



Fairman Consulting

Branding. Marketing. Communications.

1015 Atlantic Boulevard > Suite 262
Atlantic Beach, Florida 32233

First Coast Workforce Development, Inc.

Consulting Services

Presented to: Bruce Ferguson

June 30, 2017

Version 3.0

Situation Analysis

First Coast Workforce Development, d/b/a CareerSource Northeast Florida ("FCWD") has asked Fairman Consulting, Inc. ("Fairman") for a proposal to provide strategic consulting services for July 1, 2017 to June 30, 2018.

- Implementation of the 2015-2020 Strategic Plan: Vision 2020
 - Including a formal **review process** to look at integration with WIOA goals, results to-date and alignment with future objectives
 - Work with board and staff leadership
- Assistance with **organizational development**
 - Help with internal and external processes for identifying talent and succession issues
 - Utilize the 9-box process and other tools
- Coordination of CareerSource brand with local **brand and marketing** efforts
 - Sub-brands, project brands, partners, etc.
- Integration with **partner relationships** (e.g. STEMM Hub, Earn Up, JAXUSA, JAX Chamber, Innovate Northeast Florida 2.0)
 - Facilitation of **JAXUSA** communication regarding convening activities and other community outreach
 - Representation on **INEF 2.0** project team
- Development and execution of regional workforce development **events**
- Regional and state community **outreach**
 - Assistance with various communications programs
 - Local and state government relations
- Management **consulting**
- Executive **coaching**/strategy
 - Leadership planning and strategy sessions throughout the year
 - Review and advice on current and possible initiatives
- **Project management** of specific initiatives as needed
 - Planning and consultation on new issues that arise during the year

The Firm

Fairman Consulting was formed in January 2004 to deliver high-value strategic business, branding and marketing consulting services. The firm's founders have over 40 years of experience providing branding, marketing, communications and strategic planning for clients across America.

Larry Fairman started an advertising and public relations agency in the 1980s and served as CEO until the firm was merged into The Boardwalk Group in 1999. The Boardwalk Group became well known throughout Florida and the Southeast for integrating marketing and IT solutions, at one time employing nearly 40 team members in a signature oceanfront office building along the boardwalk in downtown Jacksonville Beach. The company was sold in 2003 to focus on a new client-service approach.

Fairman Consulting provides strategic direction and action-oriented solutions to business, branding, marketing and communications challenges. The firm has significant experience working with companies and organizations of all sizes... from strategic planning and organizational development to branding/re-branding and marketing communications.

Fairman Consulting delivers projects in these areas:

- Strategic business planning
- Executive coaching
- Brand development and brand management
- Marketing strategy
- Market research
- Product rollout
- Creative execution
- Online marketing and positioning
- Website strategy, architecture and development

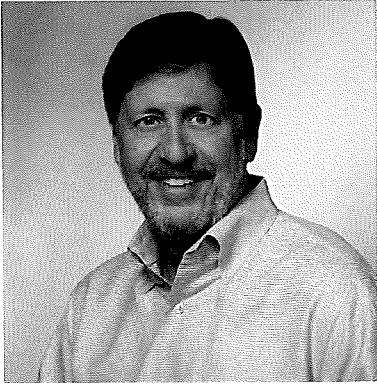
Our Process

Using our proprietary process, we have provided effective strategic business, marketing and branding services for hundreds of organizations, people and products. Our integrated approach is shown in the image on this page, which highlights the seamless strategic steps that are needed to assure success in any marketplace.

Organizational Alignment for Brand Success™



Fairman Consulting, Inc.
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Larry Fairman, Project Manager

As a nationally known branding and marketing strategist with more than 25 years of experience, Larry has helped hundreds of organizations and businesses develop powerful strategic plans, brand identities, positioning strategies and creative outreach programs.

Larry has served clients in a number of industry segments. He has helped grow national, regional and local organizations, and he and his team have served several Florida workforce boards, the Florida Workforce Development Association, Florida Prepaid College Fund, and public school districts, colleges and universities.

Larry has been involved as a thought leader and project manager for First Coast Workforce Development, Inc. for nearly two decades. In addition to leading the team that created the 2005-2010 WorkSource Strategic Plan, the 2012-2015 FCWD Strategic Plan and the 2015-2020 plan, he has worked on the development of the Center for Workforce Leadership; Workforce Summits in 2006, 2007 and 2013; regional Career Academy expansion; statewide planning for the Florida Workforce Development Association; and planning for several other regional workforce boards in Florida. **For CareerSource, Larry will lead planning, executive coaching, project management, and the development of strategic initiatives.**

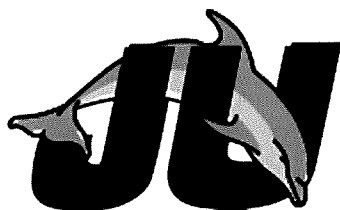
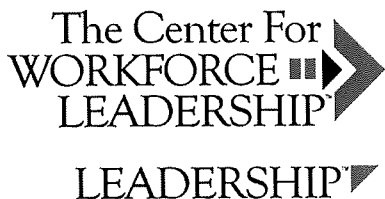
Larry is a recipient of the Outstanding Communications Alumnus from Jacksonville University, where he earned his BA, and the Bronze Leadership Award from Junior Achievement. He is a member of the Leadership Jacksonville Class of 1994 and currently serves in leadership roles with Baptist Health Foundation and the JAX Chamber of Commerce.

Larry founded his first marketing communications company in the 1980s and has been leading and managing firms ever since. Fairman Consulting's operational model allows clients to benefit from his thought leadership on critical business issues and to organize effective teams with subject matter experts and other resources as needed.

Larry and his wife Christine live in Atlantic Beach with their daughter Gentian, 15, and son Gunnar, 13.

Representative Clients

Fairman Consulting has provided strategic branding, communications and business consulting services to a broad array of local, regional and national organizations. Here is a representative sample.



Education and Workforce Development

- Alliance for WorldClass Education, Jacksonville
- Career Academies, Northeast Florida
- CareerEdge, Venice Florida
- CareerSource Northeast Florida
- CareerSource Southwest Florida
- CareerSource Suncoast
- The Center for Workforce Leadership, National
- Charlotte School of Law
- Delex Systems, Washington, DC
- Duval County Public Schools
- Florida Chamber of Commerce (WorldClass Schools), Tallahassee
- Florida Coastal School of Law, Jacksonville
- Florida State College at Jacksonville
- Florida Workforce Development Association
- FloridaWorks, Gainesville
- The Greenwood School, Jacksonville
- Jacksonville Public Education Fund
- Jacksonville University
- Jacksonville University Athletics
- Jacksonville University Davis College of Business
- Junior Achievement of Jacksonville
- Phoenix School of Law (now Arizona Summit)
- St. Johns County School District
- Schuler Educational Consulting, Northeast Florida
- Workforce Alliance, West Palm Beach
- Workforce Escarosa, Pensacola
- WorkSource, Northeast Florida



Nonprofits

- The Community Foundation in Jacksonville
- Junior Achievement of Jacksonville
- Kesler Mentoring Connection, Jacksonville
- Museum of Contemporary Art Jacksonville
- Nonprofit Center of Northeast Florida



Professional & Financial Services

- ALLTEL Residential Lending Services, Jacksonville
- ATS Services, Jacksonville
- Brower Financial Group, Ponte Vedra Beach
- Community First Credit Union of Florida, Jacksonville
- Converse Business Consulting, Jacksonville
- D'Alessandro, Inc., Ponte Vedra Beach
- Ford Miller & Wainer, P.A., Jacksonville Beach
- Madison Property Solutions, Jacksonville
- Milam Howard Nicandri Dees & Gillam, P.A., Jacksonville
- NELnet, Lincoln, Nebraska
- Potentiae, Jacksonville

Milam Howard
Nicandri Dees Gillam, P.A.



Government & Other Agencies

- Agency for Healthcare Administration, Tallahassee
- Florida Office of the Governor (State Technology Office), Tallahassee
- Florida Prepaid College Board, Tallahassee
- Florida Ready to Work, Tallahassee
- Jacksonville Port Authority (JAXPORT)
- Jacksonville Transportation Authority
- Jacksonville Wireless Internet Zone (JaxWIZ)
- Jacksonville Women's Business Center
- JAX Chamber of Commerce
- South Florida Water Management District, West Palm Beach
- Visit Jacksonville (Jacksonville & the Beaches CVB)



Consumer Products & Retail



- AeroGlove
- America Say Hello, Mountain View, California
- Atlantic Beach Urban Farms
- Barker's Frozen Custard, Baltimore
- Bono's Bar-B-Q & Grill, Florida/Georgia
- Clean Shower
- Fairman's Thrash & Threads, West Chester, Pennsylvania
- Guardian Food Concepts, Baltimore
- Homestead Villages, Florida, Ohio, Massachusetts

Technology

- Desert Micro, Jacksonville
- e-Zassi.com
- Harborview Advisors, Ponte Vedra Beach
- VIP SportsNet, Nashville
- www.yellowpagesunited.com, Atlantic Beach

Healthcare

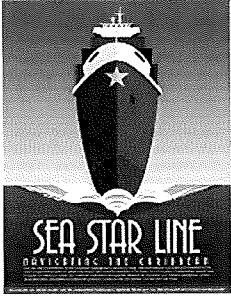
- Atlantic Eye Institute, Jacksonville Beach
- Availity, Jacksonville
- Baptist Health System, Northeast Florida
- Crucial Care, Jacksonville
- Endox, Jacksonville
- GuideWell Emergency Medicine Doctors, Winter Park, Florida
- Gyrx, Jacksonville
- Jacksonville Heart Center
- Jacksonville Orthopaedic Institute
- MenRx, Jacksonville
- Microlin PENTAX, Beverly, Massachusetts
- NationsHealth, Sunrise, Florida
- Orthodynamix, Jacksonville
- Shore Crucial Care, Atlantic City, New Jersey
- Sorbx, Jacksonville Beach
- Wolfson Children's Hospital, Jacksonville
- Zassi Medical Evolutions, Fernandina Beach





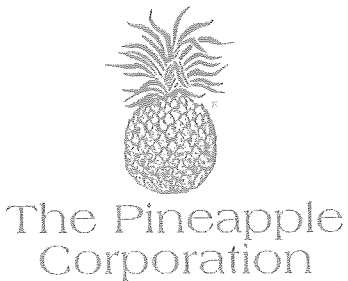
Manufacturing & Logistics

- APL Logistics, Oakland and Jacksonville
- Crowley, Oakland
- Florida Petroleum, Fernandina Beach
- Guardian Fueling Technologies, Jacksonville
- SaniGLAZE International, Jacksonville
- Sea Star Line, Jacksonville
- USG Corporation, Chicago



Real Estate Development & Homebuilding

- Amelia Park, Amelia Island
- Cecil Commerce Center, Jacksonville
- LandMar Group, Jacksonville
- Legendary, Inc., Destin
- Marsh Creek Country Club, St. Augustine
- Nocatee, Northeast Florida
- OakLeaf Plantation, Northeast Florida
- Orange Park Country Club
- The PARC Group, Northeast Florida
- The Pineapple Corporation, Jacksonville
- Regency Centers, Jacksonville
- St. Joe Corporation, Northwest Florida
- The Vista at Twenty Mile, St. Johns County



References

Thank you for the opportunity to submit this proposal. Please feel free to contact anyone listed on this page to discuss our performance.

Paula Chaon, Former Director, Career & Technical Education

St. Johns County School District

904.669.3249 * paula.chaon@citi.com

Margaret Dees, Director, Institutional Advancement

Jacksonville University

904.705.4543 * mdees@ju.edu

Deborah Pass Durham, Principal

Potentiae

904.224.1214 * deborah@potentiae.com

Campbell Ford, Managing Partner

Ford Miller & Wainer

904.372.2170 * campbell@fordmiller.com

Alan Howard, Managing Partner

Milam, Howard et al

904.421.4741 * ahoward@milamhoward.com

Nina Waters, CEO

The Community Foundation in Jacksonville

904.356.4483 * nwaters@jaxcf.org

Tracey Westbrook, Founder & CEO

Atlantic Beach Urban Farms

904.699.7573 * traceywestbrook@comcast.net

Estimate of Cost and Schedule

- Services:
 - Beginning July 1, 2017 and continuing through June 30, 2018
 - Coaching, consulting, outreach support, partner relations, event and project management, marketing and branding, strategic plan review/update (October 1st through February 28th), including assistance with organizational development/succession... plan update/results to-date... and facilitation of board/staff/partner discussions

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- Fees:
 - Hourly rate for services (\$150/hour)
 - Not-to-exceed 500 hours

Approval and Authorization

We have proposed an engagement with First Coast Workforce Development, Inc. d/b/a CareerSource Northeast Florida ("Client"). The estimate of costs and the corresponding schedule detail the expected scope of work and timeline. Approval below indicates that Client will engage Fairman Consulting in the activities described in the attached proposal, and that Client has a complete understanding of and full agreement with these terms. When you choose to proceed with the project, we will present an invoice for the first month's services. Additional invoices will be presented for services as outlined. All hard costs will be invoiced as incurred.

For requested changes that deviate from this estimate, Client will be given specific change order documentation. If project is terminated prior to completion of all work, all services incurred to date will be billed.

Please read and sign below, indicating approval and authorizing the engagement to begin:



Bruce Ferguson, CEO

First Coast Workforce Development, Inc.

Date: 6/30/17