling, creation and follow-up of applicants' submissions, including using the EPC online portal or any replacement system for EPC.

**Program Integrity Assurance (PIA).** KSLLC represents the applicant throughout the application review process. KSLLC works directly with PIA to process requests for additional information and clarification during application review. KSLLC minimizes the risk of denied or reduced funding requests and significantly reduce the disruption of applicant staff and internal processes by providing professional assistance during the review process.

**CIPA Compliance Review.** KSLLC reviews applicant-provided documentation to verify compliance with the Children's Internet Protection Act (CIPA). This includes requiring completion of an annual CIPA certification and supporting documentation including copy of invoice for Internet filtering, description of the technology protection measures, description of programs to provide required education, and documentation to support the public hearing requirement.

## POST-FUNDING SERVICES

**Follow Up Services.** KSLLC prepares, submits and tracks Forms 486, 500, and 472 (BEARs) as required. KSLLC works directly with the program administrator, USAC, on E-Rate related issues and coordinates with service providers and applicants to ensure payment of services. KSLLC assists applicants with preparation and submission of service certifications during invoice review.

**Appeals.** In the event of funding denials, reductions, or other disputes related to E-Rate funding, KSLLC will represent the applicant in filing appeals with USAC and, if necessary, with the FCC.

**Audits and Reviews.** KSLLC acts as the applicant's agent in working with representatives of the FCC or USAC to provide information as requested during application review, selective reviews, site visits, audits and any other activity associated with review of applications. KSLLC will actively participate in online meetings with USAC/FCC and will be available to meet on-site if necessary for successful completion of an onsite audit. KSLLC gathers the documentation requested and submits per FCC/USAC requirements. All information submitted is tracked and saved online.

**USAC implemented Payment Quality Assurance (PQA) audits in 2015.** KSLLC has managed the responses for 73 PQA audits.

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**Service Provider Identification Number (SPIN) Changes and Service Substitutions.** KSLLC will process SPIN changes or service substitution requests as needed after funding. If the change request is initiated by the service provider, confirm with applicant prior to submission. KSLLC reviews requested changes for compliance with program rules and submits requests with properly prepared supporting documentation. KSLLC tracks requests until approved and notifies all parties on status and approval.

**Service Delivery Deadline Extensions.** KSLLC will process service delivery deadline extensions as requested by applicant prior to the deadline for installation of non-recurring services. Applicant must provide KSLLC with a reasonable explanation for the extension and must provide the request to KSLLC a minimum of FOUR (4) weeks prior to the invoicing due date.

**Invoice Deadline Extensions.** Effective with the E-Rate Modernization Order, invoicing deadlines must be met unless a written request for a one-time extension is submitted prior to the invoicing deadline. In response to a timely filed invoice extension request, USAC will provide only one invoice extension for an additional 120 days. KSLLC reviews all funding requests for authorized disbursements and submits invoice extensions as needed. KSLLC informs participating applicants of invoicing deadlines and assists with the process as needed to ensure complete recovery of all eligible funds.

**USAC E-Rate Productivity Center (EPC).** KSLLC assists applicants with gaining access to EPC, setting up KSLLC as an account holder and providing training on how to use and access the USAC online productivity center.

**Comprehensive Bidding Site.** KSLLC offers exclusive use of their online bidding site for competitive bidding, requests for proposals, evaluation, online Q&A, email notifications, bid evaluation and bid award. Online documentation allows clients to review all bid documentation in one single location.

**Document Retention and Documents Share Site.** E-Rate Program documentation is retained online with easy access for clients. The site features a documentation section for retention in compliance with FCC rules as well as a client share section for clients to upload, download or edit documentation throughout the year.

**E-Rate Data Reporting.** KSLLC believes in empowering their clients who want to access their E-Rate information and stay informed of all activity taking place on their behalf. KSLLC provides unlimited use of the powerful E-Rate reporting tool, Entity Dashboard, exclusively for KSLLC client schools and powered by QueryBob. Founded in 2006 by Gary Meissner, QueryBob provides current and historical E-Rate data from the USAC Schools and Libraries Program in a practical and searchable online format.

- **Describe your company approach to determining the level of support for an AEPA member School or Library.**

KSLLC has managed over 40,000 E-Rate funding requests representing over \$1.4 billion dollars in total project costs (Pre-Discount) and has gained experience supporting very small rural schools and libraries to some of the largest urban school districts in the US. KSLLC's approach brings the right capabilities, tools and technologies to support each AEPA member School or Library. The level of support needed for an AEPA member School or Library will be determined based on the size, complexity and particular needs of the client.

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KSLLC will assemble a fully committed team of professionals that is uniquely suited to deliver on the breadth and depth of the services required and tailored for each individual School or Library to ensure the firm can deliver on all the requirements. KSLLC takes a real time, consultative, best practices approach and will provide value added recommendations as needed.

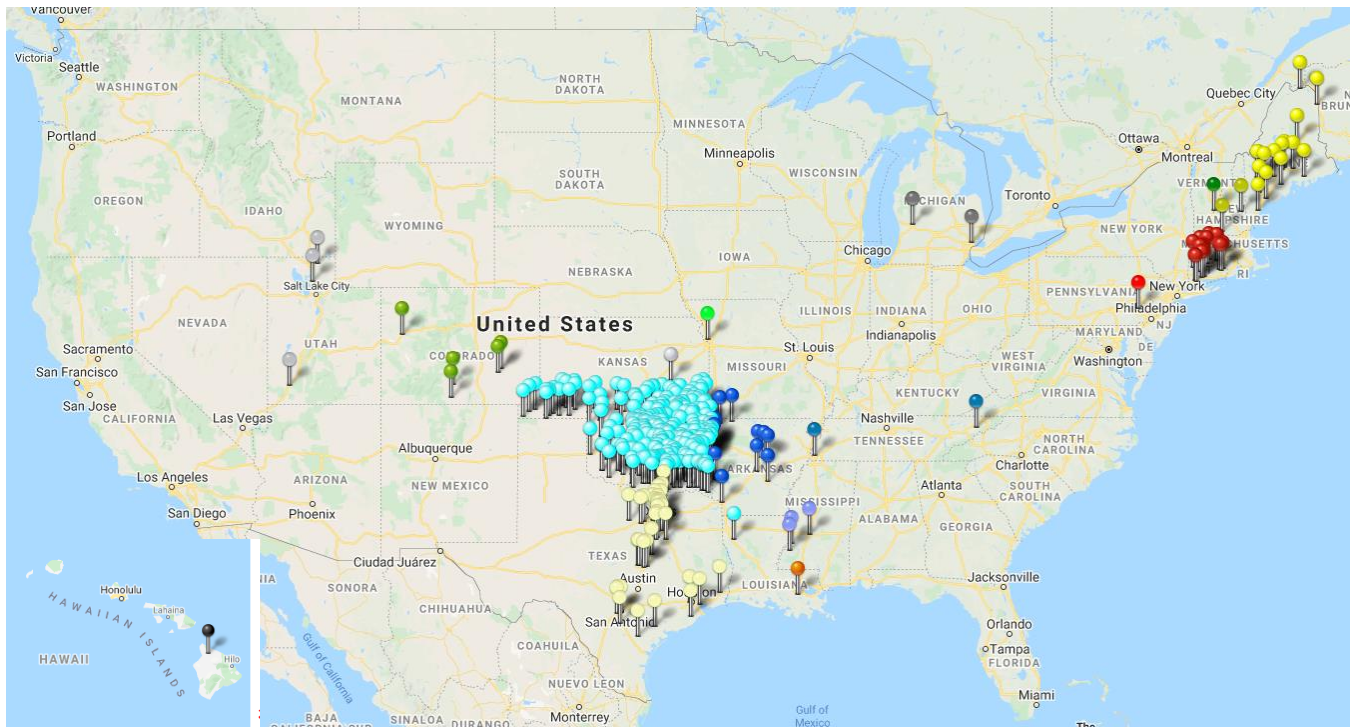
- **Describe your organization's current operations, staffing levels, and how many clients are under contract.**

KSLLC has multiple office locations including San Antonio and Dallas, Texas, Oklahoma City, Ada, and Cashion Oklahoma, Chicago, Illinois, and Hartford, Connecticut. The firm currently employees 18 professionals and engages Broadband Legal Strategies to provide FCC legal expertise on an as-needed basis.

KSLLC has six Certified E-Rate Management Professionals on staff and the firm's executive leaders are licensed CPAs in Texas/Oklahoma and Texas/Illinois, respectively. KSLLC has invested in the technology for our people to work remotely as needed and can provide seamless services from any of our locations.

KSLLC is one of the top consulting firms for both FCC Universal Services Programs – E-Rate and Rural Healthcare (RHC). For FY2021, KSLLC currently has contracts for over 350 E-Rate clients and 40 RHC clients in 17 states.

Our firm manages over \$100 million in E-Rate and RHC projects annually. Total funding secured on behalf of schools, libraries, and health care providers exceeds \$1.5 Billion in approved E-Rate and RHC funding since 1998.



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- **Describe your customer retention rate for the years you have been in business. Include factors that you believe have contributed to your customer retention rate.**

KSLLC has retained approximately 99% of the firm's clients over the past several years. The following has contributed to the high client retention rate:

- KSLLC is one of the top E-Rate consulting firms in the nation, based on the high quality of the firm's professional services and consistently exceeding clients' expectations while maintaining the highest standards, and developing and promoting best practices.
- The firm has a strong track record of securing funding on behalf of schools and libraries.
- As outlined in further detail below, KSLLC places significant emphasis on planning and communication with clients, which helps the firm manage client expectations and ensures surprises are minimal.
- KSLLC ensures the accessibility of our team members and makes staff available for regular meetings by phone or online, especially during critical phases of the application process.
- The majority of new clients come through referrals by the firm's existing clients.

- **Describe how you will communicate information to AEPA schools and libraries.**

KSLLC believes planning, communication and regular meetings are essential to a successful E-Rate filing. KSLLC utilizes online tools (Zoom) with their clients to provide interactive sessions throughout the E-Rate year. Planning begins when the first contact is made with the client and regular correspondence continues throughout the year. Email correspondence is the primary communication method, since the majority of our clients prefer to use this medium and emails can be saved for future reference and audit purposes as needed.

KSLLC uses a group system for each E-Rate filing year. Each group has calendar due dates that enable the applicant to meet internal deadlines and finish well within the E-Rate filing window. KSLLC offers technical assistance, such as feedback on technology plans and advice on how to best achieve the participating district applicants' long-term technology goals. Throughout the year, KSLLC strives to respond within one business day to a participating applicant's questions. This immediate response is most necessary during the E-Rate filing period.

Communications include, but are not limited to:

- Monitor and follow through on any participating applicants' interaction with USAC/SLD, serving as a "sounding board" for participating applicants' ideas, questions and proposed strategies.
- Keep participating applicants apprised, throughout the year, of the USAC/SLD landscape, including emerging policies and issues, and the possible effect they might have on participating district applicants.
- Maintain an active timetable calendar regarding USAC/SLD applications, activities and response requirements for USAC/SLD.
- Review periodic USAC reports that show funds that are approved, claimed and remaining.
- Make staff available for regular meetings by phone or online, especially during critical phases of the application process.



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- **Describe how your company supports clients through program integrity assurance (PIA) and program quality assurance (PQA) requests.**

KSLLC represents the applicant throughout the application review process and work directly with PIA to process requests for additional information and clarification during application review. The firm minimizes the risk of denied or reduced funding requests and significantly reduces the disruption of applicant staff and internal processes by providing professional assistance during the review process.

KSLLC takes full responsibility for timely funding of each request that we are managing. KSLLC is a full rights user in EPC for each applicant. When PIA questions are posted, KSLLC's professionals respond directly to the question. If additional information is needed, KSLLC will contact the applicant or service provider as appropriate to gather the requested information. KSLLC retains a copy of the PIA response and provides copies to the applicant as appropriate.

KSLLC monitors each PIA request by tracking in KSLLC's project management system, Asana. Each question is logged in Asana and tagged to the responsible account manager along with the question and due date. Once a response is submitted, the Asana task is updated with the date and time of the response as well as a copy of the response submitted.

For PQA requests, KSLLC works directly with the PQA reviewer and applicant to provide a complete response. When the PQA request is received, KSLLC immediately reviews the request. If KSLLC is already managing the account, the account manager will gather the information already in-house, including FRN details to identify the exact disbursement under review, invoices and notices if a BEAR payment is reviewed, CIPA information, bid evaluation grid, and recipients of service.

KSLLC will then provide a list of outstanding items that are needed directly from the applicant, including copies of cleared checks, bank statements, and fixed assets register. KSLLC will also reach out to the service provider if the SPI method was utilized. KSLLC assembles all requested information into a single pdf, properly labeled per PQA guidelines and submits the PQA response as well as any supporting spreadsheets as required prior to the due date of the response. If additional time is needed by the applicant, KSLLC coordinates with the PQA reviewer in order to provide a timely response.

If an on-site audit is subsequently conducted, KSLLC may join the applicant on-site or virtually as appropriate.

If KSLLC identifies any issues during the review, KSLLC will immediately notify the applicant and give the applicant the opportunity to provide additional documentation, ensure there are no miscommunications or missing information, and discuss options for remedying the issue. KSLLC will work with the applicant to submit any additional filings as needed. KSLLC tracks all PQA audits using our project management system in Asana. KSLLC notifies the applicant as the audit progresses through notice of completion. As stated earlier, KSLLC has managed 73 PQA responses since 2015.

- **Describe how your company supports clients in the auditing process.**

KSLLC acts as the applicant's agent in working with representatives of the FCC or USAC to provide information as requested during application review, selective reviews, site visits, audits and any other activity associated with review of applications. KSLLC will actively participate in online meetings with USAC/FCC and will be available to meet on-site if necessary for successful completion of an on-site audit. KSLLC gathers the documentation requested and submits per FCC/USAC requirements. All information submitted is tracked and saved online.

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Since audits are rare and can take an extensive amount of time, KSLLC charges for audits separately from our regular fees. For example, KSLLC has only had two applicants with audits since 2015.

Activities for the audit process are similar to the PQA process. KSLLC works directly with the audit firm and applicant to provide a complete response. When the audit request is received, KSLLC immediately reviews the request. KSLLC is involved from the initial audit “kick-off” meeting through the final management report and exit meeting.

KSLLC completed a recent audit conducted by Cotton & Company. KSLLC’s account manager worked directly with the applicant’s E-Rate contact throughout the audit process. We utilized online tools to provide a shared document folder and assigned tasks among the various departments at the applicant (accounting, technology) and KSLLC’s account team. KSLLC reviewed all information for E-Rate compliance as it was gathered and uploaded. KSLLC gathered information from our files and each member of the applicant’s audit team pulled the requested documentation together. KSLLC held regular meetings with the applicant to go over the information for timely submission to the auditor.

During the on-site portion of the audit, KSLLC participated remotely as the technology director drove to each site under review and provided a virtual link to KSLLC’s account manager so they could participate virtually in the review.

For the audit response, Cotton & Company provided a shared audit folder so that documents could be numbered and individually uploaded to the folder. KSLLC and the applicant’s audit team reviewed all documents prior to upload to the final audit folder.

Once the auditors completed their initial review, they provided their report to management. In this recent audit there were no findings. If, however, there are findings, KSLLC will review the findings and recommend the appropriate response to the applicant’s audit team. They will then coordinate with the applicant to prepare the management response. If any findings require additional filings such as Forms 500 or appeals, KSLLC will manage preparation and submission of the additional filings.

KSLLC will continue to monitor the audit from the exit meeting to final decision.

- **Provide your Consultant Registration Number (CRN). An offerer must be registered with USAC and have an eight-digit Consultant Registration Number (CRN) at the time of RFP submission.**

Consultant Registration Number: 16024809

# Marketing Plan & Budget

## This workbook supports the Marketing Plan and Budget

If a worksheet has gray and white cells, the white cells inside the gray area are inputs and the results will be displayed in a printable format in the white area of the sheet. If a worksheet is all white, then the inputs and printable report are the same. Some of the worksheets are linked to previous worksheets. Feel free to enter numbers into previous worksheet cell references if you haven't completed the previous sheets. Calculations and formulas aren't protected, so check blank cells in the report sheets before entering values.

Some of the worksheets have tables with summary calculations at the end of the table. If you need to insert more rows, insert them in the middle of the data entry fields so the sum formulas capture the new fields. Some of the worksheets have hidden rows or columns for formula calculations and deleting them will modify some of the features.

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### 7.12.a Marketing Plan Annual Goals

Determine your quantitative marketing plan goals such as number of new customers, total revenue, customers and revenue by source such as product/service, distribution channel, etc.

**Results** Calculates the subtotals for revenue and customers by criteria you determine, along with the variances from your current numbers.

### 7.12.b Goals by Source

Determine top 3 lead generation tactics and the amount of leads you'll generate from each per month, quarter and year.

**Results** Calculates the number of leads from each source by quarter and year.

### 7.12.c Sales Quotas

Determine your sales quotas by territory and rep for your marketing plan.

**Results** Distributes the number of leads amongst sales reps and territories to determine sales quotas.

### 7.12.d Data Entry for Marketing Plan Budget

Enter the categories and details for all your marketing expenses by month.

**Results** Calculate the subtotals of marketing costs per category and per month along with the total marketing expenses per category, per year per category and

### 7.12.e Marketing Budget Summary

Summary report of marketing budget by category and month.

**Results** Calculates the total budget by month and year.

### 7.12.f Revenue Projection by Lead / Media Source

Organizes revenue by media source per month.

**Results** Calculates the total revenue per month and per year by media source.

### 7.12.g Campaign Calendar

## Part D - Questionnaire

AEPA 021.5 - C

E-Rate Consulting Services for Schools and Libraries

### Instructions

This questionnaire contains forms and requests for information required by AEPA for vendor evaluation for responsiveness and responsibility.

To submit the required forms, follow these steps:

1. Read the documents in their entirety.
2. Bidders must use Part D – Questionnaire to its capacity. Attached exhibits and/or supplemental information should be included only when requested (i.e. Annual Report, Marketing Plan).
3. Complete all questions.
4. Save all pages in the correct order to a single PDF format titled “**Part D – Questionnaire – Name of Bidding Company**”.
5. Submit Part D, along with other required documents in Public Purchase.

The following sections will need to be completed prior to submission and submitted as one single PDF titled “Part D – Questionnaire – Name of Bidding Company”:

[Company Information](#)

[Service Questionnaire](#)

[Exceptions](#)

[Deviations](#)

## Company Information

**Name of Bidding Company:** Kellogg & Sovereign Consulting, LLC (KSLLC)

**Company Address:** 1101 Stadium Drive

**City, State, zip code:** Ada, Oklahoma 74820

**Website:** www.kelloggllc.com

**Contact Person:** Jason Ramey

**Title:** President & CEO

**Phone:** Main: 580-332-1444; Cell: 832-746-5370

**Email:** jramey@kelloggllc.com

## Background

**Note:** Generally, AEPA will not accept an offer from a business that is less than five (5) years old or, which fails to demonstrate and/or establish a proven record of business. If the bidder has recently purchased an established business or, has proof of prior success in either this business or a closely related business, provide written documentation and verification in response to the questions below. AEPA reserves the right to accept or reject newly formed companies based on information provided in this response and from its investigation of the company.

**This business is a:** \_\_\_\_\_ public company ☒ privately owned company

**In what year was this business started under its present name?** 1996

**Under what additional, or, former name(s) has your business operated?** Kellogg Consulting, LLC

**Is this business a corporation?** ☒ No \_\_\_\_\_ Yes. If yes, complete the following:

**Date of Incorporation:** \_\_\_\_\_

**State of Incorporation:** \_\_\_\_\_

**Name of President:** \_\_\_\_\_

**Name(s) of Vice President(s):** \_\_\_\_\_

**Name of Treasurer:** \_\_\_\_\_

**Name of Secretary:** \_\_\_\_\_

**Is this business a partnership?** ☒ No \_\_\_\_\_ Yes. If yes, complete the following:

**Date of Partnership:** \_\_\_\_\_

**State Founded:** \_\_\_\_\_

**Type of Partnership, if applicable:** \_\_\_\_\_

**Name(s) of General Partner(s):** \_\_\_\_\_

**Is this business individually owned?** ☒ No \_\_\_\_\_ Yes. If yes, complete the following:

**Date of Purchase:** \_\_\_\_\_

**State Founded:** \_\_\_\_\_

**Name of Owner/Operator:** \_\_\_\_\_

Is this business different from those identified above? \_\_\_\_\_ No ☒ Yes  
 If yes, describe the company's format, year and state of origin and names and titles of the principles below.

Limited Liability Company, 2021, Texas (originally LLC, 1996, Oklahoma); Principle: Jason Ramey, President. Ownership changed 2/2021

Is this business women-owned? ☒ No ☐ Yes

Is this business minority-Owned? ☒ No ☐ Yes

Does this business have an Affirmative Action plan/statement? \_\_\_\_\_ No ☒ Yes

### Business Headquarter Location

**Business Address** 1101 Stadium Drive  
**City, State, zip code** Ada, Oklahoma 74820

**Phone** 580-322-1444  
**How long at this address?** 17 years

### Business Branch Location(s)

**Branch Address** 18235 Bulverde Rd, Ste 105-323

**City, State, Zip code** San Antonio, Texas 78259

**Branch Address** 3010 LBJ Freeway, Suite 1200, No. 405

**City, State, zip Code** Dallas, Texas 75234

**Branch Address** 49 E. Bellevue Place

**City, State, zip Code** Chicago, Illinois 60611

**Branch Address** 131 Jessica Drive

**City, State, zip Code** Hartford, CT 06118

**Branch Address** Oklahoma City, Oklahoma

*\*If more branch locations exist, insert information here or add another sheet with the above information.*

## Sales History

Provide your business's annual sales for 2018, 2019, and 2020 in the United States by the various public segments.

	2018	2019	2020
K-12 (public & private), Educational Service Agencies	\$1,682,414	\$1,745,406	\$1,953,048
Higher Education Institutions			
Counties, Cities, Townships, Villages			
States			
Other Public Sector & Non-profits	\$308,267	\$386,581	\$283,384
Private Sector			
<b>Total</b>	\$1,990,681	\$2,131,987	\$2,236,432



## Work Force

**Key Contacts and Providers:** Provide a list of the individuals, titles, and contact information for the individuals who will provide the following services on a national and/or local basis:

Function	Name	Title	Phone	Email
Contract Managers	Jason Ramey	President/CEO	580-332-1444	jramey@kelloggllc.com
Sales Manager	Jason Ramey	President/CEO	580-332-1444	jramey@kelloggllc.com
Customer & Support Manager	Teagan Vick	Sr Account Mgr	580-559-8304	tvick@kelloggllc.com
Distributors, Dealers, Installers, Sales Reps	Not applicable			
Consultants & Trainers	Christina Bailey Rachel Botts Daniel Christensen Riley Harpole Alex Linam Deborah Sovereign Teagan Vick Mandy Wood Daniela Yanez	Sr Account Mgr Sr Account Mgr Account Mgr II Sr Account Mgr Account Mgr III Executive Director Sr Account Mgr Sr Account Mgr Account Mgr III	580-559-8308 580-559-8318 580-332-1444 580-559-8317 580-559-8303 580-559-8302 580-559-8304 580-559-8313 580-559-8311	<a href="mailto:cbailey@kelloggllc.com">cbailey@kelloggllc.com</a> <a href="mailto:rbotts@kelloggllc.com">rbotts@kelloggllc.com</a> <a href="mailto:dchristensen@kelloggllc.com">dchristensen@kelloggllc.com</a> <a href="mailto:rharpole@kelloggllc.com">rharpole@kelloggllc.com</a> <a href="mailto:alinam@kelloggllc.com">alinam@kelloggllc.com</a> <a href="mailto:dsovereign@kelloggllc.com">dsovereign@kelloggllc.com</a> <a href="mailto:tvick@kelloggllc.com">tvick@kelloggllc.com</a> <a href="mailto:mwood@kelloggllc.com">mwood@kelloggllc.com</a> <a href="mailto:dyanez@kelloggllc.com">dyanez@kelloggllc.com</a>
Technical, Maintenance & Support Services	Nichole Bateman Ashley Dehart Adam Godwin	Admin Coordinator Document Mgr	580-332-1444 580-332-1444 580-332-1444	<a href="mailto:nbateman@kelloggllc.com">nbateman@kelloggllc.com</a> <a href="mailto:adehart@kelloggllc.com">adehart@kelloggllc.com</a> <a href="mailto:agodwin@kelloggllc.com">agodwin@kelloggllc.com</a>
Quotes, Invoicing & Payments	Camron Large	Finance Admin	580-332-1444	clarge@kelloggllc.com
Warranty & After the Sale	Not applicable			
Financial Manager	Camron Large	Finance Admin	580-332-1444	clarge@kelloggllc.com

**Sales Force:** Provide total number and location of salespersons employed by your business in the United States by completing the following: *(To insert more rows, hit the tab key from the last field in the State column.)*

Number of Sales Reps	City	State
1	San Antonio	Texas
1	Chicago	Illinois
1	Ada	Oklahoma
1	Oklahoma City	Oklahoma

**Service/Support and Distribution Centers:** Provide the type (service/support or distribution) and location of centers that support the United States by completing the following: *(To insert more rows, hit the tab key from the last field in the State column.)*

Center Type	City	State
Consulting service/support	Ada	Oklahoma
Consulting service/support	San Antonio	Texas
Consulting service/support	Hartford	Connecticut
Consulting service/support	Oklahoma City	Oklahoma
Consulting service/support	Cashion	Oklahoma

Consulting service/support	Chicago	Illinois
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## Marketing

**Key Marketing Contact(s):** List the name(s), title(s) and contact information of the business's key national and regional marketing office(s). *To insert more rows, hit the tab key from the last field in the Email column.*

Name	Title	Phone	Email
Alex Linam	Account Manager III / Marketing	580-559-8303	alinam@kelloggllc.com
Daniela Yanez	Account Manager III / Marketing	580-559-8311	dyanez@kelloggllc.com

**Marketing Activities:** Describe how this business marketed its products and services to schools, nonprofit organizations and other public sector audiences in **Fiscal Year 2019– 2020 (July 1 – June 30)**. List all conventions, conferences and other events at which this company exhibited.

KSLLC's executives, key leaders and staff with dedicated marketing responsibilities participate in various conferences as speakers and attendees. KSLLC is also able to demonstrate and market knowledge and expertise through the delivery of webcasts and virtual learning programs. The firm has a variety of channels in its network for ongoing referrals. See below for the conventions and other events which the company exhibited.

### **Kellogg & Sovereign® Consulting, LLC** **Marketing Events 2019-2020**

#### **CCOSA , Cooperative Council for Oklahoma School Administrators**

Oklahoma City, OK

Summer conference Exhibitor- June 2019

Presentation – 6/6/2019 – Will E-rate funds continue to flow? What you need to know about 2020-21 by

Deborah Sovereign, CPA

#### **CEN, Connecticut Educators Network**

Spring conference exhibitor – May 2019

Hartford, CT

Presentation – Managing All Things E-Rate Presenters: Deborah Sovereign & Rachel Botts (KSLLC) and Jeffrey Postolowski, Director IT Services Bridgeport Public Schools

#### **Oklahoma State Department of Education, Engage 2019 Event sponsor**

May 2019

#### **OSAC, Oklahoma Schools Advisory Council**

Summer Conference 2019 sponsor

Lake Fort Gibson, Oklahoma

Exhibitor and presenter

Presenters: Christina Bailey and Riley Harpole

**OSSBA, Oklahoma School Boards Association**

August 22-24, 2019

Oklahoma City, OK

Exhibitor

**OTA, Oklahoma Technology Association**

October 3&4, 2019

Oklahoma City, Oklahoma

Exhibitor and presenter

Presenters: Christina Bailey and Riley Harpole

**Region One ESC Technology Conference 2019**

South Padre Island, Texas

May 20-22, 2019

Exhibitor and Presenter

Presentation: E-Rate Best Practices-Plan for FY2020

Presenter: Deborah Sovereign (KSLLC) and Myrna Martinez (Harlandale ISD)

**Schools, Health Libraries Broadband Coalition**

AnchorNets Conference, Washington DC

October 16-18, 2019

Exhibitor, Silver Sponsor

Rural Health Care Session Moderator, Deborah Sovereign & Shannon Tice

**TCEA, Texas Computer Education Association**

Convention & Exposition, San Antonio, TX

February 4-8, 2019

Exhibitor, presenter

Presentation: E-Rate Strategies for Maximizing Funding

Presenters: Deborah Sovereign (KSLLC) and Myrna Martinez (Harlandale ISD)

**UETN, Utah Education Technology Network**

Summer Conference, Salt Lake City, UT

June 20, 2019

Exhibitor and presenter

Presentation: E-Rate update and Best Practices-Set your sight on Erate 2020

Presenters: Debi Sovereign & Riley Harpole (KSLLC), Troy Lunt and Ken Mumford (Iron County SD)

**Kellogg & Sovereign Consulting, LLC**

E-Rate for Applicants Workshops

7/16/2019 - Moore-Norman Technology Center Oklahoma City, OK

7/17/2019 - Tulsa Technology Center, Tulsa, OK

9/25/2019 - Waxahachie ISD, Waxahachie, TX

**Kellogg & Sovereign Consulting, LLC**

E-Rate for Service Providers Workshop

9/26/2019 - Moore-Norman Technology Center Oklahoma City, OK

## Oklahoma City Chamber of Commerce

Member

### Better Schools Magazine – CCOSA

Articles

Fall 2019 Issue: *E-Rate Applications for FY2020-2021* by Deborah Sovereign, CPA, CEMP

Fall 2020 Issue: *E-Rate & Online Learning Challenges* by Deborah Sovereign, CPA, CEMP

### CCOSA, Cooperative Council for Oklahoma School Administrators

Summer conference online presenter and sponsor- June 2020

Presentation – 6/4/2020 –Connectivity in a Pandemic World: E-Rate and the Equity Gap

By Deborah Sovereign, CPA CEMP and Riley Harpole, CEMP

### TCEA, System Administrators Conference

Online Conference

October 12, 2020

Session # 3203 – Connectivity in a Pandemic World: Erate and the Internet Learning Gap

Presented by Deborah Sovereign and Christina Bailey

**Cooperative Marketing:** Describe ways in which this business can collaborate with AEPA Member Agencies in marketing the bid. Submit a marketing plan, titled Exhibit B – Marketing Plan, that would entail at a minimum, the following with their response: process on how the contract will be launched to current and potential agencies, the ability to produce and maintain in full color print advertisements in camera-ready electronic format, including company logos and contact information, anticipated contract announcements, planned advertisements, industry periodicals, other direct or indirect marketing activities promoting the AEPA awarded contract, and how the contract award will be displayed/linked on the Bidder's website.

KSLLC is fully capable of meeting the marketing needs of the AEPA if we are awarded the contract as described in the RFP and above. Our experience serving educational groups goes back over 30 years.

We will display our relationship proactively promoting the AEPA awarded contract as a logo and will display the award on our website at [www.kelloggllc.com](http://www.kelloggllc.com).

KSLLC has attached an example marketing plan as Exhibit B, as requested. We will tailor our marketing plan to each AEPA Member Agency's circumstances and particular region where they are located, so this base plan will be adjusted as necessary to best assist each client.

**Sales Training:** Explain how your business will educate your sales force staff on the AEPA contract including timing, methods, etc.

KSLLC has extensive experience training personnel on the specifics of our clients in order to support their programs. Whenever a new client is added, we assign sales and support staff and provide training to our team so that they are familiar with all necessary aspects of that client, ensuring that we fulfill the client's needs and achieve compliance with regulatory requirements.

This training takes into account federal, regional, state and local considerations. We have been performing these services for decades and understand the varied requirements we need to communicate to our team.

When new team members join us, we train them on those clients they will be supporting as part of the onboarding process.

We also constantly monitor changes in the E-Rate Program and provide ongoing, monthly training on changes in laws, best practices and regulatory procedures so that we are always up to date, as a team, on what needs to be delivered to clients.

In the current environment, much of our training occurs online via webinars. This allows us to save training sessions to a central archive for future review – whether as a refresher course or as team members are added.

## **Environmental Initiatives**

Describe how your products and/or services support environmental goals.

KSLLC is committed to promoting environmental responsibility and the sustainability of businesses.

Because we have responsibility for a large amount of data, we are particularly aware of the impact of printing hard copies. We have invested in a digital workplace and continue to move towards an entirely paperless environment to better protect our clients/applicants.

Describe the business's "green" objectives (i.e. LEED, reducing footprint, etc.).

While KSLLC, as a professional services firm, does not conduct activities or manage industrial processes that have a major negative impact on the environment, we want to play our part in the important effort of reversing climate change and promoting sustainability.

We carefully review our travel-induced carbon footprint and encourage the use of public transportation for our people, favor a reduction in flying whenever possible, and have invested in video-conferencing for long-distance meetings, particularly during the COVID-19 pandemic.

## **Independent Subcontractors, Distributors, Installers, etc.**

If the Bidder is not the sole provider of all goods and services provided under this contract, the following **must be answered**:

**Selection Criteria for Independent Providers:** Describe the criteria and process by which the business selects, certifies and approves subcontractors, distributors, installers and other independent services. **<Enter Response Here>**

**Current Subcontractors, Distributors, Installers, Etc.:** Provide a list of current subcontractors, distributors, installers and other independent service providers who are contracted to perform the type of work outlined in this bid in the member agency states (listed in Part A of this IFB). Include, if applicable, contractor license or

certificate information and the state(s) wherein they are eligible to provide services on behalf of the business.

<Enter Response Here>

## Disclosures

**Financial Health (REQUIRED):** AEPA requires reports that describe the financial soundness of your organization. Accepted financial reports include balance sheets and Profit & Loss statements for the past three years (2017, 2018, 2019), a Letter of Credit or Line of Credit from a bank or lending institution indicating the line of credit limit and the average outstanding balance, Dun & Bradstreet reports, a complete Annual Financial Report (for publicly traded companies). Reports must be for the three years prior to this solicitation. Scan the report(s) into a PDF document and title as per the instructions.

**For confidentiality, respondents may choose to send the report(s) by email directly to the AEPA Executive Director, George Wilson, at [georgewilson.aepa@outlook.com](mailto:georgewilson.aepa@outlook.com). The reports will be held through the end of the protest period for the solicitation after which they will be destroyed. The pdf report(s) must be received by the AEPA Executive Director before the due date and time of the solicitation opening.**

The balance sheets and Profit & Loss statements were e-mailed to George Wilson, at [georgewilson.aepa@outlook.com](mailto:georgewilson.aepa@outlook.com) on February 23, 2021.

**Legal: Does this business have actions currently filed against it?**

No Yes

\_\_\_\_\_ X

If Yes, **AN ATTACHMENT IS REQUIRED:** List and explain current actions, such as, Federal Debarment (on US General Services Administration's "Excluded Parties List"), appearance on any state or federal delinquent taxpayer list, or claims filed against the retainage and/or payment bond for projects.

## References

Provide contact information of your business's five largest public agency customers:

Agency (customer)	Name	Title	Phone Number	Email
1. Oklahoma City Public Schools	Eric Hileman	Executive Director of Technology	o. 405-587-3742 c. 405-208-2961	eshileman@okcps.org
2. Tulsa Public Schools	Joe Jennings	Executive Director of Technology	o. 918-746-6428	jennijo@tulsaschools.org
3. Aledo Independent School District	Brooks Moore	Director of Technology	o. 817-441-5184 c. 214-738-4510	bmoore@aledoisd.org
4. Bridgeport Public Schools	Jeffrey Postolowski	Director of Technology	o. 203-275-1103	jpostolowski@bridgeportedu.net



			c. 203-490-8804	
5. Norman Public Schools	Peter Liesenfeld	Chief Technology Officer	o. 405-366-5822	peterl@norman.k12.ok.us

## Service Questionnaire

The following chart indicates which AEPA Member States intend to participate in this bid category. Respond to Yes/No and choice questions by using an (X). **Note: A Bidder must be willing and able to deliver the proposed products and/or services to 90% of the participating AEPA Member States, unless otherwise stated within Part B Technical Specifications. .**

AEPA Member States	Participating in this bid category?	Has the bidding company sold products/services in these states for the past three (3) years? (Yes or No)	If awarded, which states does the bidding company propose to sell in? (Place an X where applicable)	Indicate which states the bidding company has sales reps, distributors or dealers in. (Place an X where applicable)
California	Yes	No	X	
Colorado	Yes	Yes	X	
Connecticut	Yes	Yes	X	X
Florida	Yes	No	X	
Georgia	Yes	No	X	
Illinois	Undecided	No	X	X
Indiana	Yes	No	X	
Iowa	Yes	No	X	
Kansas	Yes	Yes	X	
Kentucky	Yes	No	X	
Massachusetts	Yes	No	X	
Michigan	Yes	Yes	X	
Minnesota	Yes	No	X	
Missouri	Yes	Yes	X	
Montana	Yes	No	X	
Nebraska	Yes	No	X	
New Jersey	No	No		
New Mexico	No	No		
North Dakota	Yes	No	X	
Ohio	Yes	No	X	
Oregon	Yes	No	X	
Pennsylvania	Yes	Yes	X	
South Carolina	Yes	No	X	
Texas	Yes	Yes	X	X
Virginia	Undecided	No	X	



▼ Continuing ED Credit Opportunities ...

▶ <input checked="" type="checkbox"/> KSLLC E-Rate Welcome and Get Started 7 ㉿	Jul 28, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC Session 1: The E-Rate Program Information Ovi 7 ㉿	Jul 29, 2020	Complete
▶ <input checked="" type="checkbox"/> SHLB AnchorNets on E-Rate Webinar 1 1 ㉿	Sep 11, 2020	Complete
▶ <input checked="" type="checkbox"/> KSLLC E-Rate Learning Opportunity - E-Rate Basics 9 ㉿	Sep 22, 2020	Complete
▶ <input checked="" type="checkbox"/> KSLLC E-Rate Essentials for Service Providers 9 ㉿	Sep 22, 2020	Complete
▶ <input checked="" type="checkbox"/> KSLLC E-Rate Workshop for Applicants FY2021-22 8 ㉿	Sep 29, 2020	Complete
▶ <input checked="" type="checkbox"/> KSLLC E-Rate: It's Go Time! Service Provider Updated 7 ㉿	Sep 29, 2020	Complete
▶ <input checked="" type="checkbox"/> OMES CPO Brown Bag Webinar, Overview of the refo 2 ㉿	Oct 1, 2020	Complete
▶ <input checked="" type="checkbox"/> EMPA Fall Membership Meeting 9 ㉿	Oct 7, 2020	Complete
▶ <input checked="" type="checkbox"/> OMES CPO Brown Bag Webinar Central Purchasing A 2 ㉿	Oct 21, 2020	Complete
▶ <input checked="" type="checkbox"/> Aruba - E-Rate FY2021 - A New Cycle 5 ㉿	Oct 29, 2020	Complete
▶ <input checked="" type="checkbox"/> SHLB E-Rate Workshop 2: Successful Strategies for Ol 4 ㉿	Oct 30, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC 2020 Training Kickoff Event 13 ㉿	Nov 4, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC E-Rate Program Overview 13 ㉿	Nov 4, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC E-Rate Productivity Center (EPC) Demo 13 ㉿	Nov 4, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC E-Rate Pre-Commitment Process 13 ㉿	Nov 5, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC Category Two Budgets 13 ㉿	Nov 5, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC E-Rate Office Hour and Demo: FY2021+ Cateç 13 ㉿	Nov 5, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC E-Rate Post Commitment Process 13 ㉿	Nov 6, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC E-Rate Administrative Window 13 ㉿	Nov 6, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC Eligible Services 13 ㉿	Nov 6, 2020	Complete

▶ <input checked="" type="checkbox"/> EMPA Ethics 6 🗨️	Nov 13, 2020	Complete
▶ <input checked="" type="checkbox"/> EMPA November Conference Call 6 🗨️	Nov 20, 2020	Complete
▶ <input checked="" type="checkbox"/> KSLLC E-Rate Monthly Conference Call 13 🗨️	Dec 3, 2020	Complete
▶ <input checked="" type="checkbox"/> Aruba E-Rate FY2021 A New Cycle 12 🗨️	Dec 10, 2020	Complete
▶ <input checked="" type="checkbox"/> Bonfire Refresher with Marina 17 🗨️	Dec 15, 2020	Complete
▶ <input checked="" type="checkbox"/> Bonfire Basics: Vendor Submission & Evaluation 16 🗨️	Dec 16, 2020	Complete
▶ <input checked="" type="checkbox"/> USAC E-Rate Invoicing Process 12 🗨️	Dec 16, 2020	Complete
▶ <input checked="" type="checkbox"/> KSLLC FCC Number Refresher 1 💬 17 🗨️	Dec 17, 2020	Complete
▶ <input checked="" type="checkbox"/> Bonfire Basics: Simple Project Creation 1 💬 5 🗨️	Dec 22, 2020	Complete
▶ <input checked="" type="checkbox"/> Bonfire Basics: Price Only Bid 1 💬 5 🗨️	Dec 22, 2020	Complete
▶ <input checked="" type="checkbox"/> Bonfire Basics: Vendor Submission & Evaluation 3 🗨️	Dec 23, 2020	Complete
▶ <input checked="" type="checkbox"/> Bonfire Advanced Features: Questionnaires 4 🗨️	Jan 7	Complete
▶ <input checked="" type="checkbox"/> Bonfire: Simple Project Creation 2 🗨️	Jan 12	Complete
▶ <input checked="" type="checkbox"/> Bonfire Vendor Management Module 5 🗨️	Jan 14	Complete
▶ <input checked="" type="checkbox"/> EMPA Monthly Conference Call 6 🗨️	Jan 22	Complete
▶ <input checked="" type="checkbox"/> USAC Eligible Services Office Hour Webinar 6 🗨️	Feb 2	Complete
▶ <input checked="" type="checkbox"/> KSLLC E-Rate Monthly Conference Call 4 🗨️	Feb 11	Complete
▶ <input checked="" type="checkbox"/> USAC FCC Form 470 and Competitive Bidding 3 🗨️	Feb 3	Complete

### Pricing:

Is your pricing methodology guaranteed for the term of the contract?

**Yes**

Will you offer customized price lists to participating entities as required per the pricing terms of Part A?

**No**

Will you offer hot list pricing (optional) as described in the pricing terms of Part A?

**No**

Will you offer volume price discounts as described in the pricing terms of Part A?

**No**

(For schools the fee per student option allows for a decrease in cost per student with a larger volume of students)

Is the pricing that is proposed to AEPA equal to or lower than pricing your company offers to individual entities or cooperatives with equal to or lower volume? **Yes**

X Pricing offered to AEPA is EQUAL TO pricing offered to individual customer and/or cooperatives.

\_\_\_\_\_ Pricing is LESS THAN individual customer and/or cooperatives. Lower by \_\_\_\_\_ %

If YES, identify which cooperative and the respective expiration date(s).

Allen ISD Bid Number 2020-JUL-64 – contract dates 08/24/2020 – 8/23/2021 (with annual renewals)

Frisco ISD RFP 001-2020-09. First term to end on 06/30/2021 with four (4) one (1) year automatic renewals (total term not to exceed five (5) years)

If an AEPA contract is awarded, we would lead with the AEPA contract in marketing and sales

<b>Administrative Fee:</b> Which of the following best reflects how your pricing includes the individual AEPA Members' administrative fee. <b>Mark with an "X".</b>	
	The pricing for the products and/or services are the same for each AEPA Member Agency, shipping, handling, administrative fee and other specific state costs are added to arrive at total price offered to the Individual AEPA Member Agency.
	The pricing for the products and/or services is inclusive of the administrative fee and therefore the pricing is the same for all AEPA Member Agencies. Shipping, handling and other state specific costs are added to the adjusted AEPA Member Agency's price.
<b>X</b>	The pricing for the products and/or services includes <b>ALL</b> (shipping, handling, administrative fee, other) costs to arrive at a single price for all AEPA Member Agencies.

<b>Shipping &amp; Handling: Orders that are \$50.00 or more shall include shipping and handling.</b> What is the flat rate your company will charge, regardless of where shipped in the continental United States, for orders less than \$50.00?	<b>N/A</b>
---	------------

**Product Returns:** Does your business have a return policy? **Not Applicable**

If YES, describe your return policy and if you charge a restocking fee, what is it? (AEPA allows up to 15% for supplies and up to 25% for equipment). **<Enter Response Here>**

**Payment Terms:** Will your business offer AEPA buyer's a quick pay discount?

**X**

**No**

**Yes**

If YES, what is the discount? \_\_\_\_\_ %Net

**Leasing:** Do your business offer leasing arrangements under this bid?

**No**

If Yes, please indicate the rate factor and other cost factors below.

**If an AEPA contract is approved and awarded by the Member Agencies, as a Vendor Partner, I agree to:**

<b>Responsibilities of an AEPA Vendor Partner</b>	<b>Yes, indicate with an "X"</b>	<b>No, indicate with an "X"</b>
1. Designate and assign a dedicated senior-level contract manager (one authorized to make decisions) to each of the Member Agency accounts. This employee will have a complete copy and must have working knowledge of the AEPA contract.	X	
2. Train and educate sales staff on what the AEPA contract is: including pricing, who can order from the contract (by state), terms/conditions of the contract, and the respective ordering procedures for each state. It is expected that Vendor Partners will lead with AEPA contracts.	X	
3. Develop a marketing plan to support the AEPA contract in collaboration with respective AEPA Member Agencies. The marketing plan should include, but not be limited to, a website presence, electronic mailings, sales flyers, brochures, mailings, catalogs, etc.	X	
4. Create an AEPA-specific sell sheet with a space to add a Member Agency logo and contact information for use by the Member Agencies and the Vendor Partner's local sales representatives to market within each state.	X	



5. On a quarterly basis, complete the sales and administrative fee report (see attached PDF example) and submit to each Member Agency along with the respective administrative fees to be paid. If there are no sales, the Vendor Partner is required to submit a \$0 report to the AEPA Member Agency.	X	
6. Have ongoing communication with the Bid Oversight Chairperson, AEPA Member Agencies and the Member Agencies Participating Entities.	X	
7. Attend two (2) AEPA meetings each year (see Part A)	X	
8. Participate in national and local conference trade shows to promote the AEPA contracts including, but not limited to the Association of School Business Officials (ASBO), the National Institute of Governmental Purchasing (NIGP), and the National Association of Educational Procurement (NAEP).	X	
9. Increase sales over the term of the contract with all participating AEPA Member Agencies.	X	

## Exceptions

### Instructions:

1. If “no” is marked with an “X” below, complete this form by signing it at the bottom.
2. If “yes” is marked with an “X” below, insert answers into the form shown below, providing narrative explanations of exceptions. *(To insert more rows, hit the tab key from the last field in the last row and column.)*
3. If adding pages, the bidder’s name and identifying information as to which item the response refers must appear on each page.
4. Exceptions to local, state or federal laws cannot be accepted under this bid.

X	<b>No</b> , this bidder does not have exceptions to the Terms and Conditions incorporated in Parts A and B of this IFB.
	<b>Yes</b> , this bidder has the following exceptions to the Terms and Conditions incorporated in Parts A and/or B of this IFB.

IFB Section and Page Number	Outline Number	Term and Condition	Exception

## Deviations

### Instructions:

1. If “no” is marked with an “X” below, complete this form by signing it at the bottom.
2. If “yes” is marked with an “X” below, insert answers into the form shown below, providing narrative explanations of deviations. *(To insert more rows, hit the tab key from the last field in the last row and column.)*

3. If adding pages, the bidder's name and identifying information as to which item the response refers must appear on each page.
4. Deviations to local, state, or federal laws cannot be accepted under this bid.

X	<b>No</b> , this bidder does not have deviations (exceptions or alternates) to the specifications listed in Part B of this IFB.
	<b>Yes</b> , this bidder has the following deviations to the specifications listed in Part B of this IFB.

Outline Number Part B	Specification (describe)	Details of Deviation



Association of Educational  
PURCHASING AGENCIES

## Part E – Signature Forms

AEPA 021.5-C

E-Rate Consulting Services for Schools and Libraries

### Instructions

Contained herein are forms that **require a signature** from an authorized person at your company. All items found within this document are **mandatory**. Failure to sign the required areas, sections, or signature lines will allow AEPA to consider your company's proposal as **non-responsive**.

To submit the required signed forms, follow these steps:

1. Read the documents in their entirety.
2. Complete all forms and sign when required.
3. Once signed, place notary stamp in the delegated area on the Bid Affidavit.
4. Return the forms and pages in their correct order and scan one (1) single PDF format titled "Part E – Signature Forms – Name of Bidding Company" (i.e. one PDF document for all signature forms).
5. Submit Part E, along with other required documents in Public Purchase.

\*Note, a bid checklist has been provided to review with your submission.

The following sections will need to be completed prior to submission as **one (1), single PDF** titled "Part E – Signature Forms – Name of Bidding Company".

Uniform Guidance "EDGAR" Certification Form – *\*signature required*

Bid Affidavit – *\*signature required*

Acceptance of Bid & Contract Award – *\*signature required*

# Uniform Guidance “EDGAR” Certification Form

## 2 CFR Part 200

When a purchasing agency seeks to procure goods and services using funds under a federal grant or contract, specific federal laws, regulations, and requirements may apply in addition to those under state law. This includes, but is not limited to, the procurement standards of the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, 2 CFR 200, referred to as the “Uniform Guidance” or new “EDGAR”. All Respondents submitting proposals must complete this EDGAR Certification form regarding the Respondent’s willingness and ability to comply with certain requirements, which may apply to specific agency purchases using federal grant funds.

For each of the items below, the Respondent will certify its agreement and ability to comply, where applicable, by having the Respondent’s authorized representative check, initial the applicable boxes, and sign the acknowledgment at the end of this form. If a Respondent fails to complete any item of this form, AEPA will consider and may list the response, as the Respondents are unable to comply. A “No” response to any of the items below may influence the ability of a purchasing agency to purchase from the Respondent using federal funds.

### 1. Violation of Contract Terms and Conditions

Provisions regarding Respondent default are included in AEPA’s terms and conditions. Any contract award will be subject to such terms and conditions, as well as any additional terms and conditions in any purchase order, ancillary agency contract, or construction contract agreed upon by the Respondent and the purchasing agency, which must be consistent with and protect the purchasing agency at least to the same extent as AEPA’s terms and conditions. The remedies under the contract are in addition to any other remedies that may be available under law or in equity.

### 2. Termination for Cause of Convenience

For a participating agency purchase or contract in excess of \$10,000 made using federal funds, you agree that the following term and condition shall apply:

The participating agency may terminate or cancel any purchase order under this contract at any time, with or without cause, by providing seven (7) business days in advance written notice to the Respondent. If this agreement is terminated in accordance with this paragraph, the participating agency shall only be required to pay Respondent for goods and services delivered to the participating agency prior to the termination and not otherwise returned in accordance with the Respondent’s return policy. If the participating agency has paid the Respondent for goods and services provided as the date of termination, Respondent shall immediately refund such payment(s).

If an alternate provision for termination of a participating agency’s purchase for cause and convenience, including how it will be affected and the basis for settlement, is in the participating agency’s purchase order, ancillary agreement or construction contract agreed to by the Respondent, the participating agency’s provision shall control.

### 3. Equal Employment Opportunity

Except as otherwise provided under 41 CFR Part 60, all participating agency purchases or contract that meet the definition of “federally assisted construction contract” in 41 CFR Part 60-1.3 shall be deemed to include the equal opportunity clause provided under 41 CFR 60-1.4(b), in accordance with Executive Order 11246, “Equal Employment Opportunity” (30 FR 12319, 12935, 3 CFR Part, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, “Amending Executive Order 11246 Relating to Equal Employment Opportunity,” and implementing regulations at 41 CFR Part 60, “Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor.”



The equal opportunity clause provided under 41 CFR 60-1.4(b) is hereby incorporated by reference. Respondent agrees that such provision applies to any participating agency purchase or contract that meets the definition of "federally assisted construction contract" in 41 CFR Part 60-1.3 and Respondent agrees that it shall comply with such provision.

#### **4. Davis Bacon Act**

When required by Federal program legislation, Respondent agrees that, for all participating agency contracts for the construction, alteration, or repair (including painting and decorating) of public buildings or public works, in excess of \$2,000, Respondent shall comply with the Davis-Bacon Act (40 U.S.C. 3141-3144, and 3146-3148) as supplemented by Department of Labor regulations (29 CFR Part 5, "Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction"). In accordance with the statute, Respondent is required to pay wages to laborers and mechanics at a rate not less than the prevailing wages specific in a wage determinate made by the Secretary of Labor. Also, Respondent shall pay wages not less than once a week.

Current prevailing wage determinations issued by the Department of Labor are available at [www.wdol.gov](http://www.wdol.gov). Respondent agrees that, for any purchase to which this requirement applies, the award of the purchase to the Respondent is conditioned upon Respondent's acceptance of wage determination.

Respondent further agrees that is shall also comply with the Copeland "Anti-Kickback" Act (40 U.S.C. 3145), as supplemented by Department of Labor regulations (29 CFR Part 3, "Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States"). The Act provides that each construction completion, or repair of public work, to give up any part of the compensation to which he is otherwise entitled under his contract of employment, shall be defined under this titled or imprisoned not more than five (5) years, or both.

#### **5. Contract Work Hours and Safety Standards Act**

Where applicable, for all participating agency purchases in excess of \$100,000 that involve the employment of mechanics or laborers, Respondent agrees to comply with 40 U.S.C. 3702 and 3704, as supplemented by Department of Labor regulations (29 CFR Part 5). Under 40 U.S.C. 3702 of the Act, Respondent is required to compute the wages of every mechanic and laborer based on a standard workweek of 40 hours. Work in excess of the standard workweek is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the workweek. The requirements of the 40 U.S.C. 3704 applies to construction work and provides that no laborer or mechanic must be required to work in surroundings or under working conditions that are unsanitary, hazardous, or dangerous. These requirements do not apply to the purchase of supplies, materials or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence.

#### **6. Right to Inventions Made Under a Contract or Agreement**

If the participating agency's federal award meets the definition of "funding agreement" under 37 CFR 401.2(a) and the recipient or sub-recipient wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance or experiments, developmental or research work under the "funding agreement," the recipient or sub-recipient must comply with the requirements of 37 CFR Part 401, "Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements," and any implementing regulations issued by the awarding agency.

#### **7. Clean Air Act and Federal Water Pollution Control Act**

Clean Air Act (42 U.S.C. 7401-7671q.) and the Federal Water Pollution Control Act (33 U.S.C. 1251-1387), as amended, contracts and subgrants of amounts in excess of \$150,000 must contain a provision that requires the non-Federal award to agree to comply with all applicable standards, orders, or regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401-7671q.) and the Federal Water Pollution Control Act, as amended (33 U.S.C. 1251-1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA). When required, Respondent agrees to comply with all applicable standards, orders, or regulations issued pursuant to the Clean Air Act and the Federal Water Pollution Control Act.



## **8. Debarment and Suspension**

Debarment and Suspension (Executive Orders 12549 and 12689), a contract award (see 2 CFR 180.222) must not be made to parties listed on the government-wide exclusions in the System for Award Management (SAM), in accordance with OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR Part 1966 Comp. p. 189) and 12689 (3 CFR Part 1989 Comp. p. 235), "Debarment and Suspension." SAM exclusions contain the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549. Respondent certifies that the Respondent is not currently listed and further agrees to immediately notify AEPA and all participating agencies with pending purchases or seeking to purchase from the Respondent if Respondent is later listed on the government-wide exclusions in SAM, or is debarred, suspended, or otherwise excluded by agencies or declared ineligible under state statutory or regulatory authority other than Executive Order 12549.

## **9. Byrd Anti-Lobbying Amendment**

Byrd Anti-Lobbying Amendment (31 U.S.C. 1352), Respondents that apply or bid for an award exceeding \$100,000 must file the required certification. Each tier certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Each tier must also disclose any lobbying with non-Federal funds that take place in connection with obtaining any Federal award. Such disclosures are forwarded from tier to tier up to the non-Federal award.

## **10. Procurement of Recovered Materials**

For participating agency purchases utilizing Federal funds, Respondent agrees to comply with Section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act where applicable and provide such information and certifications as a participating agency may require to confirm estimates and otherwise comply. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 CFR Part 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery, and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.

## **11. Profit as a Separate Element of Price**

For purchases using federal funds in excess of \$150,000, a participating agency may be required to negotiate profit as a separate element of the price. See 2 CFR 200.323(b). When required by a participating agency, Respondent agrees to provide information and negotiate with the participating agency regarding profit as a separate element of the price for a particular purchase. However, Respondent agrees that the total price, including profit, charged by the Respondent to the participating agency shall not exceed the awarded pricing, including any applicable discount, under the Respondent's contract with AEPA.

## **12. General Compliance with Participating Agencies**

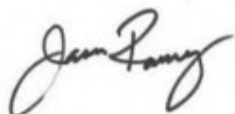
In addition to the foregoing specific requirements, Respondent agrees, in accepting any purchase order from a participating agency, it shall make a good faith effort to work with a participating agency to provide such information and to satisfy requirements as may apply to a particular purchase or purchases including, but not limited to, applicable record keeping and record retention requirements as noted in the Federal Acquisition Regulation, FAR 4.703(a).

By initialing the table (1-12) and signing below, I certify that the information in this form is true, complete and accurate and that I am authorized by my business to make this certification and all consents and agreements contained herein.

Respondent Certification (By Item)	Respondent Certification: YES, I agree or NO, I do NOT agree	Initial
1. Violation of Contract Terms and Conditions	X	<i>JR</i>
2. Termination for Cause of Convenience	X	<i>JR</i>
3. Equal Employment Opportunity	X	<i>JR</i>
4. Davis-Bacon Act	X	<i>JR</i>
5. Contract Work Hours and Safety Standards Act	X	<i>JR</i>
6. Right to Inventions Made Under a Contract or Agreement	X	<i>JR</i>
7. Clean Air Act and Federal Water Pollution Control Act	X	<i>JR</i>
8. Debarment and Suspension	X	<i>JR</i>
9. Byrd Anti-Lobbying Amendment	X	<i>JR</i>
10. Procurement of Recovered Materials	X	<i>JR</i>
11. Profit as a Separate Element of Price	X	<i>JR</i>
12. General Compliance with Participating Agencies	X	<i>JR</i>

### Kellogg & Sovereign Consulting

Name of Business



Signature of Authorized Representative

Jason Ramey

Printed Name

February 18, 2021

Date



## Solicitation Affidavit

**Instructions:** This form must be signed by the business's authorized representative and notarized below. If awarded, the Respondent is required to produce a copy of this document for each Member Agency with which it contracts.

1. The undersigned, is duly authorized to represent the persons, business and corporations joining and participating in the submission of the foregoing bid (such persons, business and corporations hereinafter being referred to as the Respondent), being duly sworn, on his/her oath, states that to the best of his/her belief and knowledge no person, business or corporation, nor any person duly representing the same joining and participating in the submission of the foregoing bid, has directly or indirectly entered into any agreement or arrangement with any other Respondents, or with any official of the **Member Agency**, or any employee thereof, or any person, business or corporation under contract with the **Member Agency** whereby the Respondent, in order to induce the acceptance of the foregoing bid by the **Member Agency**, has paid, or is to pay to any other Respondent, or to any of the aforementioned persons, anything of value whatever, and that the Respondent has not, directly nor indirectly entered into any arrangement, or agreement, with any other Respondent or Respondents which tends to or does lessen or destroy free competition in the letting of the contract sought for by the foregoing bid.
2. This is to certify that the Respondent, or any person on his/her behalf, has not agreed, connived, or colluded to produce a deceptive show of competition in the manner of the bidding, or award of the referenced contract.
3. This is to certify that neither I, nor to the best of my knowledge, information and belief, the Respondent, nor any officer, director, partner, member or associate of the Respondent, nor any of its employees directly involved in obtaining contracts with the **Member Agency**, or any subdivision of the state has been convicted of false pretenses, attempted false pretenses, or conspiracy to commit false pretenses, bribery, attempted bribery or conspiracy to bribe under the laws of any state or federal government for acts or omissions after January 1, 1985.
4. This is to certify that the Respondent or any person on his behalf has examined and understands the terms, conditions, the scope of work and specifications, and other documents of this solicitation and that any and all exceptions have been noted in writing and have been included with the bid submittal.
5. This is to certify that if awarded a contract, the Respondent will provide the equipment, commodities, and/or services to members and affiliate members of the Agency in accordance with the terms, conditions, the scope of work and specifications and other documents of this solicitation in the following pages of this bid.
6. This is to certify that the Respondent is authorized by the manufacturer(s) to sell all proposed products on a national basis.
7. This is to certify that we have completed, reviewed, approved, and have included all information that is required of these bid forms.

Jason Ramsey

Authorized Representative (Please print or type)

3010 LBJ Freeway, Suite 1200, No. 405

Mailing Address

President

Title (Please print or type)

Dallas, Texas 75234

City, State, Zip

Jason Ramsey

Signature of Authorized Representative

2-18-2021

Date

Subscribed and sworn to before me this

18

day of

FEB 2021

Notary Public in and for County of

COOK

State of

ILLINOIS

My commission expires on

4/10/2022

Signature

Patricia Ann Dodd



Enter Notary Stamp



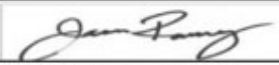


Association of Educational  
PURCHASING AGENCIES

## Acceptance of Solicitation & Contract

### PART I: RESPONDENT

In compliance with the Published Solicitation (IFB OR RFP), the undersigned warrants that I/we have examined all Instructions to Respondents, associated documents, and being familiar with all of the conditions of the solicitation, hereby offer and agree to furnish all labor, materials, supplies, and equipment incurred in compliance with all terms, conditions, specifications, and amendments associated with this IFB OR RFP and any written exceptions to the bid. The signature also certifies understanding and compliance with the certification requirements of the AEPA Member Agency's Terms and Conditions and/or Special Terms and Conditions. The undersigned understands that their competence, ability, capacity and obligations to offer and provide the proposed tangible personal property, professional services, construction services, and other services on behalf of the Vendor Partner as well as other factors of interest to the AEPA Member Agency as stated in the evaluation section, will be a consideration in making the award.

<b>Business Name</b>	Kellogg & Sovereign Consulting	<b>Date</b>	02/18/21
<b>Address</b>	1101 Stadium Drive	<b>City, State Zip</b>	Ada, Oklahoma 74820
<b>Contact Person</b>	Jason Ramey	<b>Title</b>	President/CEO
<b>Authorized Signature</b>	 jramey@kelloggllc.com	<b>Title</b>	President/CEO
<b>Email</b>		<b>Phone</b>	832-746-5370

### PART II: AWARDING MEMBER AGENCY

Your bid response for the above-identified bid is hereby accepted. As a Vendor Partner, you are now bound to offer and provide the products and services identified within this solicitation, your response, and approved by AEPA, including all terms, conditions, specifications, exceptions, and amendments. As a Vendor Partner, you are hereby not to commence any billable work or provide any products or services under this contract until an executed purchase order is received from the AEPA Member Agency or Participating Entities. This contract intends to constitute the final and complete agreement between the AEPA Member Agency and Vendor Partner, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall bind any of the parties hereto. No change or modification of this contract shall be valid unless in writing and signed by both parties to this contract. If any provision of this contract is deemed invalid or illegal by any appropriate court of law, the remainder of this contract shall not be affected thereby. The initial term of this contract shall be for up to twelve (12) months and will commence on the date indicated below and continue until February 28, 2022, unless terminated, canceled, or extended. By mutual written agreement as warranted, the contract may be extended month by month up to six (6) months or for three (3) additional 12-month periods.

<b>Awarding Agency</b>	_____		
<b>Authorized Representative</b>	_____		
<b>Awarded this</b>	<b>of</b>	<b>day</b>	<b>Contract Number</b>
<b>Contract to commence (Member Agency to select)</b>		3/1/2021	<b>Or</b>

## Solicitation Checklist

**Instructions:** Utilize the checklist below, reviewing to confirm that all the required documents have been uploaded to Public Purchase, in their specified/required format, by the due date and time listed for this solicitation. Submissions not following the specified/required format may result in being marked non-responsive and may not be considered for evaluation. Respondents are reminded that failure to follow, comply with, and adhere to the enclosed instructions of this solicitation may result in their response being deemed non-responsive. AEPA, its Member Agencies, affiliate agencies, and authorized representatives are not responsible for bid proposals that are incomplete, unreadable, or received after the solicitation deadline submission date.

"X"	Document Title, Uploaded to Public Purchase (Respondent must submit documents in the required title/format)	Format of Uploaded Document	Notes
	<b>Bid Bond – if Required, see Part B if applicable.</b>	Upload PDF copy. Original must be received by Lakes Country Service Cooperative by due date and time.	Send to Lakes Country Service Cooperative.
	<b>Part B – Specifications</b> Required Submittals (begins on page 9 of Part B)	Single, Scanned PDF	<b>Required.</b> Not provided by AEPA, Respondent Created
	<b>Part C – State-Specific Forms – Name of Responding Company</b>	Single, Scanned PDF	<b>Required.</b> Signatures Required.
	<b>Part D - Questionnaire – Name of Responding Company</b> Includes: <ul style="list-style-type: none"> <li>• Company Information</li> <li>• Service Questionnaire</li> <li>• Exceptions</li> <li>• Deviations</li> </ul>	Single, Scanned PDF	<b>Required.</b>
	<b>Part E – Signature Forms – Name of Responding Company</b> Includes: <ul style="list-style-type: none"> <li>• Uniform Guidance "EDGAR" Certification</li> <li>• Bid Affidavit</li> <li>• Acceptance of Bid &amp; Contract Award</li> </ul>	Single, Scanned PDF	<b>Required.</b> Signatures required.
	<b>Part F – Pricing Schedule – Name of Responding Company</b>	Excel Workbook	<b>Required.</b>
	<b>Price List/Catalog – Name of Responding Company</b>	Upload PDF	<b>Required.</b>
	<b>Exhibit A – Financial Health Document(s) – Name of Responding Company</b>	Scanned PDF	<b>Required.</b> Not provided by AEPA, Respondent Created
	<b>Exhibit B – Marketing Plan – Name of Responding Company</b>	Scanned PDF	<b>Optional.</b> Not provided by AEPA, Respondent Created
	<b>Exhibit C – Warranties, Additional Services – Name of Responding Company</b>	Scanned PDF	<b>Optional.</b> Not provided by AEPA, Respondent Created
	<b>Exhibit D – Additional Discounts – Name of Responding Company</b>	Scanned PDF	<b>Optional.</b> Not provided by AEPA, Respondent Created

**Association of Educational Purchasing Agencies**  
**Tabulation Report RFP #021.5-C - E-Rate Consulting**  
**Services**  
**Vendor: Kellogg & Sovereign Consulting LLC**

**General Comments:**

**General Attachments:** Exhibit B - Marketing Plan - Kellogg - Sovereign Consultng.xls  
Part B - Technical Specifications - Kellogg Sovereign Consulting.pdf  
Part D - Questionnaire - Kellogg - Sovereign Consulting.pdf  
Part E - Signature Forms - Kellogg Sovereign Consulting.pdf  
Part F - Pricing Schedule - Kellogg - Sovereign Consulting.xlsx