

Environmental Projects Benefiting San Diego Bay

Proposal for the
Salva la Bahia
By AdEase



AdEase

2056 First Avenue, San Diego, CA 92101
619.243.2290 • adaseonline.com

May 4, 2009

Dear Review Committee,

AdEase is pleased to submit this proposal for the **Salva la Bahia** program to the Port of San Diego. As San Diegans, Bay enthusiasts and educators, we're excited to be a part of the effort to protect the San Diego Bay.

As the Hispanic population continues to grow in San Diego, the importance of Hispanic targeted outreach for environmental issues grows as well. There is right now, around the world and in San Diego, a focus on environmental stewardship. It is vital that we expand this vision to include the 30% of the San Diego population which is Hispanic. And what makes this project even more urgent is that 44% of all births in San Diego County in 2008 were Hispanic. While this segment of the population has a newly sparked interest in the environment, what is lacking is background knowledge regarding the environmental impacts of everyday behaviors and the steps that can be taken to minimize our footprint. A large portion of the Hispanic community in San Diego County has been ignored with respect to environmental education. This is a segment of San Diego's population where we can make a real difference through education and hands-on interaction with the environment.

We've assembled a team of community outreach specialists, Hispanic grassroots marketing professionals, bilingual/cross-cultural educators and Spanish language media experts to increase watershed awareness and San Diego Bay stewardship among Hispanic youth, families and adults focusing on Bay resource protection and water quality issues and solutions.

Salva la Bahia will provide educational opportunities and incentives for the Hispanic community to get involved in coastal clean-ups, monitoring efforts, watershed understanding and other San Diego Bay conservation and education events. AdEase has created a high impact educational campaign, utilizing Spanish language radio stations, social media, grassroots promotions, high visibility contests and strategic retail partnerships, to promote stewardship of the Bay among the Latino population of San Diego.

Since opening its doors in 1999, AdEase has executed many successful educational social marketing campaigns for a variety of organizations and budgets. We embrace the opportunity to encourage stewardship of San Diego Bay amongst the Hispanic community. Included in this proposal are case studies that demonstrate our experience and expertise delivering impressive results that exceeded our clients' goals. We're excited about the opportunity to achieve equally exceptional results for the Port, to educate the Hispanic community about the importance of watersheds and to ignite their desire to become ambassadors of environmental issues and protectors of the Bay.

Timeline of Project	August 2009- January 2010
Total Cost of Proposal	\$185,000
Grant Funding Request	\$120,000
Matching Funds	\$65,000

Source of Matching Funds

- AdEase 40 hours pro bono \$6,000
- Univision Radio In-Kind Advertising \$48,000
- 600 Volunteer Hours at \$19.50/hour \$11,000

Our contact information is as follows:

AdEase
Attn: Stacey Smith Nelson
2056 First Avenue
San Diego, California 92101
619-243-2290
Stacey@adeaseonline.com

The **Salva la Bahia** program is constructed with solid research, creative and compelling messages, strategic expertise and, most importantly, passion. We are passionate about developing a sense of empowerment and ambassadorship for the Bay within the Hispanic community.

Sincerely,

Stacey Nelson Smith

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This proposal is printed on 100% recycled paper.

INTRODUCTION

As the Hispanic population continues to grow in San Diego, the importance of Hispanic targeted outreach grows as well. We've assembled a team of community outreach specialists, grassroots marketing professionals, bilingual/cross-cultural educators and Spanish language media experts to increase Bay and watershed awareness and Bay stewardship among Hispanic youth, families and adults focusing on Bay resource protection and water quality issues and solutions. The lack of knowledge among Hispanics has a direct affect on the current and future health of San Diego Bay. **Salva la Bahia** will increase understanding and awareness of the watersheds and how our actions upstream affect the parks, streams, lakes and the Bay downstream. One of the most important things that will be accomplished through this program is the understanding of the role the Bay and watersheds play on our life and our influence on the Bay regardless of how close or far we live from it. But most importantly, **Salva la Bahia** will make an emotional connection between Hispanic community members and their environment that will drive long lasting behavioral changes.

The goal of the **Salva la Bahia** program is to promote an understanding and appreciation of the importance of the watershed and to build a sense of San Diego Bay stewardship within the San Diego Hispanic community. This will have a direct affect on the future health of San Diego Bay.

PROJECT NARRATIVE

Salva la Bahia is an educational outreach program designed to inspire the Hispanic community to be stewards of the Bay. The project's multi-pronged approach towards education and outreach to the San Diego Hispanic population utilizes radio, the Web, hands-on activities, contests, promotions, retail promotional partners, festivals, public relations and social media to make emotional connections between Hispanics and the Bay.

Univision Radio owns the two largest Spanish language radio stations in San Diego County and has agreed to support **Salva la Bahia** with in-kind media totaling \$48,000. Univision Radio has the

promotional resources and credibility with San Diego Hispanics to generate both awareness and response. **Salva la Bahia** will reach over 150,000 Hispanic adults each week with the promotional announcements airing on the two stations. **Salva la Bahia** will be a focus of the two stations with interviews (30 minutes long) throughout the campaign on the De Viva Voz show airing Sunday mornings on both radio stations, Beach Clean-ups hosted by on-air personalities, events for families on the Bay, and partnerships and promotional tie-ins with large retailers. **Salva la Bahia** will have a booth at Fiestas Patrias in September 2009 as well as other events throughout the program.

AdEase will create a website for **Salva la Bahia** with information about local watersheds, environmental education and ways to help protect the Bay. There will be pages for children, teenagers and parents. The Univision website will feature ads for **Salva La Bahia** as well as a permanent link to the **Salva La Bahia** site.

AdEase will also launch and maintain a social media campaign for **Salva La Bahia**. The top Hispanic sites for social media will be used to get the word out about the impact our actions have on the Bay and ways to minimize our footprint.

How it will be Measured

AdEase will conduct a baseline survey to measure both awareness of Bay environmental issues and the extent to which the targeted group is engaging in activities/behaviors that are detrimental to the health of the Bay. We will measure the success of marketing and outreach efforts using a post-campaign survey to determine whether the Hispanic population in San Diego has heard the messages and changed their behavior after the outreach and education effort. Additionally, AdEase will continually monitor all facets of the campaign throughout the process. We will provide monthly statistics based on numbers of volunteers, website analytics and other measurables.

Specific activities that the proposed grant will fund

The project will include a multi-pronged approach towards education and outreach to the San Diego Hispanic population.

1. On-air messages will run throughout the campaign on La Nueva 106.5 FM and Recuerdo 102.9, reaching a minimum of 150,000 individuals each week. Messages will be rotated throughout the campaign, each focusing on different environmental issues of the Bay and how each of us can make a difference. Each message will highlight endangered species, habitat restoration, water quality or air quality issues of the Bay. All messages will have a common theme of the importance of making changes in our behaviors and will encourage San Diegans to become environmental ambassadors and stewards of the Bay.
2. AdEase will create a website for **Salva la Bahia** with information about how to get involved in various events and educational Bay programs in San Diego County. There will be pages for children, teenagers and parents. There will be quizzes about the different watersheds, endangered species, and habitat preservation. Each different quiz will have an enter-to-win component where prizes will be awarded monthly for learning about the Bay. Other pages on the site will give information about clean-ups and opportunities to volunteer. The San Diego Univision website, the third most visited site in San Diego among Hispanics (over 270,000 unique visitors and over 3.3 million page impressions per month) will have a permanent link to the Salva La Bahia site.
3. **Salva la Bahia** will have a booth at Fiestas Patrias. This free event was attended by over 20,000 San Diego Hispanics last year. The **Salva la Bahia** street team will be on hand passing out lottery style scratcher cards. The cards will have Bay preservation information along with the chance to win a **Salva la Bahia** t-shirt or H&M Landing Day Fishing Trips.
4. The **Salva la Bahia** campaign will partner with all six Northgate Gonzalez Market San Diego locations. These six markets have consistent heavy traffic from San Diego Hispanics. The partnership will entail information distribution and participation in store events throughout the campaign.

5. AdEase will have our bilingual, cross-cultural educator, Rachel Rodas, participate in interviews on De Viva Voz- community affairs program several times over the course of the campaign. “De Viva Voz” is the community affairs program for La Nueva 106.5 and Recuerdo 102.9. It is the leading voice of San Diego’s Spanish Speaking Community. This program serves as a tool to educate listeners about current issues surrounding the San Diego Hispanic community. This 30 minute commercial-free program provides information concerning health, social awareness, education, self-development, community service and upcoming events. Rachel will recognize the Port in these interviews and bilingual members of the Port will be invited to participate as well.

Why is the proposed project important?

The reason this program is so vital is because Hispanics have been largely excluded from the education and public outreach programs and messaging about the consequences of human actions on the environment. Environmental justice seeks to ensure that minority and low-income communities have access to public information relating to human health and environmental planning, regulations and enforcement. This proposed project is important in that it reaches out to the Hispanic Community to give access to information about the impact we have on our environment and how we can minimize our footprint. If we want to save the Bay, it’s important that we invite the fastest growing segment of the San Diego population to be a part of the solution.

Around the world and in San Diego there has been a revitalized mission to protect our environment and to change our behaviors in order to reduce the negative impact on the watersheds, endangered species, water quality and air quality. In order to protect our environment it is vital that we expand this vision to include the 30% of the population of San Diego which is Hispanic.

This scale of this program makes it different from other important Hispanic outreach and education programs that the Port has supported. This is a mass marketing, high visibility, interactive, educational outreach program designed to make an impact with approximately 250,000 San Diego Hispanics.

Description of how your project benefits San Diego Bay

The Board of Port Commissioners (BPC) is dedicated to protecting and improving the environmental conditions of San Diego Bay. This project directly meets that mission by targeting a large portion of the San Diego population that has often been ignored when dealing with environmental issues and environment education. This population's relative lack of knowledge regarding watersheds and other environmental issues means that targeting this population will have a direct impact on the future health of San Diego Bay. The future health of the San Diego Bay and the San Diego environment depends on developing stewardship among San Diego Hispanics.

Description of any partnerships to complete the project

Northgate Gonzalez Markets with 6 San Diego locations will partner with the **Salva la Bahia** program to distribute information throughout the campaign.

Univision Radio which owns the two largest Spanish language radio stations in San Diego will partner with **Salva la Bahia** and have offered \$48,000 of in-kind media.

QUALIFYING EXPERIENCE

CLIENT: City of San Diego's Storm Water Prevention Program (AKA, 'THINK BLUE')
SIZE: Pro Bono for \$1M Outreach Program
ADDRESS: 9370 Chesapeake Dr., Suite 100, San Diego, CA 92123
REFERENCE: Jennifer Nichols Kearns, Senior Information Officer
PHONE: (858) 541-4331
TERM: 2007, for 5-year campaign commencing January 2008

Background and Program Goals

The goal of the Storm Water Pollution Prevention division's Think Blue program is to improve the quality of our recreational waters, reduce beach and bay closures resulting from contamination, enforce the City's Municipal Code and achieve compliance with California Regional Water Quality Control Board, San Diego Region, Order 2001-01, National Pollutant Discharge and Elimination System Permit.

In 2006, the Storm Water Pollution Prevention Program embarked on a multi-year, multi-faceted media campaign to reduce storm water pollution that relied upon awareness, education and community outreach. It was the goal of this program to provide education and resources to residents, commerce and industry. These efforts supported and encouraged better and more informed choices that, when coupled with innovative infrastructure and policy solutions, would improve San Diego's ocean and bay water quality.

Services Provided

AdEase was selected to provide media consultation services and to help develop the multi-year strategic media communications plan to enhance public outreach. The multi-pronged campaign included television, radio, PSAs, billboards, print and online components.

CLIENT: First Five of California / South Bay Community Services
SIZE: \$360,000
ADDRESS: 1124 Bay Blvd. Suite D., Chula Vista, CA 91911
REFERENCE: Patty Chavez, Community Relations Director
PHONE: (619) 420-3620
TERM: Ongoing since April 2007

Background

South Bay Community Services (SBCS) is a comprehensive health and human service organization operating out of Chula Vista, California. In 2005, SBCS introduced two new programs that provided health services for low-income families with newborns and children up to five years of age.

Execution

AdEase conducted an audit of existing data, strategies and media placement and organized focus groups with the target audience. The results of the focus groups led to a brand strategy and bilingual community outreach campaign comprised of radio, print, outdoor and grassroots marketing.

AdEase named, developed and implemented the “Baby First” and “Child Ready. School Ready.” program campaigns with a strategic cross-cultural plan between the Hispanic and general markets.

Results

Within one month, phone calls to South Bay Community Services increased over 600%.

Grassroots and PR efforts proved effective after establishing a solid brand platform and identity for these programs. SBCS was found to be more credible in the public eye, and participation in its programs rose to unprecedented levels. Increased awareness and utilization of these programs within such a short period of time immediately proved the AdEase marketing strategy successful.

A recent statewide audit of 40 regional California public service initiatives singled out “Baby First” and “Child Ready. School Ready.” as the most effective program of this category in California.

CLIENT: Sunroad Foundation
SIZE: \$180,000
ADDRESS: 4445 Eastgate Mall, Suite 400, La Jolla, CA 92121
REFERENCE: Wayne Meyer, Vice- President
PHONE: (858) 362-8500 X210
TERM: 2005 - 2008

Background and Program Goals

In the wake of the 2003 Cedar Fire catastrophe, the Sunroad Foundation was developed. Its mission was to promote awareness and educate the public, as well as raise funds for the San Diego Fire-Rescue Department. AdEase was retained to develop a community outreach program to raise awareness and funding for the San Diego Fire-Rescue Department (SDFR).

Execution

From concept to execution, AdEase developed a series of events focused on recognition, education, appreciation and public service. The goal of these events was to raise awareness, foster appreciation and stimulate a call-to-action.

Results

With the launch of these programs, AdEase garnered 25 unique stories on various local news channels and six feature news stories in the top San Diego publications. Throughout the year, AdEase secured news coverage for key events it organized, such as the Sunroad Fire and Rescue Appreciation Day, Paint Your Heart Out, Sunroad Salutes and Fire Rescue Safety Education Day. Our client received more than \$100,000 of in-kind media benefits including promotional tie-ins on several radio stations, Websites, print publications and on-site exposure at community events.

CLIENT: Department of Public Works Used Oil Filter Recycling Program
SIZE: \$160,000
ADDRESS: 5469 Kearny Villa Road, Suite #305, San Diego, CA 92123
REFERENCE: Jennifer Winfrey, Recycling Specialist
PHONE: 858-874-4020
TERM: 2008 - 2009

Background and Program Goals

Used motor oil contains toxic substances such as benzene, lead, zinc, and cadmium. And although most people who change their own oil take their used oil to be recycled, very few recycle their oil filters.

Participation in used oil filter recycling is important to the County's efforts to keep its waters safe and clean, so the County of San Diego Department of Public Works hired AdEase to get the desired results.

When the goal is to get people to add an action to their routine, there are four critical elements. The most effective messages will:

1. Identify the factors that commonly motivate people to take the actions. (In the case of oil filter recycling, the motivation was to do the right thing for the environment.)
2. Link the desired actions to these motivators in all communications.
3. Link the desired action to related activities that people are already doing. (We asked them to recycle their oil filters when they recycled their oil.)
4. Recognize related actions the person has already taken. (We praised them for already recycling the oil.)

Execution

AdEase developed a series of ads that contained a clear motivating message with images that resonated with the key demographics. Three specific groups in need of the recycling message, as identified by the County, were: 18-29 year old English-speaking males who work in construction and the military; 18-29 year old Spanish-speaking immigrants who work in construction and the military; and older U.S.-born males with multiple vehicles.

Results

The program is currently in progress and all milestones to date have been met. An initial test of the advertising was conducted and revealed that the target audience overwhelmingly (over 92%) found the campaign creative to be clear and concise and would motivate them to correctly dispose of oil filters.

Univision-Radio Case Study

CLIENT: St. Jude Children's Research Hospital
SIZE: n/a
ADDRESS: 12365 Lewis St, Ste 101 Garden Grove, CA 92840
REFERENCE: Celeste Morales, Hispanic Event Marketing
PHONE: 714-663-7200
TERM: 2001 – 2009

For 8 years running Univision Radio San Diego has done a radiothon to raise money for St. Jude Children's Research Hospital. Univision hosts the radiothon in their offices, bring in community volunteers and go on-air all day long. As of 2009 Univision has raised over 2.3 million dollars that went 100% to the St. Jude Children's Research Hospital.

Univision-Radio Case Study

CLIENT: SDG&E
SIZE: \$500,021
ADDRESS: 8335 Century Park Court San Diego, Ca 92123
REFERENCE:
PHONE:
TERM: 2005 - 2009

Through the years Univision Radio has worked closely with Sempra and SDG&E to tackle such important issues as continuing education, energy efficiency and recycling. One of the most successful campaigns that we have done was the light exchange where over 500 people showed up when Univision had an event where listeners could exchange their light bulbs for energy efficient light bulbs for free.

OBJECTIVES OF GRANT PROPOSAL


The goal of this grant proposal is to develop awareness and understanding within the Hispanic community of the role our actions take on the environment, watersheds, and the Bay in particular. The five specific measurables of the program's success are: volunteer participation numbers, website analytics, gross impressions achieved through the radio campaign, social media counts and survey results.

As a result of this grant we expect to increase awareness within the Hispanic community of how our actions upstream affect the Bay, to provide education regarding ways to minimize our footprint, and to create a sense of pride and stewardship of the Bay.

PROJECT DELIVERABLES

- AdEase will provide written, quarterly tracking reports to monitor campaign progress. These reports will highlight the status of the work plan, major milestones accomplished, media coverage garnered, website analytics, benefits to the Bay and costs incurred to date.
- AdEase will provide a Draft Final Report, at least three months prior to the end of the contract, in electronic and hard copy format. All recommended changes shall be made prior to submittal of a Final Report.
- AdEase will provide five copies of final report plus an electronic copy.
- Additionally, we look forward to presenting the final report to the BPC, EC and/or the Environmental Services Department staff. The AdEase presentation will cover the survey results, media exposure, corporate sponsor involvement, participation numbers, and immediate and long term benefits to the Bay.
- Recognition of the Port will be on-going throughout this project. The Port will be recognized in activity press release and news stories, on radio interviews, on the Univision TV website, on every volunteer sign up sheet, on every radio commercial and with press releases and news stories to both the Hispanic media and the general population media.
- AdEase makes stunning displays! We are excited at the prospect of creating a lobby display for the Port Administration Building.
- AdEase will publish progress reports and the final report on the Port's website.

COST PROPOSAL

Salva La Bahia 2009-2010		 AdEase					
PAID	August	September	October	November	December	January	TOTALS
:30 commercials	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 24,000
:60 shared commercials	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 24,000
Fiestas Patrias					\$ 1,200		\$ 1,200
Grocery Promotion		\$ 700		\$ 700	\$ 700	\$ 700	\$ 2,800
Radio Contest	\$ 1,500		\$ 1,500	\$ 1,500		\$ 1,500	\$ 6,000
Premiums	\$ 400		\$ 400		\$ 400		\$ 1,200
Street Team	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 2,400
Website	\$ 4,500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 9,500
Social Media	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 3,000
Media Placement	\$ 1,500	\$ 500	\$ 500	\$ 750	\$ 750	\$ 500	\$ 4,500
Project Management	\$ 1,500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,500	\$ 7,000
Graphic Design	\$ 2,500	\$ 1,000	\$ 1,500	\$ 500	\$ 500	\$ 500	\$ 6,500
Radio Production	\$ 3,500			\$ 3,500			\$ 7,000
Event Coordination	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 3,000
Educational Specialist	\$ 2,000	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 4,500
Port Lobby Display						\$ 800	\$ 800
Press Releases	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 6,000
Survey	\$ 3,600					\$ 3,000	\$ 6,600
Total Paid	\$ 31,400	\$ 15,100	\$ 16,800	\$ 19,850	\$ 16,450	\$ 20,400	\$ 120,000
IN-KIND							
Radio commercials	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 12,000
Univision Promotion	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 36,000
AdEase Services	\$ 2,000		\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 6,000
Volunteers		\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 3,000	\$ 11,000
Total In-Kind	\$ 10,000	\$ 10,000	\$ 11,000	\$ 11,000	\$ 11,000	\$ 12,000	\$ 65,000

Classification Fully Burdened Hourly Billing Rate

1. Officials/Mangers \$125
2. Professionals \$125

For personnel, the above rates are applicable to straight time (up to the first 8-hours) and include AdEase's total direct labor, indirect labor, overhead (11%) and profit (Fully Burdened Hourly Billing Rate).

PERSONNEL

Stacey Nelson Smith – Project Manager

President & Founder, AdEase 1999-present

With over 18 years experience in marketing and public outreach, Stacey is responsible for overall agency management, and oversees the strategy and execution of each campaign. She specializes in public awareness and social marketing campaigns, and has comprehensive expertise in driving behavior change. She currently serves as the project manager for the County of San Diego, Department of Public Works, City of San Diego Traffic Safety Program and Imperial Capital Bank.

Previous Employment

PROJECT MANAGER/MEDIA BUYER | AM STRATEGIES, SAN DIEGO 1993-1999
Developed and executed strategic marketing plans for local initiatives such as Susan Golding for Mayor, various ballot propositions, IKEA and Henry's Markets.

Educational Background

MIT ENTERPRISE FORUM | BOSTON, MA 2003-2005
Entrepreneurial Executive Leadership Program

UNIVERSITY OF SAN DIEGO | SAN DIEGO, CA 2001-2002
Masters of Business Administration

SAN DIEGO STATE UNIVERSITY | SAN DIEGO, CA 1990-1994
Bachelor of Arts & Science

Rachel Rodas

Bilingual Cross-Cultural Educator

As a bilingual, cross-cultural educator, Rachel has coordinated curriculum development for English Learners program classes, written and implemented projects focusing on literacy development of English learners and families, and provided staff development and in-service training for teachers across the United States.

Employment

PROGRAM COORDINATOR | DIEGUENO MIDDLE SCHOOL, ENCINITAS 2004-present
Coordinates English Learner and Title 1 Programs, plans and facilitates EL parent training and communication, runs tutoring center for Title 1/EL students, facilitates student outreach and counseling, develop curriculum for district sheltered History courses.

TEACHER ON SPECIAL ASSIGNMENT | SDUHS DISTRICT, ENCINITAS 1994- 2001
Coordinated English Learner Program district-wide, planned and implement in-service training to all teachers and instructional assistants of EL and SDAIE classes, planned and implemented Parent Education Program for all EL parents in the San Dieguito District.

Educational Background

Administrative certificate 2006
M.E. Curriculum and Instruction, Chapman University 2001
Single Subject Teaching Credentials, Social Studies and Spanish 1990
Bilingual Cross-Cultural Specialist Credential 1990
Teaching Credential, San Diego State University 1989
B.A. Political Science, University of California, San Diego 1988

Todd Anderson

Art Director, AdEase 2008-present

Todd sets the tone for all creative products, consistently offering innovative design concepts and seamless execution, while ensuring that each project is completed on time and within budget.

Previous Employment

CREATIVE DIRECTOR | SWITCHFOOT CREATIVE 2001-2008

Owned and operated a freelance design studio, which provided creative marketing and advertising design to government organizations, Fortune 500 companies and small to mid-sized businesses.

DESIGN COORDINATOR | CITY OF SAN DIEGO ENVIRONMENTAL SVCS. 1997-2000

Worked with the City’s Public Information Office to execute public information programs for all department educational publications and events.

Educational Background

GRAPHICS AND DIGITAL MEDIA | UC SAN DIEGO, EXTENSION 1997-2001

UNIVERSITY OF CALIFORNIA AT SAN DIEGO | SAN DIEGO, CA 1989-1993
Bachelor of Arts

Katherine Timm

Director of Corporate Sponsorships, AdEase 2008-present

Katherine creates cross-promotional partnerships with retailers, government agencies and media outlets and garners in-kind and favorable coverage of AdEase clients through her media relationships. She organizes community outreach projects and events, and maximizes the exposure of each campaign and cause.

Previous Employment

Retail Promotions | CBS Radio, San Diego 1999 – 2008

Created cross-promotional partnerships and third party tie-ins for clients. Negotiated endorsement contracts and created corporate partnerships between networks and stations.

Senior Account Manager | Clear channel Radio, San Diego 1992 – 1999

Managed key accounts and developed retail sponsorships

Educational Background

UNIVERSITY OF CALIFORNIA AT SAN DIEGO | SAN DIEGO, CA 1980 – 1984

Revelle College
Bachelor of Arts, Psychology

Erin Norton

Online Media Strategist, AdEase 2002-present

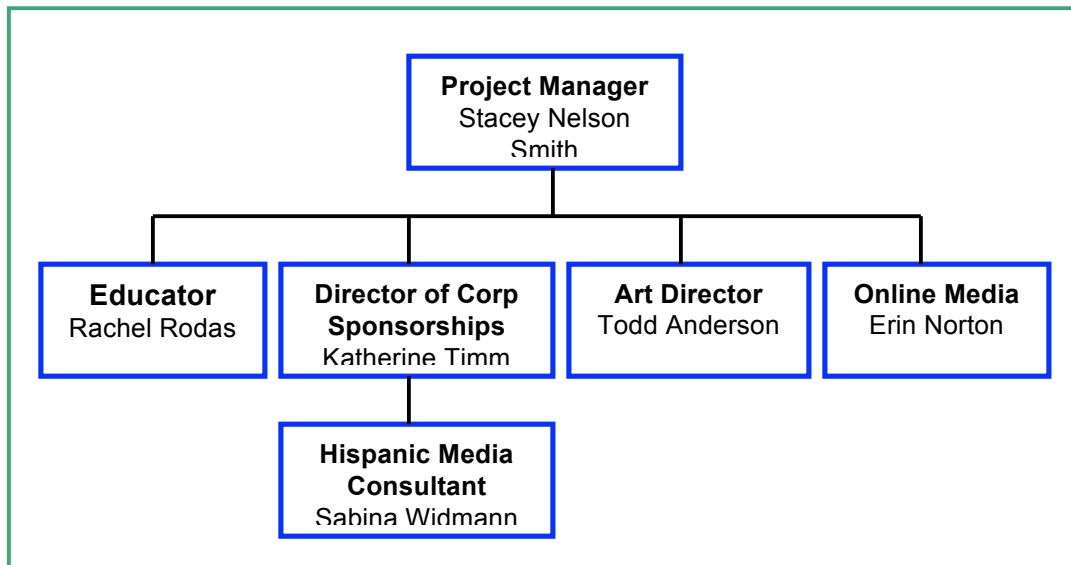
Erin develops innovative Web solutions to maximize client budgets, and is responsible for all research, analysis and strategy of online media including Website development, SEO, SEM, PPC, display, social media and emerging technologies.

Educational Background

UNIVERSITY OF CONNECTICUT | STORRS, CT 2001 – 2005

Bachelor of Arts, Broadcast Journalism & Communications

AdEase Org Chart



SUB CONSULTANTS

Sabina Widmann has been a Hispanic Media expert working at Univision Radio San Diego for over 4 years, developing successful marketing and public service campaigns for clients to reach the growing San Diego Hispanic population through on-air campaigns and community events. She previously worked for various environmental organizations, School for Field Studies< BCS, Mexico, Environmental Health Coalition and EarthShare of California. Sabina also spent several years as President of the Board of the San Diego Foundation for Change. The Foundation for Change is rooted in – and committed to – a culture of community-based organizing. They are committed to growing grassroots movements for social justice in San Diego and Tijuana.

Sabina has a Masters in Marine Policy and Management from the University of Washington. She has lived more than 5 years in several countries in Latin America doing environmental education, community outreach and environmental projects.

CONFLICT OF INTEREST

AdEase is not currently performing services of any kind, for any person or entity that would conflict with the services to be provided to the Port under this agreement. Further, should AdEase be selected pursuant to this RFP, AdEase agrees that it will not perform services which would conflict with the services to be provided under this RFP.

ADDITIONAL INFORMATION

This is a project that San Diego needs, and a project which AdEase and our selected partners are uniquely qualified to create and execute.

AdEase has achieved significant successes for our clients in

- ... changing perceptions
- ... energizing stakeholder groups
- ... increasing recycling efforts
- ... helping citizens find a voice and be heard
- ...environmental education and driving behavior change.

AdEase consistently obtains bonus opportunities for our clients that elevate the value of their advertising schedules — such as tags on cable stations, upgraded print placements, exposure on media outlets' websites, and piggybacks with other sponsors.

This can be amazingly valuable, as these examples show:

- Pat & Oscar's: Estimated \$207,000 bonus advertising on a \$625,000 schedule
- Del Mar Heritage: Estimated \$134,000 bonus advertising on a \$175,000 schedule
- Mama's Kitchen: Estimated \$183,000 bonus advertising, no paid schedule

THANK YOU

Thank you for the opportunity to present **Salva la Bahia** to the Port. Protecting the Bay is a goal we enthusiastically embrace. We possess the qualifications, resources, knowledge, education and experience required to make measurable and sustainable progress toward that goal. We are passionate about protecting San Diego Bay and take seriously the responsibility we all have to be a part of the solution.

We look forward to being your partner in this effort.

ATTACHMENT A

**Proposer's Equal Opportunity Program
San Diego Unified Port District**



**Submitted to:
San Diego Unified Port District**

Submitted by: AdEase

**Request for Proposal
Environmental Projects Benefiting San Diego Bay**

Date: 05-04-09

E. Working Titles

List the working titles of all employees by category, e.g., Professionals: Civil Engineer, Structural Engineer; and Technicians: Drafter, Computer Programmer, Surveyor.

Officials/Managers	Professionals	Technicians
Stacey Nelson Smith	Todd Anderson	
Katherine Timm	Rae Ann Deakin	
	Erin Norton	
	Lisa Belyea	
	Leah Rodig	
	Arthur Ebuon	
	Melissa Kerlin	
	Helen Burdett	
Sales Workers	Office/Clerical	Craft Workers
Operatives	Laborers	Service Workers

Statement of Compliance

EQUAL EMPLOYMENT OPPORTUNITY

THE FOLLOWING CERTIFICATE SHALL BE SIGNED BY THE CHIEF EXECUTIVE OFFICER OF THE SERVICE PROVIDER AND SUBMITTED WITH SERVICE PROVIDER'S REQUIRED EQUAL EMPLOYMENT OPPORTUNITY PROGRAM.

Agreement Description: **Environmental Projects Benefiting San Diego Bay**

Service Provider/Lessee: AdEase

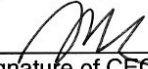
Address: 2056 1st Avenue

City, State, Zip Code: San Diego, CA 92101

Telephone Number: 619-243-2290

The Service Provider shall not discriminate against any employee or applicant for any employment action because of race, color, religion, sex, national origin, ancestry, physical or mental disability, veteran status, medical condition, marital status, age (40 years and older), sexual orientation or pregnancy.

Service Provider shall certify that Service Provider is in compliance with and throughout the term of the contract or lease will comply with: Title VII of the Civil Rights Act of 1964, as amended; the Civil Rights Act of 1991; the California Fair Employment Practices Act; and any other applicable Federal, State, and local law, regulation and policy including without limitation, those adopted by the District relating to equal employment opportunity, including any such law, regulation, and policy hereinafter enacted.



Signature of CEO

Stacey Nelson Smith
Printed Name

5-4-09
Date

RESPONDENT'S EQUAL OPPORTUNITY PROGRAM

Report all permanent full-time or part-time employees. Refer to Section D for instructions to complete this Section. In Section E, identify the working titles found within each job group.

A. Corporate Work Force Location: San Diego											
Job Group	Total	Male					Female				
		WH	BL	HI	AP	AI	WH	BL	HI	AP	AI
Officials/Managers	2						2				
Professionals	8	1			1		5			1	
Technicians											
Sales Workers											
Admin Support											
Craft Workers											
Operators											
Laborers											
Service Workers											
Total:											

B. San Diego Work Force San Diego											
Job Group	Total	Male					Female				
		WH	BL	HI	AP	AI	WH	BL	HI	AP	AI
Officials/Managers	2						2				
Professionals	8	1			1		5			1	
Technicians											
Sales Workers											
Admin Support											
Craft Workers											
Operators											
Laborers											
Service Workers											
Total:											

C. Project Work Force											
Job Group	Total	Male					Female				
		WH	BL	HI	AP	AI	WH	BL	HI	AP	AI
Officials/Managers	2						2				
Professionals	3	1					1			1	
Technicians											
Sales Workers											
Admin Support											
Craft Workers											
Operators											
Laborers											
Service Workers											
Total:											

Contact Person: Stacey Nelson Smith Phone: 619 243 2290
 Signature: [Signature] Date: 5-4-09
 Title: President Company Name: AdEase