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New Hampshire Fish and Game Department

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Glenn Normandeau
Executive Director

February 22, 2013

Her Excellency, Governor Margaret Wood Hassan
and the Honorable Council
State House
Concord, New Hampshire 03301

Safe Source

REQUESTED ACTION

Authorize the New Hampshire Fish and Game Department (NHFG) to amend an existing Contract with Roger Stephenson d/b/a Stephenson Strategic Communications, Stratham, NH (vendor code 164374), approved by Governor and Council on October 3, 2012, Item #48, by adding duties pertaining to planning and implementing events associated with the 25th Anniversary of the Nongame and Endangered Wildlife Program in an amount not to exceed \$17,000.00 upon Governor and Council approval through September 30, 2014. 100% Other Funds (Nongame).

Funding is available in account, Nongame Management, as follows with the authority to adjust encumbrances in each of the State fiscal years through the Budget Office if needed and justified:

03 7575 751520-21250000 WILDLIFE PROGRAM - Nongame Species Management

		<u>FY13</u>	<u>FY14 *</u>
20-07500-21250000-046-500464	Consultants	\$7,360.00	\$9,640.00

*Pending budget approval.

EXPLANATION

2013 marks the 25th Anniversary of the Nongame and Endangered Wildlife Program at NH Fish and Game. In recognition of this important milestone, events will be taking place throughout the year culminating with an evening celebration event in the fall. The overall goals are to recognize the accomplishments of the Nongame Program, raise awareness, and continued support for this state program that relies on private donations as a crucial source of funding. Stephenson Strategic Communications is currently working under contract to coordinate fundraising for the Nongame and Endangered Wildlife Program and upon Governor and Council approval, will be reimbursed according to completion of tasks that are detailed in the attachments to the amendment.

Respectfully submitted,

Glenn Normandeau
Executive Director

Kathy Ann LaBonte
Chief, Business Division

AMENDMENT #1

This Agreement (hereinafter called the "Amendment") by and between the State of New Hampshire acting by and through its New Hampshire Fish and Game Department (hereinafter referred to as the "State"), and (Roger Stephenson d/b/a Stephenson Strategic Communications, vendor code 164374,) (hereinafter called the "Contractor").

WHEREAS, pursuant to an agreement (hereinafter called the "Contract") dated, August 24, 2012, approved by the Governor and Council on October 3, 2012, Item #_48_, the Contractor agreed to perform certain services upon the terms and conditions specified in the Contract and in consideration of payment by the State of certain sums specified therein; and

WHEREAS, pursuant to the provisions of paragraph 17 of the Contract, the Contract may be amended, waived or discharged only by written instrument executed by the parties thereto; and

WHEREAS, the parties desire to add to the services to be undertaken by the Contractor and increase the amount to be paid by the State by \$17,000, without changing the completion date of the Contract;

NOW THEREFORE, in consideration of the foregoing, and the covenants and conditions contained in the Contract and set forth herein, the parties hereto do hereby agree as follows:

1.) Amendment and Modification of Contract:

The Contract is hereby amended as follows:

- (A) Amend Exhibit A to the contract to add to the scope of services by adding the tasks and services set forth in the attached document titled "Amendment 1 – Scope of Work."
- (B) Amend Paragraph 1.8 of the contract by deleting "\$25,280" and inserting "\$42,280"
- (C) Amend Exhibit B to the Contract by adding the schedule and associated language set forth in the attached document titled "Non Game Program 25th Anniversary Outreach Plan."

2.) Effective Date of Amendment

This Amendment shall take effect upon the date of approval by the Governor and Executive Council of the State of New Hampshire.

RWS
2-25-13

3.) Continuance of Agreement

Except as specifically amended and modified by the terms and conditions of this Amendment, the Contract, and the obligations of the parties thereunder, shall remain in full force and effect with the terms and conditions set forth therein.

IN WITNESS WHEREOF, the parties set their hands as of the day and year written below.

THE STATE OF NEW HAMPSHIRE

Fish and Game Department of New Hampshire

BY: [Signature]
Executive Director Glenn Normandeau

DATE: 2/28/13

Roger Stephenson d/b/a Stephenson Strategic Communications

BY: [Signature]

DATE: 2-25-13

Acknowledgment: State of NH, County of Merimack

On 2-25-13, before the undersigned officer, personally appeared the person identified to be the person whose name appears above in signing on behalf of the contractor and acknowledged that s/he executed this document in the capacity indicated below.

IN WITNESS THEREOF, I hereunto set my hand and official seal.

[Signature]
Signature of Notary Public or
Justice of the Peace

ELLEN M. HARRINGTON, Notary Public
My Commission Expires May 6, 2014

[Signature]
Name/Title of Notary Public or
Justice of the Peace

APPROVED BY THE ATTORNEY GENERAL (Form, Substance and Execution)

BY: [Signature]
Attorney General's Office

DATE: 3-1-13

PWS
2-25-13

AMMENDMENT 1 SCOPE OF WORK

Objective: To develop and implement a comprehensive outreach plan for the NHFG Nongame and Endangered Wildlife Program's 25th Anniversary, including determining overall goals, messaging, tasks, coordinating an evening event, and providing and evaluation at the end of the year.

Task a. Goal Setting and Tasks – Stephenson will coordinate a meeting with NHFG staff and facilitate the group to a) determine goals of the 25th Anniversary Outreach Plan and b) identify specific tasks necessary to reach said goals by the end of the year. In particular:

1. Research similar campaigns and prepare a summary
2. Work with NHFG to prepare meeting agenda, coordinate and convene the meeting
3. Prepare recommendations regarding priority tasks in an event timeline.
4. Develop a stakeholder questionnaire for editing and review.
5. Summarize the 25th Anniversary Outreach Plan resulting from the meeting.

Task b. Messaging and Products – Stephenson will coordinate a meeting with the Nongame Program and Public Affairs staff to a) review the previously identified goals and tasks b) determine 25th Anniversary messaging to be used and c) develop a list of products needed to assist in the 25th Anniversary Outreach Plan. In particular:

1. Coordinate execution of stakeholder interviews with NHFG staff.
2. Work with staff to develop agenda and outcome objectives for the meeting.
3. Present results of stakeholder interviews.
4. Assist NHFG to develop theme for use during 2013.
5. Convene, coordinate and summarize meeting.

Task c. Event Planning - Stephenson will research locations, costs, and options for an evening event to celebrate the Nongame Program's 25th Anniversary and present this information to Nongame Program and Public Affairs staff. In particular:

1. Coordinate with NHFG leadership the formation of a statewide 25th anniversary steering committee.
2. Research and identify competing events.
3. Research locations and costs and prepare options with recommendations and estimated budgets.
4. Meet with selected stakeholders (i.e. statewide NGOs, public agencies, land trusts, see WAP participants) Telephone or in person. Possibly in small groups.

Furthermore, Stephenson will assist in reserving a facility, developing a guest list, printing and mailing invitations, tracking responses and other duties related to the overall organizing of the event. In particular:

1. Seek, approach, and solicit sponsorship in coordination with NHFG leadership
2. Manage all elements of event planning including steering committee, marketing, earned media and event program.

Task d. Evaluation– Stephenson will compile a summary of the costs and the effectiveness of the 25th Anniversary Outreach Plan to reach determined goals by December 31, 2013. In particular:

Summarize direct and indirect costs

Interview event participants using a mail questionnaire

Work with NHFG to maintain communications with event participants and stakeholders beginning with an electronic survey

Present summary of interviews and surveys

Work with NHFG to incorporate 2013 celebration participants into future Annual Fund Campaigns.
Present budget summary, survey results, and recommendations to NHFG for leveraging of the 2013 25th Anniversary of the Nongame and Endangered Wildlife Program in upcoming year.

Contractor initials

AMS

Date

3-1-13

NONGAME PROGRAM 25TH ANNIVERSARY OUTREACH PLAN

Bills and reports shall be submitted to NHFG according to the following schedule:

March 15, 2013	Completion of Task A: Provide summary of determined goals and tasks for the 25 th Anniversary Outreach Plan as decided from meeting with NHFG staff. Invoice amount: \$2,000.00
March 30, 2013	Completion of Task B: Provide summary of determined messages and list of products needed. Invoice amount: \$2,000.00
April 15, 2013	Present options with costs to NHFG, select and secure a venue, provide a written quote to NHFG. Develop strategy for event sponsors. Invoice amount: \$2,500.00
June 30, 2013	Provide a completed guest list based on meetings and discussions with NHFG staff, present options and cost estimates for invitations and mailing, and present options and costs for giveaways. Prepare proposals and communications for prospective sponsors. Invoice amount: \$2,500.00.
July 31, 2013	Mailing of invitations completed. Giveaway items decided and ordered. Invoice amount: \$2,000.00
August 31, 2013	Attending guest list finalized. Final count given to venue. Evening itinerary drafted. Invoice amount: \$2,000.00.
September 30, 2013	Evening itinerary completed. Evening event completed. Invoice amount: \$2,000.00
December 31, 2013	Analyze results of 25 th Anniversary Outreach Plan and complete report on findings and recommendations. Final invoice amount: \$2,000.00

Contractor initials

RWS

Date

3-1-13

STEPHENSON
STRATEGIC
COMMUNICATIONS

CERTIFICATE OF AUTHORITY

I, **Roger Stephenson**, as sole owner of my business (Stephenson Strategic Communications) certify that I am authorized to enter into contract with the State of New Hampshire on behalf of myself.

In witness whereof, I have set my hand as the sole owner of the business this

12TH day of February, 2013.

Roger Stephenson Sole Owner

State of New Hampshire

County of Rockingham

On February 12th, 2013, before the undersigned officer personally approved the person identified in the foregoing certificate known to me (or satisfactorily proven) to be the owner of the business in the foregoing certificate and acknowledged that she/he executed the foregoing certificate.

In witness whereof, I set my hand and official seal.

Kelli J. Olsen
Notary Public. My commission expires 1-27-2015



Behavioral Public Relations and Management Counsel

22 Stephen Drive Stratham NH 03885 603/778-7970 cell: 603/770-9484 email: r-stephenson@attbi.com

State of New Hampshire Department of State

CERTIFICATE

I, William M. Gardner, Secretary of State of the State of New Hampshire, do hereby certify that STEPHENSON STRATEGIC COMMUNICATIONS is a New Hampshire trade name registered on November 6, 2002 and that Roger W. Stephenson presently own(s) this trade name. I further certify that it is in good standing as far as this office is concerned, having paid the fees required by law.



In TESTIMONY WHEREOF, I hereto set my hand and cause to be affixed the Seal of the State of New Hampshire, this 13th day of February, A.D. 2013

A handwritten signature in cursive script, appearing to read "William M. Gardner".

William M. Gardner
Secretary of State



New Hampshire Fish and Game Department

Governor & Council Approved

Date: 10/3/12

Item #: 48

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Glenn Normandeau
Executive Director

August 24, 2012

His Excellency, Governor John H. Lynch
and the Honorable Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the New Hampshire Fish and Game Department (NHFG) to enter into a **SOLE-SOURCE** contract with Roger Stephenson, d/b/a Stephenson Strategic Communications Stratham, NH (vendor code 164374), in an amount not to exceed \$25,280.00 for fundraising efforts for the Nongame and Endangered Wildlife Program upon Governor and Council approval through September 30, 2014. 100% Other Funds (Nongame).

Funding is available in account, Nongame Management, as follows with the authority to adjust encumbrances in each of the State fiscal years through the Budget Office if needed and justified:

03 7575 751520-21250000 WILDLIFE PROGRAM - Nongame Species Management

20-07500-21250000-046-500464	Consultants	<u>FY13</u> \$12,640.00	<u>FY14*</u> \$12,640.00
		*Pending budget approval.	

EXPLANATION

The Nongame Species Management Act of 1988 (RSA 212-B) requires NH Fish and Game to develop and implement a comprehensive nongame species management program to conserve NH's wildlife diversity including over 400 species that are not hunted, fished or trapped. To fund this work, the State of NH appropriates monies from the general fund to the nongame species account equal to the monies donated in any fiscal year up to \$50,000. The US Fish and Wildlife Service offers funding via the State Wildlife Grants program. These federal grants require non-federal match of 3:1 for conservation planning projects and 3.5:1.5 for conservation implementation. Therefore raising sufficient private donations is critical to the continued operation and success of the Nongame and Endangered Wildlife Program.

Conserving New Hampshire's wildlife and their habitats since 1865.

His Excellency, Governor John H. Lynch
and the Honorable Council

August 24, 2012

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Since 2004 Roger Stephenson, d/b/a Stephenson Strategic Communications, has worked under contract to lead fundraising efforts for the Nongame Program and help meet these challenges. For the past eight years, Stephenson has provided exceptional professional service and demonstrated an ability to exceed the Program's fundraising goals, even through tough economic times. Since 2004 the number of private donors supporting the Nongame Program has averaged around 1,000 each year. This is an increase of over 300 financial supporters prior to Stephenson's working under contract with the Nongame Program. While working under contract with Stephenson Strategic Communications the Nongame Program has exceeded its fundraising goal of raising \$50,000 annually. Most recently, our spring 2012 annual fund campaign generated a total of \$64,612. In prior years fundraising totals were as follows: 2011 = \$68,525 / 2010 = \$56,460 / 2009 = \$64,000 / 2008 = \$59,000 / 2007 = \$63,500 / 2006 = \$58,500 / 2005 = \$54,400.

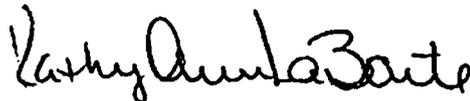
Stephenson Strategic Communications has worked with Nongame Program staff to develop fundraising strategies, streamline the process and has continually exceeded fundraising goals. Stephenson is a key component to the continued successful fundraising efforts for the Nongame and Endangered Wildlife Program. Stephenson Strategic Communications is offering the same quality services they have provided at the same low cost they charged during the previous contract period.

Upon Governor and Council approval, Stephenson Strategic Communications will be reimbursed according to completion of tasks that are detailed in exhibits A and B.

Respectfully submitted,



Glenn Normandeau
Executive Director



Kathy Ann LaBonte
Chief, Business Division