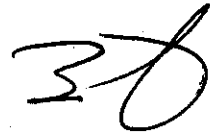


*City of Fort Collins Natural Areas
10-Year Anniversary
Proposal Number: P-854*



Submitted by:



Party On
event planning

2002AUG 7 PM12:44

Wednesday, August 07, 2002



TRANSMITTAL

TO: Keith I. Ashby, CPPO, Purchasing Division
Michelle Pawar, Director, Natural Resources Department
Sue Kenney, Environmental Education Specialist, Natural Resources Department

FROM: Aaron Fodge, Owner, Party On Event Planning

DATE: Wednesday, August 07, 2002

SUBJECT: Transmittal of Proposal for City of Fort Collins RFP Proposal Number: P-854

Please accept Party On Event Planning's proposal for the City of Fort Collins RFP Proposal Number: P-854—Party Event Planner. This proposal represents our bid and the subsequent Scope of Services to assist the City of Fort Collins with the Natural Areas 10th Anniversary Celebration to be held at the Fort Collins Senior Center on Friday, October 18, 2002.

The information in this proposal reflect those tasks outlined in P-854 along with additional information provided to Party On Event Planning at the Pre-Proposal Meeting on July 31, 2002 and Addendum No.1 faxed on August 3, 2002. For the readers convenience, this proposal is divided into the following categories to best address the information requested: *Project Objective, Firm Capability, Assigned Personnel, Scope of Services, Service Rate Schedule, and Appendices A, B,&C.*

Party On Event Planning's Scope of Services will provide the reader a thorough overview of the tasks and responsibilities applicable to the 10th Anniversary Celebration. Our bid for all services required in the RFP is **\$4,050.00** at **\$45.00/hr** for **90 hours** of work. For your convenience, Party On Event Planning is prepared to oversee a variety of *Optional Services* should the 10-year planning committee deem these services desirable and cost effective.

On behalf of the Party On Event Planning, I would like to thank you for reviewing our proposal for the Natural Areas 10th Anniversary Celebration. Party On Event Planning is excited to help the City of Fort Collins create a memorable tribute to our City's natural areas in a fun, stress-free atmosphere. We believe our event planning experience and dedication to environmentally-conscious decision-making will make this event a great success.

Party On Event Planning created this proposal with 100% Recycled Content paper and alternative paper materials. Please recycle this proposal and metal binder rings after this RFP process.



City of Fort Collins Natural Areas

10-Year Anniversary

Proposal Number: P-854

*Prepared for:
City of Fort Collins
Natural Resources Department
Natural Areas Program*

*Prepared by:
Party On Event Planning
216 Wood Street
Fort Collins, CO 80521
(970) 227-3868
Wednesday, August 07, 2002*

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Project Objective

This October, the City of Fort Collins Natural Resources Department will celebrate “10 Years of Natural Areas”—a region-wide recognition of the acquisition, care, and interpretation of over 5,500 acres of foothills, wetlands, prairies, riparian areas, and urban sites during the past decade. The month-long celebration will culminate in a 10-Year Anniversary Party at the Fort Collins Senior Center on Friday, October 18.

In conversations with Michelle Pawar, Sue Kenney, and Keith Ashby at the pre-proposal meeting on Wednesday, July 31, they envision the 10-Year Anniversary Party serving the following objectives:

1. To create a stress-free, relaxed atmosphere for City staff, invited guests, and the public;
2. To educate and raise awareness about the cultural, recreational, and environmental benefits of natural areas to the residents of Fort Collins;
3. To welcome participants with a “natural-theme” that encompasses catered food, live musical performances, entertainers, engaging activities, ongoing slide shows, informative displays, and party favors;
4. To creatively acknowledge the past achievements of the City of Fort Collins and its partners to preserve natural areas over the past decade;
5. To restrict the influence of politicians and political groups on the event schedule of activities while keeping the visitor and their enthusiasm as the focus of the event;
6. To employ environmentally conscious decision-making with regards to catered food and subsequent waste options, decorations, public outreach, and public transportation alternatives.

Methodology

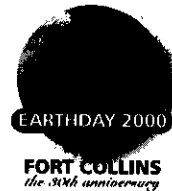
Event coordination requires strong leadership, organization, and a dedicated team willing to make your event a success. The City of Fort Collins Natural Resources Department has decided to hire an event planner to assist City Staff and their 10-year planning committee with the coordination of the Anniversary Celebration. The planner’s role is to coordinate the event under the guidance of the project committee. Following the pre-proposal meeting, the hired event planner may oversee the following responsibilities:

1. **Theme Proposal**—Create an event theme for the 10-year planning committee to approve and amend;
2. **Vendor Coordination**—Attain information and price estimates for all vendors, support staff, and services pertinent to the event need and them. These results will be reported to the committee for approval.
3. **Event Plan**—The planner will design a detailed event plan with a schedule of activities, vendor coordination, staff responsibilities, and takedown.
4. **Onsite Management**—The planner will oversee the set-up, schedule and implementation of activities, and takedown.
5. **Event Wrap-up**—Conduct event wrap-up responsibilities such as follow-up press release, create webpages with photos from event, and issue “thank-you” cards. The planner will also conduct a meeting to receive feedback about the event coordination.

Firm Capability

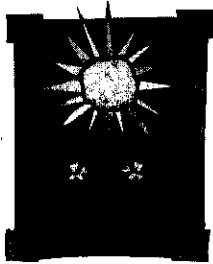


Party On Event Planning brings five years of experience planning events, meetings, open houses, festivals, exhibitions, and demonstrations in Northern Colorado. After three years organizing public outreach events for the City of Fort Collins Natural Resources Department, Aaron Fodge (Owner) created Party On Event Planning to assist the businesses, governments, organizations and individuals with the event planning needs. Combining event planning experience and a strong environmental ethic, Party On Event Planning is Northern Colorado's premier, "Environmental Event Planning Firm".



Fort Collins Earth Day 2000
April 22, 2000
2000 Visitors

Successful Event Planner



Spring Healing Arts & Psychic Fair
April 13/14, 2002
500 Visitors

We take pride in knowing that our customers enjoy their event or business function without the stress of making it happen. Party On Event Planners has successfully organized events for all types of audiences, sizes, and genres. From large public celebrations to private office parties, we combine the event planning experience with the necessary environmental consciousness and sensitivity required of this historic occasion. We hope you will find Party On Event Planning to be the "extra employee" dedicated to seeing your event through to completion.

Our success relies on our:

1. Knowledge of Northern Colorado venues and vendors;
2. Relationships with media outlets (TV, Radio, Print) in Colorado and Southern Wyoming;
3. Team-oriented approach to event planning;
4. Ability to garner the assistance of enthusiastic volunteers and event supporters;
5. Dedication to an environmental ethic based on pollution prevention and sustainability.

Familiarity with The City of Fort Collins

Party On Event Planning collaborated with the City of Fort Collins to produce successful events like the "30th Earth Day Celebration", "Car Care 2001", "The Environmental Household Products Show", and the "NALGEP Brownfields Workshop."

We have coordinated events at all City facilities including the Lincoln Center ("EPA Satellite Downlink") and the Senior Center ("Spring Healing Arts and Psychic Fair"). As a former employee of the City of Fort Collins, Mr. Fodge has worked with a majority of City Departments and understands City policies and guidelines pertaining to event coordination and public relations.



ClimateWise
Recruitment Breakfast
February 29, 2000
30 Area Businesses Attended

Environmental Ethic



*Cycle Safety Circus for Kids
June 15, 2002
150 Properly-Fitted Bicycle
Helmets for Children*

Party On Event Planning recognizes the significant achievements our City has accomplished over the past ten years to preserve natural areas and open space during this period of urban growth. While many areas of our country lack sufficient open space, our City recognizes the value of these natural areas to the wildlife, citizens, and overall environmental quality of Fort Collins.

At Party On Event Planning, we are motivated to create events that recognize environmentally conscious behavior and decision-making. We believe the 10th Anniversary Celebration afford us the opportunity to create such an event.



Our Commitment to You

By hiring Party On Event Planning, you will have made a choice to create a fun, stress-free event that you can enjoy. While we coordinate a variety of events throughout the year, large and small, Party On Event Planning entertains one “main event” per quarter. We hope you will let Party On Event Planning dedicate this quarter to your “main event”—The 10th Anniversary Celebration

More Firm Capability Information

Party On Event Planning has included more information about our firm’s capability in the appendices of this proposal.

Appendix A—Firm Qualifications

This appendix includes Mr. Fodge’s resume and contact information for client references.

Appendix B—Writing and Graphic Design Samples

This section contains publicity samples designed by Party On Event Planning. The samples include a press release, brochure, flyer, and website design.

Appendix C—Event Coordination Highlights

This appendix provides a chronological listing of events coordinated by Mr. Fodge and Party On Event Planning. Descriptions accompany each event.

CD-Rom Portfolio

We have attached a CD-ROM portfolio of Mr. Fodge and Party On Event Planning coordinating events in Northern Colorado.



Assigned Personnel

Aaron Fodge, Owner/Lead Event Planner

Mr. Fodge worked three years for the City of Fort Collins Natural Resources Department as their Environmental Education Specialist. In that position, Mr. Fodge coordinated a variety of events, meetings, open houses, and demonstrations.

After completing his MBA in June of 2001, Mr. Fodge created Party On Event Planning to serve the event and meeting planning needs of Fort Collins and Northern Colorado. With Party On Event Planning, Mr. Fodge sought to create a consultancy that assisted businesses, organizations, and individuals with event coordination while employing environmentally conscious decision making into the planning and actualization of the event.

Education	Masters of Business Administration Colorado State University, 2001 Masters of Science—Environmental Studies Communication & Education California State University, Fullerton, 1997 Bachelors of Science—Environmental Studies for Planning & Management Syracuse University, 1996
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For the 10th Anniversary Celebration, Mr. Fodge will provide the following event planning services to the City of Fort Collins 10-Year Planning Committee:

- Event Benchmarking
- Theme Design and Proposal
- Vendor Identification and Negotiation
- Develop Event Plan
- Assist with Event Publicity
- Serve as the Onsite Event Manager
- Assist with Post-Event Tasks

Reliable Resources

Party On Event Planning is successful because of its ability to partner and network with a variety of businesses, organizations, and individuals in Northern Colorado. Below, we have listed those partners we propose to consult with, when planning the 10-Year Anniversary Celebration.

Alternative Transport	Sylvia Cranmer, City of Fort Collins, SmartTrips
Beverage/Catering Services	Catherine MacGowan, Starry Night
Composting	John Anderson (aka The Worm Man)
Outdoor Activities	Brian Walsh, Recreational Equipment, Inc. (REI)
Party Favors	10,000 Villages
Recycling	Shirley Bruns, City of Fort Collins, Natural Resources Waste Not Recycling
Solid Waste	Gallegos Sanitation
Temporary Employment	Manpower
Volunteers	Linda Ekblad, First Call Volunteers

Scope of Services



By hiring Party On Event Planning, you are hiring an event planner dedicated to you like an “extra employee.” We will adapt ourselves to the needs and responsibilities of the City of Fort Collins and the 10-year planning committee.

The list below outlines our applicable service offerings for an event of this nature. We have listed each task associated with the service along with an estimated time to complete them for the 10-Year Anniversary Celebration. The Required Services in the RFP are addressed first. The Optional Services follow the Required Services and are labeled “optional”. Party On Event Planning is willing to assume all services listed. As always, we will defer to the existing budget and staff allocated for this project.

Theme Proposal

Estimated Hours: 12

A responsible event planning firm solicits the ideas, thoughts, and concerns of the client to create a comfortable event plan and theme. Party On Event Planning will work closely with the 10-year committee to craft a theme that represents the spirit and ambience of our natural areas.

Benchmarking

Prior to our first committee meeting, Party On Event Planning will research what other cities, natural areas, and organizations have employed to celebrate similar celebrations. This benchmarking will help the committee formulate ideas and suggestions to incorporate into actual event theme.

Presentation/ Meeting

Party On Event Planning will create a PowerPoint presentation that summarizes the benchmark research, Senior Center room layouts, and proposes some themes for the celebration. Party On Event Planning will give the presentation at the first committee meeting to stimulate ideas and feedback.

Event Plan/ Meeting

We will incorporate the feedback from the first committee meeting into the event plan. The event plan will outline a “Timeline for Actions” that includes vendor selection, publicity, invitations, and other important dates. A CAD layout of the floor plan of the Senior Center rooms will be created. This plan will be updated weekly as tasks are added and completed.

Caterer Selection

Estimated Hours: 12

Party On Event Planning commends the City for practicing environmentally conscious decisions pertaining to this event. We are excited to honor the City’s commitment to use caterers that employ locally grown and/or organic goods and produce in their menu offerings.

Creating a menu that matches our theme will reflect the produce and goods available in Fort Collins in mid-October. We will collaborate with the *Farmer-Chef Marketing Alliance* coordinated by the



Colorado State University, the US Department of Agriculture, and the 26 local producers and restaurants to achieve this goal. Organic eateries and grocers will be approached for ideas as well.

When attempting to adequately serve 500 people, Party On Event Planning would suggest a menu of appetizers, desserts, and beverages that accommodates the negotiated "green" criteria and special diets (vegetarians). Party On Event Planning will identify and propose simple food and beverages that reflect the "harvest season" like:

Appetizers	Desserts	Beverages
1. Beef/Vegetable Stew	1. Apple Dumplings	1. Coffee
2. Green Chile Quesadillas	2. Cornbread	2. Herbal Teas
3. Phyllo Cheese Triangles	3. Gingerbread	3. Hot Apple Cider
4. Potato Pancakes	4. Oatmeal Cookies	4. Local, seasonal beer
5. Ratatouille	5. Pumpkin Pie	5. Mulled Wine

Bid Preparation Party On Event Planning will identify possible menu ideas at our first meeting. The 10-year planning committee will agree upon the menu criteria in order to issue a Scope of Work for bidders. Criteria should include: environmental ethic, menu diversity, ability to cater for 500, and willingness to recycle and compost.

Musical Acts **Estimated Hours: 12**

The selection of musical acts will help create the desired event atmosphere. Musical act selection will depend on the public outreach goals set forth by the 10-year planning committee. A variety of small, local musical acts could serve to diversify the evening or a popular headliner could culminate the evening's activities. Party On Event Planning will identify those musicians suited to the desired atmosphere based on the committee's recommendations.

Action Item Party On Event Planning will solicit musical samples from a variety of local musician (...and genres) for presentation to the 10-year planning committee. Cost estimates will accompany each sample.

Publicity Party On Event Planning will request logos and print materials from the performers for use in promotional pieces.

Specialty Acts **Estimated Hours: 12**

We believe that specialty acts will make this an event to remember. Northern Colorado has a variety of talented performers, educators, and outdoor professionals that would gladly provide nature-related activities for the event participants. These programs along with the educational exhibits of the Natural Areas program should provide ample entertainment for visitors of all ages.

Ideas for the specialty acts might include:

1. Knot-Tying Clinic
2. Flying-Tying



3. Telescope Viewing (Northern Colorado Astronomy Club)—Sunset for October 18th, 2002 is 5:16pm. A telescope placed on the patio of the Senior Center will provide revealing views of the moon in its full stage. If there is a softball game, this option may not be available.
4. Bird Watching Techniques
5. Leaf Etchings
6. Home Composting
7. Rapture Demonstration

Action item Party On Event Planning will contact specialty acts for their availability and willingness to volunteer their time at this event. These acts will be presented to the 10-Year committee for final approval.

Party Favors

Estimated Hours: 12

The selection of an environmentally conscious party favor will highlight the spirit of the event. Party On Event Planning will propose the following criteria for selecting a party favor:

1. Reusability—Can the receiver use the party favor again or give it to someone else? How likely is the receiver to discard or leave the Party Favor behind?
2. Promotion—To what extent does/should the item commemorate the Anniversary Celebration?
3. Composition—Is it appropriate to use materials from a natural area to create the party favor? Is the party favor fabricated from recycled materials? Easily composted materials? Very durable, long-lasting materials?
4. Cost-Effective—Does the party favor positively reflect the preceding criteria and achieve the City-designated?

Action Item Party On Event Planning will address the 10-year planning committee about the described criteria. Following the brainstorm session, Party On Event Planning will identify local vendors to accommodate the criteria identified by the committee. A presentation will be given regarding the identified vendors.

Waste Reduction

Estimated Hours: 12

Party On Event Planning embraces waste reduction will all events that we plan. We will work with all hired vendors to reduce or eliminate waste for this event.

Recycling We will work closely with the City's Recycling Coordinator, Shirley Bruns, and Wastenot Recycling to facilitate the recycling efforts at the event. Party On Event Planning has successfully partnered with Gallegos Sanitation to have recycling collection bins available at past events.



Composting

Party On Event Planning has contacted local composting-celebrity, John Anderson, about the possibility of composting all food-waste at the Anniversary Celebration. John indicated that collected food waste could stock local City compost piles like Lee Martinez Park. John is willing to work with 10-year planning committee, the Lincoln Center, and the hired caterer to facilitate this compost collection. We will facilitate an agreement between the hired caterer and the Lincoln Center to direct hired staff to dispose of food waste into separate composting receptacles for transfer to the City composting piles.

Alternative Transportation

The Senior Center can be visited by a two alternative modes of transportation. A Multi-Use Bike Path quickly connects the Senior Center to the major bike routes like the Spring Creek Trail. Likewise, City Bus Route 62 services the Senior Center until midnight through the Colorado State University Bus Terminal. In our experience with the City events, Transfort has been willing to offer free bus rides to-and-from City sponsored events. Party On Event Planning will work closely with Sylvia Cranmer (Local TDM) and Jamie Moyer (Transfort) to actively promote the use of alternative modes. We can also attempt to incorporate incentives and prizes for those choosing to use alternative modes to the event.

Onsite Management

Estimated Hours: 8

With every event, we hope to manage the day of the event so that the City of Fort Collins can enjoy the event. Clearly, the 10th Anniversary Celebration will be a team effort. Yet, if we thoroughly plan the event, City staff will be spending their time participating, not working the event.

Set-up Time

According to the Addendum No. 1 of this RFP, we will have about 1 ½ hours to setup the reserved rooms. While the Senior Center staff will assemble tables according to our floor plan, set-up activities will include:

1. Performance Area Construction
2. Specialty Act positioning
3. Caterer positioning
4. Decoration placement

Schedule of Activities

Aaron Fodge will serve as the onsite manager during the event. He will be situated at an event information table. From this location, Mr. Fodge will supervise performers and greet the media.

Clean-Up

Party On Event Planning will inquire with the Senior Center regarding clean-up responsibilities required of the event host. Mr. Fodge will oversee these prescribed responsibilities.

Required Meetings

Estimated Hours: 10

Party-On Event Planning has estimated 10 hours of meetings with the 10-year planning committee.

Multimedia (optional)

Estimated Hours: 12



Party On Event Planning believes in a multi-media approach for every event. Our staff is willing to provide, ongoing multi-media support throughout the planning of this event in the form of Webpage and Powerpoint Support.

Website Party On Event Planning can create and host (www.partyoncentral.com) a webpage for this event. The existence of an event web page helps legitimize the event. The webpage can contain event press releases, RSVP management, schedule of activities, featured performers, and the event's commitment to an environmental ethic.

Powerpoint Party On Event Planning is willing to create and set-up a Powerpoint presentation that will run continuously throughout the event. The presentation can feature photos of all 39 natural areas. Other presentation topics might include;

1. City Natural Areas Upkeep and Maintenance
2. Annual Events and Activities
3. Maps
4. Future Efforts
5. Photos submitted by the public
6. Submitted poster contest entries (2nd Place, 3rd Place, Honorable mention, etc.)

Photography (optional)

Estimated Hours: 2

Anniversary events provide a great opportunity to take photographs for post-event coverage, future publications, webpages, Channel 27 slide screen, and grant proposals.

Action Item Party On Event Planning can receive estimates from local photographers for presentation to the 10-year committee.

Publicity (optional)

Estimated Hours: 16

Party On Event Planning can coordinate or support the publicity and event promotion efforts of the City of Fort Collins staff.

Invitations At the pre-proposal meeting, City staff indicated they have assembled an invitation list of over 500 people. Party On Event Planning can assist with the invitation design and mailing. In order to maximize available funds, Party On Event Planning strongly recommends creating an RSVP mechanism using a Cityline Voicemail box and the webpage to help estimate food and beverage quantities.



Press Releases

Party On Event Planning will draft a series of press release surrounding the 10 Year Celebrations. Press releases are a cost-effective medium to announce specific aspects of the event such as band announcements, prize-winners, door prizes, etc. Party On Event Planning will draft press releases in the required City of Fort Collins format for review by Edith Felchle and Michelle Pawar prior to final approval by the City of Fort Collins Communications Director, Kelly DiMartino. Upon final approval, the release will be distributed by email and fax to over 250 newspapers, radio stations, and TV Stations in Colorado and Wyoming. Releases will also be posted on the City of Fort Collins website and www.partyoncentral.com

Proclamation

Party On Event Planning will help draft a proclamation to announce the 10 Year Anniversary of the Natural Areas program at the October 1st, 2002 City Council Meeting. The proclamation, read by Mayor Martinez, can announce the schedule of activities for the entire month, including the 10 Year Celebration.

Website

As we described in the *Multi-Media* section above, Party On Event Planning can maintain a frequently updated webpage to list press releases, menus, schedule of activities, performers, and transportation alternatives.

Event Calendars

Party On Event Planning will have the 10th Anniversary Celebration listed on a variety of printed and online event calendars throughout Colorado. These listings include the Chamber of Commerce, Colorado Convention Bureau, the Coloradoan, and the Fort Collins Forum.

Flyers

Party On Event Planning can incorporate the theme, logos, and schedule of activities into a promotional flyer. Party On Event Planning has worked with a local flyer distributor in Northern Colorado. The City can also distribute their flyers through inter-office mail for posting in all City facilities. If space is available, Jamie Moyer (Transfort) might be able to reserve space for the flyer on their bus advertising.

Event Wrap-up (optional)

Estimated Hours: 5

Press Releases

On Monday, October 20th, 2002, Party On Event Planning will craft a press release to report the successful turnout at the Anniversary Celebration. Upon City approval, the release will be distributed using our media list.



Feedback Meeting

Party On Event Planning will arrange a meeting to collect and report feedback from the 10-year planning committee during the week immediately following the event. Party On Event Planning will summarize the meeting discussion for delivery to a City authorized representative.

Thank You Cards

Party On Event Planning can create a thank you card for those assisting with the 10th Anniversary Celebration.

CD-Archive

Party On Event Planning will deliver a CD-rom of all files created during the planning of this event for the City to use at its discretion.



Service Rate Schedule

Party On Event Planning is proposing an hourly rate of **\$45.00 / hour** for the tasks and responsibilities outlined in the City of Fort Collins Request for Proposal P-854 Party Event Planner.

Projected Costs

The projected cost of Party On Event Planning's services for the City of Fort Collins Natural Area's 10th Anniversary Party is **\$4,050.00** for a total of **90** hours of work (see *Figure 1 below*). This total represents those tasks and responsibilities required of the bidding parties in RFP P-854.

For your convenience and approval, we have also budgeted time for **35** additional hours for the Optional Tasks listed in *Figure 2 below*. We invite the City of Fort Collins to hire Party On Event Planning for any of these additional tasks should they be deemed desirable and cost effective.

Required Tasks	Hours	Cost
Theme Proposal	12	\$540.00
Caterer Selection	12	\$540.00
Musical Acts	12	\$540.00
Specialty Acts	12	\$540.00
Party Favors	12	\$540.00
Waste Reduction	12	\$540.00
Onsite Management	8	\$360.00
Required Meetings	10	\$450.00
Required Tasks Total	90	\$4,050.00

Figure 1 Projected Cost of Required Tasks

Optional Tasks	Hours	Cost
Multimedia	12	\$540.00
Photography	2	\$90.00
Publicity	16	\$720.00
Event Wrap Up	5	\$225.00
Optional Total	35	\$1,575.00

Figure 2 Projected Costs of Optional Tasks

Aaron Fodge

216 Wood Street
Fort Collins, CO 80521
(970) 227-3868
fodge@partycentral.com

OBJECTIVE—City of Fort Collins Natural Areas 10th Anniversary Celebration

PROFESSIONAL PROFILE

- Client Relations** *Experienced public servant that actively pursues support and feedback from supporters and clientele*
- Fielded and responded to citizen complaints and concerns about air quality issues
 - Coordinated open houses to solicit public opinion about upcoming legislation
 - Administered, analyzed and reported air quality public opinion survey
 - Training in customer service—Strategic Development of Informed Consent (SDIC—1998)
- Account Management** *Demonstrated ability to multi-task during periods of high activity*
- Oversaw all aspects of business establishment for event planning consultancy as a sole proprietor
 - Event coordinating accounts include REI, Chamber of Commerce, and the City of Fort Collins
 - Coordinated business recruitment breakfasts for the EPA Climate Wise Program
 - Managed EPA grants to study the consumer purchasing habits
- Supervisory Skills** *Team-oriented leader willing to support and entrust co-workers*
- Directed interdisciplinary committee responsible for children's event to promote bike safety
 - Lead Coordinator for the City of Fort Collins Earth Day 2000 Celebration
 - Graduate teaching assistant for 80 undergraduates at Colorado State University
 - Supervised internships and volunteers at the City of Fort Collins' Natural Resources Department
- Communication** *Enthusiastic, "people-person" that excels when communicating with new people and organizations*
- Designed the City of Fort Collins Air Quality Marketing Campaigns (1999/2000)
 - Extensive writing experience: brochures, feature stories, press releases, RFP, and web design
 - Practiced public speaker and the use of presentation technology
 - Conversational Spanish (Semester Abroad in Madrid) and German (Summer Job in Hamburg)
- Computer Technology** *Strong problem-solving skills related to business-related software and hardware*
- Spearheaded the testing and purchase of digital camera and laptop projectors for employer
 - Database manager for a federal grant to repair hi-polluting vehicles
 - Developed and maintained City of Fort Collins' Air Quality website and real-time webcam
 - Software expertise:
 - Adobe Acrobat
 - Adobe PageMaker
 - Adobe Photoshop
 - Criterium DecisionPlus
 - Corel Draw
 - Microsoft Access
 - Microsoft Excel
 - Microsoft Front Page
 - Microsoft Project
 - Microsoft Word
 - Peachtree Accounting
 - SPSS

PROFESSIONAL EMPLOYMENT

- | | | |
|----------------|--|------------------|
| 2001 – Present | Event Planner and Founder—Party On Event Planning
<i>Event and meeting coordination consultancy</i> | Fort Collins, CO |
| 1999 – 2000 | Environmental Planning Technician—City of Fort Collins Natural Resources
<i>Authored and implemented air quality legislation, grants, and initiatives</i> | Fort Collins, CO |
| 1998 – 1999 | Environmental Education Specialist—City of Fort Collins Natural Resources
<i>Responsible for marketing the City's air quality programs and campaigns</i> | Fort Collins, CO |

EDUCATION:

- | | |
|--|----------|
| Masters of Business Administration
Colorado State University—June 2001 | GPA: 3.4 |
| Masters of Science in Environmental Studies for Communication and Education
California State University at Fullerton—December 1997 | GPA: 3.7 |
| Bachelors of Science in Environmental Studies for Policy and Management
Bachelors of Arts in Spanish (undeclared)
Syracuse University (College of Environmental Science and Forestry) May 1994 | GPA: 3.3 |

EMPLOYMENT HISTORY**9/01 – Present Event Planner—Party On Event Planning****Fort Collins, CO**

- Established event planning consultancy as a sole proprietor in 2001
- Designed marketing program featuring a website, brochure, customer packet, and logo
- Event coordinator for the Cycle Safety Circus for Kids held at REI (June 2002)
- Created a healing arts fair at the Fort Collins Senior Center (April 2002)
- Oversee the budget and accounting for business and project expenses

8/00 – 5/01 Graduate Assltantship—Colorado State University Marketing Department**Fort Collins, CO**

- Teaching assistant for 80 students in *Pricing and Financial Analysis in Marketing*
- Guided students through web page design for their class projects
- Designed website for course materials on university's website

4/98 – 01/01 Environmental Planning Technlcian—City of Fort Collins**Fort Collins, CO**

- Fort Collins Earth Day 2000 coordinator
- Frequent presentations to City Advisory Boards
- Oversaw EPA grant to study the purchase and use of electric lawnmowers and engine block heaters
- Database manager for a federal grant to repair hi-polluting vehicles
- Fielded and responded to citizen complaints about air quality issues
- Partnered with teachers to devise air quality curriculum for 4th-6th grader
- Supervised a consultant's revision of air quality public opinion surveys
- Composed RFP's and interviewed bidding companies
- Coordinated business recruitment breakfast for the EPA Climate Wise Program

Environmental Education Speclallst—City of Fort Collins**Fort Collins, CO**

- Designed programs and budget for the Fort Collins Air Quality Marketing Campaigns (1999/2000)
- Developed website and real-time webcam for the Fort Collins Air Quality Program
- Arranged an EPA Satellite Downlink for local environmental professionals
- Partnered with auto repair shops to conduct annual car maintenance event (Car Care)
- PowerPoint presentations to local organizations about air quality
- Coordinated public open houses to promote proposed legislation
- Organized the Environmental Household Product Show
- Authored press releases, public service announcements, and brochures

6/97 – 8/97 Graduate Internship—Pacific Southwest Group, Inc.**Santa Ana, CA**

- Assembled Phase I Site Assessments and Asbestos Surveys for clients
- Maintained accounts receivable
- Provided administrative support

1/97 – 5/97 Contracted Video Producer—Pacific Miniatures**Fullerton, CA**

- Produced a training video for a sister company in Tijuana, Mexico.
- Videotaped and edited the entire model airplane construction process
- Required to communicate in a Spanish-speaking environment

1/96 – 12/97 Volunteer Docent—Fullerton Arboretum**Fullerton, CA**

- Conducted a visitor participation survey for Masters project
- Led educational tours through each climatic zone in the arboretum
- Volunteered for annual arboretum events: *Arborfest, Green Scene*

References



Lucinda Smith
City of Fort Collins
Natural Resources Department
(970) 224-6085

Sylvia Cranmer
City of Fort Collins
Natural Resources Department
(970) 224-6182

Lynn Chambers
Cycle Safety Circus for Kids
(303) 394-0905

Sonja Schuh
Fort Collins Chamber of Commerce
(970) 482-3746 x 100

Kate Taylor
Healing Path Magazine
(970) 498-4073

Appendix B

Writing and Graphic Design Samples

1. Press Release—Spring Healing Arts & Psychic Fair
2. Brochure—Spring Healing Arts & Psychic Fair
3. Flyer—Cycle Safety Circus for Kids
4. Website—www.partyoncentral.com

PRESS RELEASE

—For Immediate Release—
Wednesday, January 25, 2002
11:30:13 AM



216 Wood Street
Fort Collins, Colorado
80521

(970) 227-3868

www.partyoncentral.com

The Spring Healing Arts and Psychic Fair

Spring fair returns after two-year hiatus

Party On Event Planning is excited to announce the return of "The Spring Healing Arts and Psychic Fair". The two-day fair will take place on April 13th and 14th at the Fort Collins Senior Center from 10:00am—5:00pm on Saturday and 10:00am—4:00pm on Sunday. The fair is expected to draw from the Colorado Front Range communities and Southern Wyoming.

Since 1982, the Spring Fair has served as the nexus for healers, readers, craftspeople, bodyworkers, artists, exhibitors and lecturers to share their healing arts, alternative practices, and metaphysical experiences with visitors to the fair. Sponsored by the Healing Path Community Magazine and Starry Night, this year's event will have 42 exhibitor booths and a room for lectures.

The Fort Collins Senior Center is Located at 1200 Raintree Drive, just northwest of the Shields and Drake intersection in Fort Collins. With the foothills as its backdrop, the Senior Center offers 160 parking spaces for fair visitors and also resides on a Transfort-bus line.

The deadline for exhibitor registration is March 14th, 2002. For updated information about the event, exhibitors, and lectures, please visit www.partyoncentral.com or call Aaron Fodge, of Party On Event Planning, at (970) 227-3868.



*This fair is the first of three annual events
in the Healing Path Series.*

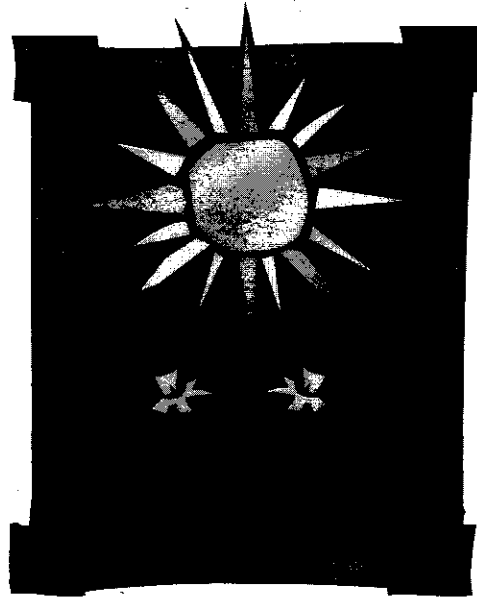
*The
Healing Path
Community Magazine*

Spring Healing Arts and Psychic Fair
c/o Party On Event Planning
216 Wood Street
Fort Collins, CO 80521

Fair Date: April 13th & 14th
Saturday, 10:00am - 5:00pm
Sunday, 10:00am - 4:00pm

Registration Deadline: March 14th

The Spring Healing Arts & Psychic Fair



A Fair Welcome to Spring

April 13th and 14th, 2002
Saturday, 10:00am—5:00pm
Sunday, 10:00am—4:00pm
Fort Collins Senior Center
1200 Raintree Drive
Fort Collins, Colorado

Sponsored by:



Party On
event planning

Fort Collins, CO 80521
(970) 227-3868
www.partyoncentral.com
info@partyoncentral.com



COFFEE COMPANY

112 South College Avenue
(970) 493-3039
4709 South Timberline Road
(970) 282-1833

This fair is the first of three annual events
in the Healing Path Series.

The
Healing Path
Community Magazine



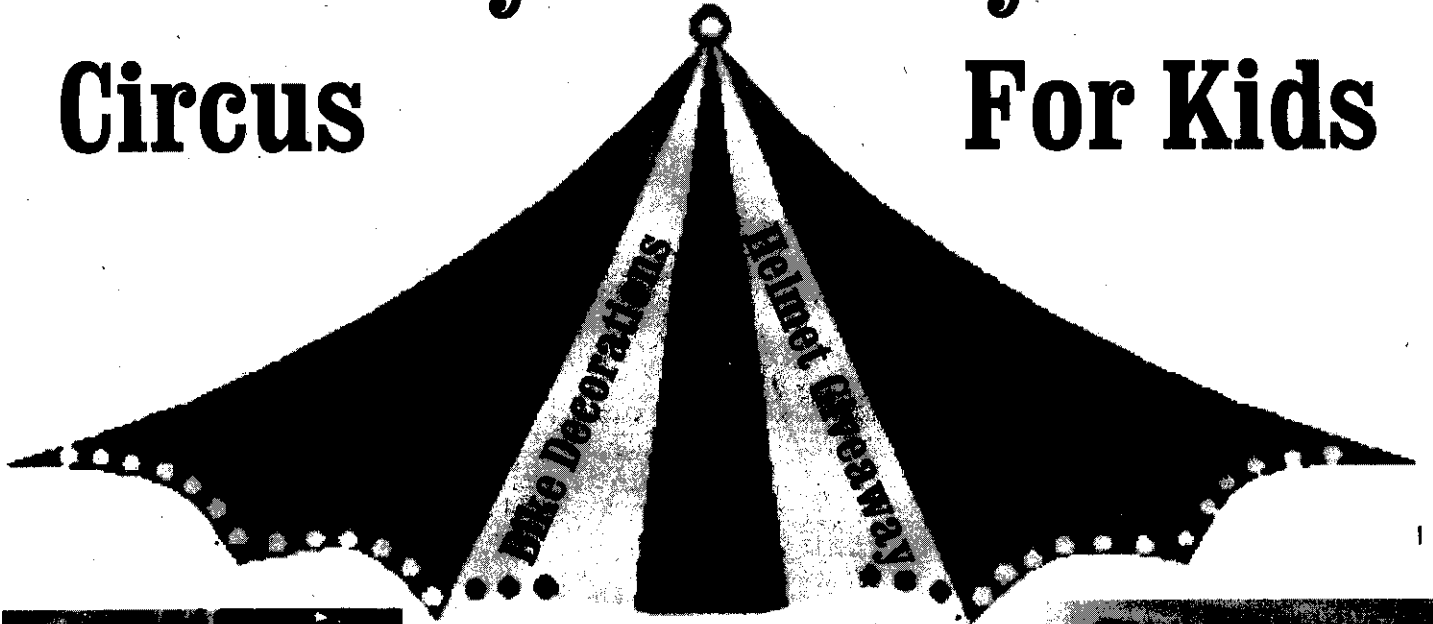
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Cycle Safety

Circus

For Kids



Helmet Fitting



Stunt Bikes



Ringmaster

Saturday, June 15, 2002

9:00am - 1:00pm

REI (Parking Lot)

4025 S. College Ave.



This free event seeks to entertain and educate children, their families & the Colorado cycling community in safe cycling and the wearing of safety helmets. The Larimer County SAFE KIDS Coalition will giveaway 400 bicycle helmets to children attending the circus for a \$5.00 donation. For more information about the event, please contact Party On Event Planning at (970) 227-3868 or visit www.cyclesafety.org.

Printed on recycled paper



Please Visit Our Website: www.partyoncentral.com

Party On Event Planning of Fort Collins, Colorado (970) 227-3868 Microsoft Internet Explorer provided by AT&T Broadband Inter

<http://www.partyoncentral.com/>

Party On
event planning

Planning Events for the Residents and Visitors of
Fort Collins and Colorado's North Front Range.

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Use Our Online Event Request Form!

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<http://www.partyoncentral.com/request1.htm>

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EVENT REQUEST

EVENT REQUEST FORM

STEP 1: PROVIDE CONTACT INFORMATION

* Required Field

Name (First, Last)*	Street Address
Company or Organization	City
Phone Number*	State/Province
Fax Number	Zip Code
E-mail Address*	Country

(970) 227-3868
info@partyoncentral.com
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Appendix C
Event Coordination Highlights



Event Highlights

With Party On Event Planning, you can rest assured that our staff has coordinated a variety of events here in Northern Colorado. Here is an overview of the events coordinated by our staff:

Cycle Safety Circus for Kids

Location	Type	Client
REI Fort Collins	Outdoor Bicycle Education Event	REI; Cycle Safety Circus for Kids
Description		Services Provided
<p>June 15, 2002. The purpose of the Cycle Safety Circus for Kids (CSCK) was to educate children and families on safe cycling and the importance of wearing bicycle helmets to ensure this safety, as well as to encourage fitness and health in an environmentally friendly way. Over 150 helmets were fitted to children attending. Entertainment included stunt bikes, clowns, mascots, storytelling, magicians, and bike rodeo. Website: www.cyclesafety.org</p>		<ul style="list-style-type: none"> • Event Promotion • Fundraising • Hired Entertainment • Graphic Design • Onsite Manager • Press Conference • Organized Volunteers • Public Relations • Press Kits • Selected Vendors

Spring Healing Arts and Psychic Fair

Location	Type	Client
Fort Collins Senior Center	Exhibition	Created by Party On Event Planning
Description		Services Provided
<p>April 13/14, 2002. The two-day fair attracted 42 exhibitors (healers, readers, craftspeople, bodyworkers, artists, exhibitors and lecturers). Sponsored by the Healing Path Community Magazine and Starry Night, the fair attracted over 500 visitors. Six lectures complimented the exhibitor offerings. Website: www.partyoncentral.com/springfair.htm</p>		<ul style="list-style-type: none"> • Event Promotion • Floor Layout-CAD • Hired entertainment • Graphic Design • Onsite Manager • Live Radio Remote • Organized Volunteers • Public Relations • Selected Vendors • Registration & Credit Card Processing

Fort Collins Chamber of Commerce Membership Drive

Location	Type	Client
Fort Collins Chamber of Commerce	Meeting Coordination	Fort Collins Chamber of Commerce
Description		Services Provided
<p>April 4,11,18,25. Assist the Chamber with their 2002 Membership Drive. Designed "Fishing" theme and online tracking website to serve as motivation for volunteers to solicit membership. Created decorations for the meeting room.</p>		<ul style="list-style-type: none"> • Decorations • Event Promotion • Event Sponsorship • Theme Creation • Website Design

Event Highlights (continued)



NALGEP BROWNFIELDS WORKSHOP

Location	Type	Client
Fort Collins Lincoln Center	Meeting Coordination	City of Fort Collins, NALGEP
Description		Services Provided
<p>April 9, 2002. This program, entitled, "A Workshop on Tools to Redevelop Contaminated Properties" had over 110 attendees. Party On Event Planning worked with the out-of-state non-profit to organize the one-day, catered workshop. We coordinated presentation technology for over 15 Powerpoint presentations. Mayor Martinez introduced the keynote speaker.</p>		<ul style="list-style-type: none"> • Event Promotion • Graphic Design • Onsite Manager • Presentation Technology • Public Relations • Press Kits • Selected Caterer • Site Tour Coordination

Party On Event Planning Kickoff Party

Location	Type	Client
Brinn Retreat Home-Redfeather, CO	Business Recognition Party	Created by Party On Event Planning
Description		Services Provided
<p>November 17, 2001. This party formally "opened" Party On Event Planning for Business. Over 40 invitees attended the catered Party. Visitors received press kits, t-shirts, and party favors. Visitors could also view the new business website: www.partyoncentral.com.</p>		<ul style="list-style-type: none"> • Event Promotion • Graphic Design • Hired Caterers • Onsite Manager • Organized Volunteers • Public Relations • Press Kits • RSVP Management • T-Shirt Design

Car Care 2001

Location	Type	Client
Foothills Fashion Mall	Car Maintenance Event	City of Fort Collins
Description		Services Provided
<p>October 20, 2001. Seven local auto repair shops provided free, 30-point car check-ups along with a "non-regulatory" emissions check for participating motorists. The event also featured an alternative fuel car show, a Clean Screen demonstration, and a live radio remote with Mayor Martinez.</p>		<ul style="list-style-type: none"> • Event Promotion • Event Layout • Hired caterers • Onsite Manager • Organized Volunteers • Public Relations • Press Kits • Solicited Donations

Event Highlights (continued)



Fort Collins 30th Anniversary Earth Day Celebration

Location	Type	Client
Colorado State University	Exhibition, Music Performances	City of Fort Collins
Description		Services Provided
<p>April 22, 2000. This family-oriented event commemorated the 30th Anniversary of Earth Day. Attended by over 2000 people, the event featured a variety of speakers, bands, food vendors, and exhibitors. Mr. Fodge supervised the 4-month event planning committee of City staff, non-profits, businesses, and volunteers.</p>		<ul style="list-style-type: none"> • Event Promotion • Event Registration • Hired entertainment • Graphic Design • Logo Committee • Onsite Manager • Organized Volunteers • Press Conference • Press Kits • Proclamation Draft • Public Relations • Selected Vendors

Climatewise Recruitment Breakfast

Location	Type	Client
Ptarmigan County Club	Business Recruitment/Sales	City of Fort Collins
Description		Services Provided
<p>February 29, 2000. Mr. Fodge organized a 1-hour recruitment breakfast for 30 area businesses at Ptarmigan Country Club. He coordinated invitation design, RSVPs, room layout, agenda management, and thank you letters. Guest speakers provided testimonials about their participation in the government program.</p>		<ul style="list-style-type: none"> • Agenda Setup • Event Promotion • Invitation Design • Hired Caterer • Onsite Manager • Public Relations • Room Layout • RSVP Management

Alternative Fuel Car Show

Location	Type	Client
Foothills Fashion Mall	Car Maintenance Event	City of Fort Collins; Clean Cities
Description		Services Provided
<p>April 1, 2000. Mr. Fodge served as the onsite manager for this car show to promote alternative fueled vehicles inside the Foothills Fashion Mall. Fuel-types represented were ethanol, electric, and propane. Visitors were provided information about a rebate program for the purchase of these types of vehicles.</p>		<ul style="list-style-type: none"> • Event Layout • Onsite Manager • Organized Volunteers • Public Relations

Event Highlights (continued)



EPA Wastewise Satellite Forum

Location	Type	Client
Fort Collins Lincoln Center	Meeting Coordination via Satellite	City of Fort Collins
Description		Services Provided
<p>November 9, 1999. This satellite downlink allowed attendees to interact in a National Teleconference called, "Buying Recycled: The Real Story About Cost, Availability, and Quality." Visitors were treated to breakfast and snacks.</p>		<ul style="list-style-type: none"> • Downlink Setup • Event Promotion • Hired Caterer • Graphic Design • Onsite Manager • Master of Ceremonies • Press Kits • Public Relations

Car Care '99

Location	Type	Client
Foothills Fashion Mall	Car Maintenance Event	City of Fort Collins
Description		Services Provided
<p>September 25, 1999—(See Car Care 2001 above). The 1999 event featured a Car-Seat Check provided by the Colorado State Patrol with the car check-ups. Mayor Martinez drove his car through at 9:00am to kick-off the event.</p>		<ul style="list-style-type: none"> • Event Promotion • Event Layout • Hired caterers • Onsite Manager • Organized Volunteers • Public Relations • Press Kits • Solicited Donations

Reel Lawnmower Demonstration Event

Location	Type	Client
Fort Collins City Park	Exhibition / Demonstration	City of Fort Collins
Description		Services Provided
<p>June 19, 1999. This demonstration event was held in conjunction with City Park Healing Arts Festival. The demonstration promoted the Lawnmower Rebate program—a program to encourage citizens to trade in gas mowers for reel mowers. Mr. Fodge partitioned a stretch of lawn for visitors to experiment with a variety reel lawn mowers.</p>		<ul style="list-style-type: none"> • Event Promotion • Graphic Design • Onsite Manager • Public Relations • Press Kits • Selected Vendors

Event Highlight (continued)



Environmental Household Products Show

Location	Type	Client
Fort Collins City Park	Exhibition / Demonstration	City of Fort Collins
Description		Services Provided
<p>March 27, 1999. This all-day event identified and displayed alternatives to frequently used household chemicals and products used for <i>cleaning, personal health care, pet care, and interior design</i>. COPIRG demonstrated Do-It-Yourself Household Remedies and Recipes. Over 25 exhibitors attended the show. A tour of "environmental homes" left the mall throughout the day.</p>		<ul style="list-style-type: none"> • Decorations • Event Layout • Event Promotion • Graphic Design • Onsite Manager • Organized Volunteers • Public Relations • Press Kits • Registration • Tour Coordination

Car Care '98

Location	Type	Client
Foothills Fashion Mall	Car Maintenance Event	City of Fort Collins
Description		Services Provided
<p>October 3, 1998—(See Car Care '99 & 2001 above).</p>		<ul style="list-style-type: none"> • Event Promotion • Event Layout • Hired caterers • Onsite Manager • Organized Volunteers • Public Relations • Press Kits • Solicited Donations