



United States Department of Agriculture

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United States  
Department of  
Agriculture

Office of the Chief  
Information Officer

1400 Independence  
Avenue SW  
Washington, DC  
20250

October 22, 2013

Sean Dunagan  
Judicial Watch  
425 3<sup>rd</sup> St. SW  
Suite 800  
Washington, DC 20024  
[sdunagan@judicialwatch.org](mailto:sdunagan@judicialwatch.org)

RE: Freedom of Information Act (FOIA) Request, 2012-OCIO-02769-F

**VIA US EMAIL**

Dear Mr. Dunagan:

This letter responds to your June 13, 2012, FOIA request, which was assigned the above tracking number. You requested the following information:

- 1) All contracts and agreements, created between January 2010 – present, related to SS+K or the “Let’s Move” initiative.
- 2) All emails sent/received between January 2010-present that relate to any contracts and agreements by SS+K, or any contracts and agreements for the “Let’s Move” initiative.

We conducted a search within the Office of Procurement and Property Management (OPPM) for records responsive to your requests. As a result, 44 pages of records were discovered. A review of these records was conducted by the FOIA Service Center.

Included with this letter, are 44 pages of records that are responsive to your request. One of these pages is being partially withheld pursuant to exemption (b) (4).

The following information provides the basis for our withholding of information under the applicable FOIA exemption:

**Trade Secrets, Commercial and Financial Information, and Confidential Information – Exemption 5 U.S.C. §552(b)(4)**

Exemption (b)(4) of the FOIA protects “trade secrets and commercial or financial information obtained from a person [that is] privileged or confidential. 5 U.S.C. §552(b)(4) (2006), *amended by* the OPEN Government Act of 2007, Pub. L. No. 100-175, 121 Stat. 2524. This exemption is intended to protect the interests of both the government and submitters of information. See, e.g., *Nat’l*

*Parks & Conservation Ass'n v. Morton*, 498 F. 2d 765, 767-70 (D.C. Cir. 1974) (concluding that the legislative history of the FOIA “firmly supports an inference that Exemption (b)(4) is intended for the benefit of persons who supply information as well as the agencies which collect it”).

Based on the information above, your request with this office will be closed. You have the right to appeal this determination. Any appeal must be made in writing to the Assistant Secretary for Administration, USDA, 1400 Independence Avenue, S.W., Whitten Bldg. 209-A, Washington D.C. 20250-0103 and received within 45 days from the date of this letter. Placing the phrase “FOIA APPEAL” in capital letters on the front of the envelope and in the subject heading of the letter facilitates the processing of any appeal.

Your request is also being processed by the following agencies and/or offices within USDA:

- Food Nutrition Consumer Services (FNS)
- Office of the Chief Financial Officer (OCFO)

The responses from this agency/office will be separate and independent from this response. If you have questions regarding the processing of these responses, please contact the following individuals:

FNS

Jennifer Weatherly  
FOIA/PA Officer  
3010 Park Center Drive  
Alexandria, VA 22302  
Tel. 703-605-0773  
Fax 703-605-0793  
Email: [FOIA@fns.usda.gov](mailto:FOIA@fns.usda.gov)

OCFO

Dik Saalfeld  
Acting FOIA Officer  
1400 Independence Avenue, SW  
Room 3423B  
Stop Box 9020  
Washington, D.C. 20250  
Tel: (202) 720-4949  
Email: [richard.saalfeld@cfo.usda.gov](mailto:richard.saalfeld@cfo.usda.gov)

If you have any questions regarding your FOIA request, please contact the USDA FOIA Service Center at (202) 720-8164. Additionally, please refer to the tracking number provided above in any further correspondence with us on this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Alexis R. Graves", with a long horizontal flourish extending to the right.

Alexis Graves  
Department FOIA Officer

Enclosure (1)

Control #: \_\_\_\_\_  
(Contracting office will assign)

### Request for Ratification of an Unauthorized Commitment

This action is the result of an unauthorized commitment as defined in the Federal Acquisition Regulation (FAR) 1.602-3, and Agriculture Acquisition Regulation 401.602-3, Ratification of Unauthorized Commitments.

**1. Nature of Action:**

(Explain how the unauthorized commitment occurred and describe the supplies/services rendered by the vendor)

The contractor, Shepardson, Stern & Kaminsky (SSK), created the "Let's Move logo, slogan, and artwork for the Childhood Obesity program, a joint effort by USDA, the Department of Education, and the Department of Health and Human Services, in collaboration with the White House. They created the web design for the Let's Move website, including the Four Pillars of the program:

- Helping parents make healthy family choices,
- Healthier Schools,
- Physical Activity, and
- Accessing Healthy & Affordable Food

SSK developed 20 designs and then held focus groups to test the effectiveness of the logo and design. They then presented the finalists for the designs to an interagency working group for final design selection.

**2. Name of Vendor:**

(List the vendor's name and address that provided the supplies/services)

Shepardson, Stern & Kaminsky  
88 Pine Street  
New York, NY 10005

**3. Price or Costs:**

(List the dollar amount of the supplies/services)  
\$100,000

**4. Fair & Reasonableness:**

(Explain how the agreed price or costs was determined to be fair and reasonable)

A subject matter expert on the interagency working group with working knowledge of the advertizing and promotional industry developed an estimate for the proposed work to be \$100,000.

**5. Date Accepted:**

(List the date the supplies/services were accepted by the Government)



**6. Bona Fide Need:**

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*(Explain why the Government had a bona fide need for the supplies/ services)*

USDA has responsibility to protect the nation's food supply and promote healthy food choices by the American public. Studies show that one third of the children under 18 in America are obese, and obesity is the leading disqualifier for entry into the armed forces by young Americans.

**7. Benefits:**

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*(Explain the benefit(s) that the Government received from the supplies/ services received)*

The promotion of the Let's Move program on Childhood Obesity benefits the mission of USDA to promote healthy food choices by the American public. Childhood obesity is a drag on the U.S. economy and increases health care spending by the country. In addition, the Let's Move program helps promote asset us of USDA food programs by increasing awareness of Supplemental Nutrition Assistance Program (SNAP), the Women, Infants and Children (WIC) program and the My Pyramid dietary guidelines.

**8. Contracting Process:**

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*(Explain why the normal contracting procedures were not followed requiring an approved requisition be sent to the contracting office and a valid contract vehicle to be issued by the Contracting Officer prior to obtaining the supplies/services)*

The individual was not aware of the contracting process and the visibility and importance of this program necessitated an aggressive schedule that hindered his ability to research the process.

**9. Competition Effort:**

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*(Explain how the vendor was selected and provide a list of other vendors that were considered)*

A subject matter expert on the interagency working group with working knowledge of the advertizing and promotional industry indicated that SSK had specific expertise in performing the type of work needed for this program, and strongly recommended that they be given the work. SSK has extensive experience in promoting behavior-changing programs, including assisting the development of the promotion for Lance Armstrong's Live Strong foundation.

**10. Funds Availability:**

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*(List the approved requisition number that shows funds are still available for the unauthorized commitment, if action is approved to be ratified)*  
Funds are available.

**11. Preventive Actions:** Obtained by Judicial Watch, Inc. via FOIA (October 23, 2013)  
*(Explain actions taken by the supervisor to prevent recurrence of unauthorized commitments by this individual)*

Senior Procurement officials in the Department have spoken with the individual to explain the procurement process. On March 17<sup>th</sup>, they provided training on procurement rules and process to all the senior advisors of the Department. The Senior Procurement Executive had intended to provide this seminar as part of the training that was given to new incoming political appointees at the start of the administration, but through administrative oversight this wasn't done.

**12. Other Supporting Facts:** *(Provide any other pertinent facts, e.g., invoice)*

This document was developed by having Russ Ashworth, Director, Management Services, and Michael McFarland, Chief, Procurement Operations Division, interview the responsible individual, David Lazerus, Senior Advisor to the Secretary, for an account of the events.

**SUBMITTED FOR REVIEW AND APPROVAL:**

Obtained by Judicial Watch, Inc. via FOIA (October 23, 2013)

- I certify that funds were available at the time of the unauthorized comments and funds are available to process the ratified unauthorized commitment.

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Signature of Funds/Budget Official

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Title

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Date

- Based on the facts and circumstances, we determined the information to be accurate and complete.

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Signature of Responsible Person

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Date

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Signature of Director Division

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Date

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Title  
*Director, Management Services***CONTRACTING OFFICER'S DETERMINATION:**

After review of the facts and circumstances that lead to the unauthorized commitment, I have determined the circumstances leading up to this action have been satisfactorily explained, procedures to prevent reoccurrence is sufficient, a resulting contract would have been proper, the price is fair and reasonable based on (explain determination), there appears to be no conflicts of interest, no laws violated, and the vendor is not debarred or ineligible for award. Attach comments if the action will not be recommended for review by the Ratifying Official.

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Contracting Officer

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Date**GENERAL COUNSEL** (if applicable)

☐ Approved ☐ Disapproved ☐ Approved Subject to the attached conditions:

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Legal

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Date**DECISION OF THE RATIFYING OFFICIAL:**

☒ Approved:  
☐ Disapproved:  
☐ Approved Subject to the listed conditions:

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Contracting Team Lead/Head

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Date

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*Michael M. Field*  
Head of Contracting Activity Designee

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*3/23/10*  
Date



## Contract File Index

### Simplified Acquisition Procedures

1. Purchase Request / Solicitation No.:

384849

2. COR/POC: Yvette Waul

Email:

Phone::

3. Contract No.:

AG-3142-P-10-0117

Total Contract Amt:

\$100,000

Contract Type/Title:

4. Performance Period:

START (mm-dd-yyyy)

END (mm-dd-yyyy)

5. Contractor:

POC:

Phone:

E-Mail:

BASE

OPTION 1

OPTION 2

OPTION 3

OPTION 4

TAB	CK BOX	SECTION	TAB	CK BOX	SECTION
		<b>A: PRESOLICITATION DOCUMENTS</b>			
A1	<input checked="" type="checkbox"/>	IAS Requisition, Specifications/ Drawings/SOW/SOO/PWS, Independent Government Cost Estimate, Source List (FAR 7.302, 11, 46.2; AGAR 411.1, 411.2)	C4	<input type="checkbox"/>	Contract Distributions: (Email, Fax confirmation) • Contractor • COR / Technical POC • Budget • Property
A2	<input type="checkbox"/>	Justifications & Approvals (JOFOC/ Limited Source/Brands) (FAR 6.3 & 8.4; AGAR 406.302-70; AOP #5)	C5	<input type="checkbox"/>	CO Review /Contract Board/ Peer Review (FAR 14.202-6, DR 5000-4; AOP #8)
A3	<input type="checkbox"/>	Acquisition Approval Review -IT /Telecommunication (AGAR 53)	C6	<input type="checkbox"/>	Software License Agreements (FAR 12.212, 27.400; DR 5000-4)
A4	<input type="checkbox"/>	Advisory Assistance Services Approval / Non-Personal Service Documentation (FAR 37.2, 37.103(a)(3); AGAR 91B)	C7	<input checked="" type="checkbox"/>	CCR / ELPS (FAR 4.1, 9.104, 9.405; AGAR 409.405)
A5	<input type="checkbox"/>	CO Review/ Contract Board/ Peer Review/ COR Solicitation Review/ OGC Review (FAR 14.202-6, DR 5000-4; AOP #8)	C8	<input type="checkbox"/>	Acceptance Verification
A6	<input type="checkbox"/>	Acquisition Approval Review -IT /Telecommunication	C9	<input type="checkbox"/>	SBA 8(a) Award Notice (AGAR 22)
A7	<input type="checkbox"/>	Market Research Analysis /Request for Information (RFI) (FAR 7.102, 10, 12.202)			<b>D: POST AWARD DOCUMENTS</b>
A8	<input checked="" type="checkbox"/>	Ratification: Unauthorized Communication Approval (FAR 1.602-3; AGAR 401.602-3; AOP #4)	D1	<input checked="" type="checkbox"/>	Invoices / Invoice Payments Records
A9	<input type="checkbox"/>	D&F: Interagency Acquisitions (Economy Act) (FAR 17.503)	D2	<input type="checkbox"/>	Acceptance Verification
		<b>B: SOLICITATION AND EVALUATION</b>			<b>E: CONTRACT ADMINISTRATION</b>
B1	<input type="checkbox"/>	Publicizing: 10 days (FAR 5.101(a)(2))	E1	<input type="checkbox"/>	Davis-Bacon (Construction >\$2K)
B2	<input type="checkbox"/>	FedBizOpp: Open Market > \$25K (FAR 5.101(a)(1))	E2	<input type="checkbox"/>	Payment Bond (Construction \$25K - \$100K)
B3	<input type="checkbox"/>	Required Source of Supply Considered. (FAR 8)	E3	<input type="checkbox"/>	Option Justification (FAR 17.205)
B4	<input type="checkbox"/>	Foreign Acquisition (FAR 25)	E4	<input type="checkbox"/>	Options, Contractor Notification Letter (FAR 17.207(a))
B5	<input type="checkbox"/>	Warranties: Repair parts from original equipment Manufacturer (FAR 46)	E5	<input type="checkbox"/>	D&F: Exercise of Options (FAR 17.207(b)-(f))
B6	<input type="checkbox"/>	Market Research (FAR 10)	E6	<input type="checkbox"/>	Past Performance Assessment (CPARS) (FAR 42.15; AGAR 442.1502, AGAR Adv 88)
B7	<input type="checkbox"/>	Small Business Set-aside, HUBZone, SDV, WOSB (FAR 13.003(b))			<b>F: CONTRACT CLOSEOUT</b>
B8	<input type="checkbox"/>	Solicitation & Amendments	F1	<input type="checkbox"/>	Contract Completion Statement/ Letter
B9	<input type="checkbox"/>	Solicitation & Amendment Correspondence	F2	<input type="checkbox"/>	Warranty Information (FAR 46.7, 12.404)
B10	<input type="checkbox"/>	Abstract of Quotations / Price Analysis	F3	<input type="checkbox"/>	Disposition of GFE / GFP (FAR 45.5, 45.6)
B11	<input type="checkbox"/>	Fair and Reasonable Price Determination	F4	<input type="checkbox"/>	Other Closeout Documentation
		<b>C: CONTRACT AWARD DOCUMENTS</b>			
C1	<input checked="" type="checkbox"/>	Contract / FPDS Record (Sign Form / Contract Package) (FAR 4.602)			
C2	<input type="checkbox"/>	Modifications/ FPDS Record (Signed form & Complete Modification Package) (FAR 4.602)			
C3	<input type="checkbox"/>	Fair and Reasonableness Determination			



<b>SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEM</b> <b>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, &amp; 30</b>				1. REQUISITION NUMBER 384849		PAGE OF 1 2	
2. CONTRACT NO.		3. AWARD/ EFFECTIVE DATE	4. ORDER NUMBER AG-3142-P-10-0117		5. SOLICITATION NUMBER		6. SOLICITATION ISSUE DATE
7. FOR SOLICITATION INFORMATION CALL:		a. NAME VIKKI MILNER		b. TELEPHONE NUMBER (No collect calls) 2026904358		8. OFFER DUE DATE/LOCAL TIME	
9. ISSUED BY		CODE	DASO-OPPM-POD		10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: % FOR:		
USDA, OPFM-POD/ SERVICE AND SUPPLY 300 7th St., S.W. Suite 377 Attention: S&S Contracts Team Washington DC 20024				<input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> EMERGING SMALL BUSINESS			
				<input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> Sole Source			
11. DELIVERY FOR FOB DESTINA- TION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS NET/30		<input type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)		13b. RATING	
15. DELIVER TO		CODE	DASO-OCFO-AMD3424A		16. ADMINISTERED BY		
OCFO/AMD 1400 Independence Avenue S.W.Room 3 Washington DC 20250				USDA, OPFM-POD/ SERVICE AND SUPPLY 300 7th St., S.W. Suite 377 Attention: S&S Contracts Team Washington DC 20024			
17a. CONTRACTOR/ OFFEROR		CODE	1102178970#		FACILITY CODE		
SHEPARDSON, STERN & KAMINSKY S S K 88 PINE STREET 30TH FLOOR 1102178970# NEW YORK NY 10005-1801				18a. PAYMENT WILL BE MADE BY			
				CODE DASO-OCFO-AMD342			
TELEPHONE NO.				18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	Tax ID Number: 13-3710550 DUNS Number: 803091362 Childhood Obesity Project Delivery: 03/29/2010 Accounting Info: CF00.ZZ.10.ZZZZZZZ.ZZZZZZZ.ZZ.ZZZZZZZ.ZZ.10443010PA C.2540.ZZ.ZZZZZZZ.ZZZZZ Agency Code (4): CF00 Program Code (25): 10443010PAC BOC: 2540 Sub BOC (2): ZZ Cost Org (7): ZZZZZZZ Job Code (8): ZZZZZZZZ Sub Cost Org (2): ZZ Budget Yr Start Continued ... (Use Reverse and/or Attach Additional Sheets as Necessary)						
25. ACCOUNTING AND APPROPRIATION DATA See schedule						26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$100,000.00	
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDEND						<input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.	
<input checked="" type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA						<input type="checkbox"/> ARE <input checked="" type="checkbox"/> ARE NOT ATTACHED.	
<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN.						<input checked="" type="checkbox"/> 29. AWARD OF CONTRACT REF. _____ OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:	
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) 			
30b. NAME AND TITLE OF SIGNER (Type or print)		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (Type or print) VIKKI MILNER		31c. DATE SIGNED 03/29/2010	

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
001	(2): ZZ Budget Yr End (2): 10 Fund (6): ZZZZZZ Budget Org (7): ZZZZZZZ Sub Budget Org (2): ZZ Report Category (4): ZZZZ  Childhood Obesity Project Product/Service Code: R799 Product/Service Description: OTHER MANAGEMENT SUPPORT SERVICES  The total amount of award: \$100,000.00. The obligation for this award is shown in box 26.	100000	DO	1.00	100,000.00

32a. QUANTITY IN COLUMN 21 HAS BEEN

☐ RECEIVED☐ INSPECTED☐ NOTED: ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE

32c. DATE

32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE

32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE

32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER

34. VOUCHER NUMBER

35. AMOUNT VERIFIED  
CORRECT FOR

36. PAYMENT

37. CHECK NUMBER

☐ PARTIAL ☐ FINAL☐ COMPLETE ☐ PARTIAL ☐ FINAL

38. S/R ACCOUNT NUMBER

39. S/R VOUCHER NUMBER

40. PAID BY

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT

42a. RECEIVED BY (Print)

41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER

41c. DATE

42b. RECEIVED AT (Location)

42c. DATE REC'D (YY/MM/DD)

42d. TOTAL CONTAINERS

Obtained by Judicial Watch, Inc. via FOIA (October 23, 2013)

<div>Print</div> <div>Close</div> <div>Help</div>			
<b>Transaction Information</b>			
Award Type:	Purchase Order	Prepared Date:	03/26/2010 22:46:42
Award Status:	Final	Prepared User:	VIKKI.MILNER@USDA.GOV
		Last Modified Date:	03/29/2010 08:29:42
		Last Modified User:	VIKKI.MILNER@USDA.GOV
<b>Document Information</b>			
Award ID:	1205	Procurement Identifier	AG3142P100117
Referenced IDV ID:		Modification No	0
Reason For Modification:			0
Solicitation ID:			
Treasury Account Symbol:	12	Agency Main Sub Identifier Account Account	0014
		Initiative	Select One
<b>Dates</b>		<b>Amounts</b>	
Date Signed:	03/26/2010	Action Obligation:	\$100,000.00
Effective Date:	03/26/2010	Base And Exercised Options Value:	\$100,000.00
Completion Date:	03/29/2010	Base And All Options Value:	\$100,000.00
Est. Ultimate Completion Date:	03/29/2010	Fee Paid for Use of Indefinite Delivery Vehicle:	\$0.00
<b>Purchaser Information</b>			
Contracting Office Agency ID:	1205	Contracting Office Agency Name:	USDA, OFFICE OF THE CHIEF FINANCIAL
Contracting Office ID:	3142	Contracting Office Name:	USDA, DM / MS, PROCUREMENT OPERAT
Funding Agency ID:	1205	Funding Agency Name:	USDA, OFFICE OF THE CHIEF FINANCIAL
Funding Office ID:	1205	Funding Office Name:	USDA, OFFICE OF THE CHIEF FINANCIAL
Foreign Funding:	Not Applicable	Reason For Inter-Agency Contracting:	Select One
<b>Contractor Information</b>			
CCR Exception: <div>Remove Exception</div>			
DUNS No:	803091362	Street:	88 PINE ST 30TH FL
Contractor Name From Contract:	SHEPARDSON, STERN&KAMINSKY S	Street2:	
Vendor Name:	SHEPARDSON, STERN&KAMINSKY	City:	NEW YORK
DBAN:		State:	NY Zip: 100051825
		Country:	UNITED STATES
		Phone:	(212) 274-9500
		Fax No:	(212) 274-9598
		Congressional District:	NEW YORK 08
<b>Business Category</b>			
Organization Type	PARTNERSHIP	<b>Business Types</b>	
Number of Employees	40	<input checked="" type="checkbox"/> Partnership or Limited Liability Partnership	
State of Incorporation		<b>Relationship With Federal Government</b>	
Country of Incorporation		<input checked="" type="checkbox"/> Both (Contracts and Grants)	
Annual Revenue	\$12,000,000	<b>Organization Factors</b>	
Contract Data		<input checked="" type="checkbox"/> For Profit Organization	
Type of Contract:	Firm Fixed Price	<div>Show Details</div>	
Multiyear Contract:	Select One		
Major Program:			
National Interest Action:	None		
Cost Or Pricing Data:	Select One		
Purchase Card Used As Payment Method:	No		
Undefinitized Action:	No		
Performance Based Service Acquisition:	No - Service where PBA is not used		
* FY 2004 and prior; 80% or more specified as performance requirement			
* FY 2005 and later; 50% or more specified as performance requirement			
Contingency Humanitarian Peacekeeping Operation:			



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Contract Financing:	Select One		
Cost Accounting Standards Clause:	Select One		
Consolidated Contract:	Select One		
Number Of Actions:	No		
	1		
<b>Legislative Mandates</b>			
Clinger-Cohen Act:	No		
Service Contract Act:	No		
Walsh-Healey Act:	No		
Davis Bacon Act:	No		
Interagency Contracting Authority:	Not Applicable		
Other Interagency Contracting Statutory Authority:	(1000 characters)		
<b>Principal Place of Performance</b>			
Principal Place Of Performance Code:	State	Location	Country
	DC		USA
Principal Place Of Performance County Name:	DISTRICT OF COLUMBIA		
Principal Place Of Performance City Name:	WASHINGTON		
Congressional District Place Of Performance:	00		
Place Of Performance Zip Code(+4):	20250 - 0003		
<b>Product Or Service Information</b>			
Product/Service Code:	R799	Description:	OTHER MANAGEMENT SUPPORT SERVICES
Principal NAICS Code:	541810	Description:	ADVERTISING AGENCIES
Bundled Contract:	Not a bundled requirement		
System Equipment Code:			
Country of Product or Service Origin:	US UNITED STATES		
Place of Manufacture:	Not a manufactured end product		
Domestic or Foreign Entity:	U.S. Owned Business		
Recovered Materials/Sustainability:	No Clauses Included and No Sustainability Included		
InfoTech Commercial Item Category:	Select One		
Claimant Program Code:	Description:		
Sea Transportation:	Select One		
GFE/GFP Provided Under This Action:	Transaction does not use GFE/GFP		
Use Of EPA Designated Products:	Not Required		
Description Of Requirement:	(4000 characters)		
	Childhood Obesity Project		
<b>Competition Information</b>			
Extent Competed For Referenced IDV:			
Extent Competed:	Not Competed under SAP		
Solicitation Procedures:	Simplified Acquisition		
Type Of Set Aside:	No set aside used.		
Evaluated Preference:	No Preference used		
SBIR/STTR:	Select One		
Fair Opportunity / Limited Sources:	Select One		
Other Than Full And Open Competition:	SAP Non-Competition (FAR 13)		
Local Area Set Aside:	No		
FedBizOpps:	No		
A76 Action:	No		
Commercial Item Acquisition Procedures:	Commercial Item		
Number Of Offers Received:	1		
Small Business Competitiveness Demonstration Program:			
Commercial Item Test Program:	No		
Preference Programs / Other Data			
Contracting Officer's Business Size Selection:	Other than Small Business		
Subcontract Plan:	Plan Not Required		

Obtained by Judicial Watch, Inc. via FOIA (October 23, 2013)

Price Evaluation Percent Difference:

 %

Reason Not Awarded To Small Disadvantaged Business:

Select One

Reason Not Awarded To Small Business:

Select One

# EPLS

Excluded Parties List System

**Search Results Excluded By**  
**Exact Name : SHEPARDSON, STERN & KAMINSKY**  
**SSN/TIN as of 29-Sep-2012 3:24 PM EDT**

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**Your search returned no results.**



## WHITE HOUSE OBESITY INITIATIVE SCOPE OF WORK

### Components of Project

- Shaping positioning research program + guide
- Observing focus groups in two markets + development and presentation of findings (in coordination with Binder Research)
- Developing strategic recommendations / framework for program + presentation to key internal stakeholders; revisions based on feedback
- Developing core messaging for program partners + key audiences (parents, industry)
- Developing names + taglines for program, presentation to key internal stakeholders and multiple rounds of revisions
- Developing logos for program, presentation to internal stakeholders and multiple rounds of revisions
- Shaping creative research program + guide
- Observing creative focus groups + development and presentation of findings on creative direction; revisions based on focus group feedback
- Developing mock-ups of logo on various pieces of program collateral
- Developing comprehensive style guide for the program
- Working with White House creative team on integration of program identity with program materials, collateral
- Guidance on website development and digital strategy including calls with digital team and development of recommendations memo

### SS+K Team

- Rob Shepardson, Partner (Overall Strategy)
- Rebecca Matovic, Partner (Research + Positioning)
- Marty Cooke, Partner + Chief Creative Officer (Creative Direction)
- Heather Geisler, VP + Group Director (Project Management)
- Sonya Friedman, Designer (Identity Development)
- Mia Gewertz, Senior Account Executive (Project Support)

### Project Fee

- \$100,000



**CCR Detail Search Results**

Not to be used as certifications and representations. See [ORCA](#) for official certification.

**PENDING CHANGES**

[VIEW EXPIRED RECORD](#)

**Current Registration Status:** Active in CCR; Changes Pending; Registration valid until 09/30/2003.

**This vendor has chosen to opt out of the CCR Public Search.**

**DUNS:** 803091362

**DUNS PLUS4:**

**CAGE/NCAGE:** 3BVT9

**Legal Business Name:** SHEPARDSON, STERN & KAMINSKY

**Doing Business As (DBA):** S S K

**Division Name:**

**Division Number:**

**Company URL:**

**Physical Street Address 1:** 88 PINE ST 30TH FL

**Physical Street Address 2:**

**Physical City:** NEW YORK

**Physical State:** NY

**Physical Foreign Province:**

**Physical Zip/Postal Code:** 10005-1825

**Physical Country:** USA

**Mailing Name:** SHEPARDSON, STERN & KAMINSKY

**Mailing Street Address 1:** 88 PINE STREET

**Mailing Street Address 2:** 30TH FLOOR

**Mailing City:** NEW YORK

**Mailing State:** NY

**Mailing Foreign Province:**

**Mailing Zip/Postal Code:** 10005-1801

**Mailing Country:** USA

**Business Start Date:** 07/05/1992

**CORPORATE INFORMATION****Type of Organization**

Partnership or Limited Liability Partnership

**Business Types/Grants**

2X - For-Profit Organization

77 - Service Provider

VW - Contracts and Grants

**DISASTER RESPONSE INFORMATION****Bonding Levels**

**Construction Bonding Level,  
Per Contract (dollars):**

**Construction Bonding Level,  
Aggregate (dollars):**

**Service Bonding Level, Per  
Contract (dollars):**

**Service Bonding Level,  
Aggregate (dollars):**

**Geographic Areas Served**

No geographic areas specified

**GOODS / SERVICES****North American Industry Classification System (NAICS)**

541810 - Advertising Agencies

541820 - Public Relations Agencies

**Standard Industrial Classification (SIC)**

8743 - PUBLIC RELATIONS SERVICES

**Product Service Codes (PSC)**

---

**Federal Supply Classification (FSC)**

---

**SMALL BUSINESS TYPES**

SDB, 8A and HubZone certifications come from the Small Business Administration and are not editable by CCR vendors.

**Business Types Expiration Date**

---

---

**North American Industry Classification System (NAICS)**

The small business size status is derived from the receipts, number of employees, assets, barrels of oil, and/or megawatt hours entered by the vendor during the registration process.

<b>NAICS Code</b>	<b>Description</b>	<b>Small Business</b>	<b>Emerging Small Business</b>
541810	Advertising Agencies	No	No
541820	Public Relations Agencies	No	No

**CCR POINTS OF CONTACT**

**Government Business Primary POC**

**Government Business Alternate POC**

**Name:** MIA GEWERTZ**Address Line 1:** 88 PINE STREET**Address Line 2:****City:** NEW YORK**State:** NY**Foreign Province:****Zip/Postal Code:** 10005-1801**Country:** USA**U.S. Phone:** 212-274-9500**Non-U.S. Phone:****Fax:** 212-274-9598**Past Performance Primary POC****Name:****Address Line 1:****Address Line 2:****City:****State:****Foreign Province:****Zip/Postal Code:****Country:****U.S. Phone:****Non-U.S. Phone:****Fax:****Name:** KATE ROTHEN**Address Line 1:** 88 PINE STREET**Address Line 2:****City:** NEW YORK**State:** NY**Foreign Province:****Zip/Postal Code:** 10005-1801**Country:** USA**U.S. Phone:** 212-274-9500**Non-U.S. Phone:****Fax:** 212-274-9598**Past Performance Alternate POC****Name:****Address Line 1:****Address Line 2:****City:****State:****Foreign Province:****Zip/Postal Code:****Country:****U.S. Phone:****Non-U.S. Phone:****Fax:****Electronic Business Primary POC****Name:** JENNIFER CABAN**Address Line 1:** 88 PINE STREET**Address Line 2:** 30TH FLOOR**City:** NEW YORK**State:** NY**Foreign Province:****Zip/Postal Code:** 10005-1801**Country:** USA**U.S. Phone:** 212-274-9500**Non-U.S. Phone:****Fax:** 212-274-9598**Electronic Business Alternate POC****Name:** HERMAN SCHVARCZ**Address Line 1:** 88 PINES STREET**Address Line 2:** 30TH FLOOR**City:** NEW YORK**State:** NY**Foreign Province:****Zip/Postal Code:** 10005-1801**Country:** USA**U.S. Phone:** 212-274-9500**Non-U.S. Phone:****Fax:** 212-274-9598



# REQUISITION

PROCUREMENT REQUEST NO.

384849

REQUISITION DATE

03/18/2010

1. NAME, PHONE NUMBER, AND ROUTING SYMBOL OF PERSON TO CONTACT  
WAUL, YVETTE

3. ORIGINATING OFFICE DATA

WAUL, YVETTE L

4. ADDITIONAL INFORMATION (Suggested supply sources, security data, etc.)

Shepardson, Stern & Kaminsky (SS&K) Rob Shepardson  
212-274-9500

2. TYPE OF REQUEST (Check one)

A. ☒ NEW REQUESTB. ☐ CHANGE TO  
PENDING PR NO. \_\_\_\_\_C. ☐ MODIFICATION TO  
CONTRACT OR  
ORDER NO. \_\_\_\_\_

## 5. APPROVALS

APPROVING OFFICIALS (A)	ROUTING SYMBOL (B)	DATE (C)	INTERNAL ROUTING	
			INITIALS (D)	ROUTING SYMBOL (E)
(1) AUTHORIZED REQUISITIONER YVETTE WAUL	DASO	03/19/2010		
(2) DONNIE HOLMES	DASO	03/19/2010		
(3)				
(4)				

6. CONSIGNEE AND DESTINATION

OCFO/AMD

1400 Independence Avenue S.W. Room 3  
Washington DC 20250

7. DATE(S) REQUIRED

03/20/2010

8. GOVERNMENT FURNISHED PROPERTY

☐ YES☒ NO

(If "yes," see par. 8 of instructions on next page.)

## 9. DESCRIPTION OF ITEMS OR SERVICES

ITEM NO. (A)	ITEM OR SERVICE (Include Specifications and Special Instructions) (B)	QUANTITY (C)	UNIT (D)	ESTIMATED COST	
				UNIT (E)	AMOUNT (F)
001	Tax ID Number: Not Available DUNS Number: Not Available Childhood Obesity Project Agency Code (4): CF00 Program Code (25): 10443010PAC BOC: 2540 Sub BOC (2): ZZ Cost Org (7): ZZZZZZZ Job Code (8): ZZZZZZZZ Sub Cost Org (2): ZZ Budget Yr Start (2): ZZ Budget Yr End (2): 10 Fund (6): ZZZZZZ Budget Org (7): ZZZZZZZ Sub Budget Org (2): ZZ Report Category (4): ZZZZ  Childhood Obesity Project Product/Service Code: R799 Product/Service Description: OTHER MANAGEMENT SUPPORT SERVICES	100000	DO	1.00	100,000.00
				TOTAL ESTIMATED COST \$100,000.00	

10. ACCOUNTING DATA

Accounting Info :

CF00.ZZ.10.ZZZZZZ.ZZZZZZZ.ZZ.ZZZZZZZ.ZZ.10443010PAC.2540.ZZ.ZZZZZZZZ.ZZZZ

# REQUISITION

PROCUREMENT REQUEST NO.

384849

REQUISITION DATE

03/18/2010

1. NAME, PHONE NUMBER, AND ROUTING SYMBOL OF PERSON TO CONTACT  
WAUL, YVETTE3. ORIGINATING OFFICE DATA  
WAUL, YVETTE L4. ADDITIONAL INFORMATION (Suggested supply sources, security data, etc.)  
Shepardson, Stern & Kaminsky (SS&K) Rob Shepardson  
212-274-9500

2. TYPE OF REQUEST (Check one)

A. ☒ NEW REQUESTB. ☐ CHANGE TO  
PENDING PR NO. \_\_\_\_\_C. ☐ MODIFICATION TO  
CONTRACT OR  
ORDER NO. \_\_\_\_\_

## 5. APPROVALS

APPROVING OFFICIALS (A)	ROUTING SYMBOL (B)	DATE (C)	INTERNAL ROUTING	
			INITIALS (D)	ROUTING SYMBOL (E)
(1) AUTHORIZED REQUISITIONER YVETTE WAUL	DASO	03/19/2010		
(2) DONNIE HOLMES	DASO	03/19/2010		
(3)				
(4)				

6. CONSIGNEE AND DESTINATION

OCFO/AMD

1400 Independence Avenue S.W. Room 3  
Washington DC 20250

7. DATE(S) REQUIRED

03/20/2010

8. GOVERNMENT FURNISHED PROPERTY

☐ YES ☒ NO (If "yes," see par. 8 of instructions on next page.)

## 9. DESCRIPTION OF ITEMS OR SERVICES

ITEM NO. (A)	ITEM OR SERVICE (Include Specifications and Special Instructions) (B)	QUANTITY (C)	UNIT (D)	ESTIMATED COST	
				UNIT (E)	AMOUNT (F)
001	Tax ID Number: Not Available DUNS Number: Not Available Childhood Obesity Project Agency Code (4): CF00 Program Code (25): 10443010PAC BOC: 2540 Sub BOC (2): ZZ Cost Org (7): ZZZZZZZ Job Code (8): ZZZZZZZZ Sub Cost Org (2): ZZ Budget Yr Start (2): ZZ Budget Yr End (2): 10 Fund (6): ZZZZZZ Budget Org (7): ZZZZZZZ Sub Budget Org (2): ZZ Report Category (4): ZZZZ  Childhood Obesity Project Product/Service Code: R799 Product/Service Description: OTHER MANAGEMENT SUPPORT SERVICES	100000	DO	1.00	100,000.00
				TOTAL ESTIMATED COST \$100,000.00	

10. ACCOUNTING DATA

Accounting Info :

CF00.ZZ.10.ZZZZZZ.ZZZZZZZZ.ZZ.ZZZZZZZZ.ZZ.10443010PAC.2540.ZZ.ZZZZZZZZ.ZZZZ

(b) (4)



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?♥☺

## United States Department of Agriculture

1. IAS Order/Contract Number  AG-3142-P-10-0117		2. Prompt Pay Type / Commodity Code: Select one of the following:  <input type="checkbox"/> C Construction (Progress Payment) 14 days <input type="checkbox"/> D Dairy Products 10 days <input type="checkbox"/> M Meat or Meat Food Products 7 days <input checked="" type="checkbox"/> O Other or Construction Final Payment 30 days <input type="checkbox"/> P Perishable Agricultural Commodities 10 days <input type="checkbox"/> See Instructions, Block 12  (if blank APB will default to 'O' Other)		3. Date of Invoice  03/12/10		4. Date Invoice Received at Billing Address (Invoice should be date stamped when rec'd)  04/07/10	
5. Vendor Invoice No: 21700		6a. Vendor Name: SHEPARDSON, STERN & KAMINSKY				6b. Vendor ID Code: 1102178970	
7. IAS Receipt Number		8. Award Line Number		9. Business Area		10. Dollar Amount	
427066		01		CF00		100,000.00	
				Total Amount to be Paid		11. 100,000.00	
12. Notes  <div style="text-align: center;"><b>FAXED</b> 4/7/10 @ 12:17pm <i>Yvette L. Waul</i></div>							
Accelerated Payment – USDA has not authorized the use of accelerated payments in accordance with FAR 32.903(a). Agencies shall not request accelerated payment of an invoice.							
17. Attach one invoice per form and fax to your Agency specific toll-free fax number 888-796-0538 (OCFO). When scanning/emailing the invoice, forward to your Agency specific email address. Mail invoices to your agency designated PO Box.  For Priority mail ONLY send invoices to:  USDA Rural Development Central Servicing Center 4300 Goodfellow Blvd (FC-233) Bldg. 105E St. Louis, MO 63120-1703 314-457-5706				AUTHORIZED OFFICIAL 13. Name, Title and Address of Agency Official  Yvette L. Waul, Administrative Officer 1400 Independence Ave. SW Washington, DC 20250 14. Signature <i>Yvette L. Waul</i> 15. Date 04/07/2010 16. Phone Number 202-690-4414			





## Invoice

U.S. Department of Agriculture  
1400 Independence Ave., S.W.  
Washington, DC 20250

Date: MAR-12-2010  
Job #: 100459  
Job Title: Consulting

Invoice#: 21700

Development and execution of "Let's Move!" branding.

---

Total	\$100,000.00
-------	--------------

Terms: NET 30

Payment Due Upon Receipt.  
Please Make Payable to:  
Shepardson Stern & Kaminsky.  
Remit to:  
88 Pine Street, New York, NY 10005

SS+K

88 PINE STREET 39TH FLOOR NEW YORK, NY 10005

PHONE: 212.774.8000 FAX: 212.774.8090 WWW.SSK.COM

## Invoice

U.S. Department of Agriculture  
1400 Independence Ave., S.W.  
Washington, DC 20250

Date: MAR-12-2010  
Job #: 100459  
Job Title: Consulting

Invoice#: 21700

Development and execution of "Let's Move!" branding.

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Total	\$100,000.00
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Terms: NET 30

Payment Due Upon Receipt.  
Please Make Payable to:  
Shepardson Stern & Kaminsky.  
Remit to:  
88 Pine Street, New York, NY 10005

SS+K

88 PINE STREET 30TH FLOOR NEW YORK, NY 10005

phone 212.274.9500 fax 212.274.9598 [ssk.com](http://ssk.com)




**USDA** UNITED STATES DEPARTMENT OF  
**AGRICULTURE**

iProcurement

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## Confirmation

Receipt 427066 has been created for you.

## Receive Items: Confirmation Details

## Receipt Information

Receipt Date 07-Apr-2010 00:00:00

## Received Item Details

Receipt	Requisition	Description	Receipt Quantity	Unit	Packing Waybill Slip	Transaction Item Code	Receipt Comments	Item Comments	Supplier
427066	384849	Childhood Obesity Project	100000	DOLLAR US					SHEPARDSON, STERN & KAMINSKY S S K

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## Invoice

U.S. Department of Agriculture  
1400 Independence Ave., S.W.  
Washington, DC 20250

Date: MAR-12-2010  
Job #: 100459  
Job Title: Consulting

Invoice#: 21700

Development and execution of "Let's Move!" branding.

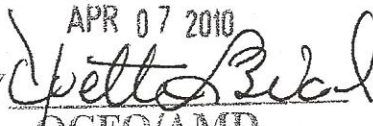
---

Total	\$100,000.00
-------	--------------

Terms: NET 30

Payment Due Upon Receipt.  
Please Make Payable to:  
Shepardson Stern & Kaminsky.  
Remit to:  
88 Pine Street, New York, NY 10005

# RECEIVED

APR 07 2010  
BY   
OCFO/AMD

SSK

88 PINE STREET 30TH FLOOR NEW YORK, NY 10005

PHONE: 212.674.6525 FAX: 212.674.6546 WWW: SS&K.COM

**From:** Waul, Yvette  
**Sent:** Monday, April 19, 2010 10:05 AM  
**To:** Milner, Vikki  
**Subject:** RE: CCR - duns# 803091362

Thanks. Paperwork has been completed.

Thanks again.

*Yvette L. Waul*  
*Administrative Officer*  
*Administrative Management Division*  
*Stop 9003 / Room 3422B-S*  
*1400 Independence Ave. S.W.*  
*Washington, DC 20250*  
*202-690-4414*

---

**From:** Milner, Vikki  
**Sent:** Monday, April 19, 2010 9:44 AM  
**To:** Waul, Yvette  
**Subject:** FW: CCR - duns# 803091362

Good Morning:

Did you submit the invoice for payment; I'm not sure if I got back with you on this, if so, can I get a copy of the receipt information from IAS. If not, you may do so; they submitted me some background, but not what I need. I'm still working on that part.

Thanks

---

**From:** Milner, Vikki  
**Sent:** Tuesday, March 30, 2010 7:01 PM  
**To:** Waul, Yvette  
**Subject:** FW: CCR - duns# 803091362

Hi:

See attached invoice for payment, I requested a cost breakdown also to go along with this invoice for the file, thanks.

---

**From:** Jenn Caban [mailto:jcaban@ssk.com]  
**Sent:** Wednesday, March 24, 2010 4:28 PM  
**To:** Milner, Vikki  
**Subject:** Re: CCR - duns# 803091362

Here you go... Thanks!

On Wed, Mar 24, 2010 at 4:11 PM, Milner, Vikki <[Vikki.Milner@dm.usda.gov](mailto:Vikki.Milner@dm.usda.gov)> wrote:

Thank you, I have to wait until it updates the system. You have done everything we need for CCR. Can I get a copy of your invoice now so we can get you paid.

---

**From:** Jenn Caban [<mailto:jcaban@ssk.com>]  
**Sent:** Wednesday, March 24, 2010 4:04 PM

**To:** Milner, Vikki  
**Subject:** Re: CCR - duns# 803091362

Hi Vikki

I apologize for not getting back to you sooner.

You can contact me moving forward, as I will now be the point of contact.

I have finally completed our registration.

Please let me know what the next steps are. I'm not sure what I am to do from here.

Best,

Jennifer

On Wed, Mar 24, 2010 at 2:58 PM, Herman Schvarcz <[hschvarcz@ssk.com](mailto:hschvarcz@ssk.com)> wrote:

----- Forwarded message -----

**From:** Milner, Vikki <[Vikki.Milner@da.usda.gov](mailto:Vikki.Milner@da.usda.gov)>

**Date:** Tue, Mar 23, 2010 at 5:16 PM

**Subject:** RE: CCR - duns# 803091362

**To:** Herman Schvarcz <[hschvarcz@ssk.com](mailto:hschvarcz@ssk.com)>

**Cc:** "Edwards, Jodey" <[Jodey.Edwards@da.usda.gov](mailto:Jodey.Edwards@da.usda.gov)>, "Wolz, Scott" <[Scott.Wolz@da.usda.gov](mailto:Scott.Wolz@da.usda.gov)>

Hi:

I checked in CCR today and you are still inactive as of this date; can you give me an update when you get a chance, thanks.

---

**From:** Herman Schvarcz [<mailto:hschvarcz@ssk.com>]  
**Sent:** Thursday, March 18, 2010 5:36 PM

**To:** Milner, Vikki

**Subject:** Re: CCR - duns# 803091362

Hello:

Jenn sent out the the copy thru email and she is now waiting for a response.

Regards

Herman

On Thu, Mar 18, 2010 at 3:54 PM, Milner, Vikki <[Vikki.Milner@da.usda.gov](mailto:Vikki.Milner@da.usda.gov)> wrote:

Hi:

Can you let me know if Jennifer was able to update CCR today?

Thanks

---

**From:** Herman Schvarcz [<mailto:hschvarcz@ssk.com>]  
**Sent:** Wednesday, March 17, 2010 4:16 PM  
**To:** Milner, Vikki

**Subject:** Re: CCR - duns# 803091362

My pleasure.

On Wed, Mar 17, 2010 at 4:12 PM, Milner, Vikki <[Vikki.Milner@da.usda.gov](mailto:Vikki.Milner@da.usda.gov)> wrote:

Hi:

Thanks for the update.

---

**From:** [hschvarcz@ssk.com](mailto:hschvarcz@ssk.com) [<mailto:hschvarcz@ssk.com>]  
**Sent:** Wednesday, March 17, 2010 3:46 PM  
**To:** [Cathy.Clark.CTR@bpn.gov](mailto:Cathy.Clark.CTR@bpn.gov)



Subject: Re: CCR - duns# 803091362

♠♣♦||8♣ L| [] 4♣ L@↓ST4♣2@♠△♥☺♥||

Thanks,

We will email a copy and mail out the original.

Regards

Herman

On Wed, Mar 17, 2010 at 3:27 PM, Clark, Cathy (Contractor) <[Cathy.Clark.CTR@bpn.gov](mailto:Cathy.Clark.CTR@bpn.gov)> wrote:

Hi Herman,

You can email it or fax it. But I will need the original mail to me for our records.

My fax is 269-961-7243

Thanks,

Cathy

-----Original Message-----

From: Herman Schvarcz [<mailto:hschvarcz@ssk.com>]

Sent: Wednesday, March 17, 2010 3:20 PM

To: Clark, Cathy (Contractor)

Cc: Jennifer Caban; vikki.milner

Subject: Re: CCR - duns# 803091362

Thanks for your response.

We shall prepare a letter that should go out tomorrow with the necessary information.

I was wondering if we can email you an attachment of the letter. Or is it necessary to mail it? If we have to mail it I will overnight it.

Regards,

Herman

On Wed, Mar 17, 2010 at 2:17 PM, Clark, Cathy (Contractor) <[Cathy.Clark.CTR@bpn.gov](mailto:Cathy.Clark.CTR@bpn.gov)> wrote:

Good Afternoon Mr. Schvarcz,

I apologize for not getting back with you sooner.

The Primary POC (point of contact) is no longer with the company, please mail me a notarized letter on company letterhead requesting a Point of Contact change. The letter must be notarized with a raised seal or a stamp and signed by a signature of authority.

Make sure the DUNS number is on the letter, so we know which registration to update. Inside the letter, state that the former points of contact have left the company, and then list the new Points of Contact as follows:

Primary POC name, phone, fax (if applicable) and email address

I will then send you an invitation via [ccremail@bpn.com](mailto:ccremail@bpn.com) for you to gain access to create your new user account.

DLIS-LAC

Attn: Cathy Clark

74 Washington Ave North

Suite 7

Battle Creek, MI 49037

If you need any further assistance, let me know.

Thank you,

Cathy Clark

CCR Contractor

269-961-4564



--  
Herman Schvarcz  
Controller  
SS+K  
88 pine street 30th floor | new york, ny 10005  
phone.212.274.9500 | direct.212.419.3334 | fax.212.274.9598 |  
[hschvarcz@ssk.com](mailto:hschvarcz@ssk.com)

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--  
Herman Schvarcz  
Controller  
SS+K  
88 pine street 30th floor | new york, ny 10005  
phone.212.274.9500 | direct.212.419.3334 | fax.212.274.9598 | [hschvarcz@ssk.com](mailto:hschvarcz@ssk.com)

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--  
Herman Schvarcz  
Controller  
SS+K  
88 pine street 30th floor | new york, ny 10005

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--

Herman Schvarcz

Controller

SS+K

88 pine street 30th floor | new york, ny 10005

phone.212.274.9500 | direct.212.419.3334 | fax.212.274.9598 | [hschvarcz@ssk.com](mailto:hschvarcz@ssk.com)

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--

Herman Schvarcz

Controller

SS+K

88 pine street 30th floor | new york, ny 10005

phone.212.274.9500 | direct.212.419.3334 | fax.212.274.9598 | [hschvarcz@ssk.com](mailto:hschvarcz@ssk.com)

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--

Jennifer Caban

SS+K

88 pine street | 30th floor | new york, ny | 10005

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--

Jennifer Caban

SS+K

88 pine street | 30th floor | new york, ny | 10005

phone.212.274.9500 | direct.212.419.3328 | fax.212.274.9598 | [jcaban@ssk.com](mailto:jcaban@ssk.com)

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**Milner, Vikki**

---

**From:** Jenn Caban [jcaban@ssk.com]  
**Sent:** Monday, April 19, 2010 6:08 PM  
**To:** Milner, Vikki  
**Subject:** Re: FW: FYI - SSK invoice for Child obesity project  
**Attachments:** STAFFING GRID WHO V2.xls

Hi Vikki

Here's the staffing plan that they used to price out the work.  
Does this work? Let me know if not...

Jenn

On Fri, Apr 9, 2010 at 12:11 PM, Milner, Vikki <[Vikki.Milner@dm.usda.gov](mailto:Vikki.Milner@dm.usda.gov)> wrote:

Hi:

What we need you to show is how you arrived at this cost, hourly rates x hours x personnel and other cost; when we get audit, it is very important to show how we spend tax payers money.

Thanks

---

**From:** Jenn Caban [mailto:[jcaban@ssk.com](mailto:jcaban@ssk.com)]  
**Sent:** Friday, April 09, 2010 9:58 AM

**To:** Milner, Vikki  
**Subject:** Re: FW: FYI - SSK invoice for Child obesity project

Hi Vikki

I'm not sure if anyone got back to you on this but,  
we negotiated the fee based on staffing and resources necessary to complete the project.

On Mon, Apr 5, 2010 at 5:35 PM, Milner, Vikki <[Vikki.Milner@dm.usda.gov](mailto:Vikki.Milner@dm.usda.gov)> wrote:

Hi:

How did you all come up with this price, I see what you provided as a deliverable. Please let me know if you need clarification, thanks.



---

**From:** Jenn Caban [mailto:jecaban@ssk.com]  
**Sent:** Monday, April 05, 2010 11:41 AM  
**To:** Milner, Vikki  
**Subject:** Re: FW: FYI - SSK invoice for Child obestiy project

Hi Vikki

Here you go...  
Let me know if you have any questions  
thx  
Jenn

On Mon, Apr 5, 2010 at 9:20 AM, Milner, Vikki <Vikki.Milner@dm.usda.gov> wrote:

Good Morning:

Can you please provide us with cost breakdown of the deliverables so we can pay the invoice, thanks.

---

**From:** Edwards, Jodey  
**Sent:** Monday, April 05, 2010 8:16 AM  
**To:** Milner, Vikki  
**Subject:** RE: FYI - SSK invoice for Child obestiy project

What did we get for our money...any deliverable? I know this is an unauthorized commitment; however the contractor still must provide evidence of what is being paid for...

---

**From:** Milner, Vikki  
**Sent:** Tuesday, March 30, 2010 7:03 PM  
**To:** Edwards, Jodey  
**Subject:** FYI - SSK invoice for Child obestiy project

FYI

---

**From:** Milner, Vikki  
**Sent:** Tuesday, March 30, 2010 7:01 PM

Hi:

See attached invoice for payment, I requested a cost breakdown also to go along with this invoice for the file, thanks.

---

**From:** Jenn Caban [mailto:jcaban@ssk.com]  
**Sent:** Wednesday, March 24, 2010 4:28 PM  
**To:** Milner, Vikki  
**Subject:** Re: CCR - duns# 803091362

Here you go... Thanks!

On Wed, Mar 24, 2010 at 4:11 PM, Milner, Vikki <Vikki.Milner@dm.usda.gov> wrote:

Thank you, I have to wait until it updates the system. You have done everything we need for CCR. Can I get a copy of your invoice now so we can get you paid.

---

**From:** Jenn Caban [mailto:jcaban@ssk.com]  
**Sent:** Wednesday, March 24, 2010 4:04 PM

**To:** Milner, Vikki  
**Subject:** Re: CCR - duns# 803091362

Hi Vikki  
I apologize for not getting back to you sooner.  
You can contact me moving forward, as I will now be the point of contact.  
I have finally completed our registration.  
Please let me know what the next steps are. I'm not sure what I am to do from here.  
Best,  
Jennifer

On Wed, Mar 24, 2010 at 2:58 PM, Herman Schvarcz <hschvarcz@ssk.com> wrote:

----- Forwarded message -----  
From: **Milner, Vikki** <Vikki.Milner@da.usda.gov>

Date: Tue, Mar 23, 2010 at 5:16 PM

Obtained by Judicial Watch, Inc. via FOIA (October 23, 2013)

Subject: RE: CCR - duns# 803091362

ED:~p~ERX~|~p~DYK~:~S~\X~|~ED~|~!~EDYX~|~ERX~|~BDYK~|~%~S~\X~|~&~ED~|~!~EDYX~|~  
To: Herman Schvarcz <[hschvarcz@ssk.com](mailto:hschvarcz@ssk.com)>  
&ERX~|~&  
Cc: Edwards, Jodev <[Jodev.Edwards@da.usda.gov](mailto:Jodev.Edwards@da.usda.gov)> "Wolz, Scott" <[Scott.Wolz@da.usda.gov](mailto:Scott.Wolz@da.usda.gov)>  
DERK~|~%~S~\X~|~&~ED~|~!~EDYX~|~ERX~|~BDYK~|~%~S~\X~|~&~ED~|~!~EDYX~|~(~ERX~|~!~EDYK~|~)~S~+~\X~|~

Hi:

I checked in CCR today and you are still inactive as of this date; can you give me an update when you get a chance, thanks.

---

**From:** Herman Schvarcz [<mailto:hschvarcz@ssk.com>]

**Sent:** Thursday, March 18, 2010 5:36 PM

**To:** Milner, Vikki

**Subject:** Re: CCR - duns# 803091362

Hello:

Jenn sent out the the copy thru email and she is now waiting for a response.

Regards

Herman

On Thu, Mar 18, 2010 at 3:54 PM, Milner, Vikki <[Vikki.Milner@da.usda.gov](mailto:Vikki.Milner@da.usda.gov)> wrote:

Hi:

Can you let me know if Jennifer was able to update CCR today?

Thanks

---

**From:** Herman Schvarcz [<mailto:hschvarcz@ssk.com>]

**Sent:** Wednesday, March 17, 2010 4:16 PM

**To:** Milner, Vikki

**Subject:** Re: CCR - duns# 803091362

My pleasure.

On Wed, Mar 17, 2010 at 4:12 PM, Milner, Vikki <[Vikki.Milner@da.usda.gov](mailto:Vikki.Milner@da.usda.gov)> wrote:

Hi:

Thanks for the update.

---

**From:** [hschvarcz@ssk.com](mailto:hschvarcz@ssk.com) [mailto:[hschvarcz@ssk.com](mailto:hschvarcz@ssk.com)]

**Sent:** Wednesday, March 17, 2010 3:46 PM

**To:** [Cathy.Clark.CTR@bpn.gov](mailto:Cathy.Clark.CTR@bpn.gov)

**Subject:** Re: CCR - duns# 803091362

Thanks,

We will email a copy and mail out the original.

Regards

Herman

On Wed, Mar 17, 2010 at 3:27 PM, Clark, Cathy (Contractor) <[Cathy.Clark.CTR@bpn.gov](mailto:Cathy.Clark.CTR@bpn.gov)> wrote:

Hi Herman,

You can email it or fax it. But I will need the original mail to me for our records.

My fax is 269-961-7243

Thanks,

Cathy

-----Original Message-----

**From:** Herman Schvarcz [mailto:[hschvarcz@ssk.com](mailto:hschvarcz@ssk.com)]

**Sent:** Wednesday, March 17, 2010 3:20 PM

**To:** Clark, Cathy (Contractor)

**Cc:** Jennifer Caban; vikki.milner

**Subject:** Re: CCR - duns# 803091362

Thanks for your response.



Obtained by Judicial Watch, Inc. via FOIA (October 23, 2013)  
We shall prepare a letter that should go out tomorrow with the necessary information.

I was wondering if we can email you an attachment of the letter. Or is it necessary to mail it? If we have to mail it I will overnight it.

Regards,

Herman

On Wed, Mar 17, 2010 at 2:17 PM, Clark, Cathy (Contractor)  
<[Cathy.Clark.CTR@bpn.gov](mailto:Cathy.Clark.CTR@bpn.gov)> wrote:

Good Afternoon Mr. Schwarcz,

I apologize for not getting back with you sooner.

The Primary POC (point of contact) is no longer with the company, please mail me a notarized letter on company letterhead requesting a Point of Contact change. The letter must be notarized with a raised seal or a stamp and signed by a signature of authority.

Make sure the DUNS number is on the letter, so we know which registration to update. Inside the letter, state that the former points of contact have left the company, and then list the new Points of Contact as follows:

Primary POC name, phone, fax (if applicable) and email address

I will then send you an invitation via [ccremail@bpn.com](mailto:ccremail@bpn.com) for you to gain access to create your new user account.

DLIS-LAC

Attn: Cathy Clark

74 Washington Ave North

Suite 7

Battle Creek, MI 49037

If you need any further assistance, let me know.

Thank you,

Cathy Clark

CCR Contractor

269-961-4564

--

Herman Schvarcz

Controller

SS+K

88 pine street 30th floor | new york, ny 10005

phone.212.274.9500 | direct.212.419.3334 | fax.212.274.9598 |

[hschvarcz@ssk.com](mailto:hschvarcz@ssk.com)

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Fiscal Year	Action	Action Obligation
2012	1	\$60,490.00
2010	1	\$100,000.00

Contractor Name	Doing Business As Name	DUNS Number	PIID	Referenced IDV PIID	Signed Date
PANUM GROUP		017433348	AG3198K1200	AG3198B1000	01/13/2012
SHEPARDSON, STERN & KAMINSKY S S K		803091362	AG3142P1001		03/26/2010