



January 23, 2006

Dear Sandy & Katie:

Included with this letter is the Bufflehead Web Design proposal for the work on your *Inside Meritas* and *Outlook* e-newsletters. The proposal included is for the creation of the newsletters, mailing of the newsletters and any follow up work that would need to be done to maintain the in-house database(s) that keep all of the information on member status.

As I had discussed on the phone with Katie on Thursday, January 19th, it is hard for me to get a full understanding of this very lengthy process that is outlined in the 8 page document provided to me on the *Inside Meritas* e-newsletter when we met on January 18th. I would be hesitant to recommend a complete change in the way this is done (such as leaving eLawMarketing and using a new tool for the mailings) without going through at least a few mailings of each newsletter so that I can fully understand all pieces of the processes.

The proposal provided is my "best guess" at the time involved in creating the Inside Meritas and Outlook e-newsletters, based upon the documents that you have provided to me and the information that was covered in the January 18th meeting at your office.

At this time, my proposal is this:

- (1) Contract to do 3 mailings of both the *Inside Meritas* and *Outlook* e-newsletters using the current eLawMarketing mailing tool and the "in-place" processes for doing these as outlined in the 8-page document.
- (2) Use this time to assess where the process is redundant or can be improved and/or made more cost efficient.
- (3) Implementation of any possible improvements, and a re-assessment of the process and time/costs by Bufflehead Web Design.

Any work not addressed in the proposal, including any future e-newsletters or other development work would be done at the rate of \$45/hour.

One of the focuses of Bufflehead Web Design is to try to be as open and flexible as possible when working with an organization on a web site or development project. Each organization that I have worked with brings a different level of technical knowledge with them, and I try to be as complete and easy to understand as possible so that those involved know what to expect.

Some recent projects completed include the City of Cottage Grove (www.cottage-grove.org), Polar ICF (www.polaricf.com), Student Technical Services (www.studenttechnicalservices.com), the City of Prior Lake (www.cityofpriorlake.com), the Minnesota Association of Occupational Health Nurses (www.maohn.org), ProProducts (www.proproductsbiz.net) and OneSource Logistics (www.1sourcelogistics.com). A full portfolio of work can be seen at www.buffleheadweb.net. Please contact either Ron Hedberg or Jenny Jennings at the City of Cottage Grove if you would like a referral on working with Bufflehead Web Design.

Thank you very much for including Bufflehead Web Design on this proposal process. I can be reached at 612.605.1520 if you have any questions.

Thank you,

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