



City of Peoria, Arizona

Notice of Request for Proposal

Request for Proposal No: **P07-0063** Proposal Due Date: **April 5, 2007**
 Materials and/or Services: **Training and Development Services** Proposal Time: **5:00 P.M. AZ Time**
 Contact: **Lisa Houg, CPPB**
 Project No: _____ Location: **City of Peoria, Materials Management** Phone: **(623) 773-7115**
 Mailing Address: **8314 West Cinnabar Avenue, Peoria, AZ 85345**

In accordance with City of Peoria Procurement Code competitive sealed proposals for the material or services specified will be received by the City of Peoria Materials Management at the specified location until the date and time cited above. Proposals shall be in the actual possession of the City of Peoria Materials Management on or prior to the exact date and time indicated above. Late proposals will not be considered, except as provided in the City of Peoria Procurement Code. **Proposals shall be submitted in a sealed envelope with the Request for Proposal number and the offeror's name and address clearly indicated on the front of the envelope.** All proposals shall be completed in ink or typewritten. Offerors are strongly encouraged to carefully read the *entire* Request for Proposal Package.

OFFER

To the City of Peoria: The undersigned on behalf of the entity, firm, company, partnership, or other legal entity listed below offers on its behalf to the City a proposal that contains all terms, conditions, specifications and amendments in the Notice of Request for Proposal issued by the City. Any exception to the terms contained in the Notice of Request for Proposal must be specifically indicated in writing and are subject to the approval of the City prior to acceptance. The signature below certifies your understanding and compliance with Paragraph 1 of the City of Peoria Standard Terms and Conditions (form C&P 202) contained in the Request for Proposal package issued by the City.

For clarification of this offer contact:

Name: <u>Monique Rider</u>	Telephone: <u>480-699-0527</u> Fax: <u>604-648-9111</u>
<u>BodyLife Dynamics, LLC</u> Company Name	<u>Monique Rider</u> Authorized Signature for Offer
<u>31255 N. 42nd Place</u> Address	<u>Monique Rider</u> Printed Name
<u>Cave Creek, AZ 85331</u> City State Zip Code	<u>owner</u> Title

ACCEPTANCE OF OFFER AND CONTRACT AWARD (FOR CITY OF PEORIA USE ONLY)

Your offer is accepted by the City, subject to approval of each written exception that your proposal contained. The contract consists of the following documents: 1.) Request for Proposal issued by the City; 2.) Your offer in Response to the City's Request for Proposal; 3.) This written acceptance and contract award.

As the contractor, you are now legally bound to sell the materials and/or services listed by the attached award notice, based on the solicitation of proposals, including all terms, conditions, specifications, amendments and your offer as now accepted by the City. The Contractor shall not commence any billable work or provide any material, service or construction under this contract until the Contractor receives an executed Purchase Order or written Notice to Proceed.

Attested by: Mary Jo Kief
 Mary Jo Kief, City Clerk

City of Peoria, Arizona. Effective Date: 6-20-07

Approved as to form: William L. Emerson, Assistant City Attorney

CC: _____

Stephen M. Kemp, City Attorney

Contract Number: CON 33607

Contract Awarded Date: 6-19-07



Official File: _____

Herman Koebergen, Materials Manager



REQUEST FOR PROPOSAL

INSTRUCTIONS TO OFFEROR

Materials Management Procurement

8314 West Cinnabar Avenue
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Fax: (623) 773-7118

1. PREPARATION OF PROPOSAL:

- a. All proposals shall be on the forms provided in this *Request For Proposal* package. It is permissible to copy these forms if required. Telegraphic (facsimile) or mailgram proposals will not be considered.
- b. The Offer and Contract Award document (COP Form 203) shall be submitted with an original ink signature by a person authorized to sign the offer.
- c. Erasures, interlineations, or other modifications in the proposal shall be initialed in original ink by the authorized person signing the Vendor Offer.
- d. If price is a consideration and in case of error in the extension of prices in the proposal, the unit price shall govern. No proposal shall be altered, amended, or withdrawn after the specified proposal due date and time.
- e. Periods of time, stated as a number of days, shall be calendar days.
- f. It is the responsibility of all Offerors to examine the entire *Request For Proposal* package and seek clarification of any item or requirement that may not be clear and to check all responses for accuracy before submitting a bid. Negligence in preparing a Proposal confers no right of withdrawal after proposal due date and time.

2. **INQUIRIES:** Any question related to the *Request For Proposal* shall be directed to the Buyer whose name appears on the front. The Offeror shall not contact or ask questions of the department for which the requirement is being procured. Questions should be submitted in writing when time permits. The Buyer may require any and all questions be submitted in writing at the Buyer's sole discretion. Any correspondence related to a *Request For Proposal* should refer to the appropriate *Request For Proposal* number, page, and paragraph number. However, the Offeror shall not place the *Request For Proposal* number on the outside of any envelope containing questions since such an envelope may be identified as a sealed proposal and may not be opened until after the official *Request For Proposal* due date and time.

3. **PROSPECTIVE OFFERORS CONFERENCE:** A prospective offerors conference may be held. If scheduled, the date and time of this conference will be indicated on the cover page of this document. The purpose of this conference will be to clarify the contents of this *Request For Proposal* in order to prevent any misunderstanding of the City's position. Any doubt as to the requirements of this *Request For Proposal* or any apparent omission or discrepancy should be presented to the City at this conference. The City will then determine if any action is necessary and may issue a written amendment to the *Request for Proposal*. Oral statements or instructions will not constitute an amendment to this *Request for Proposal*.

4. **LATE PROPOSALS:** Late Proposals will not be considered, except as provided by the City of Peoria Procurement Code. A vendor submitting a late proposal shall be so notified.

5. **WITHDRAWAL OF PROPOSAL:** At any time prior to the specified proposal due date and time, a Vendor (or designated representative) may withdraw the proposal. Telegraphic (facsimile) or mailgram proposal withdrawals will not be considered.

6. **AMENDMENT OF PROPOSAL:** Receipt of a Solicitation Amendment (COP Form 207) shall be acknowledged by signing and returning the document prior to the specified proposal due date and time.

7. **PAYMENT:** The City will make every effort to process payment for the purchase of goods or services within thirty (30) calendar days after receipt of goods or services and a correct notice of amount due, unless a good faith dispute exists as to any obligation to pay all or a portion of the account. Any proposal that requires payment in less than thirty (30) calendar days shall not be considered.

8. **NEW:** All items shall be new, unless otherwise stated in the specifications.

9. **DISCOUNTS:** Payment discount periods will be computed from the date of receipt of material/service or correct invoice, whichever is later, to the date Buyer's payment is mailed. Unless freight and other charges are itemized, any discount provided will be taken on full amount of invoice. Payment discounts of thirty (30) calendar days or more will be deducted from the proposal price in determining the low bid. However, the Buyer shall be entitled to take advantage of any payment discount offered by the Vendor provided payment is made within the discount period.

10. **TAXES:** The City of Peoria is exempt from Federal Excise Tax, including the Federal Transportation Tax. Sales tax, if any, shall be indicated as a separate item.

11. **VENDOR REGISTRATION:** After the award of a contract, the successful Vendor shall have a completed Vendor Registration Form (COP Form 200) on file with the City of Peoria Materials Management Division.

12. AWARD OF CONTRACT:

- a. Unless the Offeror states otherwise, or unless provided within this *Request For Proposal*, the City reserves the right to award by individual line item, by group of line items, or as a total, whichever is deemed most advantageous to the City.
- b. Notwithstanding any other provision of this *Request For Proposal*, The City expressly reserves the right to:
 - (1) Waive any immaterial defect or informality; or
 - (2) Reject any or all proposals, or portions thereof, or
 - (3) Reissue a *Request For Proposal*.
- c. A response to a *Request For Proposal* is an offer to contract with the City based upon the terms, conditions and specifications contained in the City's *Request For Proposal* and the written amendments thereto, if any. Proposals do not become contracts unless and until they are accepted by the City Council. A contract is formed when written notice of award(s) is provided to the successful Offeror(s). The contract has its inception in the award document, eliminating a formal signing of a separate contract. For that reason, all of the terms and conditions of the procurement contract are contained in the *Request For Proposal*, unless modified by a Solicitation Amendment (COP Form 207) or a Contract Amendment (COP Form 217).



STANDARD TERMS AND CONDITIONS

Materials Management Procurement

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THE FOLLOWING TERMS AND CONDITIONS ARE AN EXPLICIT PART OF THE SOLICITATION AND ANY RESULTANT CONTRACT.

1. **CERTIFICATION:** By signature in the Offer section of the Offer and Contract Award page (COP Form 203), the Vendor certifies:
 - a. The submission of the offer did not involve collusion or other anti-competitive practices.
 - b. The Vendor shall not discriminate against any employee or applicant for employment in violation of Federal Executive Order 11456.
 - c. The Vendor has not given, offered to give, nor intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip favor, or service to a public servant in connection with the submitted offer. Failure to sign the offer, or signing it with a false statement, shall void the submitted offer or any resulting contracts, and the vendor may be debarred.
2. **GRATUITIES:** The City may, by written notice to the Contractor, cancel this contract if it is found by the City that gratuities, in the form of entertainment, gifts or otherwise, were offered or given by the Contractor or any agent or representative of the Contractor, to any officer or employee of the City with a view toward securing an order, securing favorable treatment with respect to the awarding, amending, or the making of any determinations with respect to the performing of such order. In the event this contract is cancelled by the City pursuant to this provision, the City shall be entitled, in addition to any other rights and remedies, to recover or withhold from the Contractor the amount of the gratuity. Paying the expense of normal business meals which are generally made available to all eligible city government customers shall not be prohibited by this paragraph.
3. **APPLICABLE LAW:** In the performance of this agreement, contractors shall abide by and conform to any and all laws of the United States, State of Arizona and City of Peoria including but not limited to federal and state executive orders providing for equal employment and procurement opportunities, the Federal Occupational Safety and Health Act and any other federal or state laws applicable to this agreement.

Contractor warrants, for the term of this agreement and for six months thereafter, that it has fully complied with the requirements of the Immigration Reform and Control Act of 1986 and all related or similar legal authorities.

This contract shall be governed by the City and Contractor shall have all remedies afforded each by the Uniform Commercial Code, as adopted in the State of Arizona, except as otherwise provided in this contract or in statutes pertaining specifically to the City. This contract shall be governed by the laws of the State of Arizona and suit pertaining to this contract may be brought only in courts in the State of Arizona.

This contract is subject to the provisions of ARS §38-511; the City may cancel this contract without penalty or further obligations by the City or any of its departments or agencies if any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of the City or any of its departments or agencies, is at any time while the contract or any extension of the contract is in effect, an employee of any other party to the contract in any capacity or a consultant to any other party of the contract with respect to the subject matter of the contract.

4. **LEGAL REMEDIES:** All claims and controversies shall be subject to resolution according to the terms of the City of Peoria Procurement Code.
5. **CONTRACT:** The contract between the City and the Contractor shall consist of (1) the Solicitation, including instructions, all terms and conditions, specifications, scopes of work, attachments, and any amendments thereto, and (2) the offer submitted by the Vendor in response to the solicitation. In the event of a conflict in language between the Solicitation and the Offer, the provisions and requirements in the Solicitation shall govern. However, the City reserves the right to clarify, in writing, any



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contractual terms with the concurrence of the Contractor, and such written contract shall govern in case of conflict with the applicable requirements stated in the Solicitation or the Vendor's offer. The Solicitation shall govern in all other matters not affected by the written contract.

6. **CONTRACT AMENDMENTS:** This contract may be modified only by a written Contract Amendment (COP Form 217) signed by persons duly authorized to enter into contracts on behalf of the City and the Contractor.
7. **CONTRACT APPLICABILITY:** The Offeror shall substantially conform to the terms, conditions, specifications and other requirements found within the text of this specific Solicitation. All previous agreements, contracts, or other documents, which have been executed between the Offeror and the City are not applicable to this Solicitation or any resultant contract.
8. **PROVISIONS REQUIRED BY LAW:** Each and every provision of law and any clause required by law to be in the contract will be read and enforced as though it were included herein, and if through mistake or otherwise any such provision is not inserted, or is not correctly inserted, then upon the application of either party, the contract will forthwith be physically amended to make such insertion or correction.
9. **SEVERABILITY:** The provisions of this contract are severable to the extent that any provision or application held to be invalid shall not affect any other provision or application of the contract which may remain in effect without the invalid provision or application.
10. **RELATIONSHIP TO PARTIES:** It is clearly understood that each party will act in its individual capacity and not as an agent, employee, partner, joint venturer, or associate of the other. An employee or agent of one party shall not be deemed or construed to be the employee or agent of the other for any purpose whatsoever. The Contractor is advised that taxes or Social Security payments will not be withheld from any City payments issued hereunder and that the Contractor should make arrangements to directly pay such expenses, if any.
11. **INTERPRETATION-PAROL EVIDENCE:** This contract represents the entire agreement of the Parties with respect to its subject matter, and all previous agreements, whether oral or written, entered into prior to this contract are hereby revoked and superseded by this contract. No representations, warranties, inducements or oral agreements have been made by any of the Parties except as expressly set forth herein, or in any other contemporaneous written agreement executed for the purposes of carrying out the provisions of this contract. This contract may not be changed, modified or rescinded except as provided for herein, absent a written agreement signed by both Parties. Any attempt at oral modification of this contract shall be void and of no effect.
12. **ASSIGNMENT-DELEGATION:** No right or interest in this contract shall be assigned by Contractor without prior written permission of the City and no delegation of any duty of Contractor shall be made without prior written permission of the City.
13. **SUBCONTRACTS:** No subcontract shall be entered into by the contractor with any other party to furnish any of the material, service or construction specified herein without the advance written approval of the City. The prime contractor shall itemize all sub-contractors which shall be utilized on the project. Any substitution of sub-contractors by the prime contractor shall be approved by the City and any cost savings will be reduced from the prime contractor's bid amount. All subcontracts shall comply with Federal and State laws and regulations which are applicable to the services covered by the subcontract and shall include all the terms and conditions set forth herein which shall apply with equal force to the subcontract and if the Subcontractor were the Contractor referred to herein. The Contractor is responsible for contract performance whether or not Subcontractors are used.
14. **RIGHTS AND REMEDIES:** No provision in this document or in the vendor's offer shall be construed, expressly or by implication, as waiver by the City of any existing or future right and/or remedy available by law in the event of any claim of default or breach of contract. The failure of the City to insist upon the strict performance of any term or condition of the contract or to exercise or delay the exercise of any right or remedy provided in the contract, or by law, or the City's acceptance of and payment for materials



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or services, shall not release the Contractor from any responsibilities or obligations imposed by this contract or by law, and shall not be deemed a waiver of any right of the City to insist upon the strict performance of the Contract.

15. **INDEMNIFICATION:** To the fullest extent permitted by law, the Contractor shall defend, indemnify and hold harmless the City, its agents, representatives, officers, directors, officials and employees from and against all claims, damages, losses and expenses (including but not limited to attorney fees, court costs, and the cost of appellate proceedings), relating to, arising out of, or alleged to have resulted from the acts, errors, mistakes, omissions, work or services of the Contractor, its employees, agents, or any tier of subcontractors in the performance of this Contract. Contractor's duty to defend, hold harmless and indemnify the City, its agents, representatives, officers, directors, officials and employees shall arise in connection with any claim, damage, loss or expense that is attributable to bodily injury, sickness, disease, death, or injury to, impairment, or destruction of property including loss of use resulting therefrom, caused by any acts, errors, mistakes, omissions, work or services in the performance of this Contract including any employee of the Contractor or any tier of subcontractor or any other person for whose acts, errors, mistakes, omissions, work or services the Contractor may be legally liable.

The amount and type of insurance coverage requirements set forth herein will in no way be construed as limiting the scope of the indemnity in this paragraph.

16. **OVERCHARGES BY ANTITRUST VIOLATIONS:** The City maintains that, in practice, overcharges resulting from antitrust violations are borne by the purchaser. Therefore, to the extent permitted by law, the Contractor hereby assigns to the City any and all claims for such overcharges as to the goods and services used to fulfill the Contract.
17. **FORCE MAJEURE:** Except for payment for sums due, neither party shall be liable to the other nor deemed in default under this Contract if and to the extent that such party's performance of this Contract is prevented by reason of force majeure. The term "force majeure" means an occurrence that is beyond the control of the party affected and occurs without its fault or negligence. Without limiting the foregoing, force majeure includes acts of God; acts of the public enemy; war; riots; strikes; mobilization; labor disputes; civil disorders; fire; floods; lockouts, injunctions-intervention-acts, or failures or refusals to act by government authority; and other similar occurrences beyond the control of the party declaring force majeure which such party is unable to prevent by exercising reasonable diligence. The force majeure shall be deemed to commence when the party declaring force majeure notifies the other party of the existence of the force majeure and shall be deemed to continue as long as the results or effects of the force majeure prevent the party from resuming performance in accordance with this Contract.

Force majeure shall not include the following occurrences:

- a. Late delivery of equipment or materials caused by congestion at a manufacturer's plant or elsewhere, an oversold condition of the market, inefficiencies, or similar occurrences.
- b. Late performance by a subcontractor unless the delay arises out of a force majeure occurrence in accordance with this Force Majeure term and Condition.

Any delay or failure in performance by either party hereto shall not constitute default hereunder or give rise to any claim for damages or loss of anticipated profits if, and to the extent that such delay or failure is caused by force majeure. If either party is delayed at any time in the progress of the work by force majeure, then the delayed party shall notify the other party in writing of such delay within forty-eight (48) hours commencement thereof and shall specify the causes of such delay in such notice. Such notice shall be hand delivered or mailed *Certified-Return Receipt* and shall make a specific reference to this article, thereby invoking its provisions. The delayed party shall cause such delay to cease as soon as practicable and shall notify the other party in writing. The time of completion shall be extended by contract modification for a period of time equal to the time that the results or effects of such delay prevent the delayed party from performing in accordance with this contract.



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18. **RIGHT TO ASSURANCE:** Whenever one party to this contract in good faith has reason to question the other party's intent to perform he may demand that the other party give a written assurance of this intent to perform. In the event that a demand is made and no written assurance is given within five (5) days, the demanding party may treat this failure as an anticipatory repudiation of the Contract.
19. **RIGHT TO AUDIT RECORDS:** The City may, at reasonable times and places, audit the books and records of any Contractor as related to any contract held with the City.
20. **RIGHT TO INSPECT PLANT:** The City may, at reasonable times, inspect the part of the plant or place of business of a Contractor or Subcontractor which is related to the performance of any contract as awarded or to be awarded.
21. **WARRANTIES:** Contractor warrants that all material, service or construction delivered under this contract shall conform to the specifications of this contract. Unless otherwise stated in Contractor's response, the City is responsible for selecting items, their use, and the results obtained from any other items used with the items furnished under this contract. Mere receipt of shipment of the material/service specified and any inspection incidental thereto by the City shall not alter or affect the obligations of the Contractor or the rights of the City under the foregoing warranties. Additional warranty requirements may be set forth in the solicitation.
22. **INSPECTION:** All material and/or services are subject to final inspection and acceptance by the City. Materials and/or services failing to conform to the specifications of this Contract will be held at Contractor's risk and may be returned to the Contractor. If so returned, all costs are the responsibility of the Contractor. The City may elect to do any or all:
- Waive the non-conformance.
 - Stop the work immediately.
 - Bring material into compliance.
- This shall be accomplished by a written determination for the City.
23. **TITLE AND RISK OF LOSS:** The title and risk of loss of material and/or service shall not pass to the City until the City actually receives the material or service at the point of delivery, unless otherwise provided within this Contract.
24. **NO REPLACEMENT OF DEFECTIVE TENDER:** Every tender of materials shall fully comply with all provisions of the Contract. If a tender is made which does not fully conform, this shall constitute a breach of the Contract as a whole.
25. **DEFAULT IN ONE INSTALLMENT TO CONSTITUTE TOTAL BREACH:** Contractor shall deliver conforming materials in each installment of lot of this Contract and may not substitute nonconforming materials. Delivery of nonconforming materials or a default of any nature, at the option of the City, shall constitute a breach of the Contract as a whole.
26. **SHIPMENT UNDER RESERVATION PROHIBITED:** Contractor is not authorized to ship materials under reservation and no tender of a bill of lading will operate as a tender of the materials.
27. **LIENS:** All materials, service or construction shall be free of all liens, and if the City requests, a formal release of all liens shall be delivered to the City.
28. **LICENSES:** Contractor shall maintain in current status all Federal, State and Local licenses and permits required for the operation of the business conducted by the Contractor as applicable to this Contract.



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29. **PATENTS AND COPYRIGHTS:** All services, information, computer program elements, reports and other deliverables, which may be patented or copyrighted and created under this contract are the property of the City and shall not be used or released by the Contractor or any other person except with the prior written permission of the City.
30. **PREPARATION OF SPECIFICATIONS BY PERSONS OTHER THAN CITY PERSONNEL:** All specifications shall seek to promote overall economy for the purposes intended and encourage competition and not be unduly restrictive in satisfying the City's needs. No person preparing specifications shall receive any direct or indirect benefit from the utilization of specifications, other than fees paid for the preparation of specifications.
31. **COST OF BID/PROPOSAL PREPARATION:** The City shall not reimburse the cost of developing presenting or providing any response to this solicitation. Offers submitted for consideration should be prepared simply and economically, providing adequate information in a straightforward and concise manner.
32. **PUBLIC RECORD:** All offers submitted in response to this solicitation shall become the property of the City and shall become a matter of public record available for review, subsequent to the award notification, in accordance with the City's Procurement Code.
33. **ADVERTISING:** Contractor shall not advertise or publish information concerning this Contract, without prior written consent of the City.
34. **DELIVERY ORDERS:** The City shall issue a Purchase Order for the material and/or services covered by this contract. All such documents shall reference the contract number as indicated on the Offer and Contract Award (COP Form 203).
35. **FUNDING:** Any contract entered into by the City of Peoria is subject to funding availability. Fiscal years for the City of Peoria are July 1 to June 30. The City Council approves all budget requests. If a specific funding request is not approved, the contract shall be terminated.
36. **PAYMENT:** A separate invoice shall be issued for each shipment of material or service performed, and no payment will be issued prior to receipt of material and/or services and correct invoice.



SPECIAL TERMS AND CONDITIONS

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1. **Purpose:** Pursuant to provisions of the City Procurement Code, the City of Peoria, Materials Management Division intends to establish a contract for **Training and Development Services**.
2. **Authority:** This Solicitation as well as any resultant contract is issued under the authority of the City. No alteration of any resultant contract may be made without the express written approval of the City Materials Manager in the form of an official contract amendment. Any attempt to alter any contract without such approval is a violation of the contract and the City Procurement Code. Any such action is subject to the legal and contractual remedies available to the City inclusive of, but not limited to, contract cancellation, suspension and/or debarment of the contractor.
3. **Offer Acceptance Period:** In order to allow for an adequate evaluation, the City requires an offer in response to this Solicitation to be valid and irrevocable for sixty (60) days after the opening time and date.
4. **Cooperative Purchasing:** Any contract resulting from this solicitation shall be for the use of the City of Peoria. In addition, specific eligible political subdivisions and nonprofit educational or public health institutions may also participate at their discretion. In order to participate in any resultant contract, a political subdivision or nonprofit educational or public health institution must have been invited to participate in this specific solicitation and the contractor must be in agreement with the cooperative transaction. In addition to cooperative purchasing, any eligible agency may elect to participate (piggyback) on any resultant contract; the specific eligible political subdivision, nonprofit educational or public health institution and the contractor must be in agreement.

Any orders placed to the successful contractor will be placed by the specific agencies participating in this purchase. Payment for purchases made under this agreement will be the sole responsibility of each participating agency. The City shall not be responsible for any disputes arising out of transactions made by others.
5. **Contract Type:** Fixed Price
6. **Term of Contract:** The term of any resultant contract shall commence on the date of award and shall continue for a period of one (1) year thereafter, unless terminated, cancelled or extended as otherwise provided herein.
7. **Contract Extension:** By mutual written contract amendment, any resultant contract may be extended for supplemental periods up to a maximum of forty-eight (48) months.
8. **Affirmative Action Report:** It is the policy of the City of Peoria that suppliers of goods or services to the City adhere to a policy of equal employment opportunity and demonstrate an affirmative effort to recruit, hire, and promote regardless of race, color, religion, gender, national origin, age or disability.
9. **Proposal Format:** Proposals shall be submitted in one (1) original and seven (7) copies on the forms and in the format as contained in the Request for Proposal. Proposals shall be on 8 1/2" & 11" paper with the text on one side only. **DO NOT BIND THE ORIGINAL COPY.**
10. **Proposal Content:** The following items shall be addressed in the proposal submission.
 - i. Project Understanding and Plan and Method of Approach to accomplish the Scope of Work.
 - ii. Overall Firm Experience and Similar Project Experience.
 - iii. Staff's Assignments and Experience.
 - iv. Fee Schedule.
 - v. A minimum of three (3) References from Similar Projects completed within the last five (5) years.
 - vi. Additional Data Support - detailed resumes, etc. (Data should *not* be mostly a continuation of data called for in items above).



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11. **Interview Guidelines:** During any requested interview, which would be scheduled in the future, be prepared to discuss your firm's proposal, staff assignments, project approach and other pertinent information. The presentation shall be approximately 30 minutes, allowing 15 minutes for a question and answer session. The Consultant's Project/Team Manager shall lead the presentation team and answer questions on behalf of the Consultant. If work involves a major sub-consultant, the firms Project/Team Manager's presence may also be requested (by the City) at the interview.
12. **Evaluation:** In accordance with the City of Peoria Procurement Code, awards shall be made to the responsible offeror whose proposal is determined in writing to be the most advantageous to the City, based upon the evaluation criteria listed below. The evaluation factors are listed in their relative order of importance.
 - a. Project Understanding and Project Approach.
 - b. Firm Experience/Similar Projects.
 - c. Staff's Assignments and Experience.
 - d. Cost Considerations.
 - e. Conformance to Request for Proposal.
13. **Discussions:** In accordance with the City of Peoria Procurement Code, after the initial receipt of proposals, discussions may be conducted with offerors who submit proposals determined to be reasonably susceptible of being selected for award.
14. **Proposal Opening:** Proposals shall be submitted at the time and place designated in the request for proposals. All information contained in the proposals shall be deemed as exempt from public disclosure based on the City's need to avoid disclosure of contents prejudicial to competing offerors during the process of negotiation. The proposals shall not be open for public inspection until after contract award. **PRICES SHALL NOT BE READ.** After contract award, the successful proposal and the evaluation documentation shall be open for public inspection.
15. **Permits and Approvals:** Contractor agrees and undertakes to obtain necessary permits and approvals from all local, state and federal authorities for the project.
16. **Scope of Work Deliverable:** The successful contractor shall prepare and provide a detailed Scope of Work for the project. The finalized Scope of Work shall include the agreed upon approach, method, format, and timing to complete the project.
17. **Compensation:** Compensation for services shall be based upon fees negotiated, including all approved costs and expenses incurred in connection with the project; including but not limited to, telephone and other communications, reproduction of documents, special consultants (as approved by the City) and computer costs.
18. **Acceptance:** Determination of the acceptability of work shall be completed in a responsive and professional manner and in accordance with the specifications, schedules, or plans which are incorporated in the Scope of Work.
19. **Payments:** The City shall pay the Contractor monthly, based upon work performed and completion to date, and upon submission of invoices. All invoices shall document and itemize all work completed to date. The invoice statement shall include a record of time expended and work performed in sufficient detail to justify payment.
20. **Price Adjustment:** The City of Peoria Purchasing Office will review fully documented requests for price increases after any contract has been in effect for one (1) year. Any price increase adjustment will only be made at the time of contract extension and will be a factor in the extension review process. The City of Peoria Materials Management Division will determine whether the requested price increase or an alternate option, is in the best interest of the City. Any price adjustment will be effective upon the effective date of the contract extension.
21. **Price Reduction:** A price reduction adjustment may be offered at any time during the term of a contract and shall become



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effective upon notice.

22. **Multiple Awards:** In order to assure that any ensuing contracts will allow the City to fulfill current and future requirements, the City reserves the right to award contracts to multiple companies. The actual utilization of any contract will be at the sole discretion of the City. The fact that the City may make multiple awards should be taken into consideration by each potential contractor.
23. **Insurance Requirements:** The Contractor, at Contractor's own expense, shall purchase and maintain the herein stipulated minimum insurance with companies duly licensed, possessing a current A.M. Best, Inc. Rating of A-, or approved unlicensed in the State of Arizona with policies and forms satisfactory to the City.

All insurance required herein shall be maintained in full force and effect until all work or service required to be performed under the terms of the Contract is satisfactorily completed and formally accepted; failure to do so may, at the sole discretion of the City, constitute a material breach of this Contract.

The Contractor's insurance shall be primary insurance as respects the City, and any insurance or self-insurance maintained by the City shall not contribute to it.

Any failure to comply with the claim reporting provisions of the insurance policies or any breach of an insurance policy warranty shall not affect coverage afforded under the insurance policies to protect the City.

The insurance policies, except Workers' Compensation, shall contain a waiver of transfer rights of recovery (subrogation) against the City, its agents, representatives, directors, officers, and employees for any claims arising out of the Contractor's acts, errors, mistakes, omissions, work or service.

The insurance policies may provide coverage which contain deductibles or self-insured retentions. Such deductible and/or self-insured retentions shall not be applicable with respect to the coverage provided to the City under such policies. The Contractor shall be solely responsible for the deductible and/or self-insured retention and the City, at its option, may require the Contractor to secure payment of such deductibles or self-insured retentions by a Surety Bond or an irrevocable and unconditional letter of credit.

The City reserves the right to request and to receive, within 10 working days, certified copies of any or all of the herein required insurance policies and/or endorsements. The City shall not be obligated, however, to review same or to advise Contractor of any deficiencies in such policies and endorsements, and such receipt shall not relieve Contractor from, or be deemed a waiver of the City's right to insist on, strict fulfillment of Contractor's obligations under this Contract.

The insurance policies, except Workers' Compensation and Professional Liability, required by this Contract, shall name the City, its agents, representatives, officers, directors, officials and employees as Additional Insureds.

24. **Required Insurance Coverage:**

a. **Commercial General Liability**

Contractor shall maintain Commercial General Liability insurance with a limit of not less than \$1,000,000 for each occurrence with a \$2,000,000 Products/Completed Operations Aggregate and a \$2,000,000 General Aggregate Limit. The policy shall include coverage for bodily injury, broad form property damage, personal injury, products and completed operations and blanket contractual coverage including, but not limited to, the liability assumed under the indemnification provisions of this Contract which coverage will be at least as broad as Insurance Service Office, Inc. Policy Form CG 00011093 or any replacements thereof. The coverage shall not exclude X, C, U.



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Such policy shall contain a severability of interest provision, and shall not contain a sunset provision or commutation clause, nor any provision which would serve to limit third party action over claims.

The Commercial General Liability additional insured endorsement shall be at least as broad as the Insurance Service Office, Inc.'s Additional Insured, Form B, CG 20101185, and shall include coverage for Contractor's operations and products and completed operations.

Any Contractor subletting any part of the work, services or operations awarded to the Contractor shall purchase and maintain, at all times during prosecution of the work, services or operations under this Contract, an Owner's and Contractor's Protective Liability insurance policy for bodily injury and property damage, including death, which may arise in the prosecution of the Contractor's work, service or operations under this Contract. Coverage shall be on an occurrence basis with a limit not less than \$1,000,000 per occurrence, and the policy shall be issued by the same insurance company that issues the Contractor's Commercial General Liability insurance.

b. Automobile Liability

Contractor shall maintain Commercial/Business Automobile Liability insurance with a combined single limit for bodily injury and property damage of not less than \$1,000,000 each occurrence with respect to the Contractor's any owned, hired, and non-owned vehicles assigned to or used in performance of the Contractor's work. Coverage will be at least as broad as coverage code 1, "any auto", (Insurance Service Office, Inc. Policy Form CA 00011293, or any replacements thereof). Such insurance shall include coverage for loading and off loading hazards. If hazardous substances, materials or wastes are to be transported, MCS 90 endorsement shall be included and \$5,000,000 per accident limits for bodily injury and property damage shall apply.

c. Workers' Compensation

The Contractor shall carry Workers' Compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of Contractor's employees engaged in the performance of the work or services; and, Employer's Liability insurance of not less than \$100,000 for each accident, \$100,000 disease for each employee, and \$500,000 disease policy limit.

In case any work is subcontracted, the Contractor will require the Subcontractor to provide Workers' Compensation and Employer's Liability to at least the same extent as required of the Contractor.

d. Professional Liability

The Contractor retained by the City to provide the work or service required by this Contract will maintain Professional Liability insurance covering acts, errors, mistakes and omissions arising out of the work or services performed by the Contractor, or any person employed by the Contractor, with a limit of not less than \$1,000,000 each claim.

- 25. Certificates of Insurance:** Prior to commencing work or services under this Contract, Contractor shall furnish the City with Certificates of Insurance, or formal endorsements as required by the Contract, issued by Contractor's insurer(s), as evidence that policies providing the required coverages, conditions and limits required by this Contract are in full force and effect.

In the event any insurance policy(ies) required by this contract is(are) written on a "Claims made" basis, coverage shall extend for two years past completion and acceptance of the Contractor's work or services and as evidenced by annual Certificates of Insurance.

If a policy does expire during the life of the Contract, a renewal certificate must be sent to the City fifteen (15) days prior to the expiration date.



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All Certificates of Insurance shall be identified with bid serial number and title. A \$25.00 administrative fee will be assessed for all certificates received without the appropriate bid serial number and title.

26. **Cancellation and Expiration Notice:** Insurance required herein shall not expire, be canceled, or materially changed without thirty (30) days prior written notice to the City.

27. **Independent Contractor:**

a. General

- i. The Contractor acknowledges that all services provided under this Agreement are being provided by him as an independent contractor, not as an employee or agent of the City Manager or the City of Peoria.
- ii. Both parties agree that this Agreement is nonexclusive and that Contractor is not prohibited from entering into other contracts nor prohibited from practicing his profession elsewhere.

b. Liability

- i. The City of Peoria shall not be liable for any acts of Contractor outside the scope of authority granted under this Agreement or as the result of Contractor's acts, errors, misconduct, negligence, omissions and intentional acts.
- ii. To the fullest extent permitted by law, the Contractor shall defend, indemnify and hold harmless the City, its agents, representatives, officers, directors, officials and employees from and against all claims, damages, losses and expenses (including but not limited to attorney fees, court costs, and the cost of appellate proceedings), relating to, arising out of, or alleged to have resulted from the acts, errors, mistakes, omissions, work or services of the Contractor, its employees, agents, or any tier of subcontractors in the performance of this Contract. Contractor's duty to defend, hold harmless and indemnify the City, its agents, representatives, officers, directors, officials and employees shall arise in connection with any claim, damage, loss or expense that is attributable to bodily injury, sickness, disease, death, or injury to, impairment, or destruction of property including loss of use resulting therefrom, caused by any acts, errors, mistakes, omissions, work or services in the performance of this Contract including any employee of the Contractor or any tier of subcontractor or any other person for whose acts, errors, mistakes, omissions, work or services the Contractor may be legally liable.

The amount and type of insurance coverage requirements set forth herein will in no way be construed as limiting the scope of the indemnity in this paragraph.

c. Other Benefits

The Contractor is an independent contractor, therefore, the City Manager will not provide the Contractor with health insurance, life insurance, workmen's compensation, sick leave, vacation leave, or any other fringe benefits. Further, Contractor acknowledges that he is exempt from coverage of the Comprehensive Benefit and Retirement Act (COBRA). Any such fringe benefits shall be the sole responsibility of Contractor.

28. **Key Personnel:** It is essential that the Contractor provide adequate experienced personnel, capable of and devoted to the successful accomplishment of work to be performed under this contract. The Contractor must agree to assign specific individuals to the key positions.



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- a. The Contractor agrees that, once assigned to work under this contract, key personnel shall not be removed or replaced without written notice to the City.
- b. If key personnel are not available for work under this contract for a continuous period exceeding 30 calendar days, or are expected to devote substantially less effort to the work than initially anticipated, the Contractor shall immediately notify the City, and shall, subject to the concurrence of the City, replace such personnel with personnel of substantially equal ability and qualifications.

29. Confidential Information:

- a. If a person believes that a bid, proposal, offer, specification, or protest contains information that should be withheld, a statement advising the Materials Supervisor of this fact shall accompany the submission and the information shall be identified.
- b. The information identified by the person as confidential shall not be disclosed until the Materials Supervisor makes a written determination.
- c. The Materials Supervisor shall review the statement and information and shall determine in writing whether the information shall be withheld.
- d. If the Materials Supervisor determines to disclose the information, the Materials Supervisor shall inform the bidder in writing of such determination.

- 30. Confidentiality of Records:** The contractor shall establish and maintain procedures and controls that are acceptable to the City for the purpose of assuring that information contained in its records or obtained from the City or from others in carrying out its functions under the contract shall not be used or disclosed by it, its agents, officers, or employees, except as required to efficiently perform duties under the contract. Persons requesting such information should be referred to the City. Contractor also agrees that any information pertaining to individual persons shall not be divulged other than to employees or officers of contractor as needed for the performance of duties under the contract.

- 31. Ordering Process:** Upon award of a contract by the City of Peoria, Materials Management Division may procure the specific material and/or service awarded by the issuance of a purchase order to the appropriate contractor. The award of a contract shall be in accordance with the City of Peoria Procurement Code and all transactions and procedures required by the Code for public bidding have been complied with. A purchase order for the awarded material and/or service that cites the correct contract number is the only document required for the department to order and the contractor to deliver the material and/or service.

Any attempt to represent any material and/or service not specifically awarded as being under contract with the City of Peoria is a violation of the contract and the City of Peoria Procurement Code. Any such action is subject to the legal and contractual remedies available to the City inclusive of, but not limited to, contract cancellation, suspension and/or debarment of the contractor.

- 32. Billing:** All billing notices to the City shall identify the specific item(s) being billed and the purchase order number. Items are to be identified by the name, model number, and/or serial number most applicable. Any purchase/delivery order issued by the requesting agency shall refer to the contract number resulting from this solicitation.
- 33. Licenses:** Contractor shall maintain in current status all Federal, State and Local licenses and permits required for the operation of the business conducted by the Contractor.



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34. **Cancellation:** The City reserves the right to cancel the whole or any part of this contract due to failure by the contractor to carry out any obligation, term or condition of the contract. The City will issue written notice to the contractor for acting or failing to act as in any of the following:

- a. The contractor provides material that does not meet the specifications of the contract;
- b. The contractor fails to adequately perform the services set forth in the specifications of the contract;
- c. The contractor fails to complete the work required or to furnish the materials required within the time stipulated in the contract;
- d. The contractor fails to make progress in the performance of the contract and/or gives the City reason to believe that the contractor will not or cannot perform to the requirements of the contract.

Upon receipt of the written notice of concern, the contractor shall have ten (10) days to provide a satisfactory response to the City. Failure on the part of the contractor to adequately address all issues of concern may result in the City resorting to any single or combination of the following remedies:

- a. Cancel any contract;
- b. Reserve all rights or claims to damage for breach of any covenants of the contract;
- c. Perform any test or analysis on materials for compliance with the specifications of the contract. If the results of any test or analysis find a material non-compliant with the specifications, the actual expense of testing shall be borne by the contractor;
- d. In case of default, the City reserves the right to purchase materials, or to complete the required work in accordance with the City Procurement Code. The City may recover any actual excess costs from the contractor by:
 - i. Deduction from an unpaid balance;
 - ii. Any combination of the above or any other remedies as provided by law.



SCOPE OF WORK

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Training and Development Services

Introduction

It is the mission of the Human Resources Department (HR) to attract, retain, and develop City of Peoria employees who share a commitment to provide quality service to the community. To successfully fulfill that mission, HR is looking to supplement its internal training initiatives with the use of materials and support provided by outside vendors. The City is in need of vendors and material for the following:

- **Training:** general training services and also for two specific projects: a diversity/cultural awareness initiative for police employees and an ethics initiative for the entire employee population. All three needs are discussed in the sections below. The ability of a single vendor to deliver all topics described below is not required. Multiple vendors may be selected by the City of Peoria.
- **Staff Development:** consultant services for two specific organizational development needs: individual assessment services to evaluate internal and external candidates for appointment to managerial and executive positions; and specialty services to facilitate effective union/management relations which foster an open, positive working relationship between the City's three union leadership teams and City representatives. Both needs are discussed in Section Two below. The ability of a single vendor to deliver both services described below is not required. Multiple vendors may be selected by the City of Peoria.

Section One: Training Services

1. General Training Services

a. Training Topic Areas (liability & compliance)

- Discrimination/Harassment Prevention
- Drug/Alcohol Awareness

Through multiple delivery methods we routinely train employees on liability & compliance subjects that help meet legal and safety requirements. These topic areas listed above will be rolled out to the entire workforce in phased steps. The vendor's input on a recommended rollout methodology is desired, along with post training materials that a supervisor could use for follow-up discussion with their work units. The vendor, upon request of the city, shall also provide a protocol for testing/evaluating participants' achievement of the learning objectives of the course presented.

b. Training Topic Areas (general)

- Communication Skills
- Conflict Resolution & People Problem Solving Skills
- Customer Service Skills
- Diversity (general employee training, see also section 2 below for Police Department initiative)
- Ethics (ongoing and refresher courses, see also section 3 below for City-wide initiative).
- Leadership & Supervisory Skills



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- Teambuilding
- Other related general skills development

Through multiple delivery methods we routinely train employees on general subjects that help improve work/business relationships and therefore have a positive impact on services delivered for the City of Peoria. These topic areas listed above will be rolled out to the workforce upon request as a positive intervention tool as well as through periodic offerings on a training calendar. The vendor's input on a recommended rollout methodology is desired, along with post training materials that a supervisor could use for follow-up discussion with their work units.

2. Training Services for Specific Projects

a. Police Diversity Initiative

The Peoria Police Department received Diversity Awareness Training in September 2004 from an outside vendor. This department wishes to continue education in this area and seeks a vending source with experience in the law enforcement sector. The Police Department is seeking a training program with multiple ongoing levels in various capacities, including on site training projects, cultural assessments, and strategy sessions for executive management. A Diversity Instructor for a Police Department will need to have insight and proposed decision-making processes that relate to law enforcement, as the law enforcement arena brings unique challenges and life experiences to the employees. After initial rollout, annual training with advanced levels is requested. The Police Department is comprised of approximately 270 employees, 170 of which are occupying sworn positions.

b. Employee-wide Ethics Initiative

The City seeks a vending source with experience in Ethics Training for City Staff which should include a work plan for citywide ethics training that focuses on the delivery of useful information in a manner that will maximize the opportunity for learning and behavioral change. The program should increase the ethical consciousness and problem-solving competence of participants, enhance the ability to perceive, avoid and deal more effectively with both internal and external ethical issues. In addition, the program should initiate policy setting and program development that ensures a sustainable ethical culture and enhances public trust.

The ethics training program should have:

- A methodology that will reinforce and sustain a message that is consistent with the organizational culture and will serve as an ongoing tool for all levels of staff within the organization.
- A new emphasis on the city ethics policy that encompasses the city's code of conduct, values and mission statement
- An enhanced ethics component that can be incorporated into the Leadership and Supervisory training and all new employee orientation materials
- Ethics standards and training that will be incorporated into the curriculum of all future city training opportunities
- A citywide ethics offering using a train-the-trainer methodology, beginning with senior and Executive staff.

The target audience includes 1100 employees, 75 of which are executive staff and management.



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3. Delivery Methods

It is requested that the vendor provide a methodology and delivery method that may include, but is not limited to, one or a combination of the following elements:

- a. On site instruction
- b. Internet web interface (including tracking and reporting capability). If this delivery method is chosen please provide technical requirements
- c. Classroom instruction with the option of a "Train the Trainer" product certification
- d. Keynote speakers for training or topic overview events

4. Audience

- a. Municipal government employees at different levels in the organization
- b. Where appropriate and applicable, the curriculum should be customized to meet the needs of the different audiences in the city such as managers; supervisors; front line staff, as well as the different professions that provide city services (i.e. Police officer, Firefighters. Office personnel, Parks maintenance workers, etc.)

5. General Requirements

a. Instruction

The vendor will employ adult learning principles and practices of multi-method instruction, using an approach that is skills based and interactive. The vendor is responsible for the accuracy, quality and timeliness of information and product being provided. The vendor is responsible for acquiring all outside data, literature, software, hardware, etc. needed. The vendor will provide qualified staff to perform the services on the dates specified by the city.

b. Reports

The vendor shall submit written or oral progress reports as required by the city, including a description of work performed, accomplishments, problem identification/resolution, conformance to the established schedule and a forecast of future services required by the partnership. The city shall determine the report format type (oral or written) and shall have the final approval of the report content, frequency of reporting, and deadline for the reports.

c. Written Evaluation Forms

Upon completion of each service(s), participants will be required to complete a written evaluation in the form specified by the city. The vendor shall be responsible for submitting to the city all the completed participant sign-in sheets and completed evaluation forms immediately upon service completion.

6. Products Available under the Contract



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Products shall include but shall not be limited to books, periodicals, workbooks, trade and technical publications, guides assessment tools, videos, charts, CDs, handouts and illustrations.

7. License of Proprietary Courseware

The vendor shall provide the city with written permission, through license fees (or other applicable means), for the use of proprietary training materials (including, but not limited to training and educational courses, materials, videos, models, terminology, etc.) used under this contract.

Section Two: Staff Development Services

1. Individual Assessment Services

The City seeks a qualified consultant to provide non-clinical individual assessments for finalists under consideration for appointment to Manager, Director and Executive level positions, and to provide ongoing consulting as needed to support the successful integration of newly appointed individuals into the City's leadership team. Candidates should be evaluated as to leadership style, interpersonal skills, temperament and other job related factors based on professionally developed and validated measures of personality, leadership style and cognitive function. Such assessment is intended to supplement other candidate data obtained from a variety of sources (e.g., interviews, references, and prior work experience). The vendor will provide written and verbal reports to summarizing findings and including an assessment of fit with the organization and the potential for coaching and development of the candidate. The selected consultant will have significant, relevant experience in the domain of industrial or organizational psychology and be available to provide services on-site at the Peoria campus.

2. Union/Management Facilitation Services

The City seeks a qualified consultant to provide facilitation/development services to promote an effective and open working relationship between the leadership teams of the City's three recognized collective bargaining unions (AFSCME, Peoria Fire Fighters' Association, and Peoria Police Officers' Association) and City representatives assigned to collective bargaining and employee relations roles. The selected consultant will have significant, credible labor/management experience and be available to provide services on-site at the Peoria campus.

Section Three: General Proposal Information

1. Proposal Contents

Proposals should be limited to 15 pages for each type of offering listed in the sections above and for which the vendor wishes to be considered. Proposals should include information about products, trainers, consultant vitae, format, content delivery methods, cost options, anticipated expenses and any additional details required to fully evaluate the efficacy of the proposed service and/or product. Each proposal should address the following specific items:

a. Understanding of the Scope of Work



SCOPE OF WORK

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- b. **Plan and Method of Approach to Accomplish the Scope of Work**— This shall include proposed training delivery methods, general content approach and details of any product (manual, workbook, video, etc) based on the information in the scope of services and shall include a sample sufficient to evaluate the product.
- c. **Work Plan, Task Schedule and Anticipated City Involvement** - This shall include but is not limited to the timeline needed to set up the City of Peoria as a customer and train City staff to use the product where applicable
- d. **Firm's Experience/Similar Projects** – This shall include but is not limited to an outline of similar municipal (or where applicable, Public Safety) projects.
- e. **Staff Assignments and Experience** - This shall include the experience and qualifications of the staff identified to perform the work
- f. **Fee Schedule**— This shall include an explanation of how total costs for services are determined (e.g., standard price, average cost, etc.)
- g. **References** – This shall include a minimum of three (3) references from similar projects completed within the last five (5) years.

2. Proposal Evaluation Criteria

Vendors and products will be evaluated using the following criteria:

- a. Project Understanding and Project Approach
- b. Experience/Similar Projects
- c. Staff Capabilities and Assignments
- d. Cost Considerations
- e. Conformance to Request for Proposal

3. Proposal Submittal and Contact Information

Proposals will be submitted in one (1) original and seven (7) copies and shall be delivered to:
City of Peoria
Materials Management
8314 W. Cinnabar
Peoria, AZ 85345

The proposal shall be due no later than 5:00 p.m. on April 5, 2007.

All questions regarding the proposal should be directed to Lisa Houg at Lisa.Houg@peoriaaz.gov



QUESTIONNAIRE

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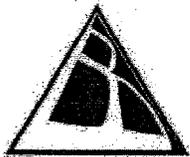
Has your firm been certified by any jurisdiction in Arizona as a minority or woman owned business enterprise?

Yes No

If yes, please provide details and documentation of the certification.

BodyLife Dynamics is certified
through the City of Phoenix as a:
DBE, SBE and WBE
Copies of certificates attached

Proposal for General Training Services



BodyLife Dynamics

Building Strength
From The Inside Out

**Proposal for City of Peoria, Arizona
General Training Services**

RFP: P07-0063

Presented by: Monique Rider

**Company: BodyLife Dynamics, LLC
(CCR Registered)
31255 N. 42nd Place
Cave Creek, AZ 85331**

Telephone: 1.480.699.0527

Fax: 1.604.648.9111

Email: Monique Rider@msn.com

Web: www.bodylifedynamics.com

Woman-Owned, Small and Disadvantaged Business

Duns #149221199

CAGE Code: 4EZ17

Date of submission: April 3, 2007

This proposal is valid for 60 days from opening date

This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed in whole or in part for any purpose other than to evaluate this proposal. If, however, a contract is awarded to this offeror as a result of or in connection with the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets numbered 1 – 15 and all attachments.

Training Services

Introduction

It is the mission of the Human Resources Department (HR) to attract, retain, and develop City of Peoria employees. HR seeks outside vendors to supplement its internal training initiatives. BodyLife Dynamics, LLC provides business training and coaching and is proposing to assist the City of Peoria by providing:

Training - General Training Services on General Topics

BodyLife Dynamics proposes to provide General Training Services on General Topic Areas such as: communication skills, conflict resolution, people problem solving skills, customer service skills, leadership & supervisory skills, team building and other general skills development. BodyLife Dynamics proposes to provide multiple delivery methods on a variety of topics to train and develop the City of Peoria employees. We focus on developing the soft skills that enhance productivity, lower stress, improve interpersonal skills and create work/life balance. We provide leadership development curriculum as well as employee wellness programming.

Instruction

It is the philosophy of BodyLife Dynamics to use an integrated approach which involves teaching diverse topics in a skills-based and interactive way, applying adult learning theory, developing positive group dynamics and creating peer accountability. We believe that learning is a way of being. It is an on-going initiative that does not stop at the end of a workshop. We believe in creating structures to help City of Peoria employees grow. Those structures are in the form of on-going workshops, online support, training trainers, providing resource aids and tools for ongoing support, and pre and post assessments.

We desire to be involved in a long-term relationship with the City of Peoria to help guide the growth of new and veteran employees – from the front line people to executive management. Through our partnership and on-going communication we will observe the changing needs of the City of Peoria. We will adjust our services and customize our programs to suit those changing needs.

Audience

We understand the importance of modifying our curriculum to address the knowledge level of the audience. BodyLife Dynamics uses a needs analysis tool prior to conducting any workshop. This tool allows us to determine the knowledge and skill level of the audience, as well as specific issues the department may be dealing with at the time. Therefore, we can modify our curriculum accordingly. By reviewing this proposal we are confident that our philosophy and methodology will resonate with the City of Peoria. We have also included sample program materials. All of which can be altered or

Use or disclosure of data contained on this sheet is
subject to the restriction on the title page of the proposal.

Web: www.bodylifedynamics.com
Email: Monique@bodylifedynamics.com

Fax: 1.604.648.9111
Phone: 1.480.699.0527

customized to meet the need. We understand that the initial term of this contract is for one year and may be extended for periods of up to 48 months.

Plan and Method of Approach

a. Delivery Methods

On Site Instruction

BodyLife Dynamics will deploy trainer and business coach Monique Rider to provide on site training and workshops to the City of Peoria employees. Ms. Rider is an experienced trainer and public speaker based in Cave Creek, Arizona. She is accustomed to being in front of an audience. Ms. Rider has provided public and private workshops, book signings, seminars, and trainings in the Southwest, Midwest and Southern United States. She has also spoken publicly to the media and has been interviewed a number of times. Ms. Rider has a professional demeanor, excellent command of the classroom, and elicits a great deal of respect from her audience. Ms. Rider obtains professional speaker training through Toastmaster's International (TMI). As an adjunct instructor with Paradise Valley Community College (PVCC) she obtains continuous education on teaching techniques, classroom management and adult learning theory.

Internet Web Interface

Ms. Rider is trained on the use of Blackboard Course Management System. This is an academic tool used by colleges and universities. Ms. Rider has been professionally trained on this tool and uses it in conjunction with the classes she teaches at PVCC. Ms. Rider will gladly offer courses to learners by using this online method.

Blackboard CourseSites is a course web site creation service that enables instructors to add an online component to traditional classes or teach an entire course on the web. Instructors can quickly and easily create their own course web site to bring their learning materials, class discussions, and tests online. CourseSites features tracking and reporting capability. For a real-time voice component, Ms. Rider can add a telephone bridge line feature so that the course becomes verbally interactive as well. To use Blackboard students need only to have access to the Internet and an MS windows environment.

Train the Trainer Component

All of Ms. Rider's curriculum is copyrighted by BodyLife Dynamics and is available for licensing to the City of Peoria. For the purpose of this solicitation Ms. Rider will use her pre-developed curriculum for the duration of the contract with the City of Peoria. If the City of Peoria wishes to utilize the material after the contract has expired, it may be licensed for use from BodyLife Dynamics. Ms. Rider will train City of Peoria trainers on the curriculum, BodyLife Dynamics will retain the copyright, and the City of Peoria will

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have a licensed copy for their own use. Ms. Rider uses a licensing agreement which would be furnished to the City of Peoria. The City of Peoria would be responsible to comply with all fees and licensing agreement details.

We recommend that the city 'try out' the course for a minimum of one year before purchasing a license. During that time BodyLife Dynamics will be willing to somewhat customize the curriculum month by month as each module is delivered. Although large portions of this course are pre-developed and have been delivered to the City of Phoenix and other clients, we are open to making small adjustments to the material so that the final product more closely meets the city's needs.

Keynote Speaker for Training or Topic Overview Events

Ms. Rider is an exemplary and articulate speaker. She is able to provide speaking services for kick off events, briefings, or other events related to this project. Ms. Rider is accustomed to addressing private and corporate groups. She would first perform a needs analysis to be sure of the audience she is addressing. She would then structure her discussion based on that information.

b. Content Approach / Product Details / Samples

BodyLife Dynamics provides a high quality learning approach to human development. We are committed to developing well-rounded individuals who are productive, balanced and effective.

Our program design includes: cognitive, affective and psychomotor domains and engages the entire person's intellect, body, heart and emotion. It is action learning based using experiential activities, case studies, lecture, discussion and a variety of stories and metaphors that engage the learner on multiple dimensions. Within the student materials, resources and a reading list will be included after each course as well as written exercises. Participants will be encouraged and expected to apply classroom knowledge and methodologies immediately to their everyday job functions.

We will customize your workshops by combining or condensing the course content to meet your specific needs. To ensure that the workshop meets your needs as closely as possible, we will:

- discuss the project to clarify your objectives, organizational concerns, broad content areas and administrative details.
- send confirmation details and a workshop checklist to assist with the logistical planning of your program. This will also include a confirmation letter and survey for you to distribute to each attendee.

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- tabulate the survey results to target the learners' concerns and tailor the content and flow of the workshop accordingly.
- finalize course content, instructional methods and administrative details.
- ship all course manuals and materials approximately **one week** before the workshop.

BodyLife Dynamics will provide an in-depth curriculum that covers 16 leadership competencies. The program helps participants discover and enhance their strengths, talents and skills. Participants will develop an understanding of themselves and others that they can apply directly to their personal and professional relationships. Participants will learn competencies that will help them lead others more effectively and efficiently.

BodyLife Dynamics will deploy trainer and business coach, Monique Rider, to the City of Peoria campus. We are proposing to cover one topic per month, in 4-hour blocks, in-person and/or online, with the time and days to be mutually agreed upon.

Core to the program are four books: *Now, Discover Your Strengths*, *Emotional Intelligence*, *Management at the Speed of Change* and *From Good to Great*. These books provide an important component to the program and are the basis of much of the classroom discussion and exercises. Each month as a module/competency is covered in class, the participants will relate that particular competency to the readings and articles read outside of class. For in-person and online training a class size of 15 – 20 is ideal.

As a suggestion, for an additional fee (quoted separately in the Fee Schedule) it is recommended that students be allowed to access Blackboard Course Management Software. This software provides a virtual classroom where students and instructor can meet, chat, post information and download valuable articles outside of regular classroom meetings. In this way, readings and additional homework can be assigned in a cost effective, collaborative environment and can be monitored by the instructor. This is referred to as distance or online learning. Our entire course can be offered in this online environment. Or the online environment can supplement the in-person instruction. It is suggested that BodyLife Dynamics have all books and materials shipped ahead of time to a contact person at the city's location. The city will be responsible for distributing materials to the participants in a timely manner. BodyLife Dynamics will use the US mail system for shipping and will not be responsible for shipping delays or other errors outside of our control.

Participants will receive a 200 – 300 page course manual, copyrighted by BodyLife Dynamics, to be used within the classroom. Participants will receive one module per month as they progress through the material. Course manual will include reading material, worksheets and resources. This can be shipped or, if Blackboard is being used, it can be downloaded and/or printed by the participant. Participants will also receive the

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above mentioned books which will be shipped. In addition to their core materials, participants will receive one syllabus and several articles per month that are related to timely business leadership issues. These articles will be distributed by the instructor in person or, if using Blackboard, participants can download and print them. These articles, the books and class handouts can be used by supervisors as post training materials for follow up discussion. Blackboard interactions can also become part of post-training discussion.

Participant reading assignments will be listed within each learning module and within the course syllabus. Participants are expected to come to class fully prepared having read all assigned material and having completed all exercises.

If Blackboard is being used participants will be expected to spend a certain amount of time each week within the virtual environment interacting and commenting on the learning material. They will also have virtual access to the instructor for a certain amount of time each month. Expected time frames will be communicated within the student syllabus. If Blackboard is not being used students will not be required to spend this additional time and will not have access to the instructor between classes, unless it is so arranged between the instructor and the City of Peoria.

NOW, DISCOVER YOUR STRENGTHS by Marcus Buckingham and Donald O. Clifton, Ph.D and copyrighted 2001 by Simon & Shuster will be used at the onset of training. BodyLife Dynamics trainer, Monique Rider, owns this book. She has read it and has taken the online assessment that is core to the author's philosophy. Ms. Rider will apply the concepts of the book (and other books) to this program and will facilitate discussions based around the reading material.

Students will be required to take the on-line strength assessment and will receive feedback and training throughout the program on development of their top themes/talents and improvement of their weaknesses. Ms. Rider herself has taken the assessment and will provide participants with guidance to further their development. Many of the classroom exercises will consist of group or team activities that will incorporate individual strengths and facilitate development.

We have included a sample course outline and program description of our proposed training. At the city's request we will provide sample student and instructor manuals from portions of this program and other programs that we offer. Due to the size of the material and the printing costs, these samples will be provided via electronic download for the city to review. Also available at the city's request is an electronic program catalog showcasing a number of other topics and programs that we offer.

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c. Reports

Ms. Rider will submit written or oral progress reports that describe the work performed, accomplishments, problem identification/resolution, conformance to the established schedule and a forecast of future services required by the partnership. The format of the reports, content, frequency, and report deadlines will be determined by the City of Peoria.

d. Written Evaluation Forms

Upon completion of each training session participants will be required to complete a written evaluation in the format specified by the city. As an option, and for an additional fee, BodyLife Dynamics will create and provide copies of these evaluation forms. BodyLife Dynamics will be responsible for submitting to the City of Peoria all of the completed participant sign-in sheets and completed evaluation forms immediately upon service completion.

e. Products Available Under the Contract – See fee schedule

f. License of Proprietary Courseware

BodyLife Dynamics will use their copyrighted and proprietary material for the duration of this contract. After which, we will grant the City of Peoria permission to use the material only for use in training City of Peoria employees. All copyrights will remain the property of BodyLife Dynamics. All material will remain intact and will be used only for the original intended purposes. Ms. Rider uses a licensing agreement which would be furnished to the City of Peoria. The City of Peoria would be responsible to comply with all fees and licensing agreement details.

Work Plan

BodyLife Dynamics requests an eight week window of time from the acceptance of this contract to the launching of the first training session. We propose each training session to be four weeks apart. During this initial eight week period we will coordinate with the city to ensure a timely and quality roll out of the program, order reading material, set users up within the Blackboard environment, prepare material and assess the audience knowledge level. Early within this first eight weeks BodyLife Dynamics will consult with the city to determine how many learners will participate in the program for the year. This program can be offered simultaneously during each month to different groups of employees. Or multiple programs can begin at staggered times throughout the year.

For train the trainer component it is recommended that the city trainers take part in the program as learners for the course of one year. A separate four hour in-person train the

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trainer session will be scheduled to take place during each month to focus in more detail on how to present the material. This train the trainer process can be accelerated at the city's request. We ask that the city provide the classroom facilities, flip charts, white boards and audio-visual equipment for all training sessions.

Qualifications of Firm

a. BodyLife Dynamics Qualifications

The domain of industrial and organizational psychology is diverse and includes the disciplines of psychometrics; quality; employment law; personnel selection; training; leadership selection; coaching and development; organizational design and change.

BodyLife Dynamics is skilled in training, leadership development, coaching and education. We provide specific training and education services to the City of Phoenix (under a government contract BodyLife Dynamics designed and presented a full-day leadership retreat for the City of Phoenix), SELF Employment Loan Fund, Paradise Valley Community College, Noble-Manhattan and The Back Rub Company. Our specific work with these clients is discussed in the References area below. We have also offered detailed testimonials.

BodyLife Dynamics, LLC is a Woman Owned, Small Business, City of Phoenix certified DBE, SBE, WBE. The owner, Monique Rider, PECEI, CPT, is a graduate from Coach University with specialties in both life and business coaching. She has a degree in business management from Davenport University, specialized training in Instructional Design and is a personal trainer certified by the International Sports Sciences Association.

BodyLife Dynamics provides coaching, consulting, training and education services for organizations and individuals in transition. BodyLife Dynamics advocates an approach that strengthens and integrates the intellectual, physical and emotional growth of individuals. Strong individuals build strong and successful organizations. Specific services include:

- Design and facilitation of curricula for workshops and retreats for organizational planning and development, including mission, vision and goal setting, change management, team building and leadership development.
- Training and coaching for work/life balance issues, stress management and soft skills development for groups and individuals.

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- Design and delivery of organizational and personal development programs via internet and a variety of distance learning protocols.
- Design and delivery of classroom curricula for health and exercise science programs.
- Design and delivery of physical fitness programs.

b. BodyLife Dynamics References

Sample training audio files:

<http://www.personaljoy.com/AudioFiles.html>

City of Phoenix Parks & Recreation Northwest Division

Nancy Skinner / 602-262-5052

Phoenix, AZ

With only a five-day notice, Ms. Rider designed and delivered a 7-hour staff retreat. Ms. Rider facilitated the retreat for a group of 12 supervisors. The retreat included hands-on application of material, group activities and discussion. Course evaluations were administered on a five-point scale. Over 95% were in the 4 – 5 point range. Several comments were: “Great program, enjoyed the entire day!” “Outstanding! Excellent training session! Well worth my time.” “Time well spent!” “Great program, information and set up!”

Paradise Valley Community College

Karen Fehr / 602-787-6500

18401 N. 32nd Street Phoenix, AZ 85032

Foster adult student engagement, development and retention. As an adjunct instructor, provide workshops and traditional and virtual classroom instruction of credit and non-credit courses. Use Blackboard Course Management System to complement in-person instruction. Respond to student telephone inquiries and emails, provide follow up services to absent students and direct them to campus resources. Assist in marketing courses by identifying target market, preparing marketing materials and web site, networking and assisting with public relations. Provide student pre/post assessments and feedback materials. Design, restructure and redesign courses based on student feedback.

Developed student and instructor materials for a detailed series of activity classes, including training manual with photos, course description and syllabus, providing experiential learning of muscle movements, joint and tendon flexion, and cardiovascular activity.

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Developed a 25 hour traditional classroom course: *The Wellness Connection: Mastering Personal & Professional Transitions*. This course is marketed to women and addresses essential soft-skills training, transition training and personal/professional development. Course includes a 350 page text book with reading assignments, assessments, workbook, resources, and hands-on group activities such as role play and improvisation.

Self Employment Loan Fund (SELF)

Michael Smiley / 602-340-8834

1601 N. 7th St., Ste. 340 Phoenix, AZ 85006 (SELF is an arm of the SBA)

As a business instructor, use a pre designed curriculum to train and teach adult groups of entrepreneurs how to create a business plan to start a new business. Students consist of a variety of ethnicities. Facilitate discussions and brainstorming, provide in-class exercises, hands on technical work, group research time, and computer instruction related to all phases of business start up. Help students discover their entrepreneurial strengths and how to use those strengths to their competitive advantage.

Foster student engagement and retention. Provide prompt customer service by responding to student telephone inquiries and emails, providing follow up services to absent students and directing them to resources. Assist in marketing courses by identifying target market, preparing marketing materials and web site, networking and assisting with public relations. Provide student pre/post assessments and feedback materials. Assist in restructure and redesign of courses.

Provide mentoring and coaching to students who are at a critical point of change in their lives. Provide direction and forward momentum during times of difficult decisions. Teach leadership and business skills with the objective of developing successful entrepreneurs.

Course concepts taught to students include: identifying niche and target customers, determining services and business focus, communicating and marketing to customers, identifying business resources and collaboration, conducting focus groups and customer interviews, developing customer satisfaction surveys, the role of public relations and advertising.

The Back Rub Company

Tiffany Richards, Owner / 480-330-2066

Phoenix, Arizona

Design and deliver wellness and personal development workshops in corporate and private settings. Design all student materials and exercises, teach workshops and facilitate open discussion of topics. Deployed to a variety of corporate locations to teach programs that enhance employee wellness, productivity and life skills.

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Priority Health

Debbie Phillips VP HR / 616-942-0954
 1231 East Beltline NE Grand Rapids, MI 49525-4501
 Also Chris Kocsis / 616-662-9268
 6176 Summerhill Ct. Hudsonville, MI 49426

Project manager for the Information Technology department. Managed projects from inception to completion. Coordinated all tasks by using formal project management tools and methodology. Designed and delivered technical software training for employees of the Operations Department. Handled new hire orientations for Operations employees, managed a team of six trainers, assisted with the launch of company intranet by designing and delivering the training for Operations Department. Coordinated with trainers to provide pre/post training assessments, design lesson plans, and interactive classroom activities and clusters.

c. BodyLife Dynamics Client Testimonials

“Monique, you have a great command of the room. Speaking seems to come very natural to you. Great eye contact and great emotion. Excellent job letting the audience get to know you. Your speech was very well prepared and you spoke clearly and audibly.”

Dominic Fratus

President, Toastmasters Int'l, Speech Evaluator

“Monique, thank you so much for allowing me the opportunity to host the presentation you made on June 13th during a segment of the Women's Ecommerce Association, International Wire-side chat event. Your program 'Becoming an Infopreneur with EBooks' was incredible, to say the least. I have received great feedback from our members and guests expressing how truly wonderful your program was. Some of the comments were: "...it was well worth my time," and "Monique gave us some ideas we can use immediately in our online endeavors!" Thanks again for being a part of the WECAI faculty – you're terrific!”

Heidi Richards (Miramar, Florida)

Founder & CEO, WECAI.org

“Great program – enjoyed the entire day!” “Good group involvement.” “Outstanding! Excellent training session! Well worth the time.” “Time well spent.” “Great program, information and set-up.”

Comments from participants of The Edge 2007

City of Phoenix supervisor's retreat February 28, 2007

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Proposed Staffing

Monique Rider, PECCI, CPT

The trainer on this project will be Monique Rider. Ms. Rider resides in Arizona and is the owner / founder of BodyLife Dynamics, LLC a six year old woman-owned company. She runs BodyLife Dynamics full time, performs all coaching / training activities and markets the company's services.

Ms. Rider has over 15 years of business experience in the areas of healthcare, corporate training, teaching, public speaking, management, administration, and project management. Her business management degree is from Davenport University. Ms. Rider combines her corporate experience, business degree, coach training, and practical experience to develop individuals and organizations to their fullest potential.

Ms. Rider's gifts, talents and skills not only come from her business experience but also from her diverse personal background. She is a multidimensional individual who has risen above a traumatic and tumultuous past. Ms. Rider's diversity places her in a strategic position to develop strong leaders and address the issues of change.

In 2001 Ms. Rider founded BodyLife Dynamics, LLC through a desire to develop individuals and organizations to their fullest potential. She considers herself a role model for her clients. Her services help them develop enhanced communication skills, professional demeanor, confidence and change management skills. Ms. Rider's diversity and unique insights place her in a strategic position to provide leadership coaching to the City of Peoria.

As a life and business coach Ms. Rider's ultimate goal is to develop top notch leaders through education and coaching. She works with business owners, entrepreneurs, employees and executive management. Ms. Rider believes that building relationships through skilled communication is the key to her and her clients' success.

Ms. Rider is accomplished in many areas and is accustomed to being in the public eye. In addition to being a competitive athlete, she provides public speaking, book signings, training and education to groups and organizations across the country. She also gives to the community by volunteering her time and resources.

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Ms. Rider's Formal Publishings:

Arizona Good Life News – January 2006	Outdoors-Woman – January 2003
Arizona Good Life News – December 2005	Captains of Consciousness Journal – April 2002
Field and Feast – September 2005	Captains of Consciousness Journal – March 2002
Arizona Good Life News – June 2005	Ophelia's Mom – August 2001
Book Marketing From A to Z – March 2005	The NAWW Writer's Guide – October 2001
AZNet News – December 2003	Association for Children's Mental Health – December 2001
AZNet News – October 2003	RAVE Newsletter – September 1997
Skipping Stones – September 2003	Davenport University Newspaper – February 1991

Ms. Rider's Newspaper Coverage:

SCORE Board – November 2006	Grand Rapids Press - November 2001
Asian American Times – June 2006	Rockford Squire - November 2001
Desert Advocate – May 2006	North Kent Advance – October 2001
Natural Awakenings – May 2006	Grand Rapids Magazine – June 2001
Desert Advocate - March 2005	North Kent Advance - April 1997
Foothills Focus - February 2005	Rockford Squire – April 1997
Rockford Independent – April 2004	Something Better News – August 1996
North Kent Advance – September 2003	Catholic Connector – June 1996
IDEA Personal Trainer – February 2002	Grand Rapids Press - January 1995
Women's Lifestyle – February 2002	Grand Rapids Press – September 1994

Ms. Rider's Television Appearances:

WTLJ – TV 54 – May 1996
Channel 8 – March 1996
WTLJ-TV 54 – March 1996
Fox 17 – October 1995

Ms. Rider's Radio Appearances:

WS Radio – June 2005
Artist First – May 2005
WTBQ – April 2005
WTBQ Radio – March 2005
Voice America – November 2003
WOOD AM 1300 – April 1996
WSNX – April 1996
WODJ – March 1996
WGVU – March 1994

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Ms. Rider's Book Signing Appearances:

July 17, 2004 Barnes & Noble / Desert Ridge Mall Phoenix, AZ	August 14, 2003 Barnes & Noble / Desert Ridge Mall Phoenix, AZ
March 14, 2003 Schuler's Books & Music Lansing, MI	March 8, 2003 Barnes & Noble/Gateway Salt Lake City, Utah
February 22, 2003 Schuler's Books & Music 2660 28th St. SE Kentwood, MI	February 1, 2003 Barnes & Noble 3700 Rivertown Pky SW Grandville, MI
May 4, 2002 Barnes & Noble 3670 28th St. SE Kentwood, MI	March 28, 2002 Schuler's Books & Music 2660 28th St. SE Kentwood, MI

Ms. Rider's Guest Speaker Appearances:

July 8 and August 11, 2006 Networking Breakfasts Phoenix, Arizona	February 2005 Carefree/Cave Creek Rotary Club Cave Creek, AZ
October 2004 St. Patrick's Catholic Church Scottsdale, AZ	March 2003 Open Mind Book Store Rockford, MI
January 2003 Open Mind Book Store Rockford, MI	March 9, 2002 Amazing Women's Day Border's Book Store Novi, MI
November 13, 2003 Holistic Coaching SIG	August 28, 2003 Fitness & Health SIG
August 18, 2003 Extreme Self-care SIG	November 26, 2002 Mom/Coach SIG
June 27, 2002 Health & Fitness SIG	June 20, 2002 Women Coaching Women SIG
June 12, 2002 Coach U Australian Virtual Chapter	June 3, 2002 Coach U New Zealand Virtual Chapter
May 16, 2002 Effective Effort Coaching	May 15, 2002 International Coach Academy
May 10, 2002 Parenting SIG	

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Professional Resume for Monique Rider

Objective

To develop individuals and organizations to their fullest potential

Professional Achievements

Professional Coaching

- Provide strategies to help sales professionals increase revenue
- Coach executives to effectively balance demands and priorities
- Coach individuals and organizations through change
- Apply coaching methodologies to help entrepreneurs build their business

Training & Development

- Deliver customized programming to organizations
- Provide soft skills training to enhance employee development
- Design & facilitate organizational retreats

Health & Wellness

- Provide customized health & exercise curriculum to organizations
- Use wellness coaching to help clients achieve health goals
- Provide services that compliment existing employee wellness programs

Skills

- | | |
|-----------------------------|------------------------------------|
| ▪ Academic Teaching | ▪ Professional Coaching |
| ▪ Customer Service | ▪ Project Management |
| ▪ Entrepreneurial Functions | ▪ Public Speaking |
| ▪ Instructional Design | ▪ Technical Writing |
| ▪ Managerial Functions | ▪ Training / Workshop Facilitation |

Work History	Business Owner	BodyLife Dynamics Cave Creek, AZ	2001 - present
	Project Manager / Team Leader	Priority Health Grand Rapids, MI	1998 - 2001
	Healthcare Instructor	Grand Rapids Educational Center, Grand Rapids, MI	1995 - 1998
	Reinsurance Claims Auditor	Interra Reinsurance Company Grand Rapids, MI	1994 - 1996
Education	Certified Coach, Coach University	Business Management degree, Davenport University	Certified Personal Trainer, International Sports Sciences Association

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Fee Schedule for One Year Program

We will honor these fees for each year that the contract renews up to and including 48 months.

Consultation services (to take place within the initial eight weeks of contract award)	\$100 / hour
Key note speaker	\$300 / hour
Blackboard Course Management software & set up of students for the year	\$700 per year
Oral and/or written reporting	\$50 / hour
Train the trainer instruction	\$150 / hour
On site and/or online employee instruction	\$150 / hour
Student materials: articles, syllabus, 200 – 300 pg. manual, evaluations, shipping costs	\$79.95 / person
Train the trainer instructor manuals, evaluations, shipping	\$89.95 / person
Supplemental student reading (4 books per person, includes tax and shipping)	\$80 per student
Licensing fee for use of material.....	\$7500
Student manuals.....	\$32.50 per manual
Instructor manuals.....	\$40.00 per manual

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Sample Program Outline and Course Description

PROGRAM DESCRIPTION:

This program is designed to provide leadership and professional development skills to the employees of the City of Peoria. Each individual course within this program addresses the soft skills, or non-technical skills, abilities, and traits, that the participants need to function in their specific employment environment of high stress and constant change.

PROGRAM LENGTH:

The complete program is offered over the course of 12 months, to be repeated in additional optional 12 month segments as determined by the City of Peoria. Each individual course is four hours in length. However, certain courses can be combined with others and/or modified to meet participants' needs.

TEACHING METHODOLOGY:

The program design includes: cognitive, affective and psychomotor domains and engages the entire person's intellect, body, heart and emotion. It is action learning based using experiential activities, case studies, lecture, discussion and a variety of stories and metaphors that engage the learner on multiple dimensions. Within the student materials, resources and a reading list will be included after each course as well as written exercises. Participants will be encouraged and expected to apply classroom knowledge and methodologies immediately to their everyday job functions.

Methods of instruction will include, but are not limited to:

- Group exercises and class discussions
- Fieldwork to be applied immediately on the job
- Personal leadership evaluations and feedback
- Individual assessments and reflective exercises
- Team building through challenging exercises
- In-depth case studies
- Experiential games/action learning

LEARNING OBJECTIVES:

- A clear understanding of leadership attributes
- The ability to address and enhance core leadership competencies
- The conceptual framework and tools for strategic thinking and decision making.
- Leadership models and concepts that can be applied to current issues and problems.
- Techniques to develop "followers" and "partners" and for identifying and using their strengths to accomplish organizational goals

- Models and tools for building successful teams
- Advanced competence to activate response/support systems during a time of readiness, action or crisis
- Recognition of the value of proactive reflection and self awareness.
- Enhanced:
 - Problem-solving and other cognitive skills
 - Oral communication skills
 - Personal qualities and work ethic
 - Interpersonal and teamwork skills
 - Inter-cultural effectiveness and awareness

COURSE DESCRIPTIONS

Module 1: Adaptability – A good leader responds quickly and effectively to change. Participants in this course learn flexibility, clear thinking and openness to change and new information; how to enthusiastically adapt behavior and work methods in response to new information, changing conditions, or unexpected obstacles; and adjust rapidly to new situations warranting attention and resolution. **See sample Module 1 as attachment.**

Module 2: Interpersonal Communication – Communication is a core competency for today’s successful leaders. This course teaches participants how to engage others and facilitate two-way communication through oral and written presentations to individuals and groups; express facts and ideas clearly and in an organized manner; adapt oral and written communication to the needs, interests, and style of the audience; establish and maintain mutually satisfying relationships; create a cohesive work environment through effective listening; use open communication strategically to achieve an objective; and communicate tactfully and with empathy, treating others with respect.

Module 3: Integrity and Honesty – True leaders know themselves and are able to connect with others. This course teaches participants how to instill mutual trust, respect and confidence; create an environment that fosters high standards of ethics and insists on total integrity; behave in a fair ethical manner toward others; and demonstrate a sense of organizational responsibility and commitment to public service.

Module 4: Program Planning – Participants in this course learn to plan, develop and deliver information to groups or individuals; how to initiate a needs analysis for target groups; research and compile information; develop and organize technical specifications of the project; and deliver the final program in a clear and concise manner.

Presentation and Facilitation Skills – Effective leaders are excellent presenters. This course teaches participants how to use interpersonal skills to deliver effective briefings and group presentations; proper speaking etiquette; how to control nervousness and appear confident when presenting; and valuable methods of facilitating, organizing and running groups.

Module 5: Stress Management – Good leaders are able to withstand tension and chaos. This course teaches participants to develop the ability to keep a calm disposition and control impulses during times of stress; reduce overanxious or agitated behavior; withstand adverse events by coping with stress actively and effectively.

Module 6: Decisiveness – Leaders do not doubt or hesitate when making important decisions. Participants in this course learn to exercise good judgment by making sound and well informed decisions; perceive the impact and implications of decisions; make effective and timely decisions even when data are limited or solutions produce unpleasant consequences; exhibit an optimistic and persistent approach when facing business challenges; and act proactively.

Module 7: Assertiveness – Effective leaders know the difference between assertiveness and aggressiveness. This course teaches participants how to effectively express feelings, thoughts and beliefs in a constructive manner; develop unshakable confidence; eliminate self doubt and negative self talk; participate actively in conversations and discussions; and make a significant contribution to outcomes.

Module 8: Team Building – Strong leaders create effective and successful teams. This course focuses on leading teams and individuals. Participants learn to design and implement strategies that maximize employee potential and foster high ethical standards in meeting the organization's vision, mission, and goals.

Module 9: Problem Solving & Brainstorming – Participants in this course learn skills to develop a methodical problem solving style. This involves the ability to analyze and clearly define a problem; use interactive communication to think creatively and innovatively; and generate and implement effective solutions.

Module 10: Leadership and Service Motivation – Effective leaders inspire and motivate others. This course helps participants create and sustain an organizational environment that motivates others to provide the quality of service essential to high performance; shows a commitment to public service and citizenship and serve as an ambassador for the organization; influence others toward a spirit of service; and meaningful contributions to mission accomplishment.

Module 11: Strategic Planning – Excellent leaders see the big picture. Participants in this course learn to formulate effective strategies that take into account the external influences on an organization from a national and global perspective; examine policy issues and strategic planning with a long-term perspective leading to a compelling organizational vision; determine objectives, set priorities and build upon strengths; and anticipate potential threats or opportunities.

Module 12: Continuous Improvement – Good leaders strive for improvement. This course teaches participants accountability; the ability to make timely and effective decisions that produce results; the use of strategic planning to implement and evaluate programs and policies.

Module 13: Leading Change – Leaders embrace change. This course teaches participants to develop and implement an organizational vision that integrates key program goals, priorities, values, and other factors. Inherent to this is the ability to balance change and continuity; to continually strive to improve customer service and program performance within the basic government framework; to create a work environment that encourages creative thinking; and to maintain focus, intensity and persistence, even under adversity.

Module 14: Conflict Resolution – The leader is a coach. The purpose of this course is to learn and practice communication skills that transform conflict from destructive experiences to growth experiences; help groups change their relationships dynamically over time; and learn advanced skills including mediating, coaching and negotiating to resolve problems and influence people and outcomes.

Module 15: Organizational Development – Effective leaders have a business-owner mindset. This course teaches business planning techniques; creating a solid business infrastructure; developing the ability to acquire and administer human, financial, material, and information resources in a manner that instills public trust and accomplishes the organization's mission; and the ability to use new technology to enhance decision making.

Module 16: Building Strategic Alliances/Communications – Strong leaders build strong social support systems. This course teaches participants how to explain, advocate, and express facts and ideas in a convincing manner; negotiate with individuals and groups internally and externally; collaborate across all organizational boundaries; develop an expansive professional network with other organizations; and identify internal and external politics that impact the work of the organization.



**City of Phoenix
EQUAL OPPORTUNITY DEPARTMENT**

BODYLIFE DYNAMICS LLC

IS HEREIN GRANTED

**WOMAN-OWNED BUSINESS ENTERPRISE (WBE)
&
SMALL BUSINESS ENTERPRISE (SBE)
CERTIFICATION**

In the Area(s) of:

Business coaching, life coaching, wellness services & workshops

Certification Eligibility: November 28, 2006 - November 28, 2009

A handwritten signature in cursive script, reading "Carole Coles Henry".

Carole Coles Henry, Director



City of Phoenix

Arizona Unified Certification Program

This is to certify that

under Title 49, Part 26 of the Code of Federal Regulations, and
under the State of Arizona Unified Certification Program (AZUCP)

BODYLIFE DYNAMICS LLC

is a certified Disadvantaged Business Enterprise (DBE) in the following specialty/specialties:

Business coaching, life coaching, wellness services & workshops

Certification Eligibility: November 28, 2006 - November 28, 2009

This certification is valid through the above date provided this firm meets the
on-going programmatic standards and fulfills the annual update requirement
to remain in good standing as a DBE.

Carole Coles Henry, Director
City of Phoenix Equal Opportunity Department

Date 12-28-06

Proposal for Staff Development Services



BodyLife Dynamics

Building Strength
From The Inside Out

**Proposal for City of Peoria, Arizona
Staff Development Services**

RFP: P07-0063

Presented by: Monique Rider

**Company: BodyLife Dynamics, LLC
(CCR Registered)
31255 N. 42nd Place
Cave Creek, AZ 85331**

Telephone: 1.480.699.0527

Fax: 1.604.648.9111

Email: Monique_Rider@msn.com

Web: www.bodylifedynamics.com

Woman-Owned, Small and Disadvantaged Business

Duns #149221199

CAGE Code: 4EZ17

Date of submission: April 3, 2007

This proposal is valid for 60 days from opening date

This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed in whole or in part for any purpose other than to evaluate this proposal. If, however, a contract is awarded to this offeror as a result of or in connection with the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets numbered 1 – 15 and all attachments.

Staff Development Services

Introduction

It is the mission of the Human Resources Department (HR) to attract, retain, and develop City of Peoria employees. HR seeks outside vendors to supplement its internal training initiatives. BodyLife Dynamics, LLC provides business training and coaching and is proposing to assist the City of Peoria by providing:

Staff Development Services – Individual Assessment Services:

BodyLife Dynamics proposes to provide Staff Development Services consisting of Individual Assessment Services that would include: non-clinical individual assessments, ongoing consulting and coaching, and verbal and written reports to the City of Peoria regarding candidates being assessed for hire/promotion. This would allow the City of Peoria to successfully choose candidates who will be the best fit for Manager, Director and Executive level positions. Proper assessment and ongoing coaching will assure that newly appointed individuals are properly integrated and supported in their leadership role. We propose using tools and techniques that will supplement other data that the City of Peoria will obtain independently.

BodyLife Dynamics will provide a written and verbal report to summarize findings for each candidate. Reports will also consist of an assessment of fit with the organization and the potential of developing and coaching the candidate. BodyLife Dynamics understands the importance of high quality organizational leadership. The information below will describe our approach, work plan, experience and fees for this service.

Plan and Method of Approach

BodyLife Dynamics will provide an assessment to each candidate. The tool used is the Birkman Method Coaching Report. Since 1951, The Birkman Method[®] has helped individuals and companies reach greater performance levels. Designed to accurately measure and understand individual performance potential, this proven methodology has effectively clarified strengths and effective behaviors, interests and goals, management styles, thinking styles, underlying needs, and stress behaviors of individuals across a range of industries.

By integrating both behavioral and motivational aspects, the management information captured opens the door to greater personal, team and organizational productivity. The Birkman has been developed as an online self-reporting questionnaire eliciting responses

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about perception of self, perception of social context (others), and perception of career opportunities.

The Birkman focuses on five major perspectives:

1. **Usual Behavior** – an individual's effective behavioral style of dealing with relationships and tasks.
2. **Underlying Needs** – an individual's expectations of how relationships and social situations should be governed in context of the relationship or situation.
3. **Stress Behaviors** – an individual's ineffective style of dealing with relationships or tasks; behavior observed when underlying needs are not met.
4. **Interests** – an individual's expressed preference for job titles based on the assumption of equal economic rewards.
5. **Organizational Focus** - the perspective in which an individual views problems and solutions relating to organizational goals.

The Birkman Method® generates a human capital spreadsheet to reveal key strengths and motivations. Respondents answer 125 True/False questions about self and 125 True/False questions about most people. Through a process of regression and factor analysis, the Birkman identifies a person's everyday interpersonal style, underlying motivations, expectations and the signs of stress behavior.

Interests are powerful magnets and serve as primary drivers to behavioral and occupational preferences. They are measured by asking the respondent to select occupations from a list based on the premise that all the jobs pay equally and talent/skills are not an issue. There are 48 multiple choice questions in this section.

The single questionnaire (298 items total) combines behaviors and interests. Birkman measures a breadth and depth of information that typically requires several instruments.

BodyLife Dynamics will also administer the Wellness Factor Assessment. This assessment, developed by BodyLife Dynamics and designed to compliment the Birkman, more closely addresses seven specific areas of a person's life that may be out of alignment: Physical, Emotional, Occupational, Intellectual, Social, Environmental and Spiritual. The Wellness Factor Assessment is a combination of 175 questions compiled in a check list format and completed manually by the candidate.

BodyLife Dynamics will supply the City of Peoria with the means to access both assessments. It takes approximately 1.5 hours for the candidate to complete both assessments, independently. Once the assessments are complete the City of Peoria will

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notify the consultant. The candidate and consultant will meet to debrief the results in a one-hour session at the Peoria campus. BodyLife Dynamics will then prepare a 2 – 5 page report summarizing the results and making recommendations related to fit, future development and coaching. The consultant will provide the report and a verbal debrief to the City of Peoria in a one-hour meeting. The candidate will receive the hard copies of the assessments. With the candidate's written permission the consultant will provide copies to the City of Peoria if requested. In order to provide an accurate assessment of fit for each candidate, it would be helpful for the City of Peoria to supply the consultant with a job analysis or job tasks for the position which the candidate is being considered.

BodyLife Dynamics will provide one-on-one coaching in-person at the Peoria campus to individuals selected from the process discussed above. Monique Rider, PECE, CPT, will provide all coaching. Newly appointed individuals will have pre-arranged appointment times between 9 – 5/MST, Monday through Friday. Coaching appointments will last one hour in length. BodyLife Dynamics recommends 2 – 4 sessions per month per individual. However, this is flexible based on the City's discretion.

A coaching plan will be developed based on the individual's assessment scores. We will work with the individual early on to determine the areas of focus. BodyLife Dynamics takes only general notes during each session. With the coaching client's written permission, these notes may be photo copied for the City of Peoria.

Individuals will be expected to follow BodyLife Dynamics' procedures for canceling or changing appointment times. They will receive a New Client Handbook that outlines all coaching expectations.

BodyLife Dynamics provides a coaching program that is results driven and success oriented. Ms. Rider has a one hundred percent success rate with her clients achieving their goals. The BodyLife Dynamics coaching program is built around a comprehensive, integrative methodology that is tailored to each individual's needs and personality. Ms. Rider is experienced in determining which areas of the program need to be flexible or altered based on a client's particular situation or changing circumstances.

Ms. Rider is accustomed to working with diverse individuals from a variety of backgrounds. The most frequent problem faced in coaching is that the client fears change. They do not understand how a change in behavior, beliefs, circumstances or actions will benefit them. They fear the unknown. Ms. Rider uses an approach that helps the client acknowledge and accept the change or transition.

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Ms. Rider bases her technique on her own past experiences with change. She first employs compassion and empathy to develop a trusting coaching relationship. Ms. Rider has learned through experience that most fear of change is an illusion. With a series of focused questions and statements, she helps the client to reframe their belief system about what fear and change mean to them. She also provides them with detailed worksheets that they complete as fieldwork. These worksheets, part of a curriculum developed by Ms. Rider, move the client to a place of introspection. This opens the door for development in all areas of work and home life.

New managers generally lack soft skills including problem-solving and other cognitive skills, oral communication skills, personal qualities and work ethic, and interpersonal and teamwork skills. This creates a problem because a manager's job requires them to interact with others, lead meetings, develop their direct reports and appear professional, assertive, confident and knowledgeable in the workplace.

Ms. Rider uses several techniques to coach and develop individuals in these areas. Clients bring actual situations to the sessions – difficult issues that they face in the field. Areas of deficiency are identified by direct questioning and discussion. Ms. Rider and the client then dissect the issue, drill down to determine the root cause of the deficiency or difficulty, role play and come up with possible solutions. The client then 'tries on' the solution by implementing it in the field between coaching sessions. In this way clients develop their skills with hands on experience and behind the scenes guidance from Ms. Rider.

Many managers do not have good listening skills. This creates a barrier in communication between a manager and direct reports, peers, and upper management. Ms. Rider excels in this area and coaches her clients on how to use empathy, mirroring, and validation to develop listening and other interpersonal skills.

Personal qualities and work ethic are developed as Ms. Rider helps the client identify needs, passions and values. Many managers create their own stress because they have no sense of personal boundaries. This is identified in the initial assessment and clients are coached right from the onset regarding what boundaries are, how to set them and how to enforce them. This helps them with assertiveness and gives them a feeling of empowerment.

Ms. Rider uses the initial assessments to obtain a base line of the client's background. Using the assessment results, she then goes through a debriefing with the client which also helps to establish a coaching relationship that is trusting, honest and direct.

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Ms. Rider combines direct questioning, accountability, listening, insight, compassion, humor and firmness to identify the root causes of stress, anxiety, low assertiveness and struggling performance. The client is held accountable for each action and conversation during the coaching session and may not employ such techniques as changing the subject, denial, shifting blame, retaliation, complaining, or avoidance. These techniques are easily identified by Ms. Rider and she deals with them by halting the conversation, drawing them to the client's attention and helping the client to reframe their statement and perspective.

Ms. Rider is gifted with excellent listening skills and incorporates that into her methodology by reflecting back to the client to help them hear their own comments from a different perspective. This leads the client to their own confident and clear decisions.

Ms. Rider uses her diversity and awareness to help the client see their issues from the larger perspective, or the big picture, and then assists them in focusing in on the smaller tasks required to resolve the issue. At particular moments throughout the coaching relationship she then draws their attention back to the original big picture. This validates for the client whether they are or are not on track with their smaller tasks. Ms. Rider gently, but firmly, guides the client to a place of awareness, behavioral shifts and accountability.

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Qualifications of Firm

a. BodyLife Dynamics Qualifications

The domain of industrial and organizational psychology is diverse and includes the disciplines of psychometrics; quality; employment law; personnel selection; training; leadership selection; coaching and development; organizational design and change.

BodyLife Dynamics is skilled in training, leadership development, coaching and education. Our specific coaching and development work currently lies with individual private clients, Cates Coaching Institute, A Hand Up Coaching and SELF Employment Loan Fund. We also provide adjunct services to Paradise Valley Community College to teach and develop their adult students. Our specific work with these corporate clients is discussed in the References area below. Our private clients have offered detailed testimonials which are also listed below. In addition to coaching, we provide leadership training workshops to a number of clients. Most recently we designed and presented a full-day leadership retreat for the City of Phoenix (government contract).

BodyLife Dynamics, LLC is a Woman Owned, Small Business, City of Phoenix certified DBE, SBE, WBE. The owner, Monique Rider, PECE, CPT, is a graduate from Coach University with specialties in both life and business coaching. She has a degree in business management from Davenport University and is a personal trainer certified by the International Sports Sciences Association

BodyLife Dynamics provides coaching, consulting, training and education services for organizations and individuals in transition. BodyLife Dynamics advocates an approach that strengthens and integrates the intellectual, physical and emotional growth of individuals. Strong individuals build strong and successful organizations. Specific services include:

- Design and facilitation of curricula for workshops and retreats for organizational planning and development, including mission, vision and goal setting, change management, team building and leadership development.
- Training and coaching for work/life balance issues, stress management and soft skills development for groups and individuals.
- Design and delivery of organizational and personal development programs via internet and a variety of distance learning protocols.

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- Design and delivery of classroom curricula for health and exercise science programs.
- Design and delivery of physical fitness programs.

b. BodyLife Dynamics References

A Hand Up Coaching

Michelle Payne / 916-608-1812

Provide career coaching bi-weekly to individuals in career transition. Apply coaching competencies to help clients find a career that fits their values, strengths, skills and desires. Work with clients located globally via telephone based coaching sessions. Approximately 30% of these clients are immigrants who need resources, support and further education.

City of Phoenix Parks & Recreation Northwest Division

Nancy Skinner / 602-262-5052

Phoenix, AZ

With only a five-day notice, Ms. Rider designed and delivered a 7-hour staff retreat. Ms. Rider facilitated the retreat for a group of 12 adults. The retreat included hands-on application of material, group activities and discussion. Course evaluations were administered on a five-point scale. Over 95% were in the 4 – 5 point range. Several comments were: “Great program, enjoyed the entire day!” “Outstanding! Excellent training session! Well worth my time.” “Time well spent!” “Great program, information and set up!”

Cates Coaching Institute

Steven Cates / 800-390-4492

5111 N. Scottsdale Rd. Scottsdale, AZ 85250

Provide weekly coaching to members who sign up for a 12-month intensive coaching program. Members present a diverse set of life and business issues. They require coaching for career change, sales coaching to increase revenue, wellness coaching for health issues, business coaching to enhance entrepreneurial skills. Members insist upon a coach who is diverse and has the skills to direct, motivate, set client goals and hold them accountable.

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Paradise Valley Community College
Karen Fehr / 602-787-6500
18401 N. 32nd Street Phoenix, AZ 85032

Foster adult student engagement, development and retention. As an adjunct instructor, provide workshops and traditional and virtual classroom instruction of credit and non-credit courses. Use Blackboard Course Management System to complement in-person instruction. Respond to student telephone inquiries and emails, provide follow up services to absent students and direct them to campus resources. Assist in marketing courses by identifying target market, preparing marketing materials and web site, networking and assisting with public relations. Provide student pre/post assessments and feedback materials. Design, restructure and redesign courses based on student feedback.

Developed student and instructor materials for a detailed series of activity classes, including training manual with photos, course description and syllabus, providing experiential learning of muscle movements, joint and tendon flexion, and cardiovascular activity.

Developed a 25 hour traditional classroom course: *The Wellness Connection: Mastering Personal & Professional Transitions*. This course is marketed to women and addresses essential soft-skills training, transition training and personal/professional development. Course includes a 350 page text book with reading assignments, assessments, workbook, resources, and hands-on group activities such as role play and improvisation.

Self Employment Loan Fund (SELF)

Michael Smiley / 602-340-8834
1601 N. 7th St., Ste. 340 Phoenix, AZ 85006 (SELF is an arm of the SBA)

As a business instructor, use a pre designed curriculum to train and teach adult groups of entrepreneurs how to create a business plan to start a new business. Students consist of a variety of ethnicities. Facilitate discussions and brainstorming, provide in-class exercises, hands on technical work, group research time, and computer instruction related to all phases of business start up. Help students discover their entrepreneurial strengths and how to use those strengths to their competitive advantage.

Foster student engagement and retention. Provide prompt customer service by responding to student telephone inquiries and emails, providing follow up services to absent students and directing them to resources. Assist in marketing courses by identifying target market, preparing marketing materials and web site, networking and

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assisting with public relations. Provide student pre/post assessments and feedback materials. Assist in restructure and redesign of courses.

Provide mentoring and coaching to students who are at a critical point of change in their lives. Provide direction and forward momentum during times of difficult decisions. Teach leadership and business skills with the objective of developing successful entrepreneurs.

Course concepts taught to students include: identifying niche and target customers, determining services and business focus, communicating and marketing to customers, identifying business resources and collaboration, conducting focus groups and customer interviews, developing customer satisfaction surveys, the role of public relations and advertising.

c. BodyLife Dynamics Client Testimonials

“Monique has the ability to relate, connect and perceive the strengths within me. She hones in on those assets and encourages me towards pathways of greater success. She has profound intuition and is teaching me to listen to mine as well. She has gently and logically guided me to more practical ways of not only operating my business but my life and family goals.”

Amy Ewart (Ontario, Canada)
President, Secretarial Solutions

“Due to an unfortunate confluence of events I was under a lot of stress dealing with major change in my professional situation as well as a medical issue that required major surgery. I was having difficulty dealing with these issues and needed help in developing a strategy for effectively functioning both in anticipation of these events and in moving beyond them.

(Now) I am much less stressed about the challenges ahead. I got through the surgery and recovery uneventfully and was able to return to normal activities relatively quickly. I am now experiencing the process of major organizational change. This has followed a prolonged period of anticipation.

I have a better attitude about things I have no control over and am able to evaluate various stages of these situations and respond in a productive, rather than destructive manner. With encouragement I have also obtained books/manuals on how to deal with various aspects of change and transitions, which I hadn't really done previously. I am also better able to help others work through this process.

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Monique has a very calm and low key style yet she actively facilitates the process. She is very effective at keeping you on task and promoting follow-through. Coaching was an effective way for me to more easily manage a particularly difficult time and I hope to apply the skills I developed to other situations in the future.”

Lisa H. Gold, Ph.D. (Grand Rapids, Michigan)
Associate Director, Pharmacia

“Less than two weeks after beginning Monique's intensive coaching program I was booked for my first radio show. A week after that I had a press kit set up on my web site. Since completing Monique's coaching course I've been booked for two corporate health fairs and, just this morning, received an email inquiry regarding an in house corporate self-defense seminar. All of this activity is the direct result of the professional, media savvy techniques Monique's coaching has added to my marketing game plan.

In addition to being an excellent resource of both on and off line marketing insider's tips, tricks and know how, Monique has a personal style that combines intelligence, insight, and genuine enthusiasm for her client's goals. I recommend her to anyone working toward positive, measurable change in their personal and professional lives.”

Rob LaPointe (Arlington, Virginia)
Owner, White Birch Kung Fu & Tai Chi

“Throughout our conversations, Monique often injected humorous comments that lightened the pressure and intensity of an issue. I have been most fortunate to receive her coaching. She gets right to the heart of an issue, always leaving me feeling acknowledged, heard, and confident in my next steps. I admire how effectively Monique creates awareness, focuses on planning and setting goals, and co-creating with the client actions for the client to achieve their desired outcomes.”

Susan Race (Philadelphia, Pennsylvania)
Owner, Personal Growth Systems

“The process Monique and I used during our coaching sessions has been incredibly helpful in all aspects of my personal and professional life. I can take an issue and work through it now, defining it, work an action plan and come to a solution. I feel truly empowered and stronger from the work I have done with Monique.”

Kim Roberson (Phoenix, Arizona)
One Neck IT Services, Inc.

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Ms. Rider's Formal Publishings:

Arizona Good Life News – January 2006	Outdoors-Woman – January 2003
Arizona Good Life News – December 2005	Captains of Consciousness Journal – April 2002
Field and Feast – September 2005	Captains of Consciousness Journal – March 2002
Arizona Good Life News – June 2005	Ophelia's Mom – August 2001
Book Marketing From A to Z – March 2005	The NAWW Writer's Guide – October 2001
AZNet News – December 2003	Association for Children's Mental Health – December 2001
AZNet News – October 2003	RAVE Newsletter – September 1997
Skipping Stones – September 2003	Davenport University Newspaper – February 1991

Ms. Rider's Newspaper Coverage:

SCORE Board – November 2006	Grand Rapids Press - November 2001
Asian American Times – June 2006	Rockford Squire - November 2001
Desert Advocate – May 2006	North Kent Advance – October 2001
Natural Awakenings – May 2006	Grand Rapids Magazine – June 2001
Desert Advocate - March 2005	North Kent Advance - April 1997
Foothills Focus - February 2005	Rockford Squire – April 1997
Rockford Independent – April 2004	Something Better News – August 1996
North Kent Advance – September 2003	Catholic Connector – June 1996
IDEA Personal Trainer – February 2002	Grand Rapids Press - January 1995
Women's Lifestyle – February 2002	Grand Rapids Press – September 1994

Ms. Rider's Television Appearances:

WTLJ – TV 54 – May 1996
 Channel 8 – March 1996
 WTLJ-TV 54 – March 1996
 Fox 17 – October 1995

Ms. Rider's Radio Appearances:

WS Radio – June 2005
 Artist First – May 2005
 WTBQ – April 2005
 WTBQ Radio – March 2005
 Voice America – November 2003
 WOOD AM 1300 – April 1996
 WSNX – April 1996
 WODJ – March 1996
 WGVU – March 1994

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Ms. Rider's Book Signing Appearances:

July 17, 2004 Barnes & Noble / Desert Ridge Mall Phoenix, AZ	August 14, 2003 Barnes & Noble / Desert Ridge Mall Phoenix, AZ
March 14, 2003 Schuler's Books & Music Lansing, MI	March 8, 2003 Barnes & Noble/Gateway Salt Lake City, Utah
February 22, 2003 Schuler's Books & Music 2660 28th St. SE Kentwood, MI	February 1, 2003 Barnes & Noble 3700 Rivertown Pky SW Grandville, MI
May 4, 2002 Barnes & Noble 3670 28th St. SE Kentwood, MI	March 28, 2002 Schuler's Books & Music 2660 28th St. SE Kentwood, MI

Ms. Rider's Guest Speaker Appearances:

July 8 and August 11, 2006 Networking Breakfasts Phoenix, Arizona	February 2005 Carefree/Cave Creek Rotary Club Cave Creek, AZ
October 2004 St. Patrick's Catholic Church Scottsdale, AZ	March 2003 Open Mind Book Store Rockford, MI
January 2003 Open Mind Book Store Rockford, MI	March 9, 2002 Amazing Women's Day Border's Book Store Novi, MI
November 13, 2003 Holistic Coaching SIG	August 28, 2003 Fitness & Health SIG
August 18, 2003 Extreme Self-care SIG	November 26, 2002 Mom/Coach SIG
June 27, 2002 Health & Fitness SIG	June 20, 2002 Women Coaching Women SIG
June 12, 2002 Coach U Australian Virtual Chapter	June 3, 2002 Coach U New Zealand Virtual Chapter
May 16, 2002 Effective Effort Coaching	May 15, 2002 International Coach Academy
May 10, 2002 Parenting SIG	

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Professional Resume for Monique Rider

Objective

To develop individuals and organizations to their fullest potential

Professional Achievements

Professional Coaching

- Provide strategies to help sales professionals increase revenue
- Coach executives to effectively balance demands and priorities
- Coach individuals and organizations through change
- Apply coaching methodologies to help entrepreneurs build their business

Training & Development

- Deliver customized programming to organizations
- Provide soft skills training to enhance employee development
- Design & facilitate organizational retreats

Health & Wellness

- Provide customized health & exercise curriculum to organizations
- Use wellness coaching to help clients achieve health goals
- Provide services that compliment existing employee wellness programs

Skills

- | | |
|-----------------------------|------------------------------------|
| ▪ Academic Teaching | ▪ Professional Coaching |
| ▪ Customer Service | ▪ Project Management |
| ▪ Entrepreneurial Functions | ▪ Public Speaking |
| ▪ Instructional Design | ▪ Technical Writing |
| ▪ Managerial Functions | ▪ Training / Workshop Facilitation |

Work History	Business Owner	BodyLife Dynamics Cave Creek, AZ	2001 - present
	Project Manager / Team Leader	Priority Health Grand Rapids, MI	1998 - 2001
	Healthcare Instructor	Grand Rapids Educational Center, Grand Rapids, MI	1995 - 1998
	Reinsurance Claims Auditor	Interra Reinsurance Company Grand Rapids, MI	1994 - 1996
Education	Certified Coach, Coach University	Business Management degree, Davenport University	Certified Personal Trainer, International Sports Sciences Association

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Web: www.bodylifedynamics.com
Email: Monique@bodylifedynamics.com

Fax: 1.604.648.9111
Phone: 1.480.699.0527

Fee Schedule

Candidate Assessment Services

BodyLife Dynamics charges a flat fee of \$350 per candidate. This includes the specific services as listed on page three, paragraph one.

In-person Coaching Services

BodyLife Dynamics charges an hourly fee of \$250 per one-hour coaching session. This includes the specific services as listed on page three, paragraph two.

**Use or disclosure of data contained on this sheet is
subject to the restriction on the title page of the proposal.**

**Web: www.bodylifedynamics.com
Email: Monique@bodylifedynamics.com**

**Fax: 1.604.648.9111
Phone: 1.480.699.0527**



**City of Phoenix
EQUAL OPPORTUNITY DEPARTMENT**

BODYLIFE DYNAMICS LLC

IS HEREIN GRANTED

**WOMAN-OWNED BUSINESS ENTERPRISE (WBE)
&
SMALL BUSINESS ENTERPRISE (SBE)
CERTIFICATION**

In the Area(s) of:

Business coaching, life coaching, wellness services & workshops

Certification Eligibility: November 28, 2006 - November 28, 2009

A handwritten signature in cursive script, reading "Carole Coles Henry".

Carole Coles Henry, Director



City of Phoenix

Arizona Unified Certification Program

This is to certify that
under Title 49, Part 26 of the Code of Federal Regulations, and
under the State of Arizona Unified Certification Program (AZUCP)

BODYLIFE DYNAMICS LLC

is a certified Disadvantaged Business Enterprise (DBE) in the following specialty/specialties:

Business coaching, life coaching, wellness services & workshops

Certification Eligibility: November 28, 2006 – November 28, 2009

This certification is valid through the above date provided this firm meets the on-going programmatic standards and fulfills the annual update requirement to remain in good standing as a DBE.

Carole Coles Henry, Director
City of Phoenix Equal Opportunity Department

Date 12-28-06



CONTRACT AMENDMENT

Materials Management
Procurement

8314 W. Cinnabar Ave.
Peoria, AZ 85345

Telephone: (623) 773-7115

Fax: (623) 773-7118

Solicitation No: **P07-0063**

Page 1 of 1

Description: Training and Development Services

Amendment No: Extension 1 Date: 05/06/08

Buyer: Lisa Houg

In accordance with Special Terms and Conditions, Contract Extension, the above referenced contract shall expire on 06/19/08.

The New Contract Term is:

Contract Term: 06/20/08 to 06/19/09

Contractor hereby acknowledges receipt and agreement. A signed copy shall be filed with the City of Peoria, Materials Management Division.

Monique Rider
Signature

5/14/08
Date

monique Rider,
Typed Name and Title

President

Body Life Dynamics
Company Name

31255 N. 42nd Pl.
Address

Cave Creek
City

AZ
State

85331
Zip Code

Attested by:

Mary Jo Kief
Mary Jo Kief, City Clerk

Bobbie Kemelton
Requested by:

Lisa Houg
Recommended by:

Ellen Van Riper Ellen Van Riper, Assistant City Attorney
Approved as to Form: Stephen M. Kemp, City Attorney

The above referenced Contract Amendment is hereby Executed
5/30/08, 2008, at Peoria, Arizona.

Herman F. Koebergen
Herman F. Koebergen, Materials Manager

For

A CON 33607A



City Seal

CC Number

ACON 33607A

Contract Number:

Official File



CONTRACT AMENDMENT

Materials Management

Procurement

8314 W. Cinnabar Ave.

Peoria, AZ 85345

Telephone: (623) 773-7115

Fax: (623) 773-7118

Solicitation No: P07-0063

Page 1 of 2

Description: Training & Development Services

Date: May 7, 2009

Amendment No: Two (2)

Buyer: Lisa Houg, CPPB

A. In accordance with Special Terms and Conditions, Contract Extension, the above referenced contract is hereby extended. The new contract term is 06/20/09 to 06/19/10.

B. Standard Terms and Conditions are amended to reflect the following changes: Paragraph 3, Applicable Law; Paragraph 19, Right to Audit Records; and Paragraph 32, Public Record, are hereby deleted and replaced with the following:

- 3. APPLICABLE LAW:** In the performance of this agreement, contractors shall abide by and conform to any and all laws of the United States, State of Arizona and City of Peoria including but not limited to federal and state executive orders providing for equal employment and procurement opportunities, the Federal Occupational Safety and Health Act and any other federal or state laws applicable to this agreement.

Contractor specifically understands and acknowledges the applicability to it of the Americans with Disabilities Act, the Immigration Reform and Control Act of 1986, and the Drug Free Workplace Act of 1989. In addition, if this agreement pertains to construction, Contractor must also comply with A.R.S. § 34-301, as amended (Employment of Aliens on Public Works Prohibited) and A.R.S. § 34-302, as amended (Residence Requirements for Employees).

Contractor hereby acknowledges receipt and agreement. A signed copy shall be filed with the City of Peoria, Materials Management Division.

Monique Rider
Signature

5/27/09
Date

Monique Rider
Typed Name and Title

Body Life Dynamics
Company Name

31255 N. 42nd Place
Address

Cave Creek
City

AZ
State

85331
Zip Code

Attested by:

Mary Jo Kief
Mary Jo Kief, City Clerk

CC Number

ACON33607B
Contract Number:

Official File



City Seal

(Rev 02/01/08)

Lyman Locket

Requested by: Lyman Locket, Human Resources Manager

Lisa Houg

Recommended by: Lisa Houg, Contract Officer

Ellen Van Riper, Assistant City Attorney

Stephen M. Kemp

Approved as to Form: Stephen M. Kemp, City Attorney

The above referenced Contract Amendment is hereby Executed
Herman F. Koebergen at Peoria, Arizona.

Herman F. Koebergen, Materials Manager

A CON 33607B



CONTRACT AMENDMENT

**Materials Management
Procurement**
8314 W. Cinnabar Ave.
Peoria, AZ 85345
Telephone: (623) 773-7115
Fax: (623) 773-7118

Solicitation No: P07-0063 Page 2 of 2
Description: Training & Development Services
Amendment No: Two (2) Date: May 7, 2009

Buyer: Lisa Houg, CPPB

Under the provisions of A.R.S. § 41-4401, Contractor hereby warrants to the City that Contractor and each of its subcontractors ("Subcontractors") will comply with, and are contractually obligated to comply with, all Federal immigration laws and regulations that relate to their employees and A.R.S. § 23-214(A) (hereinafter, "Contractor Immigration Warranty").

A breach of the Contractor Immigration Warranty shall constitute a material breach of this agreement and shall subject Contractor to penalties up to and including termination of this agreement at the sole discretion of the City. The City may, at its sole discretion, conduct random verification of the employment records of Contractor and any Subcontractors to ensure compliance with the Contractor Immigration Warranty. Contractor agrees to assist the City in regard to any random verifications performed.

Neither Contractor nor any Subcontractor shall be deemed to have materially breached the Contractor Immigration Warranty if Contractor or the Subcontractor establishes that it has complied with the employment verification provisions prescribed by §§ 274A and 274B of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. §23-214(A).

The provisions of this Paragraph must be included in any contract Contractor enters into with any Subcontractors who provide services under this agreement or any subcontract. "Services" is defined as furnishing labor, time or effort in the State of Arizona by a contractor or subcontractor. Services include construction or maintenance of any structure, building or transportation facility or improvement to real property.

Contractor warrants, for the term of this agreement and for six months thereafter, that it has fully complied with the requirements of the Immigration Reform and Control Act of 1986 and all related or similar legal authorities.

This contract shall be governed by the City and Contractor shall have all remedies afforded each by the Uniform Commercial Code, as adopted in the State of Arizona, except as otherwise provided in this contract or in statutes pertaining specifically to the City. This contract shall be governed by the laws of the State of Arizona and suit pertaining to this contract may be brought only in courts in the State of Arizona.

This contract is subject to the provisions of ARS §38-511; the City may cancel this contract without penalty or further obligations by the City or any of its departments or agencies if any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of the City or any of its departments or agencies, is at any time while the contract or any extension of the contract is in effect, an employee of any other party to the contract in any capacity or a consultant to any other party of the contract with respect to the subject matter of the contract.

19. **RIGHT TO AUDIT RECORDS:** The City may, at reasonable times and places, audit the books and records of any Contractor as related to any contract held with the City. This right to audit also empowers the City to inspect the papers of any Contractor or Subcontractor employee who works on this contract to ensure that the Contractor or Subcontractor is complying with the Contractor Immigration Warranty made pursuant to Paragraph 3 above.

32. **PUBLIC RECORD:** All offers submitted in response to this solicitation shall become the property of the City and shall become a matter of public record available for review, subsequent to the award notification, in accordance with the City's Procurement Code. However, subsequent to the award of the contract, any information and documents obtained by the City during the course of an audit conducted in accordance with Paragraph 19 above for the purpose of determining compliance by Contractor or a Subcontractor with the Contractor Immigration Warranty mandated by Paragraph 3 above shall remain confidential and shall not be made available for public review or produced in response to a public records request, unless the City is ordered or otherwise directed to do so by a court of competent jurisdiction.



CONTRACT AMENDMENT

Materials Management Procurement

9875 N. 85th Avenue
Peoria, AZ 85345
Telephone: (623) 773-7115
Fax: (623) 773-7118

Solicitation No: **P07-0063** Page 1 of 1
Description: Training and Development Services
Amendment No: Three (3) Date: 03/15/10

Buyer: Lisa Houg

In accordance with Special Terms and Conditions, Contract Extension, the above referenced contract shall expire on 06/19/10.

The New Contract Term is:

Contract Term: 06/20/10 to 06/19/11

Contractor hereby acknowledges receipt and agreement. A signed copy shall be filed with the City of Peoria, Materials Management Division.

Monique Rider 3/29/10 monique Rider, President Body Life Dynamics
Signature Date Typed Name and Title Company Name

31255 N. 42nd Pl. Cave Creek AZ 85331
Address City State Zip Code

Attested by:

Mary Jo Waddell

Mary Jo Waddell, City Clerk

Tracey Booth

Requested by: Tracey Booth, Training & Development Coordinator

Lisa Houg

Recommended by: Lisa Houg, Contract Officer

Ellen Van Riper, Assistant City Attorney

Ellen Van Riper

Approved as to Form: Stephen M. Kemp, City Attorney

The above referenced Contract Amendment is hereby Executed

April 5, 2010, at Peoria, Arizona.

Herman F. Koebergen

Herman F. Koebergen, Materials Manager



CC Number

ACON 33607C

Contract Number:

Official File

City Seal

(Rev 02/01/08)

A CON 33607C



CONTRACT AMENDMENT

Materials Management Procurement

9875 N. 85th Avenue
Peoria, AZ 85345

Telephone: (623) 773-7115

Fax: (623) 773-7118

Solicitation No: **P07-0063**

Page 1 of 1

Description: Training and Development Services

Amendment No: Four (4)

Date: 02/16/11

Buyer: Lisa Houg

In accordance with Special Terms and Conditions, **Contract Extension**, the above referenced contract shall expire on 06/19/11. **LAST YEAR OF CONTRACT**

The New Contract Term is:

Contract Term: 06/20/11 to 06/19/12

Contractor hereby acknowledges receipt and agreement. A signed copy shall be filed with the City of Peoria, Materials Management Division.

Monique Rider
Signature

3/29/11
Date

Monique Rider, President
Typed Name and Title

Body Life Dynamics
Company Name

31255 N. 42nd Pl.

Address

Cave Creek

City

AZ

State

85331

Zip Code

Attested by:

Wanda Nelson

Wanda Nelson, City Clerk



City Seal

CC Number

ACON 33607D

Contract Number:

Official File

Wynette Reed
Director: Wynette Reed, HR Director

Tracey Booth
Dept Rep: Tracey Booth, Training & Development Coordinator

Ellen Van Riper, Assistant City Attorney

Stephen M. Kemp
Approved as to Form: Stephen M. Kemp, City Attorney

The above referenced Contract Amendment is hereby Executed
_____, 2011, at Peoria, Arizona.

Herman F. Koebergen
Herman F. Koebergen, Materials Manager