

## American Mosquito Control Association

AMCA is a 501(c) (3) Organization

### Request for Proposals

#### Purpose

The American Mosquito Control Association (AMCA) seeks proposals from qualified firms for professional services for its executive/management, legislative, regulatory, meeting/conference, and ancillary programs. Proposals will be received until 3:30 p.m. (Eastern Standard Time) on November 30, 2018. Proposals should be submitted electronically via e-mail to the following addresses:

- 1) William E. Walton, PhD, AMCA President, Department of Entomology, University of California, Riverside, CA 92521; [william.walton@ucr.edu](mailto:william.walton@ucr.edu)
- 2) Gary Hatch, AMCA Treasurer, 85 N 600 W, Kaysville, UT 84037, [hatchgaryl@gmail.com](mailto:hatchgaryl@gmail.com)

## Background

The American Mosquito Control Association (AMCA) was incorporated in April, 1943 as a 501 (c) (3) private non-profit corporation, and presently represents one thousand five hundred (1500) members from mosquito and vector control districts, other public health agencies, academia, and industry that are involved directly in mosquito and/or vector control and research. For more information about the AMCA, see [www.mosquito.org](http://www.mosquito.org).

The AMCA's mission is to provide quality public information, comprehensive mosquito and vector-borne disease surveillance assistance, training to high professional standards, and effective legislative advocacy on behalf of its members.

The AMCA promotes cooperation among private and public organizations directly and indirectly concerned with mosquito control and related work; monitors the development of improved methods and techniques of mosquito control and the dissemination of related information; and coordinates with federal agencies on the advancement of mosquito control in the United States. Member agencies contribute greatly to the AMCA through fourteen standing committees consisting of volunteer staff and trustees of the districts.

The AMCA presently operates on a total annual budget of just over \$954,000 which is funded by member agent dues. A portion of these funds is used to hire outside service providers in the following areas:

\*General Administration services which include Executive Director, financial services, meeting and conference planning, web page support, administrative support for AMCA programs and committees.

\*Legislative Advocacy which includes assisting in member notification on legislative issues, tracking lobbying activities and billing, coordinating annual legislative day in Washington DC, and support of AMCA proposed legislation as needed.

\*Research Grant program services which include issue notifications of opening for proposals, coordination of grant proposal reviews, notification of awards, tracking and reporting financial services for the AMCA Research Fund.

## Scopes of Work

AMCA seeks a firm or firms to provide the following scopes of work for the AMCA. Qualified individuals may submit a separate proposal for the Executive Director services (details see corresponding attachments):

- A. Executive Director (Attachment A) (The Executive Director may be a separate contract or a person and service provided through the General Administration contract.)
- B. General Administration (Attachment A)
- C. Research Grant Services (Attachment A)
- D. Legislative (Attachment A)

Respondents are invited to submit proposals for any or all of the scopes of work, depending upon the firm's qualifications. The respondent or combination of respondents submitting proposals that best address the needs of the AMCA overall will be considered for selection.

## Concept

American Mosquito Control Association (AMCA) seeks proposals from qualified individuals, firms and companies capable of providing the scope of services previously described. Proposals will be accepted for all or any part of scope of services.

## Anticipated Process Schedule

The current schedule for award of contract is as follows:

Advertising Period:	Oct. 1 - Nov. 30, 2018
Pre-proposal meetings: (14:00 EDT/EST)	Oct. 22, 2018 Nov. 20, 2018
Proposals due no later than:	Nov. 30, 2018 (15:30 EST)
Review of Proposals and Clarification:	Dec. 1, 2018 – Feb. 11, 2019
Board Meeting to Authorize Negotiations:	Feb. 24, 2019
Negotiations and Board Contracts Approval:	March 1 – June 21, 2019

Note: Semi-finalists may be invited to an interview panel of AMCA Officers as a part of this RFP process.

Questions regarding this RFP may be directed by email or in writing (addresses on page 1) to:

William Walton ([william.walton@ucr.edu](mailto:william.walton@ucr.edu)) or Gary Hatch ([hatchgaryl@gmail.com](mailto:hatchgaryl@gmail.com))

AMCA will review submitted proposals and evaluate them against the following selection criteria:

- demonstrated positive experience performing similar services;
- capability to perform the scope of work, including the contractor's demonstrated capability and financial resources to perform the work in the time specified;
- demonstrated ability to competently and promptly perform the services;
- business reputation and quality of references;
- location of the contractor's nearest office that would service the work;
- proposal price.

Proposals will be reviewed and considered by the AMCA Board of Directors. Proposed price will not be the sole criterion; instead a combination of all of the criteria above will be used to make a final selection. If the Board decides to proceed with retaining a firm, the AMCA will enter into contract negotiations with the selected firm. The contract will be based on the AMCA's standard form of services contract. The selected firm will be expected to begin work on July 1, 2019.

This is not a bid solicitation and AMCA is not obligated to accept any proposal or to negotiate with any proponent. AMCA reserves the right to reject any or all proposals without cause or liability, to request information beyond that specified in the RFP, to conduct negotiations with any contractor (whether or not it has submitted a proposal), to alter the selection process or criteria, and/or to decide or not to contract with any contractor. Nothing in this request for proposals shall be construed to obligate AMCA to negotiate or enter into a contract with any particular contractor. This request shall not be deemed to be an offer of contract. AMCA will not be responsible for any costs incurred by proponent in the preparation and submission of a proposal.

All responses must be clear, understandable, demonstrate a comprehensive knowledge of the required services, and demonstrate appropriate means and methods of supplying the services to the benefit and satisfaction of the AMCA. AMCA retains the rights to all submitted materials and reserves the privilege of accepting any one or more proposals or rejecting all submissions. All submitted proposals shall become the property of the AMCA. The AMCA shall have the right to copy, retain or dispose of each proposal.

Administrative Requirements

Proposal must contain the following elements to be considered beyond the initial review:

1. The name(s), address(s), telephone number(s), and e-mail address(s) of the principal staff persons who will be primarily responsible for providing services to the AMCA and their résumés and qualifications.
2. A written statement which demonstrates the respondent’s understanding of the RFP’s requirements, relevant skills and experience, and details of how the respondent would meet the requirements.
3. Documentation and organizational history that shows that the respondent would be able to provide services beginning on July 1, 2019 through a negotiated contract period (not less than three years).
4. A list of comparable clients with whom the respondent has a contract or contracts, and may be contacted for a reference.
5. A list of individuals and/or firms with whom the respondent has a professional relationship relevant to the mission of the AMCA.
6. Provide name(s) and qualifications of any sub-contractor(s).
7. Describe the firm’s proposed fees, costs and charges, including an explanation of what services will be provided on an hourly rate, flat rate, fixed retainer or other basis. Explain how often the AMCA will be invoiced for services. Explain what costs would be charged to the AMCA and the firm’s policy for billing fees and costs relating to travel.
8. Proof of insurance which meets the minimum requirements below:

Errors and Omissions

<u>Insurance Type</u>	<u>Limits</u>
Commercial General Liability	\$1,000,000 per occurrence
Automobile Liability	\$1,000,000 per occurrence
Workers Compensation	\$1,000,000 per occurrence
Employer Liability	\$1,000,000 per occurrence
Fidelity Bond	\$3,000,000

9. Proposals should be submitted electronically via e-mail by the deadline at one of the two addresses listed on the cover page and below:

Gary Hatch, AMCA Treasurer, 85 N 600 W, Kaysville, UT 84037, [hatchgaryl@gmail.com](mailto:hatchgaryl@gmail.com)

William Walton, AMCA President, Department of Entomology, University of California, Riverside, CA 92521, [walton@ucr.edu](mailto:walton@ucr.edu)

## **Attachment A**

American Mosquito Control Association

### **AMCA Management - Scope of Service**

#### **Association Management**

##### **I. Executive Management**

Your executive management team will provide the following support:

- Oversight and responsibility for operations, including member services and financial management (detailed in the membership support services and the financial management sections of the proposal)
- Work with the AMCA leadership and each committee to determine, execute and fulfill committee goals
- Assist the Treasurer, if needed, in the preparation of the annual budget
- Administer and implement the annual budget as prepared by the Treasurer
- Prepare monthly activity reports
- Generate program procedures and plans for the ensuing year
- Review and recommend changes applicable to policies, procedures and bylaws
- Implement AMCA policies and procedures and develop new policy where needed
- Establish goals and objectives with the Board of Directors
- Represent AMCA in business matters and correspondence with the consent of AMCA leadership
- Work with the Board of Directors, committees and officers on special projects
- Oversee the transition of newly elected Board of Directors and officers
- Evaluate progress on strategic objectives (performance) with the Board of Directors

##### **A. Board of Directors Cultivation**

In terms of building a strong Board of Directors, ASSOCIATION MANAGEMENT COMPANY (AMC) will:

- Aid in developing a systematic selection process to add qualified individuals to its membership
- Coordinate the Board member election process
- Develop an orientation process to educate the new Board of Directors. The focus will be to ensure the new AMCA Board of Directors understands the goals of the association, role of the Board of Directors and the expectations of each individual Board member.

## B. Board of Directors Governance

The AMCA Board of Directors meets face-to-face twice per year, once at the annual meeting and once during an interim Board meeting. The Board also meets infrequently via conference call and communicates regularly via e-mail. AMC staff will attend, as needed, and support these Board meetings by performing the following duties:

- Initiate meeting notification and call for agenda items
- Prepare meeting agenda with the President
- Send call for committee reports
- Prepare meeting materials, including agenda, financial reports, committee reports, and activity reports
- Send meeting materials at least one week prior to the meeting to allow for adequate review by the Board
- Follow-up on discussed actions utilizing a task log to track activity
- Coordinate the Board member election process, including mailings to the general membership
- Prepare and disseminate meeting minutes and other related materials
- Plan and support Board conference calls
- Plan meals and work with caterers and restaurants for food arrangements
- Negotiate and reserve sleeping and meeting rooms
- Provide information on ground transportation
- Arrange and coordinate entertainment, including dinner reservations, tours and visits to special attractions or events
- Send notification to Board and provide reservation form

## II. AMCA Financial Management

AMC will provide the following financial management services:

- Maintain general ledger of transactions
- Develop a chart of accounts and code charges to the appropriate accounts
- Establish accounting procedures and authorizations
- Manage and process accounts payable and receivable
- Process membership dues and governance expenditures on a timely basis
- Make timely deposits of funds (from revenue items) and retain copies of checks received
- Reconcile monthly bank statements

- Prepare and distribute monthly financial statements, including a balance of account report
- Work with the AMCA-approved outside accountant, who will be responsible for independent audit and tax filings (at AMCA expense)
- Work with the AMCA Treasurer in preparing the annual budget, when needed
- Prepare and disseminate a monthly cash disbursement report
- Issue checks for payment when invoice/supporting document is received
- Prepare a general ledger summary report
- Provide fiscal impact analysis upon request by Board of Directors
- Prepare year-end analysis of actual versus budgeted income and expenses
- Manage investment accounts at the direction of the Treasurer

### **III. Membership Support Services**

AMC will provide the following membership support services:

- Disseminate AMCA information to members
- Develop and disseminate new member packets
- Receive and process educational materials orders
- Serve as the membership frontline
- Professionally answer member calls and e-mails

### **IV. Membership Record Keeping**

AMC will provide the following membership record keeping services:

- Maintain custom database with member address, telephone, fax and e-mail addresses; demographic information, dues records and other member information.
- Archive association records.
- Maintain an updated membership directory, found on the AMCA Website.
- Maintain custom database of Board of Directors and committee volunteers.
- Maintain acceptable dues levels through active collection strategies.

## **V. Communications Services**

AMCA's Executive Director will coordinate with the association's contracted Technical Advisor to provide the following communications services:

- Increase visibility of association to current and potential members and the media through electronic communications.
- Establish communication with associations of similar interests.
- Establish and maintain media contact file for promotion of association activities, including Mosquito Control Awareness Week, and other issues of interest.
- Development and layout of blast e-mails, electronic newsletter and legislative e-newsletter.
- Assist AMCA's Social Media Coordinator by providing access to AMCA materials and web page content.

## **VI. Communications Support Services**

AMC will provide the following communication support services:

- Design development and layout of the *AMCA Newsletter* (published four times per year) with subject matter established by the newsletter Editor.
- Design development and layout of conference related materials and other printed pieces
- Mailing and distribution of printed/electronic pieces
- Basic editing with the incorporation of edits made by leadership in printed/electronic pieces
- Ad-space solicitation for the *Journal of the American Mosquito Control Association* (published quarterly) and the *AMCA Newsletter* will be the responsibility of AMCA's Executive Director.
- Update the AMCA web page as needed.

## **VII. Committee Support**

AMC will provide general administrative support to AMCA's committees. This includes:

- Maintaining contacts for conference calls
- Coordinating billing information for conference calls as reported by committee leaders
- Disseminating the conference call code information
- Communicating with committee chairs to stay up-to-date on committee activities, and assist when necessary
- Assisting the committee chairs with logistics for occasional face-to-face meetings

- Providing assistance to the committee chairs with complex document publication and posting

### **VIII. General Office Management**

AMCA will receive the following general office management services:

- E-mail reception and disbursement, including continuous e-mail access
- Fax reception and disbursement 24 hours a day, seven days a week
- Voice mail service 24 hours a day, seven days a week
- Dedicated telephone lines for AMCA
- Direct-dial numbers to key staff for AMCA leadership
- Mailing and shipping operations
- Inventory of office supplies, letterhead, association forms, brochures and publications
- Calls and e-mails are answered within 24 hours
- Timely, courteous and accurate responses to all correspondence

### **Meetings/Exhibits Management**

AMCA will have a Meeting Manager who will plan, implement and oversee the AMCA Annual Meeting and provide logistics support for AMCA's Board of Directors' meetings. The AMCA Meeting Manager will work in cooperation with the Annual Meeting Committee Chair and the Local Arrangements Committee Chair to develop and implement a program that is of value to AMCA members.

AMC understands that an annual meeting is held in various parts of the United States every year between February and April. Typically, 900 to 1,000 delegates attend the meeting to listen to scientific and operational papers that are presented. Approximately 40 vendors also exhibit at the meeting. The Annual Meeting is usually held as a joint meeting with a state or regional mosquito control association. The complexity of services required varies each year and is dependent on the resources currently available to the association.

AMC also acknowledges that AMCA holds an annual legislative advocacy meeting, Washington Day, typically in the beginning of May so members can actively promote the interests of professional mosquito control by visiting their Senators and Representatives. AMCA's Meeting Manager is also responsible for the planning, implementation, and oversight of this legislative advocacy meeting.

### **I. Comprehensive Meeting Management**

- Negotiate contracts with hotel, social event venues, decorator and pertinent vendors, including equipment, audiovisual contractor, abstract processing company, transportation services, airline and car rental, entertainment, and computerized on-site registration.
- Work with the Local Arrangements Committee to establish tours and entertainment.

- Work with the Local Arrangements and Annual Meeting committees to prepare comprehensive site selection recommendations for the best venue including hotel, space, rates and other needs of the AMCA.
- Coordinate and arrange meetings for planning committees to include site visits to venues and program planning.
- Develop a marketing plan to include, but not limited to, pre-meeting announcements, advertisements in related journals and at related meetings, and creating and maintaining a Website.
- Produce a menu of options and solicit sponsorship for those meeting activities.
- Establish social and/or spouse programs as necessary.
- Coordinate production of program books, arrange artwork and authorize final printing schedule.
- Coordinate and manage tour group and special requested housing blocks.
- Coordinate VIP and speaker arrangements on an individual basis, including travel arrangements, airport pick up, sleeping room reservations, honorarium and registration.
- Develop a detailed set-up book providing hotel and all contractors with all meeting details, schedule for functions, set-up for rooms and special requirements.
- Coordinate the event's menus and special entertainment.
- Schedule pre-meeting briefing prior to the start of the meeting with hotel and outside suppliers.
- Provide staff and personnel to manage on-site activities and maintain contact with the Program Chair.
- Generate professional related reports for registration and housing.
- Produce, circulate and compile post-meeting survey of attendees and exhibitors.
- Coordinate post-convention wrap-up meeting to review all aspects of the event.

## **II. Financial Management**

- Work with the Treasurer to develop a comprehensive budget.
- Establish accounting procedures and authorizations by the Executive Director/Business Manager or Treasurer.
- Set up master account and complete credit application with host hotel.
- Review contracts for hotel and vendors to meet budget expectations.
- Review invoices and code charges to the appropriate accounts, adjusting invoices based on contractual agreements.
- Reconcile invoices from hotels, convention center and vendors.
- Review monthly financial statements.

- Prepare and present final meeting financial reports.

### **III. Registration Management**

- Design and manage both pre- and on-site computerized registration system.
- Provide pre- and on-site data processing, registration, and exhibitor coordination.
- Design registration forms, social tour forms and airline forms for registration brochure.
- Set up accounting procedures for pre- and on-site registration.
- Coordinate and manage registrations from tour groups and set up on-site procedure to process large groups.
- Accept advance registration forms and payments.
- Oversee the database management of registrations received and provide timely registration reports and updates, including status of registration income.
- Reconcile funds and provide pre-registration and final registration reports.
- Contract and train on-site registration personnel.
- Design layout of registration area, coordinating layout with the exhibits and decorator.
- Provide on-site registration management, arrange security, manage program distribution and assist in accreditation verification as necessary.

### **IV. Exhibit Management**

- Coordinate the identification of AMCA's exhibit market and compile a comprehensive prospect list.
- Follow up with prospects via letter and telephone contact.
- Create a floor plan with contracted decorator for exhibits.
- Create and distribute Exhibitor Prospectus (Exhibitor Guide).
- Coordinate any exhibitor support/sponsorship requests with the Program Chair.
- Negotiate and contract with decorator/drayage company.
- Develop a comprehensive set of rules and regulations regarding exhibit policy, sponsorship opportunities, and/or satellite symposia. Publish, promote and enforce the policies as requested.
- Produce and compile exhibitor contracts and obtain any appropriate individual exhibitor insurance forms.
- Invoice, collect, record and acknowledge exhibit sales. Provide monthly exhibit reports with income received.
- Provide exhibitor kits that include show hours, housing forms for all hotels, service order forms and other related exhibitor information.

- Pre-register exhibitors and arrange for printed badges.
- Manage set-up, opening, daily meeting hours and teardown.
- Collect exhibit evaluations and submit new ideas for proposals to the Board.

## **V. AMCA Annual Meeting Staffing**

AMCA's Meeting Manager will serve as a meeting and exhibit manager to coordinate all aspects of the meeting, including overseeing the entire meeting staff. It will be the responsibility of the Meeting Manager to coordinate with the Program Chair, Local Arrangements Committee, outside vendors (hotels and convention center) and the support staff. The support staff will be, at minimum:

a Meeting Coordinator to oversee the daily administrative needs of the meeting both pre- and on-site and to provide pre-meeting coordination and on-site oversight of the registration process.

### **Customer Satisfaction**

The most important and critical element of any organization in both the non-profit and commercial sectors is customer satisfaction. As membership is the essence of an association, customer satisfaction is key to the organization's survival. The Executive Director and all other staff are the primary interface with the members and have the ability to make AMCA succeed at the highest level possible.

In order for AMCA to succeed and retain its members, as well as recruit new ones, AMC staff will ensure:

- Every call to the AMCA office is treated as though there is face-to-face contact. At the end of each call, the caller will maintain a positive image of the organization in his or her mind.
- A relationship is established with every caller, no matter their disposition.
- The services provided by AMCA fit the customer's needs.
- Each customer problem is treated as an opportunity to gain experience to better serve the next caller.
- The needs of the caller are identified immediately to ensure expedient and quality customer satisfaction.
- All member correspondence is answered in a timely manner.

AMC will position the AMCA national headquarters as the one-stop information source for the membership, prospects, and leaders. AMC staff will be responsible for maintaining the highest level of customer satisfaction for the AMCA members, leaders and prospects by providing the following services:

All calls will be directed to the appropriate AMCA staff. All calls will be returned within 24 hours or the next business day.

When a member calls, products and services will be specifically targeted to the customer's needs by effectively listening to the caller.

The AMCA staff will process all requests regarding meeting registration by answering questions, sending information and registering the membership.

Any inquiries from prospects regarding membership will be answered and followed-up on by mailing a prospective member packet. The specific needs of a prospective member will be identified and suggestions will be made as to which benefit(s) would best suit the prospective member.

The AMCA staff will perform regular maintenance and updates to the membership database to ensure accurate information.

The AMCA staff will distribute membership applications based on inquiries.

### **Customer Satisfaction Training**

Training is essential in the development of the AMCA team's ability to meet or exceed the above expectations. Our goal is to concentrate on the following areas to develop a top-notch customer satisfaction team:

1. Develop a customer-satisfaction mindset
  - a. Develop customer satisfaction techniques through evaluating current service levels
  - b. Apply techniques to increase effectiveness with customers
  - c. Teach the staff member to identify his or her own social style and enable the individual to communicate better by being flexible.
2. Develop and enhance the skill set
  - a. Educate the staff on how to develop their skill set to serve the membership more effectively.
  - b. Train the staff on how to diffuse negative situations.
3. Select the right products
  - a. Propose appropriate association services and salable products to the member or prospect.
  - b. Teach the staff to use questioning/conversation techniques to identify opportunities.
4. Follow-up
  - a. Provide immediate feedback when a positive or negative situation occurs.
5. AMC cross-training
  - a. Cross-train other AMC staff members, who are not directly involved in AMCA, to be informed of the association's inner workings and be on the ready in the case of illness, resignation or extended absence.
  - b. Apply techniques within a customer-focused mindset.

### **Evaluation Services**

An annual evaluation of management support provided by AMC staff will be carried out. The following evaluations will be utilized and conducted yearly for AMCA as a way of gaining direction in improving staff's performance as well as determining staff's effectiveness:

- General/Administrative Performance
- Executive Director/Business Manager Performance
- Fiscal Management

AMC will assist the Board of Directors with an annual AMCA staff evaluation that measures the following areas of management support:

- Executive Management
- Meetings Management

AMC takes two approaches to evaluating the performance of staff: the formative approach and the summative approach.

**Formative evaluations** (which include implementation and process evaluations) address a first set of issues of providing direction to staff and improving staff's performance throughout the project. The evaluations examine the development of the AMCA staff and may lead to changes in the way the staff is structured and developed.

**Summative evaluations** (also called outcome or impact evaluations) address a second set of issues of determining staff's effectiveness and results after project's completion. The evaluations look at what a project has actually accomplished in terms of its stated goals.