

**Request for Proposals
Advertising Agency Services
24-2015/2016**



Pensacola State College is soliciting sealed bids for the above referenced project. Please review and deliver your formal bid as the original and four copies and a digital copy by the date and time shown on the Bid Form to:

SEALED BID # RFP 24-2015/2016

Cassie Boatwright, Director of Purchasing and Auxiliary Services
1000 College Blvd.
Pensacola, FL 32504

Indicate the bid number on the outside of your sealed bid envelope to assist in identifying your bid.

Public bid opening: Pensacola State College will conduct a Public proposal opening and evaluations during the times outline in the following timeline. These meetings will be conducted at Pensacola State College Board Room, 1000 College Blvd. Pensacola, FL 32504, Building 7, Room 736. The College may choose to only open the individual bids and publicly announce who a bid was received from. The actual bid prices submitted will not be a public record until the date of posting or the number of days as defined in FS 119.071.

Timeline

The following timeline is a general guideline for issuance, evaluation, ranking and recommendation for award of this Invitation to Negotiate and the subsequent issuance of a contract for the required advertising services. The College reserves the right to change the dates of any events listed.

DATE	EVENT
February 25, 2016	RFP issue date
March 1, 2016, 2:00pm	Deadline for questions and requests for clarifications
March 8, 2016, 2:00pm	Proposals due
March 14, 2016, 2:00pm	Shortlist, if necessary
March 17, 2016, 8:00am - ~2:00pm	Vendor Presentations, if necessary
March 17, 2016, Following Presentations	Evaluation Committee Meeting
Beginning March 18 th	Review by President and Executive Council

The timeline above is a proposed schedule. The College may amend the dates as required. All dates and locations of evaluation committee meetings will be posted on the Purchasing website <http://www.pensacolastate.edu/business-psc/>.

1.00 Overview

Pensacola State College is soliciting qualified bids from qualified firms to provide products and services defined in the scope of work section of this bid.

1.01 Communication

In order to maintain a fair and impartial competitive process, Pensacola State College shall avoid any oral communication with prospective bidders other than through the purchasing office during the bid process. However, all solicited bidders will be provided a copy of all written questions submitted and Pensacola State College's responses to them, unless the written inquiry pertained to an administrative or procedural matter. Send all inquiries to purchasing@pensacolastate.edu. All written questions and inquiries are due no later than the date and time listed within the timeline.

1.02 Addenda

Any addenda issued prior to the opening of the ITB for the purpose of changing the specifications of this request for proposal or related documents, or clarifying the meaning of the same, shall be binding in the same way as if originally written in the ITB specifications and related documents. Since all addenda are available to proposers at the office of the Pensacola State College Director of Purchasing and Auxiliary Services, it is each bidder's responsibility to check with the issuing office and immediately secure all addenda before submitting your bid. The Pensacola State College Director of Purchasing and Auxiliary Services will email addenda to all known prospective bidders, but no guarantee can be made that addenda will be received.

1.03 Laws

Any resultant award shall include requirements that the resultant contract shall be governed by the laws of the State of Florida. Pensacola State College is a political subdivision of the State of Florida and as such is exempt from all Federal and State taxes.

1.04 Qualifications

Bidders shall furnish documentation of the following:

- a. He or She presently maintains a permanent bona fide place of business practicing this type of work and has had the appropriate experience.
- b. He or She has available, or can obtain, adequate equipment and financial resources to undertake and execute the Contract properly and expeditiously, in accordance with present day practices.

1.05 Modification of Bid

Bid modifications will be accepted from Bidders if addressed to the Owner at the place where Bids are to be received and if received prior to the opening of the Bids. Modifications may be in written or telegraphic form. Modifications will be acknowledged by the Owner before opening of formal Bids.

1.06 Withdrawal of bid

Bids may be withdrawn by written or telegraphic request received from Bidders prior to the time fixed for opening. Negligence on the part of the Bidder in preparing the Bid confers no right for the withdrawal of the Bid after it has been opened.

1.07 Cancellation

The College reserves the right to cancel this solicitation.

2.00 Scope of Work

Pensacola State College is interested in obtaining proposals for Advertising Consulting Services.

Collaboration with the College's Marketing Department to develop an integrated marketing plan to position the College as the institution of first choice for target audiences and as an educational leader in Escambia and Santa Rosa Counties.

Image assessment and enhancement, brand promise clarification and effective communication of coordinated, consistent brand execution messages.

Development of strategic plans for media advertising and placement to effectively reach target audiences and allocate limited advertising funds, with regular follow-up assessment and evaluation of the effectiveness of these plans.

Development, production and placement of innovative, effective advertisements (print, broadcast and digital media) and/or collateral pieces that accomplish marketing goals.

Consultation in marketing and communications—utilizing research data, maximizing budgets, improving recruitment and advertising strategies, exploring different and creative media options and exploring new corporate and public partnerships for joint promotion.

Occasional representation of the agency at College meetings designed to present marketing plans and/or increase faculty, staff or student involvement in those plans.

Regular meetings with College Relations and Marketing staff to discuss marketing plans, strategies and design consistencies.

The purpose of the advertising project is to work closely with the College to develop an integrated marketing plan to position the College as the institution of first choice for target audiences and their influencers and as an educational leader in Escambia and Santa Rosa Counties. Components of this plan include clarifying our brand promise, determining appropriate marketing messages, developing advertising concepts and ad purchasing mix and developing and/or enhancing marketing materials, in order to:

- Draw community, regional, state and national recognition for Pensacola State College educational programs.
- Attract and recruit students to sustain appropriate increases in enrollment to serve our diverse community's educational needs.
- Raise awareness and encourage greater engagement from alumni, friends, foundations, corporations and government agencies that might financially support College programs.

Quotes should include a proposal for the scope outlined above with and marketing materials and/or other samples to establish the vendor's ability to meet the scope specified above.

2.01 Institutional Information

Pensacola State College, under the governance of a local Board of Trustees, is one of 28 public colleges in the Florida College System committed to affordable, open access to educational opportunities. The College offers baccalaureate and associate degrees, career oriented certificates, developmental education, adult education,

GED preparation, and standard high school diplomas. In addition, the College provides specialized business and industry training, recreation and leisure courses, and community outreach and services. Pensacola State College is dedicated to maximizing educational opportunities, through a variety of delivery methods that develop the academic, career, personal, and aesthetic capabilities of individuals for the benefit of themselves and the global community.

The campuses and centers of Pensacola State College include Pensacola, Warrington, Milton, Century, South Santa Rosa, and Downtown. The number and locations may extend during the term of this contract. For more information on Pensacola State College, its students and educational environment, visit its website at www.pensacolastate.edu.

2.02 Budget

The maximum the College will pay for these services is \$50,000. This budgetary number in no way restricts the College to approve services up to \$50,000. Instead, this number is provided as a maximum cap for the services provided under the resulting contract. The College, after discussion with bidder(s), will determine the exact amount of the services contract.

2.03 Term

It is anticipated the services will begin April, 2016.

3.00 Submittal Information

The following is a list of items to be included with proposal submission.

3.01 Company Information

In order to evaluate the abilities of the Proposer to perform the services requested, information about each Company must be provided to determine the Company's ability to meet all of the criteria, which are to be considered in facilitating the award of the RFP. This section identifies specific information that will assist the Evaluation Committee in providing their evaluation and ranking of proposers.

The proposer is to submit a condensed history or executive summary of the firm/business/organization. This history should include:

- How long the company has been in business/in advertising business
- Number of employees
- Principal place of business and number of other facilities
- Other related business ventures
- Name and title of officers or individuals who will be responsible for this account. Indicate the person(s) who will be authorized to make representations for the proposer. Include their title, addresses and telephone numbers.

Label: Company Information

3.02 Experience Providing Advertising Services

Provide a narrative describing the corporate/company history of the firm that should include previous experience in advertising services. Include history, structure, management, number of years involved in advertising services and any other applicable information.

All proposers submitting a response to this RFP may provide three to five business references. Although we are requesting three to five business references, the proposer may provide additional references but not more than ten (10). The references submitted can be for present or past clients whereby the proposer has provided advertising services. Provide as information on previous work with Colleges and Universities. Please include the following information for each of the references being submitted:

- Client's Name
- Client's Address
- Client's Contact Person
- Client's Contact Phone Number
- Client's Contact e-mail
- Identify if client is presently being serviced or is a past client
- Contract Amount
- Summary of Services being provided

It is requested that the contact person identified for each reference is willing and able to discuss the services being provided by your company. Contacts for submitted references should be accessible and College staff should be able to reach each of reference's point contact person to verify the services provided by the proposer.

Label: Experience Providing Advertising Services

3.02 Staffing Plan

The Agency must include details of its staffing plan to meet the requirements for advertising services. The proposal must contain the expected staff levels necessary to provide adequate service. An organizational chart describing the organizational structure can be provided. The function and basic responsibilities of key management and supervisory positions should be outlined.

Label: Staffing Plan

3.03 Description of Services

The Advertising Firm must provide detailed information describing the manner in which it plans to provide the services requested under this RFP based on the scope of work provided. It is essential the Vendor provide a clear description of the operational concepts the Vendor intends to apply to meet the College's requirements.

Label: Description of Services

4.00 Proposal Evaluation Process

The following outlines the process and requirements during the proposal evaluation process.

4.01 Step 1 – Establish Short List of Vendors

The College’s Administration will select an Evaluation Committee to review and rank all proposals received under this RFP solicitation request. The Evaluation Committee will utilize the criteria as outlined to review, evaluate and rank all proposals received.

Upon completion of the initial evaluation and ranking process, the Committee may shortlist the proposers and may invite those shortlisted proposers to provide oral presentations to the Evaluation Committee. If oral presentations are scheduled and upon their completion, the Evaluation Committee may rank all proposers that provided the presentation(s) and recommend award.

4.02 Step 2 – Presentation by Short List Vendors

The shortlist of proposers may be invited to the next stage, presentations. Presentation may be in person, by teleconference or any other means as the best interest of the College indicates. The recommendation of the RFP Evaluation Committee shall be based upon the initial written response, ranking based on Selection Criteria, and interviews. The College will rank proposers with a ranking of 1st, 2nd, 3rd, 4th, etc. The vendors having the top 3 best rankings will be invited to the next stage, President and Executive Council Review.

4.03 Step 3 – President and Executive Council Review

During this phase, the top 3 ranking firms will be reviewed. The President will then determine which of the vendors to recommend award. Additional interviews/presentations may be scheduled during this phase, at the discretion of the President. Such recommendation may be subject to final approval by the College President and District Board of Trustees. The objective of this selection process is to identify Best Total Value Proposals that will best serve the College in providing the required services. The College shall be the sole judge of its own best interests, the proposals, and approval of the resulting contract.

4.04 Evaluation Committee Meetings and Presentations

All Evaluation Committee meetings that are scheduled are open to the public and in compliance with Florida Sunshine Law. The Evaluation Committee will review all responsive proposals, may shortlist and invite proposers for oral presentations. Upon completion of all RFP evaluation, the Evaluation Committee will provide their final ranking recommendation to the College President.

4.05 Response to the RFP

It is recommended that prospective proposers to this RFP submit as much information as necessary to fully and completely respond to all sections of this RFP. The College understands that responding to this RFP solicitation includes providing requested forms and/or information to be evaluated. In the event proposer does not include all requested information in its submission, the College reserves the right, in its sole discretion, to request such information from proposer. If the requested information is not submitted by the date and time allotted by the College, the proposer’s submittal may be deemed “Non-Responsive” and may receive no consideration.

4.06 Selection Criteria

In evaluating the proposal responses to this RFP, the College will consider a number of factors. These factors will include, but may not be limited to, the criteria listed. Under each criterion there are subcategories that may be utilized in assisting an Evaluation Committee member in evaluating the criteria. This in no way limits the Evaluation Committee member’s ability to subjectively determine the ranking of the subcategory information that may be used to evaluate each criteria; it merely serves as a guide.

Company Information and Experience	30%
Staffing Plan	10%
Description of Services	60%

4.07 Acceptance/Rejection of Proposals

The College may, at its sole and absolute discretion, reject any and all proposals; re-advertise this RFP; postpone or cancel this RFP process at any time; or waive any minor irregularities in the RFP or in the proposals received as a result of this RFP. Also, the determination of the criteria and process whereby proposals are evaluated, the decision as to a recommendation for the award, or whether or not an award shall ever be made as a result of this RFP, shall be at the sole and absolute discretion of the College. In no event will any successful challenger of these determinations or decisions be automatically entitled to a contract for the services described in the RFP. The submittal of a proposal will be considered by the College as constituting an offer by the Proposer to perform the required service at the stated fees included in their proposal.

4.08 Protest of Intended Decision

A notice of intended decision to recommend or reject proposals shall be posted in the Purchasing Department and College website at <http://www.pensacolastate.edu/business-psc/>. In the event an unsuccessful Proposer desires to protest the College's notice of intended decision to award or reject a proposal, that Proposer shall be required to file a notice of protest with the Director of Purchasing, in writing, within seventy-two (72) hours after receipt of the notice or posting of the intended decision and filing a formal written protest within ten (10) calendar days after the date the notice of protest is filed. Failure to file a protest that complies with Section 120.57(3), Florida Statutes, within the time prescribed herein shall constitute a waiver of proceedings under chapter 120, Florida Statutes.

4.09 Public Records

Unless specifically exempted by law, all information supplied to the College is subject to disclosure by the College under the State of Florida Public Records Law, Florida Statutes Chapter 119.07 ("Public Records Law"). The College shall permit public access to all documents, papers, letters or other material submitted in connection with this RFP and the Contract to be executed as result of this RFP selection process, subject to the provisions of Chapter 119.07 of the Florida Statutes. If a Proposer submits any documents or other information to the College which the Proposer claims is confidential information and exempt from Florida Statutes Chapter 119.07 ("Public Records Law"), the Proposer shall clearly designate that it is confidential information and reference the statutory law that protects this information from being disseminated as a result of a public records request. Proposer must specifically identify the exemption being claimed under Florida Statutes 119.07, just labeling a document "confidential", "trade secret" or proprietary" is not sufficient justification for the College to withhold such documents in response to a public records request for such documents. Instead, the proposer must provide the specific basis on which it claims the College may withhold the documents from public disclosure according to Florida's statutory requirements.

4.10 Anti-Collusion Statement

The Bidder by signing and submitting a bid has "not" divulged to, discussed or compared his/her bid with any other Bidders and has not colluded with any other Bidders or parties to a bid whatsoever. (NOTE: Including there have been No premiums, rebates or gratuities paid or permitted either with, prior to, or after any delivery or personal contact. Any such violation will result in the cancellation of award of any resulting contract from this bid and the Bidder being debarred for not less than three (3) years of doing business with Pensacola State College.)

CERTIFICATION OF DRUG-FREE WORKPLACE PROGRAM

IDENTICAL TIE BIDS - Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program, or if all of the tied vendors have drug-free workplace programs. In order to have a drug-free workplace program a business shall:

- (1) Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- (2) Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- (3) Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
- (4) In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
- (5) Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
- (6) Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

AS THE PERSON AUTHORIZED TO SIGN THE STATEMENT, I CERTIFY THAT THIS FIRM COMPLIES FULLY WITH THE ABOVE REQUIREMENTS.

BIDDING FIRM OR ENTITY NAME: _____

SIGNATURE OF VENDOR REPRESENTATIVE: _____

TYPED OR PRINTED NAME OF VENDOR REPRESENTATIVE: _____

DATE: _____

MINORITY BUSINESS ENTERPRISE/WOMAN BUSINESS ENTERPRISE CERTIFICATE

I HEREBY DECLARE AND AFFIRM that I am the _____ (Title) representative of the firm of _____ (Company Name) minority business enterprise (MBE/WBE) _____ (Minority Type) as defined by Pensacola State College in the specifications for _____ (ITB Name & Number) that I will provide information requested by PENSACOLA STATE COLLEGE to document this fact. The foregoing statements are true and correct and include all material necessary to identify and explain the operations of _____ (Company Name) as well as the ownership thereof. Further, the undersigned does agree to provide PENSACOLA STATE COLLEGE current, complete and accurate information regarding actual work performed on the project, the payment therefor and any proposed changes in any of the arrangements hereinabove stated and to permit and audit an examination of the books, records and files of the above named company by authorized representative of PENSACOLA STATE COLLEGE. It is recognized and acknowledged that the statements herein are being given under oath and material misrepresentation will be grounds for terminating any contract which may be awarded in reliance hereon. Termination is understood to forfeiture of payment for all work not performed at time of notification.

I DO SOLEMNLY DECLARE OR AFFIRM UNDER THE PENALTIES OF PERJURY THAT THE CONTENTS OF THE FOREGOING DOCUMENTS ARE TRUE AND CORRECT, AND THAT I AM AUTHORIZED, ON BEHALF OF THE ABOVE FIRM, TO MAKE THIS AFFIDAVIT.

Signature of Company's Authorized Representative

State of _____ County of _____ City of _____

On this _____ day of _____, 20____, before me, in the foregoing affidavit and acknowledged that he (she) executed the same in the capacity therein stated and for the purpose therein contained.

In presence thereof, I hereunto set my hand and official seal.

Signed: _____ (SEAL)
Notary Public

My commission Expires:

Minority Type: # M1 Black American Man; M2 Hispanic American; M3 Asian American; M4 Native American (Eskimo & Aleutian); M5 Native Hawaiian; M6 Small Business; M7 Disabled; M8 American Woman; M9 Black American Woman; and NM Not Minority. (Must have greater than 51% minority ownership). "Minority/Woman Business Enterprises that file false misrepresentation of their MBE/WBE status shall be found guilty of a felony of the second degree and be debarred from bidding no less than 36 months pursuant to 287.094 Florida Statute".

Pensacola State College does not discriminate on the basis of race, ethnicity, national origin, gender, age, religion, marital status, disability, sexual orientation and genetic information in its educational programs and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Dr. Gael Frazer, Assoc. Vice President, Institutional Diversity at (850)484-1759, Pensacola State College, 1000 College Blvd. Pensacola, Florida 32504

PUBLIC ENTITY CRIMES STATEMENT

Any person submitting a Request for Proposal in response to this invitation must execute the enclosed for PUR 7068, SWORN STATEMENT UNDER PARAGRAPH 287.133(3)(A), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES, including proper check(s), in the space(s) provided, and enclose it with the said statement. However, if you have provided the completed form to the submittal address listed in this invitation and it was received on or after January 1, 2009, another completed form is not required for the remaining calendar year.

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

This sworn statement is submitted to:

_____ (print name of the public entity)

By _____ (Print name of entity submitting sworn statement)

Whose business address is

_____ And (if applicable) its Federal Employer Identification No. (FEIN) is:

_____ (If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement:_____)

I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any proposal or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:

A predecessor or successor of a person convicted of a public entity crime: or

An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

I understand that a "person" as defined in Paragraph 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which proposals or applies to proposal on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement **(indicate which statement applies).**

_____ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of the officers, directors, executive, partners, shareholders, employees, members, or agents who are active in management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list **(attach a copy of the final order).**

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT

IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

SIGNATURE

Sworn to and subscribed before me this _____ day of _____ 20_____

Personally known _____

OR Produced identification _____ Notary Public - State of _____

_____. My commission expires _____ (Type of identification)

(Printed, typed and/or stamped commissioned name of Notary Public)

A person or affiliate who has been placed on the convicted Firm list following a conviction for a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit proposals on leases of real property to a public entity, may not be awarded or perform work as a Firm, supplier, Sub-Firm, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of thirty-six (36) months from the date of being placed on the convicted Firm list.

