

REQUEST FOR PROPOSAL

Southern Forest Products Association

Coordination and promotion of wood product seminars in the Dominican Republic and Jamaica

I. Introduction and Overview:

The Southern Forest Products Association (SFPA), formerly the Southern Pine Association, is a non-profit corporation incorporated in 1914 under the laws of the State of Missouri and in 1957 under the laws of the State of Louisiana. Today, SFPA is recognized as one of the foremost trade organizations in the forest products industry and represents Southern Pine lumber manufacturers from Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Oklahoma and Texas.

Member mills produce nearly half of the Southern Pine lumber in the United States. SFPA is headquartered in the metro New Orleans area, with staff directing marketing programs to serve the entire U.S., and international market consultants serving markets in Europe, Mexico, the Caribbean, Japan, China, India and the Middle East.

SFPA is seeking proposals for an individual or agency to organize seminars promoting U.S. wood products in Santo Domingo, the Dominican Republic, and Kingston, Jamaica, tentatively scheduled for the week of July 9, 2018.

II. Candidate Proposal:

Please submit your proposal by April 14, 2018, and include the following:

1. A brief description of your firm
2. At least three references, including the names of individual contacts and their contact information
3. A detailed description of the project team, including experience, education, and representative clients in the past five years

III. Proposal Objective:

SFPA routinely holds technical seminars to train wood traders (importers, wholesalers, and retailers) and wood specifiers (builders, architects, engineers, joinery and furniture producers) on proper selection and use of softwood lumber from the United States. The seminars, which are offered to attendees free of charge, are typically three hours in duration and feature expert speakers from the United States on the subject. SFPA provides training literature and coffee breaks, lunch, or reception depending on the timing of the event.

This project seeks to gather the above target audiences at a seminar in Santo Domingo and Kingston, tentatively scheduled for the week of July 9, 2018. SFPA will provide speakers and training literature;

the individual or agency chosen to assist with the project is tasked with organizing and promoting the events and arranging site visits prior to the seminars in both countries.

IV. Project scope of work

Specific tasks of the individual or agency include:

1. Arrange for seminar venues, audio/visual, and interpreters for the seminars. Costs must be in accordance with U.S. federal regulations as advised by SFPA.
2. Promote the events to the target audience with an aim to gather at least 50 wood traders and specifiers at each seminar. Experience has shown that this is best accomplished through partnerships with local trade associations, such as contractor associations, builder associations, architectural associations, or other like trade groups.
3. Attend the events to assist with on-site arrangements and literature and survey distribution.
4. Arrange for and attend site visits prior to the seminars in both Santo Domingo and Kingston. Site visits would include lumber yards, retailers, construction sites, and any other venues that provide insight on lumber consumption in the market.
5. Assist with hotel recommendations for the speakers and any other arrangements.

V. Rough itinerary

SFPA envisions accomplishing the seminars and site visits in one week:

Sunday – Speakers travel to Santo Domingo
Monday -- Tour lumber yards and construction sites near Santo Domingo
Tuesday -- Seminar Santo Domingo
Wednesday -- Travel Santo Domingo to Kingston
Thursday -- Tour lumber yards and construction sites near Kingston
Friday -- Seminar Kingston; speakers travel home if possible. If not, travel home Saturday

V. Selection Criteria:

The selection of the individual or agency will be based upon the following:

1. Knowledge of the wood, building materials, and construction industry in the target markets.
2. Contacts in the target countries involved in the wood trade and construction industry.
3. Experience in organizing similar events in the target countries.
4. Relevant background of staff to be assigned to this project.
5. Experience with USDA/FAS cooperator promotion programs.

6. Experience with the U.S. Agricultural Trade Offices, Foreign Agricultural Service, the U.S. cooperators and the American Embassy staff.
7. Suggested fee schedule.
8. Statement that working with the SFPA construes no conflict of interest with the Agency's other clients or affiliates.
9. Completeness and thoroughness of the proposal.

Selection will be made by April 20, 2018. Only those firms meeting the criteria below will be considered. All proposals must be received by April 14, 2018, and addressed to:

Tami Kessler
 Executive Director
 Southern Forest Products Association
tkessler@sfpa.org
 Tel 504-443-4464

Jerry Hingle
 Project Consultant
jerry@intltradeassociates.com
 Tel 504-756-3520

Questions regarding this RFP or your proposal submission may be addressed to:

Jerry Hingle
 Project Consultant
jerry@intltradeassociates.com
 Tel 504-756-3520

VII. Proposal Format:

The format of the proposal is open, except for the breakdown of costs. While the fee will be all-inclusive, we require that the following information be specifically included in the budgeting section of the proposal to compare the value of various proposals. The more detailed the information you provide, the better assessment we can make as to the overall merit of your proposal. The cost breakdown should include:

1. Name and title of all staff people assigned to this account with corresponding hourly rates at which AF&PA will be charged, and the approximate number of hours per month that each person will spend on AF&PA's account. For example:
 - a. **Senior Staff Consultant:**
 \$1.00/hour x 2 hours/month \$ 2.00

b. Project Director:	
\$ 0.75/hour x 20 hour/month	\$15.00
c. Support Staff:	
\$.25/hour x 60 hour/month	\$15.00
<u>d. Total Monthly fees (a+b+c):</u>	<u>\$32.00</u>
e. Project duration:	2 months
<u>Total project cost (d x e):</u>	<u>\$64.00</u>

* None of these examples reflect any expectation of staff requirements or a fee structure. These hourly rates should include any administrative or overhead costs that are part of the normal course of doing business. They should not reflect specific administrative costs.

2. Administrative costs specific to the scope of work outlined above, including estimated expenses for international phone, fax, courier, etc. that will be necessary.
3. Travel costs required to complete the scope of work outlined above. At a minimum this should include a breakdown of the estimated number of staff trips to be made and approximate cost per trip.
4. A listing and explanation of any other costs that your firm feels should be incorporated into the final fee.

SFPA reserves the right to award the contract to the company with the best combination of attributes, not necessarily the lowest bid.