

103 COLLEGE ROAD EAST • PRINCETON, NEW JERSEY 08540
PHONE 609-987-0880 • FAX 609-987-0850 • anderson@njefa.com

ROGER L. ANDERSON
Executive Director

May 28, 2009

VIA UNITED PARCEL SERVICE

Honorable Jon S. Corzine
Governor
State House
125 West State Street
P.O. Box 001
Trenton, New Jersey 08625

ATTN: Sonia Frontera, Assistant Counsel
Governor's Authorities Unit

Dear Governor Corzine:

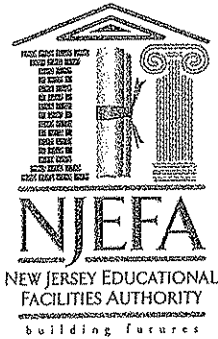
Enclosed please find an original and one copy of the minutes of the meeting of the New Jersey Educational Facilities Authority held on Wednesday, May 27, 2009.

I hereby certify that it is a true and correct copy of the proceedings.

Sincerely,

Roger L. Anderson
Secretary

Enclosures



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ROGER L. ANDERSON
Executive Director

**MINUTES OF THE MEETING OF THE
NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY
HELD AT 103 COLLEGE ROAD EAST, PRINCETON, NEW JERSEY
ON WEDNESDAY, MAY 27, 2009**

The meeting was called to order at 10:38 a.m. by Chair Altman. The New Jersey Educational Facilities Authority gave notice of the time, place and date of this meeting via fax and email on May 18, 2009, to The Star Ledger, The Times and the Secretary of State and by posting the notice at the offices of the Authority in Princeton, New Jersey. Pursuant to the New Jersey Open Public Meetings Act, a resolution must be passed by the New Jersey Educational Facilities Authority in order to hold a session from which the public is excluded.

AUTHORITY MEMBERS PRESENT:

Vivian Altman, Chair
Roger B. Jacobs, Esq.
Ridgeley Hutchinson
Ronald Blackburn
R. David Rousseau, State Treasurer (represented by David Eater)
Laurence M. Downes, Chair, Comm. on Higher Education (represented by Kurt Landgraf)

AUTHORITY MEMBERS ABSENT:

None

STAFF PRESENT:

Roger L. Anderson, Executive Director
Barbara Cannon, Deputy Executive Director
Mary Jane Darby, Director of Project Management
Marie Mueller, Controller
Sheryl Stitt, Director of Communications
Katherine Newell, Esq., Director of Risk Management
Kristen Middleton, Assistant Controller
Debra Paterson, Senior Risk Manager
Vito Galluccio, Project Manager
Nichole Doxey, Communications Specialist
Jennifer Zoccali, Project/Communications Assistant
Jamie O'Donnell, Accountant
Denise Carroll, Administrative Assistant
Sheila Toles, Exec. Assistant/Human Resources Specialist

ALSO PRESENT:

Amanda Modjeska, Raymond James & Associates, Inc.
Anthony Inverso, Phoenix Advisors, LLC
Barbara Beckman, Ballard Spahr Andrews & Ingersoll, LLP
Brian Burke, RBC Capital Markets
Charles Visconsi, Morgan Stanley & Co., Inc.
Clifford Rones, Esq., Deputy Attorney General
Daniel Froehlich, George K. Baum & Co.
Dean Flanagan, Jefferies First Albany
Dennis Santo, Roosevelt & Cross, Inc.
Dunstan McNichol, Bloomberg News
Frank Oh, Stifel, Nicolaus & Company, Inc.
Gregory Anderson, Lebenthal & Co., LLC
James Fearon, Esq., Gluck Walrath, LLP
John Lisica, BB&T Capital Markets
Katherine Clupper, Public Financial Management, Inc.
Noreen White, Acacia Financial Group, Inc.
Pamela Clayton, Wachovia Bank, N.A.
Reginald Scantlebury, Jackson Securities
Richard Kwon, Barclays Capital, Inc.
Sharon Landgraf, PNC Capital Markets

Following the introductions, Chair Altman welcomed the Authority's newest Member, Ronald Blackburn.

ITEMS OF DISCUSSION

1. Approval of the Minutes of the Meeting of April 22, 2009

The minutes of the meeting of April 22, 2009 were delivered via United Parcel Service to Governor Jon S. Corzine under the date of April 23, 2009. Mr. Blackburn moved that the minutes of the meeting be approved as presented; the motion was seconded by Mr. Landgraf and passed unanimously.

2. Report on Pending Projects

Ms. Darby, Director of Project Management, reported that there are several projects for which various colleges and universities have requested Authority financing. Ms. Darby briefly described the projects and reported that the projects are under review and at various stages of development.

A summary of the projects to be financed, together with estimated financing amounts and proposed sale dates, is appended as Exhibit I.

3. Market Update – Acacia Financial Group, Inc.

Ms. White provided the Members with a market update report that included commentary on current market conditions.

4. **Report on the Sale of NJEFA Revenue Refunding Bonds, Princeton Theological Seminary Issue, 2009 Series B, (Bank Qualified) In the Amount of \$14,435,000**

Ms. Darby reported that on April 21, 2009, the Authority priced the 2009 Series B bonds on behalf of Princeton Theological Seminary and described the various components of the transaction. The proceeds of the issue were used for the current refunding of the Authority's outstanding 1997 Series A bonds issued on behalf of the Seminary maturing July 1, 2010 through and including July 1, 2022; and certain costs of issuance.

The transaction was structured as a fixed rate, negotiated transaction with ratings of Aaa from Moody's Investors Service and AAA from Standard and Poor's Rating Services. The bonds have a true interest cost of 2.878% and a final maturity of July 1, 2022. The issue provided the Seminary with net present value savings of 12.44%. The issue successfully closed on April 30, 2009.

Mr. Burke of RBC Capital Markets, Senior Manager, thanked the Authority and described the transaction.

A copy of the Bond Sale Summary for the issue is appended as Exhibit II.

5. **Approval of Resolution Authorizing Establishment of the Authority's Flexible Spending Plan**

Ms. Cannon described the provisions of a Flexible Spending Plan for the Members' approval. She said the Plan would give each of the Authority's staff the opportunity to set aside a portion of his or her pre-tax salary into an account that could be used to pay for child care and/or a variety of medical and dental related expenses. She advised that the ability to use pre-tax dollars for these expenses would save money for employees and also for the Authority because of reduced federal payroll and social security tax contributions. She noted that participation in the Plan would be voluntary.

Ms. Mueller reported that the Plan will be administered by a third party benefits administrator with experience in processing claims and performing the required non-discriminatory testing, and she concurred that establishing a Flexible Spending Plan would provide economic benefits to both the Authority and its employees.

Mr. Anderson noted that the State of New Jersey has a plan identical to the Flexible Spending Plan, but provisions of the State plan do not allow authorities to participate, so EFA must have a separate plan. Mr. Anderson advised that the Health Care Facilities Financing Authority has already adopted a similar plan, and Mr. Anderson noted that the provisions of the Plan are identical to those of the State's plan.

Mr. Landgraf moved the adoption of the following entitled resolution:

RESOLUTION OF THE NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY
AUTHORIZING ESTABLISHMENT OF THE NEW JERSEY EDUCATIONAL
FACILITIES AUTHORITY FLEXIBLE SPENDING PLAN AND ALL NECESSARY AND
APPROPRIATE ACTION TO ESTABLISH AND IMPLEMENT SUCH PLAN

The motion was seconded by Mr. Eater and passed unanimously.

The adopted resolution is appended as Exhibit III.

6. **Adoption of Resolution Authorizing Graphic Design Services to the Authority for Annual Reports, Newsletters and Other Communications Materials**

Ms. Stitt reported that the Authority's graphic design contract for publications and communications materials expired on April 1, 2009, and that on March 20, 2009, the Authority issued a Request for Proposals for graphic design services. The RFP was distributed to 12 firms and notice of the RFP was provided on the Authority's and the State's websites. She reported that 11 firms responded and were reviewed by an Evaluation Committee consisting of herself and Ms. Doxey. Ms. Stitt announced that, based on price and other factors, staff recommends the appointment of Creative Source to provide graphic design services to the Authority for a period of three years commencing on June 1, 2009 and ending on April 30, 2012.

Mr. Landgraf moved the adoption of the following entitled resolution:

RESOLUTION OF THE NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY
AUTHORIZING RETAINING OF GRAPHIC DESIGN SERVICES FOR ANNUAL
REPORTS, NEWSLETTERS AND OTHER COMMUNICATIONS MATERIALS AS
NEEDED

The motion was seconded by Mr. Hutchinson and passed unanimously.

The adopted resolution and attachments are appended as Exhibit IV.

7. **Report on Operating and Construction Fund Statements**

Ms. Mueller, Controller, reviewed the Results of Operations and Budget Variance Analysis and reported on the status of construction funds and related investments.

Mr. Blackburn moved that the reports be accepted as presented; the motion was seconded by Mr. Landgraf and passed unanimously.

The reports are appended as Exhibit V.

8. **Legislative Update**

Ms. Stitt reported that the Legislature is still conducting budget hearings and that there had been no activity on the State level. She reported that in Congress last Thursday, the House Financial Services Committee, chaired by Massachusetts Congressman Barney Frank, held a hearing on Municipal Finance. The purpose of the hearing was to discuss four draft bills that are aimed at improving the efficiency and oversight of Municipal Finance. Ms. Stitt advised that the bills had not been formally introduced and that she would keep the Members informed as the bills progress.

Mr. Landgraf reported that Mr. Downes had decided to resign as Chair of the Commission on Higher Education effective June 1, 2009; that Vice Chair Ed Graham would become Chair; and that Mr. Landgraf would become Vice Chair. He also reported that Jane Oates had been approved as Assistant Secretary of Labor and that Marguerite Beardsley is now the interim

Executive Director of the Commission. Mr. Anderson advised that he is scheduled to make a presentation to the Commission in June.

9. **Directors' Update**

Mr. Anderson announced that Debra Paterson had moved from Project Management to assist Ms. Newell with the Authority's growing risk management duties and that she had accepted the title of Senior Risk Manager.

Following up on Ms. Mueller's presentation of the Authority's Five Year Budget Comparison chart at the April meeting, Mr. Anderson gave a brief overview of charts with the various issuance fees paid on the Authority's State-backed and stand alone issues for the last five years. At the Chair's suggestion, Mr. Anderson agreed to discuss such charts again at the Authority's June meeting.

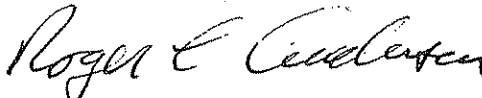
The charts are appended as Exhibit VI.

10. **Next Meeting Date**

Chair Altman announced that the next meeting will be on Wednesday, June 24, 2009 at the Authority's office and requested a motion to adjourn.

Mr. Jacobs moved that the meeting be adjourned at 11:00 a.m.; the motion was seconded by Mr. Blackburn and passed unanimously.

Respectfully submitted,

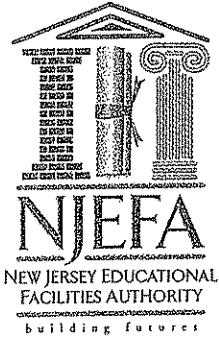


Roger L. Anderson
Secretary

NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY
 REPORT ON PENDING PROJECTS

May 27, 2009

<u>Institution</u>	<u>Project</u>	<u>Estimated Size of Issue</u>	<u>Estimated Pricing Date</u>
<u>Private Institutions</u>			
Seton Hall University	Refunding of Certain Existing Indebtedness	\$10 Million	2nd Q 2009
<u>Public Institutions</u>			
Kean University	Debt Restructuring	\$200 Million	TBD
Passaic County Community College	Construction of a New Academic Building	TBD	TBD
<u>Programs</u>			
Seton Hall University	Tax-Exempt Equipment Lease	\$3.5 Million	May 27, 2009



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BOND SALE SUMMARY

Borrower:	Princeton Theological Seminary, Princeton, New Jersey
Issue:	2009 Series B
Amount:	\$14,435,000
Purpose:	To provide funds to finance: (i) the current refunding of the Authority's outstanding 1997 Series A Bonds issued on behalf of the Seminary maturing July 1, 2010 through and including July 1, 2022; and (ii) the payment of certain costs of issuance.
Structure:	Negotiated Sale, Fixed Rate Bonds
Final Maturity:	July 1, 2022
True Interest Cost:	2.878%
Net Present Value Savings:	\$1,927,085.30 / 12.44%
Bond Ratings:	Aaa - Moody's Investors Service AAA - Standard and Poor's Rating Services
Pricing:	April 21, 2009
Closing:	April 30, 2009

Professionals on the Transaction:

Bond Counsel:	McManimon & Scotland, LLC
Authority's Counsel:	Attorney General of the State of New Jersey
Seminary's Counsel:	Drinker Biddle & Reath LLP
Financial Advisor:	Phoenix Advisors, LLC
Underwriter:	RBC Capital Markets
Underwriter's Counsel:	Wilentz, Goldman & Spitzer, P.A.
Trustee/Escrow Agent:	The Bank of New York Mellon
Trustee/Escrow Agent's Counsel:	Hawkins, Delafield & Wood, LLP
Verification Agent:	Causey Demgen & Moore, Inc.

RESOLUTION OF THE NEW JERSEY EDUCATIONAL FACILITIES
AUTHORITY AUTHORIZING ESTABLISHMENT OF THE NEW JERSEY
EDUCATIONAL FACILITIES AUTHORITY FLEXIBLE SPENDING PLAN
AND ALL NECESSARY AND APPROPRIATE ACTION TO ESTABLISH
AND IMPLEMENT SUCH PLAN

WHEREAS, the New Jersey Educational Facilities Authority (the "Authority") is a public body corporate and politic of the State of New Jersey pursuant to the New Jersey Educational Facilities Authority Law (being Chapter 72A of Title 18A of the New Jersey Statutes, as amended and supplemented), N.J.S.A. 18A:72A-1 et seq. (the "Act"); and

WHEREAS, pursuant to N.J.S.A. Section 52:14-15.1a ("Section 52:14-15.1a), the Members of the Authority are authorized to establish a flexible spending plan for the Authority's employees which will qualify as a "cafeteria plan" pursuant to Section 125 of the Internal Revenue Code of 1986, as amended ("Section 125 of the Code"); and

WHEREAS, pursuant to Section 52:14-15.1a, the State of New Jersey (the "State") and certain other authorities and agencies of the State have established flexible spending plans for their respective employees; and

WHEREAS, under a cafeteria plan established pursuant to Section 125 of the Code (a "Cafeteria Plan"), a participating employee who elects to reduce his or her salary by an amount permitted under the Cafeteria Plan (the "Salary Reduction Amount"), may exclude the Salary Reduction Amount from gross income for federal income tax purposes and use such Salary Reduction Amount to pay certain qualified dependent care and medical and dental expenses on a pre-tax basis; and

WHEREAS, the employer establishing the Cafeteria Plan is relieved of the obligation of withholding or paying federal payroll and social security taxes on the Salary Reduction Amount; and

WHEREAS, the Authority's staff has advised the Members of the Authority that establishing a Cafeteria Plan will provide economic benefits to both the Authority and its employees; and

WHEREAS, pursuant to the Cafeteria Plan established by the State (the "State's Cafeteria Plan"), an eligible employee is permitted to pay from a Salary Reduction Amount: (1) premiums payable by the employee for medical or dental benefits ("Insurance Premiums"); (2) dependent care expenses ("Dependent Care Expenses"); and/or (3) qualified medical and dental expenses not paid by any group benefits ("Unreimbursed Health Care Expenses") for the employee and the employee's dependents; and

WHEREAS, the State's Cafeteria Plan is administered by a third party benefits administrator with experience in processing claims and performing non-discrimination testing required by Section 125 of the Code (a "Third Party Administrator");

WHEREAS, the Members of the Authority have determined that establishing a Cafeteria Plan will benefit the Authority and the Authority's employees; and

WHEREAS, the Members of the Authority have determined that it is appropriate and beneficial to adopt the New Jersey Educational Facilities Authority Flexible Spending Plan (the "Authority's Cafeteria Plan") which permits any employee of the Authority to elect to pay from a Salary Reduction Amount, Insurance Premiums, Dependent Care Expenses and Unreimbursed Health Care Expenses;

WHEREAS, the Members of the Authority have determined that it is appropriate and beneficial to engage a Third Party Administrator for the Authority's Cafeteria Plan;

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY, AS FOLLOWS:

Section 1. Adoption of Authority's Cafeteria Plan.

The Authority hereby adopts the Authority's Cafeteria Plan which permits any employee of the Authority to elect to pay from a Salary Reduction Amount, Insurance Premiums, Dependent Care Expenses and Unreimbursed Health Care Expenses; provided, however, that the Salary Reduction Amount allocated by a participating employee for Dependent Care Expenses shall not exceed \$5,000 and provided, further that the Salary Reduction Amount allocated by a participating employee for Unreimbursed Health Care Expenses shall not exceed \$2,500. The Authority hereby authorizes and directs the Chair, Vice Chair, Executive Director, Deputy Executive Director, Secretary or any Assistant Secretary of the Authority (each an "Authorized Officer") to take all necessary action to implement the Authority's Cafeteria Plan including without limitation adopting a written plan document which satisfies conditions imposed by Section 125 of the Code and regulations promulgated thereunder and engaging a Third Party Administrator to assist the Authority in establishing and administering such Plan.

Section 2. Prior Actions Ratified; All Other Necessary Action Authorized.

Any and all prior actions taken by the Authority in connection with the adoption and implementation of the Authority's Cafeteria Plan are hereby ratified and confirmed. The Authorized Officers, are each hereby authorized and directed to undertake any and all actions necessary to effect execution, delivery and performance of a written plan document and any other agreements, documents, certificates, directions, amendments and notices as may be necessary, advisable, or appropriate to implement the Authority's Cafeteria Plan and the taking of any such action, and the execution and delivery of each such consent, agreement, documents, certificates, directions and notices shall be conclusive evidence of the approval thereof by the Authorized Officer taking such action and of its necessity, advisability or appropriateness.

Section 3. Effective Date.

This Resolution shall take effect in accordance with the provisions of the Act.

Mr. Landgraf moved that the foregoing resolution be adopted as introduced and read, which motion was seconded by Mr. Eater, and upon roll call the following members voted:

AYE: Vivian Altman
Roger B. Jacobs
Ridgeley Hutchinson
Ronald Blackburn
R. David Rousseau (represented by David Eater)
Laurence M. Downes (represented by Kurt Landgraf)

NAY: None

ABSTAIN: None

ABSENT: None

The Chair thereupon declared said motion carried and said resolution adopted.

**RESOLUTION OF THE NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY
AUTHORIZING RETAINING OF GRAPHIC DESIGN SERVICES FOR ANNUAL
REPORTS, NEWSLETTERS AND OTHER COMMUNICATIONS MATERIALS AS
NEEDED**

- WHEREAS:** The New Jersey Educational Facilities Authority (the "Authority") was created pursuant to the New Jersey Educational Facilities Authority Law, P.L. 1967, c. 271, N.J.S.A. 18A:72A-1 et seq., as amended and supplemented (the "Act") and authorized to issue its obligations to provide a means for New Jersey public and private colleges and universities to obtain financing to construct educational facilities as defined in the Act; and
- WHEREAS:** The Authority has determined that it should engage a firm to provide graphic design services as more fully described in the Request for Proposal (the "RFP") which is attached hereto as Exhibit "A" and incorporated herein by reference; and
- WHEREAS:** The staff of the Authority, on March 20, 2009, distributed the appended RFP to a distribution list consisting of twelve (12) firms and provided notice of the RFP by publishing the RFP on the Authority's and the State's websites; and
- WHEREAS:** The Authority received proposals from eleven (11) firms in response to the RFP; and
- WHEREAS:** The Authority has reviewed the proposals and has determined, based on price, interviews and other factors, that it would be in the best interests of the Authority to accept the proposal of Creative Source, Inc. (the "Firm") and engage the Firm to provide graphic design services under the terms and conditions set forth in this Resolution, the RFP, and the accepted proposal which is appended hereto as Exhibit "B" and incorporated herein by reference (the "Proposal" and together with this Resolution and the RFP, the "Response"); and
- WHEREAS:** The Firm will be appointed for a three-year period commencing on June 1, 2009 and ending on April 30, 2012; and

**NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE NEW JERSEY
EDUCATIONAL FACILITIES AUTHORITY THAT:**

- SECTION 1.** The Authority hereby authorizes the engagement of the Firm to provide graphic design services for a period, commencing on June 1, 2009 and ending on April 30, 2012, subject to the terms and conditions set forth in the Response.
- SECTION 2.** The Authority hereby authorizes the Executive Director, the Deputy Executive Director and the Director of Communications to take and do any and all acts and things as may be necessary or desirable in connection with engagement of the Firm to provide graphic design services.
- SECTION 3.** This Resolution shall take effect in accordance with the Act.

Mr. Landgraf moved that the foregoing resolution be adopted as introduced and read, which motion was seconded by Mr. Hutchinson, and upon roll call the following members voted:

AYE: Vivian Altman
Roger B. Jacobs
Ridgeley Hutchinson
Ronald Blackburn
R. David Rousseau (represented by David Eater)
Laurence M. Downes (represented by Kurt Landgraf)

NAY: None

ABSTAIN: None

ABSENT: None

The Chair thereupon declared said motion carried and said resolution adopted.

NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY
REQUEST FOR PROPOSAL
GRAPHIC DESIGN CREATION AND DEVELOPMENT SERVICES
FOR NJEFA'S 2008, 2009, AND 2010 ANNUAL REPORTS, NINE (9) ISSUES OF
NJEFA'S NEWSLETTER ("BUILDING FUTURES"), MISCELLANEOUS
COMMUNICATIONS MATERIALS AND SPECIAL PROJECT
MATERIALS AS NEEDED

March 20, 2009

INTRODUCTION

The New Jersey Educational Facilities Authority (hereafter "NJEFA") intends to publish its 2008, 2009 and 2010 Annual Reports on or about July 31, 2009, June 1, 2010, and June 1, 2011, respectively. NJEFA also intends to publish nine (9) editions of its newsletter, *Building futures*, during the three-year period from May 1, 2009 to April 1, 2012. NJEFA wishes to engage the services of a firm to provide graphic arts, layout and design services (the "Firm") in connection with the development of the aforementioned publications, as well as other communications materials and special project materials as may be required during the term of this engagement. We are pleased to invite you to submit a proposal for this appointment.

Any company qualified by the Authority to provide services to the Authority is responsible for immediately notifying the Authority of any changes in ownership, organization and key personnel as well as any real or potential conflict of interests.

BACKGROUND – NJEFA

NJEFA was created pursuant to Chapter 271 of the Public Laws of 1967, *N.J.S.A. 18A:72A-1 et seq.*, as amended and supplemented (the "Act"), to provide a means for New Jersey public and private colleges and universities to construct educational facilities through the financial resources of a public authority empowered to sell taxable and tax-exempt bonds, notes and other obligations. The Authority also, from time to time, issues bonds for various purposes that are secured by a contract with the State Treasurer to pay principal of and interest on such bonds subject to appropriations being made, from time to time, by the New Jersey State Legislature.

The Authority finances and refinances various types of educational facilities projects for public and private colleges and universities, including but not limited to, the acquisition and construction of residential, academic and auxiliary service facilities, renovation and rehabilitation of existing educational facilities and capital equipment and utilities-related projects. NJEFA's client population is the approximately 50 public and private institutions of higher education within New Jersey, including the State's County Colleges and public libraries.

SCOPE OF SERVICES

The Firm appointed to serve as the Authority's Graphic Design Consultant will be expected to become generally familiar with the nature and scope of the Authority's business, its constituent colleges and universities and their industry.

The term of the contract will be for a period of three (3) years. Fees for services are contingent upon the successful delivery of publications or other design productions covered under the term of this contract. There is no guarantee that any or all of the publications referenced herein will be produced. There is also no guarantee that any or all of the publications referenced herein will be produced using outside vendors or consultants to the Authority. The printer shall be selected by NJEFA pursuant to a separate RFP process and is not included in the scope of this RFP for graphic design production services. Printing costs shall be determined separately and will be paid directly to the printer.

The Firm selected for this contract shall provide services relating to:

I. Graphic Design Production of the Authority's 2008, 2009 and 2010 Annual Reports including:

1. Graphic design consulting services to develop and create NJEFA's Annual Reports for 2008, 2009, and 2010.
2. Consult with NJEFA to develop individual themes for each annual report.
3. Design, write, edit, layout and produce camera-ready electronic files for each annual report consisting of approximately 36 pages of text, photos, and graphics; and approximately 40 pages of the Authority's financial statements to be reproduced on CD-Rom. Firm to provide printer fonts as needed; layout provided in InDesign 3.0 or higher, or Mac or PC equivalent software; and a laser-printed FPO.
4. Each year's annual report design to include but is not limited to:
 - Authority Mission and Purpose
 - Letters: Governor, Chair, Executive Director
 - Year in Review
 - General Information
 - Description of Projects
 - Photographs
 - Data Graphics
 - Operating Procedures
 - Financial Statements prepared in electronic format; designed to integrate with overall design of annual report; and ready for reproduction on to CD with 4/C label printed on CD, and attached to back inside cover in separate sleeve.
5. Serve as liaison between NJEFA and the printer on all publications and communications materials. Write final specifications for the printer.

6. Consult with NJEFA as needed in conjunction with annual report photographic needs.
7. Work with NJEFA to identify, develop and/or obtain needed materials such as graphics and data.
8. The 2008 Annual Report shall be completed, printed and ready for distribution on or about July 31, 2009. The 2009 Annual Report shall be completed, printed and ready for distribution on or about June 1, 2010. The 2010 Annual Report shall be completed, printed and ready for distribution on or about June 1, 2011.
9. Firm shall provide NJEFA with a complete pdf file, (in an appropriate file size for website download), of annual reports at the time of publication along with all original production files, including files from layout software and content creation software.
10. Annual report, newsletters and other publications covered under the terms of this contract may be used, in whole or in part, on NJEFA's web site and in other marketing materials as determined by the NJEFA.

II. Production of nine (9) issues of NJEFA's newsletter *Building futures* including:

1. Provide graphic design consulting services to develop nine (9) issues of *Building futures*.
2. Firm must use current branding design in production of newsletters. A template of existing design will be provided in InDesign or equivalent (see attached copy of newsletter).
3. All newsletters will be 4-6 page issues, 4/4 on 11x17 stock, folded to 8.5x11.
4. Firm to provide all art to printer in electronic format; fonts to be provided as needed; layout to be provided in InDesign 3.0 or higher, or Mac or PC equivalent software; and a laser-printed FPO.
5. Consult with and meet with NJEFA representatives as needed to develop articles and graphics for separate issues of newsletter. Write, edit, layout and produce camera electronic file including all text and graphics.
6. Serve as liaison between NJEFA and printer. Write final specifications for the printer.
7. Consult with NJEFA as needed in conjunction with newsletter photographic needs.
8. Firm shall provide NJEFA with complete pdf file, (in appropriate file size for website download), at the time of publication for each issue along with all original production files, including files from layout software and content creation software.

III. Other Communications and Special Project Materials on an as needed basis during the term of this engagement. Fees for such special projects shall be negotiated at the time of assignment by NJEFA.

RESPONSE TO REQUEST FOR PROPOSAL

In responding to this Request for Proposal, please address the following areas:

1. Provide the names, contact information (addresses, telephone and facsimile numbers, and e-mail addresses), relevant experience and proposed roles of those individuals who will be directly responsible for serving the Authority on a day-to-day basis.
2. Discuss your firm's experience as a graphic arts design and production company.
3. Discuss experience and qualifications of those individuals who will be directly responsible for writing and editing content.
4. Briefly describe your experience with clients similar to the NJEFA including your presence within the State of New Jersey, as well as offices and employees in the State. Also, as an appendix, please provide a listing of all State, County or Municipal clients you have served since January 1, 2004 and include the following information:
 - Name of client
 - Briefly describe the scope of services
 - List design publications for which your firm was responsible
 - Any special services, recognition, awards or accolades you wish to highlight.
5. Please provide three references from current and/or past clients and discuss the services you have provided or are currently providing to them.
6. Please provide three (3) samples of recent annual reports and newsletters, or similar materials you have produced for other clients.
7. Describe your recommendations regarding themes, design and layout of the proposed annual reports and production strategy.
8. Please provide recommendations for contributions to newsletter issues, such as special features, articles, or contributions from specific groups or individuals.
9. Please provide: (1) a separate fee for graphic design production of each Annual Report to be published for the years 2008, 2009 and 2010, (2) a separate fee for production of each of nine (9) issues of the Authority's newsletter, *Building futures*, and (3) a total all-in fee for the services outlined in this request for proposal.

10. Please provide your hourly rate for graphic design services in connection with other communications and special project materials which may be required on an as needed basis during the term of this engagement.
11. If applicable, please identify the need for other special consultants or anticipated extraordinary expenses. Such expenses might include, but are not limited to author's alterations, photography and/or imagery needs and services.
12. Pursuant to *N.J.S.A. 52:32-44*, please provide a copy of your firm's business registration certification (or interim registration).

NOTE: Pursuant to *N.J.S.A. 52:32-44*, entities providing goods or services to the Authority must be registered with the New Jersey Department of the Treasury, Division of Revenue. Effective September 1, 2004, pursuant to an amendment to *N.J.S.A. 52:32-44*, State and local entities (including the Authority) are prohibited from entering into a contract with an entity unless the firm has provided a copy of its business registration certification (or interim registration) as part of its response. If the firm is not already registered with the New Jersey Division of Revenue, the form should be completed, online, at the Division of Revenue website at: www.state.nj.us/treasury/revenue/index.html.

13. Please indicate if your firm is a registered Small, Minority and/or Women-Owned Business Enterprise with the State of New Jersey and provide certification or documentation of same.
14. Pursuant to Executive Order No. 129 (McGreevey 2004) and P.L. 2005, c. 92, each firm submitting a response to this RFP is required to indicate in their proposal the location by country where the services under the contract will be performed.
15. Describe any litigation, threatened or pending, against your firm which might materially affect your ability to serve the Authority.
16. Describe any actual or potential conflict of interests that might arise if your firm is selected to serve as Graphic Design Consultant to the Authority taking into consideration both the Authority and the Authority's college and university clients.
17. P.L. 2005, c. 51, enacted March 22, 2005, which codified Executive Order No. 134 (McGreevey 2004), limits the ability of State agencies and independent authorities, such as the Authority, to enter into contracts with business entities that have made certain political contributions. Please refer to "[Attachment 1](#)" which explains the requirements of P.L. 2005, c. 51.

The certification forms(s) and disclosure form(s) pursuant to P.L. 2005, c. 51 are attached to this RFP as "[Appendices 1, 2, and 3](#)" of "[Attachment 1](#)". If

your firm has questions concerning the requirements of P.L. 2005, c.51, please contact Katherine Newell, Director of Risk Management, NJEFA, at (609) 987-0880.

Failure to submit the required certification form(s) and disclosure form(s) pursuant to P.L. 2005, c. 51 shall be cause for automatic rejection of your proposal.

18. Effective November 15, 2008, Executive Order No. 117 extends the provisions of Chapter 51 in two ways:
 1. The definition of "business entity" is revised and expanded so that contributions by the following individuals also are considered contributions attributable to the business entity:
 - Officers of corporations and professional services corporations, with the term "officer" being defined in the same manner as in the regulations of the Election Law Enforcement Commission regarding vendor disclosure requirements (N.J.A.C. 19:25-26.1), with the exception of officers of non-profit entities;
 - Partners of general partnerships, limited partnerships, and limited liability partnerships and members of limited liability companies (LLCs), with the term "partner" being defined in the same manner as in the regulations of the Election Law Enforcement Commission regarding vendor disclosure requirements (N.J.A.C. 19:25-26.1); and
 - Spouses, civil union partners, and resident children of officers, partners, LLC members and persons owning or controlling 10% or more of a corporation's stock are included within the new definition, except for contributions by spouses, civil union partners, or resident children to a candidate for whom the contributor is eligible to vote or to a political party committee within whose jurisdiction the contributor resides.
 2. Reportable contributions (those over \$300.00 in the aggregate) to legislative leadership committees, municipal political party committees, and candidate committees or election funds for Lieutenant Governor are disqualifying contributions in the same manner as reportable contributions to State and county political party committees and candidate committees or election funds for Governor have been disqualifying contributions under Chapter 51.

Executive Order No. 117 applies only to contributions made on or after November 15, 2008, and to contracts executed on or after November 15, 2008.

Updated forms and materials are currently being developed. The New Jersey Educational Facilities Authority reserves the right to require submission of

additional forms or materials in the event such forms are developed. In the meantime, beginning November 15, 2008, prospective vendors will be required to submit, *in addition to the currently required Chapter 51 and Chapter 271 forms*, the Certification of Compliance with Executive Order No. 117 attached as "**Exhibit A**".

19. Pursuant to P.L. 2005, c. 271, at least ten (10) days prior to entering into any agreement or contract with a value of over \$17,500 with the Authority, business entities (as defined in P.L. 2005, c. 271 attached hereto as "**Exhibit B**" and also described in the "Public Law 2005 C. 271 Vendor Certification and Political Contribution Disclosure Form" attached hereto as "**Exhibit C**") are required to submit a disclosure of certain political contributions.

If your firm has questions concerning the requirements of P.L. 2005, c.271, please contact Katherine Newell, Director of Risk Management, NJEFA, at (609) 987-0880.

IMPORTANT, PLEASE NOTE: Firms are also advised of their responsibility to file an annual disclosure statement on political contributions with the New Jersey Election Law Enforcement Commission ("ELEC") pursuant to N.J.S.A. 19:44A-20.13 (P.L. 2005, c. 271, section 3) if the firm receives contracts with public entities, such as the Authority, in excess of \$50,000 or more in the aggregate from public entities, such as the Authority, in a calendar year. It is the firm's responsibility to determine if filing is necessary. Failure to so file can result in the imposition of financial penalties by ELEC. Additional information about this requirement is available from ELEC at 888-313-3532 or at www.elect.state.nj.us

PROPOSAL SUBMISSION

In order to be considered for appointment, your firm must submit one (1) original and one (1) copy of your proposal based on the specifications set forth above and provide responses addressing the specific requirements noted above no later than **12:00 p.m. EST on Monday, April 6, 2009** to the following address:

**NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY
103 College Road East
Princeton, New Jersey 08540-6612**

Attention: Roger L. Anderson, Executive Director

E-mailed and/or faxed proposals will not be accepted under any circumstances.

Selection will be made after consideration of all information requested and received including experience, quality of response, New Jersey presence and proposed fees. In making the appointment, strong consideration will be given to the respective price quotations submitted; however, other factors to be considered include experience, performance, and capabilities of each firm. The Authority reserves the right to establish a fee schedule that is acceptable to the firm selected and to the Authority and to negotiate fees when appropriate.

The Authority reserves the right to appoint a separate graphic design consultant for any project or publication of the Authority.

The Authority reserves the right to request additional information if necessary or to request an interview with company(s) or to reject any and all proposals with or without cause, and waive any irregularities or informalities in the proposals submitted. The Authority further reserves the right to make such investigations as it deems necessary as to the qualifications of any and all firms submitting proposals. In the event that all proposals are rejected, the Authority reserves the right to re-solicit proposals.

The Authority will not be responsible for any expenses in the preparation and/or presentation of the proposals and oral interviews, if any, or for the disclosure of any information or material received in connection with the solicitation, whether by negligence or otherwise.

Communications with representatives of the Authority concerning this RFP, except as expressly set forth above, by you or on your behalf are not permitted during the submission process.

No telephone inquiries will be accepted, except as expressly set forth above concerning P.L. 2005, c. 51 and P.L. 2005, c.271.

All other inquiries concerning this RFP should be directed in writing to **Sheryl Stitt, Director of Communications, NJEFA, 103 College Road East, Princeton, New Jersey, 08540-6612, or [sstitt@njefa.com](mailto:ssstitt@njefa.com).**

All information submitted in response to this RFP will become the property of the Authority and may be open to inspection by members of the public pursuant to the Open Public Records Act and Executive Order No. 26 (Whitman 1994).

“ATTACHMENT 1”

1.0 Requirements of P.L. 2005, c. 51

In order to safeguard the integrity of State government procurement by imposing restrictions to insulate the award of State contracts from political contributions that pose the risk of improper influence, purchase of access, or the appearance thereof, P.L. 2005, c. 51 was enacted, codifying the requirements of Executive Order 134 (McGreevey 2004). Pursuant to the requirements of P.L. 2005, c. 51, the terms and conditions set forth in this section are material terms of any contract resulting from this RFQ.

2.0 Definitions

For the purpose of this RFQ, the following shall be defined as follows:

- a) **Contributions** – means a contribution reportable as a recipient under “The New Jersey Campaign Contributions and Expenditures Reporting Act.” P.L. 1973, c. 83 (C.10:44A-1 et seq.), and implementing regulations set forth at N.J.A.C. 19:25-7 and N.J.A.C. 19:25-10.1 et seq. Currently, contributions in excess of \$400 during a reporting period are deemed “reportable” under these laws. As of January 1, 2005, that threshold was reduced to contributions in excess of \$300.
- b) **Business Entity** – means any natural or legal person, business corporation, professional services corporation, limited liability company, partnership, limited partnership, business trust, association or any other legal commercial entity organized under the laws of New Jersey or any other state or foreign jurisdiction. It also includes (i) all principals who own or control more than 10 percent of the profits or assets of a business entity or 10 percent of the stock in the case of a business entity that is a corporation for profit, as appropriate; (ii) any subsidiaries directly or indirectly controlled by the business entity; (iii) any political organization organized under 26 U.S.C.A. 527 that is directly or indirectly controlled by the business entity, other than a candidate committee, election fund, or political party committee; and (iv) if a business entity is a natural person, that person’s spouse or child, residing in the same household.
- c) **State** – means the State of New Jersey and independent State authorities, such as the New Jersey Educational Facilities Authority.

3.0 Breach of Terms of P.L. 2005, c. 51 Deemed Breach of Contract

It shall be a breach of the terms of the contract for the Business Entity to (i) make or solicit a Contribution in violation of P.L. 2005, c. 51, (ii) knowingly conceal or misrepresent a Contribution given or received; (iii) make or solicit Contributions through intermediaries for the purpose of concealing or misrepresenting the source of the Contribution; (iv) make or solicit any Contribution on the condition or with the agreement that it will be contributed to a campaign committee or any candidate of holder of the public office of Governor, or to any State or county party committee; (v) engage or employ a lobbyist or consultant with the intent or understanding that such lobbyist or consultant would make or solicit any Contribution, which if made or solicited by the Business Entity itself, would subject that Business Entity to the restrictions of P.L. 2005, c. 51; (vi) fund Contributions made by third parties, including consultants, attorneys, family members, and employees; (vii) engage in any exchange of Contributions to circumvent

the intent of P.L. 2005, c. 51; or (viii) directly or indirectly through or by any other person or means, do any act which would subject that entity to the restrictions of P.L. 2005, c. 51.

4.0 Certification and Disclosure Requirements

a) The State shall not enter into a contract to procure from any Business Entity services or any material, supplies or equipment, where the value of the transaction exceeds \$17,500, if that Business Entity has solicited or made any Contribution or pledge of Contribution, including in-kind Contributions to a candidate committee and/or election fund of any candidate for or holder of the public office of Governor, or to any State or county political party committee during certain specified time periods. Accordingly, the Business Entity shall submit with its Proposal, Executive Order 134 Certification(s) in the form set forth in **Appendix 1** attached hereto, certifying that no Contributions prohibited by Executive Order 134, as now codified by P.L. 2005, c. 51, have been made by the Business Entity. A separate Certification is required for each person or organization defined above as a Business Entity. Failure to submit the Certification(s) with the Proposal shall be cause for automatic rejections of the Proposal.

b) Prior to being selected to be in the pool, the Business Entity shall report all Contributions the Business Entity made during the preceding four years to any political organization organized under 26 U.S.C. 527 of the Internal Revenue Code that also meets the definition of a "continuing political committee" within the mean of N.J.S.A. 19:44A-3(n) and N.J.A.C. 19:25-1.7, in the form of the Disclosure attached hereto as **Appendix 2**. A separate Disclosure is required for each person or organization defined above as a Business Entity. Failure to submit the Disclosure(s) with the Proposal shall be cause for automatic rejection of the Proposal.

c) Further, the Business Entity is required, on a continuing basis, to report any Contributions it makes during the term of the pool, and any extension(s) thereof, at the time any such Contribution is made. A copy of the Continuing Disclosure of Political Contributions is attached hereto as **Appendix 3**. A separate disclosure is required for each person or organization defined above as a Business Entity.

5.0 State Treasurer Review

The State Treasurer or his designee shall review the Disclosures submitted pursuant to this section, as well as any other pertinent information concerning the Contributions or reports thereof by the intended awardee, prior to inclusion in the Pool, or during the term of the Pool, by the contractor. If the State Treasurer determines that any Contribution or action by the contractor constitutes a breach of contract that poses a conflict of interest in the selection of the firm for inclusion in the Pool or during the term of the Pool, the State Treasurer shall disqualify the Business Entity from being included in the Pool.

"APPENDIX 1"

Public Law 2005, Chapter 51

Instructions

Instructions

Instructions for Completing "Contractor Certification and Disclosure of Political Contributions" Forms

Who Should Sign and Submit Certification and Disclosure Forms

Public Law 2005, Chapter 51 requires submission of a Certification and Disclosure form from each Bidder with which the State intends to contract, as well as other related individuals or entities, depending upon the Bidder's organizational structure. The following provides a summary of the most common requirements:

Where the Bidder is a corporation or other business organization:

Submit separate Certification and Disclosure forms for each of the following:

- The Bidder, certified by an officer or other authorized representative; AND
- All "Principals" of the Bidder's Business Entity; namely, any individual or entity owning or controlling more than 10% of the Bidder's Business Entity; AND
- Any subsidiary controlled by the Bidder's Business Entity; AND
- Any Political Organization (as defined above, under "Business Entity") controlled by the Bidder's Business Entity.

Ownership Disclosure Forms

In order to determine whether all required "Principals" of the Bidder have submitted the necessary forms, the Bidder must submit a copy of an Ownership Disclosure form. This disclosure is required by statute – see N.J.S.A. 52:25-24.2. Generally, the contracting agency will provide the appropriate form to use for this purpose. Otherwise, please use the Ownership Disclosure form available at the Division of Purchase and Property's website, at: <http://www.state.nj.us/treasury/purchase/forms/pbpdf.pdf>.

ONE FORM may be used to submit compliance documentation on behalf of the Bidder and as a Principal (more than 10% owner) of the Bidder, as long as appropriate representatives have signed both in the space provided for signature on behalf of the company, as an officer or other authorized representative, and in the space provided for individual signature.

Where the Bidder is an individual (including a sole proprietor), not a corporation or other business organization:

Unless separate Certification and Disclosure forms are submitted, one Certification and Disclosure will be deemed to encompass all of the following persons or organizations:

- The Bidder; AND
- Any spouse or children of legal age, residing in the same household; AND
- Any Political Organization (as defined above) controlled by the Bidder's Business Entity.

Instructions

Contractor Certification and Disclosure of Political Contributions

Examples

Scenario One: Two individuals each own 50% of the Bidder. Three signatures are required — one on behalf of the Bidder and one by each individual owner of more than 10% of the Bidder. **NOTE:** If one of the Principals (owners) signs on behalf of the Bidder, that Principal may also sign the same form, in his or her individual capacity. However, the other Principal must sign and submit a separate Certification and Disclosure form. Accordingly, either two or three separate certification and disclosure forms will be submitted.

Scenario Two: An individual owns 100% of a Bidder. Two signatures are required: the individual owner and submit one Certification and Disclosure form, provided he or she has signed in the space provided for a signature on behalf of the Bidder (ARROW) and in the space provided for individual signature (ARROW). Certification by an individual.

Scenario Three: Four individuals and one corporation each own 20% of the Bidder. Six signatures are required — one by each individual and corporate owner of more than 10% of the Bidder and one on behalf of the Bidder. **NOTE:** As in Scenario One, above, if one of the Principals (owners) signs on behalf of the Bidder, that Principal may also sign the same form, in his or her individual capacity.

Scenario Three: The Bidder is an individual conducting business in his or her own name or as a sole proprietorship. Certification and disclosure by the Bidder applies to that person's spouse and/or teenage child living in the same household. A separate certification and disclosure form is submitted.

Additional scenarios are the subject of some of the Questions and Answers posted on the Division of Purchase and Property's website. Please refer to that site at <http://www.state.nj.us/treasury/purchase/exe/comp/134.htm> for additional information, or to submit questions regarding the completion of Political Contribution Compliance (EO 134) forms.

Continuing Disclosure Obligation

Pursuant to Public Law 2005, Chapter 51, all business entities which have been awarded a State contract on or after October 15, 2004, in an amount in excess of \$17,500, have a continuing obligation to disclose all Contributions made during the term of such contract.

Such disclosures are to be submitted by the business entity to the Agency or Agencies which awarded the applicable contract(s). The disclosures are to be made using the standard Certification and Disclosure form, which may be downloaded from the Division of Purchase and Property's website.

Instructions

Contractor Certification and Disclosure of Political Contributions

Agency Submission of Forms

The agency should submit the completed and signed Contractor Political Contribution Compliance (EO 134) and Ownership Disclosure forms, with an Executive Summary of Transaction form (available online at: http://www.state.nj.us/treasury/purchase/forms/eo134/dpp_134_esp.pdf), completed by the agency, to:

EO 134 Review Unit
P.O. Box 039
33 West State Street, 4th Floor
Trenton, New Jersey 08625

The agency should keep the original forms in its file, and submit copies to the EO 134 Review Unit.

Questions & Answers

Questions regarding the interpretation or application of Public Law 2005, Chapter 51 (N.J.S.A. 19:44A-20.13-20.25, superseding Executive Order 134) (2004)) may be submitted electronically through the website of the Department of the Treasury, Division of Purchase and Property, <http://www.state.nj.us/treasury/purchase/execorder134.htm>. Responses to questions are posted at the website, as are additional reference materials and forms.

Definitions:

"Chapter 51" -- means Public Law 2005, Chapter 51 (N.J.S.A. 19:44A-20.13-20.25, superseding Executive Order 134 (2004)).

"Business Entity" -- means any natural or legal person, business corporation, professional services corporation, limited liability company, partnership, limited partnership, business trust, association or any other legal commercial entity organized under the laws of New Jersey or any other state or foreign jurisdiction. It also includes (i) all principals who own or control more than 10 percent of the profits or assets of a business entity or 10 percent of the stock in the case of a business entity that is a corporation for profit, as appropriate; (ii) any subsidiaries directly or indirectly controlled by the business entity; (iii) any political organization organized under 26 U.S.C.A. § 527 that is directly or indirectly controlled by the business entity, other than a candidate committee, election fund, or political party committee; and (iv) if a business entity is a natural person, that person's spouse or child, residing in the same household.

"Contribution" -- means a contribution reportable by the recipient under the "New Jersey Campaign Contributions and Expenditures Reporting Act," P.L. 1973, c.83 (C.19:44A-1 et seq.), and implementing regulations set forth at N.J.A.C. 19:25-10.1 et seq. Contributions made prior to January 1, 2005 in an amount in excess of \$400 during a reporting period are deemed "reportable" under these laws. As of January 1, 2005, contributions in excess of \$300 are deemed "reportable."

References to "Bidder" include, but are not limited to, all entities which contemplate entering into a contractual relationship with the State, including vendors, potential vendors, contractors, consultants, sellers.

"APPENDIX 2"

Public Law 2005, Chapter 51

Certification and Disclosure

Public Law 2005, Chapter 51

Formerly:

134

Contractor Certification and Disclosure
of Political Contributions

Solicitation No.:

Bidder:

The Bidder (Vendor) should complete the required Certification and Disclosure forms and submit them, together with a completed Ownership Disclosure form, **to the using agency, department or the Purchase Bureau**. Instructions for completing this form are at <http://www.state.nj.us/treasury/purchase/forms.htm#eo134>.

Part I: Certification

I hereby certify as follows:

1. On or after October 15, 2004, the below-named person or entity has not solicited or made any Contribution of money, pledge of Contribution, including in-kind Contributions, company or organization Contributions, as set forth below that would bar the award of a contract to the Bidder, pursuant to the terms of Public Law 2005, Chapter 51 (N.J.S.A. 19:44A-20.13-20.25, superseding Executive Order 134 (2004)).
 - a) Within the 18 months immediately preceding the Solicitation (exclusive of any contributions made prior to October 15, 2004), the below-named person or organization has not made a Contribution to
 - (i) Any candidate committee and/or election fund of any candidate for or holder of the public office of Governor; or
 - (ii) Any State or county political party committee.
 - b) During the term of office of the current Governor (exclusive of any Contributions made prior to October 15, 2004), the below-named person or organization has not made a Contribution to
 - (i) Any candidate committee and/or election fund of the governor; or
 - (ii) Any State or county political party committee nominating such Governor in the election preceding the commencement of said Governor's term.
 - c) Within the 18 months immediately prior to the first day of the term of office of the Governor (exclusive of any Contributions made prior to October 15, 2004), the below-named person or organization has not made a Contribution to
 - (i) Any candidate committee and/or election fund of the Governor; or
 - (ii) Any State or County political party committee of the political party nominating the successful gubernatorial candidate in the last gubernatorial election.
2. If the Bidder is awarded a contract pursuant to the solicitation for this bid proposal, the below-named person or organization will, on a continuing basis, continue to report any Contributions it makes during the term of the contract, and any extension(s) thereof.



Bidder: _____

Part II: Disclosure

Following is the required disclosure of all Contributions made from October 15, 2004, through the date of signing of this Certification and Disclosure to: (i) any entity designated and organized as a "political organization" under 26 U.S.C.A. § 527 that is also defined as "continuing political committee" under N.J.S.A. 19:44A-3(n) and N.J.A.C. 19:25-1 or (ii) any candidate committee and/or election fund of any candidate for or current holder of the public office of Governor; and any State or county political party committee. Such an entity is identified in the following chart as a "Committee."

#1

Name and Address of Committee	Date of Contribution	Amount of Contribution	Type of Contribution i.e. Currency, Check, Loan, In Kind	Donor
Indicate "none" if no Contributions were made. Attach additional pages if necessary.				

Certification on behalf of a COMPANY or organization:

I certify as an officer or authorized representative of the Company or Organization identified below that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

#2

Name of Company or Organization: _____

Signed: _____ Title: _____

Print Name: _____ Date: _____

(check one) (A) The Company or Organization is the Bidder, or (B) The Company or Organization is a Principal (more than 10% ownership or control) of the Bidder, a Subsidiary controlled by the Bidder, or a Political Organization (eg, PAC) controlled by the Bidder.

Certification by an individual – for use by the individual Bidder, or as a Principal (more than 10% ownership or control) of the Bidder, or as the spouse or child of the Bidder:

I certify that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

#3

Signed: _____

Print Name: _____

Date: _____

Note: A person may certify BOTH as an officer or authorized representative of the Bidder, AND in his or her individual capacity, as a Principal of the Bidder.

“APPENDIX 3”

Public Law 2005, Chapter 51

Ownership Disclosure Form

OWNERSHIP DISCLOSURE FORM

PAGE

NUMBER :
 OPEN DATE :
 T-NUMBER :
 BIDDER :

INSTRUCTIONS: Provide below the names, home addresses, dates of birth, offices held and any ownership interest of all officers of the firm named above. If additional space is necessary, provide on an attached sheet.

NAME	HOME ADDRESS	DATE OF BIRTH	OFFICE HELD	OWNERSHIP INTEREST (Shares Owned or % of Partnership)

INSTRUCTIONS: Provide below the names, home addresses, dates of birth, and ownership interest of all individuals not listed above, and any partnerships, corporations and any other owner having a 10% or greater interest in the firm named above. If a listed owner is a corporation or partnership, provide below the same information for the holders of 10% or more interest in that corporation or partnership. If additional space is necessary, provide that information on an attached sheet. If there are no owners with 10% or more interest in your firm, enter "None" below. Complete the certification at the bottom of this form. If this form has previously been submitted to the Purchase Bureau in connection with another bid, indicate changes, if any, where appropriate, and complete the certification below.

NAME	HOME ADDRESS	DATE OF BIRTH	OFFICE HELD	OWNERSHIP INTEREST (Shares Owned or % of Partnership)

COMPLETE ALL QUESTIONS BELOW

- | | YES | NO |
|---|-------|-------|
| 1. Within the past five years has another company or corporation had a 10% or greater interest in the firm identified above? <i>(If yes, complete and attach a separate disclosure form reflecting previous ownership interests.)</i> | _____ | _____ |
| 2. Has any person or entity listed in this form or its attachments ever been arrested, charged, indicted or convicted in a criminal or disorderly persons matter by the State of New Jersey, any other state or the U.S. Government? <i>(If yes, attach a detailed explanation for each instance.)</i> | _____ | _____ |
| 3. Has any person or entity listed in this form or its attachments ever been suspended, debarred or otherwise declared ineligible by any agency of government from bidding or contracting to provide services, labor, material or supplies? <i>(If yes, attach a detailed explanation for each instance.)</i> | _____ | _____ |
| 4. Are there now any criminal matters or debarment proceedings pending in which the firm and/or its officers and/or managers are involved? <i>(If yes, attach a detailed explanation for each instance.)</i> | _____ | _____ |
| 5. Has any federal, state or local license, permit or other similar authorization, necessary to perform the work applied for herein and held or applied for by any person or entity listed in this form, been suspended or revoked, or been the subject of any pending proceedings specifically seeking or litigating the issue of suspension or revocation? <i>(If yes to any part of this question, attach a detailed explanation for each instance.)</i> | _____ | _____ |

CERTIFICATION: I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I acknowledge that the State of New Jersey is relying on the information contained herein and thereby acknowledge that I am under a continuing obligation from the date of this certification through the completion of any contracts with the State to notify the State in writing of any changes to the answers or information contained herein. I acknowledge that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I recognize that I am subject to criminal prosecution under the law and that it will also constitute a material breach of my agreement(s) with the State of New Jersey and that the State at its option, may declare any contract(s) resulting from this certification void and unenforceable.

I, being duly authorized, certify that the information supplied above, including all attached pages, is complete and correct to the best of my knowledge. I certify that all of the foregoing statements made by me are true. I am aware that if any of the foregoing statements made by me are willfully false, I am subject to punishment.

COMPANY NAME: _____ (Signature)

ADDRESS: _____ PRINT OR TYPE { _____ (Name)

_____ (Title)

FEIN/SSN#: _____ Date: _____

“EXHIBIT A”

Executive Order No. 117 (2008)

IMPORTANT NOTICE

NEW "PAY-TO-PLAY" RESTRICTIONS TO TAKE EFFECT NOVEMBER 15, 2008

Governor Jon S. Corzine recently signed Executive Order No. 117, which is designed to enhance New Jersey's efforts to protect the integrity of government contractual decisions and increase the public's confidence in government. The Executive Order builds on the provisions of P.L. 2005, c. 51 ("Chapter 51"), which limits contributions to certain political candidates and committees by for-profit business entities that are, or seek to become, State government vendors.

Executive Order No. 117 extends the provisions of Chapter 51 in two ways:

1. The definition of "business entity" is revised and expanded so that contributions by the following individuals also are considered contributions attributable to the business entity:
 - Officers of corporations and professional services corporations, with the term "officer" being defined in the same manner as in the regulations of the Election Law Enforcement Commission regarding vendor disclosure requirements (N.J.A.C. 19:25-26.1), with the exception of officers of non-profit entities;
 - Partners of general partnerships, limited partnerships, and limited liability partnerships and members of limited liability companies (LLCs), with the term "partner" being defined in the same manner as in the regulations of the Election Law Enforcement Commission regarding vendor disclosure requirements (N.J.A.C. 19:25-26.1); and
 - Spouses, civil union partners, and resident children of officers, partners, LLC members and persons owning or controlling 10% or more of a corporation's stock are included within the new definition, except for contributions by spouses, civil union partners, or resident children to a candidate for whom the contributor is eligible to vote or to a political party committee within whose jurisdiction the contributor resides.
2. Reportable contributions (those over \$300.00 in the aggregate) to legislative leadership committees, municipal political party committees, and candidate committees or election funds for Lieutenant Governor are disqualifying contributions in the same manner as reportable contributions to State and county political party committees and candidate committees or election funds for Governor have been disqualifying contributions under Chapter 51.

Executive Order No. 117 applies only to contributions made on or after November 15, 2008, and to contracts executed on or after November 15, 2008.

Updated forms and materials are currently being developed and will be made available on the website as soon as they are available. In the meantime, beginning November 15, 2008, prospective vendors will be required to submit, *in addition to the currently required Chapter 51 and Chapter 271 forms*, the attached Certification of Compliance with Executive Order No. 117.

**Certification on Behalf of A Company, Partnership or Organization and All Individuals
Whose Contributions are Attributable to the Entity
Pursuant to Executive Order No. 117 (2008)**

I hereby certify as follows:

On or after November 15, 2008, neither the below-named entity nor any individual whose contributions are attributable to the entity pursuant to Executive Order No. 117 (2008) has solicited or made any reportable contribution of money or pledge of contribution, including in-kind contributions or company or organization contributions, to the following:

- a) Any candidate committee and/or election fund of the Governor;
- b) A State political party committee;
- c) A legislative leadership committee;
- d) A county political party committee; or
- e) A municipal political party committee.

I certify as an officer or authorized representative of the Company or Organization identified below that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

Name of Company, Partnership or Organization:

Signed: _____ Title: _____

Print Name: _____ Date: _____

(circle one) (A) The Company, Partnership or Organization is the vendor;

or

(B) the Company, Partnership or Organization is a Principal (more than 10% ownership or control) of the vendor, a Subsidiary controlled by the vendor, or a Political Organization (e.g., PAC) controlled by the vendor.

**Please note that if the person signing this Certification is not signing on behalf of all individuals whose contributions are attributable to the entity pursuant to Executive Order No. 117 (2008), each of those individuals will be required to submit a separate individual Certification.*

Individual Certification of Compliance with Executive Order No. 117 (2008)

I hereby certify as follows:

On or after November 15, 2008, I have not solicited or made any reportable contribution of money or pledge of contribution, including in-kind contributions or company or organization contributions, to the following:

- a) Any candidate committee and/or election fund of the Governor;
- b) A State political party committee;
- c) A legislative leadership committee;
- d) A county political party committee; or
- e) A municipal political party committee.

I certify that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

Signed: _____

Print Name: _____ Date: _____

“EXHIBIT B”

Public Law 2005, Chapter 271

P.L. 2005, c.271

(Unofficial version, Assembly Committee Substitute to A-3013, First Reprint*)

AN ACT authorizing units of local government to impose limits on political contributions by contractors and supplementing Title 40A of the New Jersey Statutes and Title 19 of the Revised Statutes.

BE IT ENACTED by the Senate and General Assembly of the State of New Jersey:

40A:11-51 1. a. A county, municipality, independent authority, board of education, or fire district is hereby authorized to establish by ordinance, resolution or regulation, as may be appropriate, measures limiting the awarding of public contracts therefrom to business entities that have made a contribution pursuant to P.L.1973, c.83 (C.19:44A-1 et seq.) and limiting the contributions that the holders of a contract can make during the term of a contract, notwithstanding the provisions and parameters of sections 1 through 12 of P.L.2004, c.19 (C.19:44A-20.2 et al.) and section 22 of P.L.1973, c.83 (C.19:44A-22).

b. The provisions of P.L.2004, c.19 shall not be construed to supersede or preempt any ordinance, resolution or regulation of a unit of local government that limits political contributions by business entities performing or seeking to perform government contracts. Any ordinance, resolution or regulation in effect on the effective date of P.L.2004, c.19 shall remain in effect and those adopted after that effective date shall be valid and enforceable.

c. An ordinance, resolution or regulation adopted or promulgated as provided in this section shall be filed with the Secretary of State.

52:34-25 2. a. Not later than 10 days prior to entering into any contract having an anticipated value in excess of \$17,500, except for a contract that is required by law to be publicly advertised for bids, a State agency, county, municipality, independent authority, board of education, or fire district shall require any business entity bidding thereon or negotiating therefor, to submit along with its bid or price quote, a list of political contributions as set forth in this subsection that are reportable by the recipient pursuant to the provisions of P.L.1973, c.83 (C.19:44A-1 et seq.) and that were made by the business entity during the preceding 12 month period, along with the date and amount of each contribution and the name of the recipient of each contribution. A business entity contracting with a State agency shall disclose contributions to any State, county, or municipal committee of a political party, legislative leadership committee, candidate committee of a candidate for, or holder of, a State elective office, or any continuing political committee. A business entity contracting with a county, municipality, independent authority, other than an independent authority that is a State agency, board of education, or fire district shall disclose contributions to: any State, county, or municipal committee of a political party; any legislative leadership committee; or any candidate committee of a candidate for, or holder of, an elective office of that public entity, of that county in which that public entity is located, of another public entity within that county, or of a legislative district in which that public

* Note: *Bold italicized* statutory references of new sections are anticipated and not final as of the time this document was prepared. Statutory compilations of N.J.S.A. 18A:18A-51 is anticipated to show a reference to N.J.S.A. 40A:11-51 and to N.J.S.A. 52:34-25.

entity is located or, when the public entity is a county, of any legislative district which includes all or part of the county, or any continuing political committee.

The provisions of this section shall not apply to a contract when a public emergency requires the immediate delivery of goods or services.

b. When a business entity is a natural person, a contribution by that person's spouse or child, residing therewith, shall be deemed to be a contribution by the business entity. When a business entity is other than a natural person, a contribution by any person or other business entity having an interest therein shall be deemed to be a contribution by the business entity. When a business entity is other than a natural person, a contribution by: all principals, partners, officers, or directors of the business entity or their spouses; any subsidiaries directly or indirectly controlled by the business entity; or any political organization organized under section 527 of the Internal Revenue Code that is directly or indirectly controlled by the business entity, other than a candidate committee, election fund, or political party committee, shall be deemed to be a contribution by the business entity.

c. As used in this section:

"business entity" means a natural or legal person, business corporation, professional services corporation, limited liability company, partnership, limited partnership, business trust, association or any other legal commercial entity organized under the laws of this State or of any other state or foreign jurisdiction;

"interest" means the ownership or control of more than 10% of the profits or assets of a business entity or 10% of the stock in the case of a business entity that is a corporation for profit, as appropriate; and

"State agency" means any of the principal departments in the Executive Branch of the State Government, and any division, board, bureau, office, commission or other instrumentality within or created by such department, the Legislature of the State and any office, board, bureau or commission within or created by the Legislative Branch, and any independent State authority, commission, instrumentality or agency.

d. Any business entity that fails to comply with the provisions of this section shall be subject to a fine imposed by the New Jersey Election Law Enforcement Commission in an amount to be determined by the commission which may be based upon the amount that the business entity failed to report.

19:44A-20.13 3. a. Any business entity making a contribution of money or any other thing of value, including an in-kind contribution, or pledge to make a contribution of any kind to a candidate for or the holder of any public office having ultimate responsibility for the awarding of public contracts, or to a political party committee, legislative leadership committee, political committee or continuing political committee, which has received in any calendar year \$50,000 or more in the aggregate through agreements or contracts with a public entity, shall file an annual disclosure statement with the New Jersey Election Law Enforcement Commission, established pursuant to section 5 of P.L.1973, c.83 (C.19:44A-5), setting forth all such contributions made by the business entity during the 12 months prior to the reporting deadline.

b. The commission shall prescribe forms and procedures for the reporting required in subsection a. of this section which shall include, but not be limited to:

(1) the name and mailing address of the business entity making the contribution, and the amount contributed during the 12 months prior to the reporting deadline;

(2) the name of the candidate for or the holder of any public office having ultimate responsibility for the awarding of public contracts, candidate committee, joint candidates committee, political party committee, legislative leadership committee, political committee or continuing political committee receiving the contribution; and

(3) the amount of money the business entity received from the public entity through contract or agreement, the dates, and information identifying each contract or agreement and describing the goods, services or equipment provided or property sold.

c. The commission shall maintain a list of such reports for public inspection both at its office and through its Internet site.

d. When a business entity is a natural person, a contribution by that person's spouse or child, residing therewith, shall be deemed to be a contribution by the business entity. When a business entity is other than a natural person, a contribution by any person or other business entity having an interest therein shall be deemed to be a contribution by the business entity. When a business entity is other than a natural person, a contribution by: all principals, partners, officers, or directors of the business entity, or their spouses; any subsidiaries directly or indirectly controlled by the business entity; or any political organization organized under section 527 of the Internal Revenue Code that is directly or indirectly controlled by the business entity, other than a candidate committee, election fund, or political party committee, shall be deemed to be a contribution by the business entity.

As used in this section:

"business entity" means a natural or legal person, business corporation, professional services corporation, limited liability company, partnership, limited partnership, business trust, association or any other legal commercial entity organized under the laws of this State or of any other state or foreign jurisdiction; and

"interest" means the ownership or control of more than 10% of the profits or assets of a business entity or 10% of the stock in the case of a business entity that is a corporation for profit, as appropriate.

e. Any business entity that fails to comply with the provisions of this section shall be subject to a fine imposed by the New Jersey Election Law Enforcement Commission in an amount to be determined by the commission which may be based upon the amount that the business entity failed to report.

4. This act shall take effect immediately.

“EXHIBIT C”

Public Law 2005, Chapter 271

Vendor Certification and Political Contribution Disclosure Form

PUBLIC LAW 2005, C. 271

VENDOR CERTIFICATION AND POLITICAL CONTRIBUTION DISCLOSURE FORM

Contract Reference No:

Vendor:

At least ten (10) days prior to entering into the above-referenced contract, the Vendor must complete this Certification and Disclosure Form, in accordance with the directions below and submit it to the State contact for such contract. **Please note that the disclosure requirements under Public Law 2005, Chapter 271 are separate and different from the disclosure requirements under Public Law 2005, Chapter 51 (formerly Executive Order 134). Although no vendor will be precluded from entering into a contract by any information submitted on this form, a vendor's failure to fully, accurately and truthfully complete this form and submit it to the appropriate State agency may result in the imposition of fines by the New Jersey Election Law Enforcement Commission.**

Disclosure

Following is the required Vendor disclosure of all Reportable Contributions made in the twelve (12) months prior to and including the date of signing of this Certification and Disclosure to: (i) any State, county, or municipal committee of a political party, legislative leadership committee, candidate committee of a candidate for, or holder of, a State elective office, or (ii) any entity that is also defined as a "continuing political committee" under N.J.S.A. 19:44A-3(n) and N.J.A.C. 19:25-1.

The Vendor is required to disclose Reportable Contributions by: the Vendor itself; all persons or other business entities owning or controlling more than 10% of the profits of the Vendor or more than 10% of the stock of the Vendor, if the Vendor is a corporation for profit; a spouse or child living with a natural person that is a Vendor; all of the principals, partners, officers or directors of the Vendor and all of their spouses; any subsidiaries directly or indirectly controlled by the Vendor; and any political organization organized under section 527 of the Internal Revenue Code that is directly or indirectly controlled by the Vendor, other than a candidate committee, election fund, or political party committee.

"Reportable Contributions" are those contributions that are required to be reported by the recipient under the "New Jersey Campaign Contributions and Expenditures Reporting Act," P.L. 1973, c.83 (C.19:44A-1 et seq.), and implementing regulations set forth at N.J.A.C. 19:25-10.1 et seq. As of January 1, 2005, contributions in excess of \$300 during a reporting period are deemed "reportable."

Name and Address of Committee to Which Contribution Was Made	Date of Contribution	Amount of Contribution	Contributor's Name
Indicate "none" if no Reportable Contributions were made. Attach Additional Pages As Needed			

Certification:

I certify as an officer or authorized representative of the Vendor that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

Name of Vendor: _____

Signed: _____

Title: _____

Print Name: _____

NEW JERSEY EDUCATIONAL
REC'D

APR - 6 2009

FACILITIES AUTHORITY

PROPOSAL FOR NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY



CREATIVE SOURCE

Proposal for the
New Jersey Educational Facilities Authority
Graphic Design creation and development services
for NJEFA's 2008, 2009, and 2010 annual reports,
nine (9) issues of NJEFA's newsletter ("Building Futures"),
miscellaneous communications materials and
special project materials as needed.

Attn: Roger L. Anderson
Executive Director
New Jersey Educational Facilities Authority

103 College Road East
Princeton, New Jersey 08540-6612

April 3, 2009

Carol Smith, President
Creative Source, Inc.
212.243.7383
csmith@creativesource.com

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NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY

OUR MISSION

NJEFA's Mission

The New Jersey Educational Facilities Authority's mission is to support a world-class higher education in New Jersey. As a public fiduciary, NJEFA's business is to help college and university clients obtain low-cost financing for the development of their facilities. NJEFA is helping their clients invest in the treasures that are New Jersey's colleges and universities, so they can provide the opportunities for it's citizens that will build the future of all of New Jersey.

"If you can solve the education problem, you don't have to do anything else. If you don't solve it, nothing else is going to matter all that much."

Alan Greenspan, Former Chairman,
U.S. Federal Reserve Board 2006

Our Mission

Our mission is to help NJEFA reach its goals through enhanced, persuasive communications. By clarifying the message (with the assistance of our editors and your staff) and adding the right images, we can emphasize the issues in a powerful and effective way. Your readers will realize the impact your services will have on the future of higher education. They will understand clearly how everyone in New Jersey is affected by easy access to affordable education.

We look forward to the opportunity to work with the NJEFA team to help you fulfill your mission.

NJEFA ANNUAL REPORT CONCEPTS

Creative Source has extensive experience developing communications for both government agencies (Metropolitan Transportation Authority, The Federal Reserve Bank of New York, and NYC Water Authority) and the nonprofit sector (YMCA, Kips Bay Boys & Girls Club, and Girl Scouts of the USA).

We have included examples here of how we can help you develop the concept and the design for the next NJEFA annual report. By highlighting quotations, testimonials, and statistics, we will allow readers to understand your mission at a glance.

“We live in a technological age where every study shows that the more knowledge you have as a worker and the more knowledgeable workers you have as an economy, the faster your incomes will rise. Therefore, the centerpiece of our stimulus, the core driving principle, should be to stimulate everything that makes us smarter and attracts more smart people to our shores. That is the best way to create good jobs.”

“The Open-Door Bailout”
Thomas L. Freidman, The New York Times,
February 11, 2009

Concept for NJEFA Annual Report

Possible themes for 2008 Annual Report:

- Foundations of change
- Expanding futures. Expanding minds.
- Sustaining the legacy.
- Enduring vision amid changing times.
- Mapping the milestones.
- New directions. Continued commitment.
- Beyond today... preserving tomorrow.
- Making opportunity a reality.
- Supporting the vision we all share.

Despite uncertainties in the economic picture, Americans continue to believe in and support the importance of providing for our children's future education. The New Jersey Educational Facilities Authority continues its mission to ensure that NJ institutions of higher education can meet the needs of future generations. Each project funded in 2008 will have an impact on building futures – these projects are highlighted throughout our annual report.

Develop an impressive list of facts and figures showing the major achievements and plans of NJEFA with photos and captions.

NJEFA's annual report will showcase the low-cost financing deals for colleges and universities throughout the year. It will establish the successes of NJEFA and tell the stories behind the scenes. It will describe the types of facilities that were financed in a succinct way, allowing the reader to flip through the report and instantly grasp the impact of the work of the NJEFA.

We can tell these stories by using numbers, photos, captions, and testimonials. Emphasize NJEFA's success stories in a brief section of the annual report; this section will describe examples where NJEFA has provided New Jersey's learning institutions with low-cost public financing. We may start with the largest project built in the new year and continue with other facilities financed in 2008. We will emphasize the new and improved, affordable educational facilities that are now available to those who need it with photos and captions.

Here are a few ideas based upon the information we have at this point. Once we meet with you in our initial discovery meeting, we can discuss these concepts or other ideas for your annual report. We prefer to meet with you to determine the theme and develop the design concepts together.

The annual report will tell the story, visually as well as verbally, of NJEFA's plan to preserve and expand financing for New Jersey's educational facilities. Below are some of the ideas we can review and develop, if you agree.

- NJEFA provides low-cost financing in spite of the ebb and flow of investor confidence.
- Public finance is an economic engine that creates jobs, raises revenue and spurs development.
- The state's universities and colleges require state of the art equipment, buildings, libraries and distance-learning capacity in order to attract the best students and faculty.
- NJEFA's clients are deeply involved and committed to the betterment of their colleges and universities.
- NJEFA has expanded their program in New Jersey to preserve thousands of educational facilities.
- The largest redevelopment plan in New Jersey's history will provide low-cost financing for xx colleges and universities.
- The plan increases the quantity and quality of New Jersey's educational facilities affecting xxx,xxx number of students.
- The new dormitories marketplace has grown to a \$x.x billion plan to build or preserve xx,xxx units by 2013.
- NJEFA provides financing for a range of buildings, dormitories, science halls, administration buildings, libraries, performing arts centers and educational centers.

Portions of the annual report may be re-purposed for future educational and awareness campaigns.

Visits to Educational Facilities

These highlights will be illustrated in the annual report with photos of real scenes that demonstrate the comfortable learning environment that students will experience. Scenes from at least three different locations will provide a strong sense of NJEFA's impact on the facilities. These photos will show students enjoying the benefits of the educational centers. The report will present comprehensive examples of innovations in educational facilities, including any of the new green facilities. It will tell the story, through the use of captions, of capability, affordability and personal warmth in an academic environment.

Testimonials

The most important aspect of this annual report will be testimonials and quotes from deans and educators who speak of how public financing from NJEFA provides better facilities; and how, perhaps for the first time, they have a modern academic facility that will attract students and faculty.

Using testimonials that speak directly to government officials who haven't visited the renovation of an academic facility, they'll describe the benefits from a new perspective—and the warm and friendly scenes of students in learning facilities with quotations in their own words.

Shown in NJEFA's offices, staff will be photographed and quoted. They'll talk about how good it feels to be helping those institutions who need to get public financing. Captions will speak about financial concerns that were immediately addressed by the staff at NJEFA. These factoids will suggest the story of the Governor and chairman who believe NJEFA connects them with their fundamental mission in public learning institutions and who are inspired by the highest ideals of community service. Government officials will appreciate the testimonials from dedicated staff members and understand the necessity for supporting these programs.

Students are bilingual and the population is multi-cultural. Photographs of educational centers that we capture will reflect a scene with an Anglo-student, a Latino student and a Chinese student will be incorporated into the annual report.

Design

Creative Source will design all graphic elements that establish the look of this report and which can be used as the basis for additional promotional materials, such as a small brochure or web content. These elements include cover design, map design indicating all locations, as well as a possible design for postcards and mailers. We will also digitize, edit and otherwise adapt the report for use on NJEFA's website.

Further, graphic elements used for the report may be incorporated into posters, packaging, and other signage promoting NJ Educational Facilities Authority services. We look forward to discussions about these additional creative possibilities.

“BUILDING FUTURES” NEWSLETTER

“The acceptance of higher education as a personal benefit rather than a public good...and the shift of the cost burden to individuals have made it increasingly difficult for low-income students to advance beyond high school. In the long run, the nation as a whole will suffer from the lack of new talent that could have been discovered and nurtured in affordable, accessible, high-quality public schools, colleges, and universities.”

Rising Above the Gathering Storm:
Energizing and Employing America for a
Brighter Economic Future
National Academy of Sciences,
National Academy of Engineering, and Institute of Medicine
of the National Academies, 2007

Creative Source Role for “Building futures”

“Building futures” is a newsletter that provides information about key initiatives of the New Jersey Educational Facilities Authority. The newsletter also has a lighter side, providing short biographies of the members and staff and their various activities.

The designers at Creative Source specialize in making complex information engaging and easy to understand at a glance.

Our designs are clear, simple and direct. We offer you the winning combination of visual simplicity along with the ability to highlight the key points so they resonate clearly with your clients and staff.

Our goal is to help the staff of NJEFA and “Building futures” reach their goals through enhanced, persuasive communication. By clarifying the message and researching the right images we can emphasize the issues, allowing you to communicate with your audience in a powerful, effective way.

We look forward to the opportunity to work with the NJEFA team, helping you fulfill your mission.

Creative Source will:

- Meet with staff to discuss ideas and content.
- Develop ideas and suggestions for content and write articles.
- Edit and refine the copy.
- Follow the current template for design, as necessary.
- Research the appropriate images and artwork in order to illustrate the articles.
- Meld the images and stories with special consideration to the proper message, creating the appropriate tone for that message.

"BUILDING FUTURES" NEWSLETTER ESTIMATE

Creative Source provides quality design with speed and accuracy.

We bill a flat rate for all designers on our staff.
The estimate for the project will include the following:

- I. Edit and review copy with client
 - Meeting with client to review articles
- II. Design/layout 4-6 page newsletter (Including formatting client supplied text)
 - Convert client supplied images to 300dpi/CMYK .Tiff files
 - Provide PDFs for review
 - Develop and manage schedule
 - Client telephone meetings, and email communications with client
- III. Color correction of images
- IV. Prepare files for press
 - Includes conversions, burning DVD, sending files to printer with specifications
 - Create color prototype of newsletter
- V. Review blueline and color proofs

Total for editorial services and artwork:	\$1,850 per issue
Total for 9 issues:	\$16,650 per year

*Price is based on using client-supplied copy with Creative Source providing editorial services.
Price does not include illustrations and stock photography.

Creative Source is a woman-owned business, certified by the State of New York and the Port Authority of NY and NJ.

NJEFA ANNUAL REPORT ESTIMATE & COST SUMMARY

I. Planning and discovery	500
- Initial theme and cover concept and design development	
- Meeting to discuss scope of project, schedule and budget	
II. Research and development of concepts and visuals	3,000
- Refinements for cover and 6-10 interior pages of editorial and departmental sections	
- Meeting to review concepts and discuss next steps	
III. Prepare layouts & typesetting with final copy for editorial section	1,000
- Color-correct photos	
- Meeting to review and discuss next steps	
IV. Prepare layouts & typesetting with final copy for financial section	4,000
- Color-correct photos	
- Meeting to review and discuss next steps	
V. Pre-press electronic documents and send to printer with specs and instructions	500
- Check color proofs and bluelines	100
- On-site press supervision in nearby location	500
- Out-of-pocket expenses (train tickets, messengers & FedEx)	200
VI. Writing and Editorial Services	1,200
Subtotal for design, editing, and final artwork	\$11,000*
A. Stock Photography (3 photos at \$300-\$500 each)	900-1,500 <i>per annual report</i>
B. Professional Photography (\$2,000 per day / 1-2 days)	2,000-4,000 <i>per annual report</i>

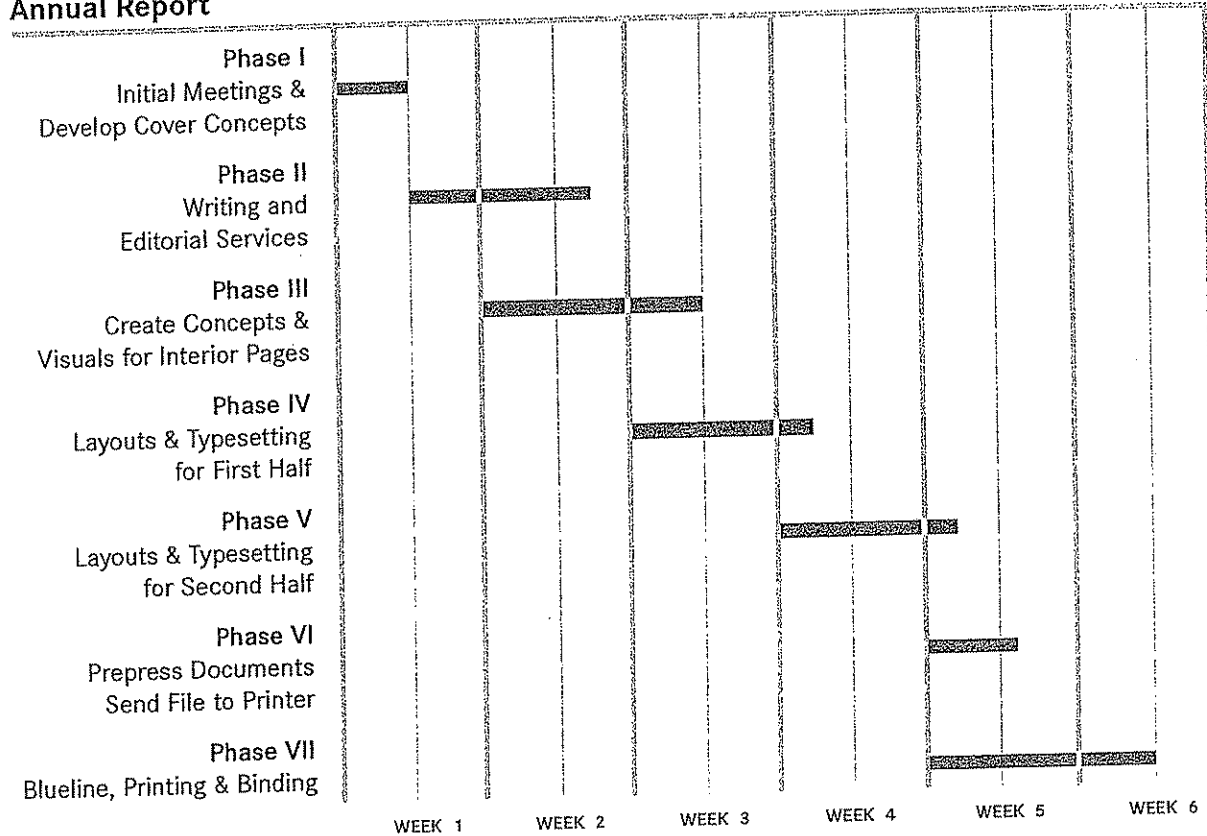
* Estimate includes client revisions, copywriting, editorial services, and out-of-pocket expenses.
 Custom illustration, stock photos, photography, printing, mailing costs, postage, and sales tax are not included.

COST SUMMARY

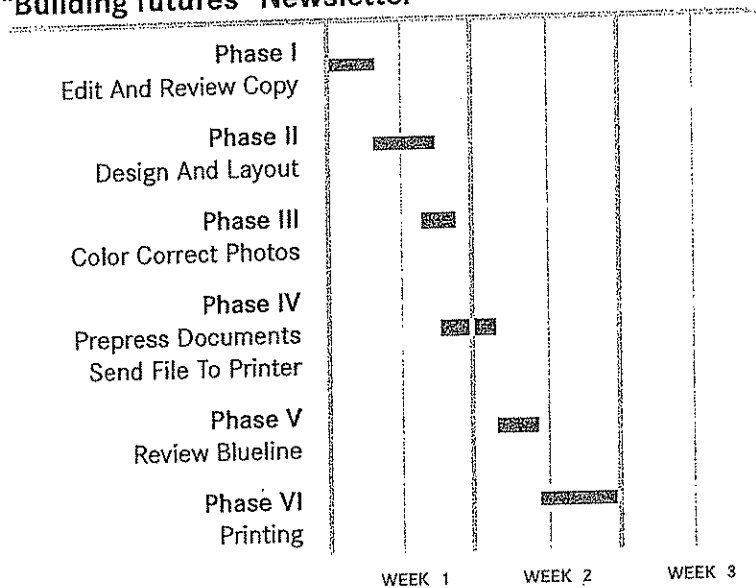
Total for 2008 Annual Report	\$11,000
Total for 2009 Annual Report	\$11,000
Total for 2010 Annual Report	\$11,000
Total for 3 Annual Reports	\$33,000
9 newsletters (\$1,850 per issue)	\$16,650
TOTAL FOR 3 ANNUAL REPORTS AND 9 NEWSLETTERS	\$49,650

PRODUCTION SCHEDULE

Annual Report



"Building futures" Newsletter



IDEATION & CONCEPTUALIZATION

To reiterate, at Creative Source, we specialize in making complex information easy to understand, using charts, diagrams, and photos to convey the key messages both visually, as well as verbally. We design communications that are clear, simple, and direct. We focus on the *emotional connection*—emphasizing the human touch, the story that your audience can relate to. We feel that this winning combination of visual simplicity coupled with the human touch will appeal to both the heart and mind of your target audience.

For example...

Juvenile Diabetes Research Foundation: We created the Visual Identity, the Annual Report, and the Planned Giving Package for the Juvenile Diabetes Research Foundation. Our challenge was to create a brand that communicates their mission of finding a cure for juvenile diabetes. Our visual images emphasize the emotional needs, as well as the physical needs of the children and their parents. Our message focuses on educating people about the incredible research being done to find a cure for this devastating disease. This message creates a compelling reason for individuals to donate and government officials to fund research.

Girl Scouts: Creative Source designed a logo, workbook, poster, cd, card game, and packaging for a product that teaches pre-teens about the importance of saving money. Our team created the product to look friendly, enticing, and fun to use while presenting the serious topic of how to keep a budget. The packaged product is used to educate Girl Scouts all over North America. The product won an award for one of the most innovative educational products created that year.

Brooklyn Careworks (formerly Brooklyn Psychiatric Center): Creative Source designed their website and newsletter to inform and educate the public about the many services offered by Brooklyn Careworks. These items were also used to raise awareness and promote fund-raising for 17 clinics throughout Brooklyn.

OUR APPROACH

Within the past 12 months...

We had the opportunity to work on comprehensive communications pieces for Continuum Health Partners and the Federal Reserve Bank of New York. We believe that elements of these projects exemplify the Creative Source approach. On the following pages we present samples and a description of our conceptual framework for these pieces.

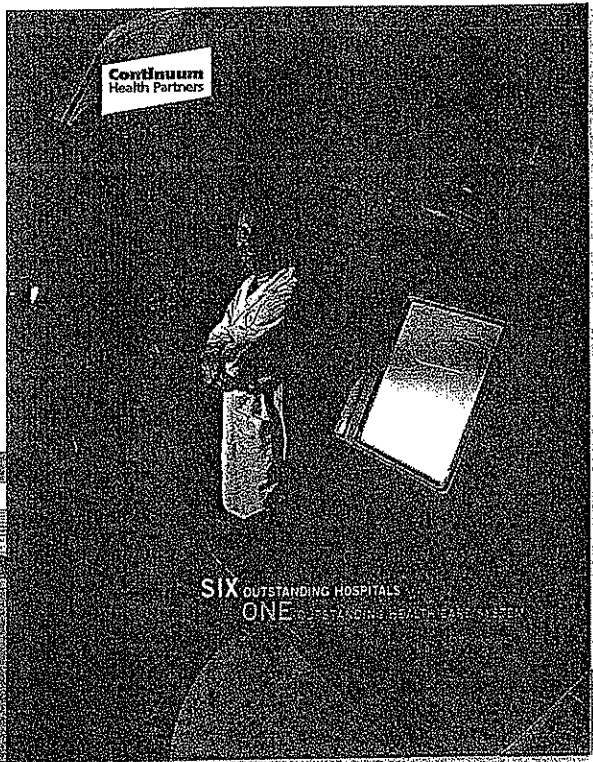
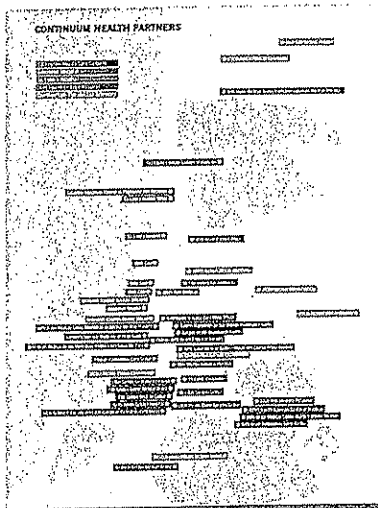
Continuum Health Partners Annual Report

The objective of Continuum's annual report was to promote fund-raising by communicating the tremendous amount of care-giving, medical research, and professional knowledge provided by their six hospitals. One of the goals was for major donors and the Board to appreciate and understand the impact of their gifts for the patients of Continuum. The annual report entailed presenting a great deal of content in a visually appealing way.

Major donors tend to contribute directly to the individual hospitals. We established an identity for each hospital to distinguish its story from the other hospitals. This was accomplished by creating a visual landscape in the beginning of the report, noting the location of each hospital and clinic with its own color code. This system of color coding was reinforced throughout the report to clearly highlight each hospital's initiatives, achievements and breakthroughs over the last two years.

For each hospital, we used a sidebar to highlight milestones that underscore services to the patients and also to prominently display interesting statistics as large numbers. We also highlighted patient testimonials to make readers aware of each hospital's significant contribution to the community. These design treatments allowed readers to scan the report quickly for the main highlights.

Some of the annual report's content was technical in nature as it described various medical procedures and innovations. Our goal in this case was to balance content with our emotional marketing approach and ensure that the target audience recognized the work of each hospital and understood the impact it has on people's lives. We took great care in selecting photos that were bright and hopeful, emphasizing that the mission of Continuum Health Partners is to enhance the quality of medical care for patients and their families and to offer them a brighter future.



Continuum
Health Partners

SIX OUTSTANDING HOSPITALS
ONE OUTSTANDING HEALTH PARTNERS



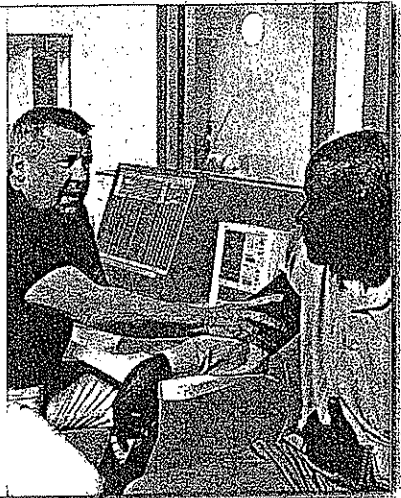
LONG ISLAND COLLEGE HOSPITAL

UNDERSTANDING THE HICK AND ELSTERS

Continuum Health Partners is pleased to announce the acquisition of Long Island College Hospital. This acquisition is a key part of our strategy to expand our presence in the Long Island area. The hospital has a long history of providing high-quality patient care and is a valuable asset to our organization. We are committed to maintaining the hospital's reputation for excellence while integrating it into our broader healthcare network.

No doubt, we face more challenges in the years ahead. But will challenge also comes great opportunity.

Continuum Health Partners is pleased to announce the acquisition of Long Island College Hospital. This acquisition is a key part of our strategy to expand our presence in the Long Island area. The hospital has a long history of providing high-quality patient care and is a valuable asset to our organization. We are committed to maintaining the hospital's reputation for excellence while integrating it into our broader healthcare network.



James L. Houghton
President

Stanley P. ...
Executive Vice President

Continuum Health Partners is pleased to announce the acquisition of Long Island College Hospital. This acquisition is a key part of our strategy to expand our presence in the Long Island area. The hospital has a long history of providing high-quality patient care and is a valuable asset to our organization. We are committed to maintaining the hospital's reputation for excellence while integrating it into our broader healthcare network.

OUR APPROACH (continued)

“The Fed” Magazine

“The Fed” is a quarterly magazine that provides information about key initiatives of the departments within the organization as well as human interest stories about employees and their varied activities. One of the key articles featured in this particular issue (shown on the next page) focused on “Promoting Financial Stability in Challenging Times.” The cover shows a figure holding an umbrella and walking in front of the stone blocks of the Fed building on a grey rainy day. This photo is used as a metaphor based on the concept that the Fed is a rock-solid organization that can weather any storm, financial or otherwise.

Within the magazine, we sought to balance more serious, technical articles that describe the business of the Fed with those that spotlight its employees. For the article about financial stability, we chose a graphic that would reflect substance—key building blocks, using the blocks of the building facade as illustrations in the article. A serious look and feel was also applied to the article about lending programs, as well.

For the article featuring an interview with senior management, we emphasized friendly, candid photos of the subject during the interview to give readers a sense of an informal conversation. Creative Source’s ability to convey the human, emotional side is exemplified throughout with numerous photos of Fed employees. The magazine reflects an underlying feeling of camaraderie highlighting why the Fed is a great place to work. Employees feel a part of the larger organization, even though they may be working in another location.

STRATEGIC PLAN

FINANCIAL STABILITY IN ACTION



SIGNIFICANT STRESS IN THE CREDIT MARKETS, THE HOUSING SLUMP, SLIMMING ECONOMIC GROWTH, RECORD HIGH ENERGY PRICES: The challenges of the credit market volatility, the housing market downturn, the energy price volatility, the slowing economic growth, and the record high energy prices have led to a period of significant stress in the credit markets. The Bank is committed to providing a stable and secure financial environment for its customers and investors. To address these challenges, the Bank has implemented a series of strategic initiatives, including:

- Market Monitoring:** The Bank's Market Monitoring team is closely monitoring the credit markets and providing regular updates to the Board of Directors and senior management.
- Risk Management:** The Bank's Risk Management team is implementing a comprehensive risk management framework to identify, measure, and manage the Bank's various risks.
- Capital Management:** The Bank's Capital Management team is ensuring that the Bank maintains a strong capital position to support its operations and provide a return to investors.
- Operational Resilience:** The Bank's Operational Resilience team is implementing a robust operational resilience framework to ensure the Bank can continue to operate in the event of a disruption.

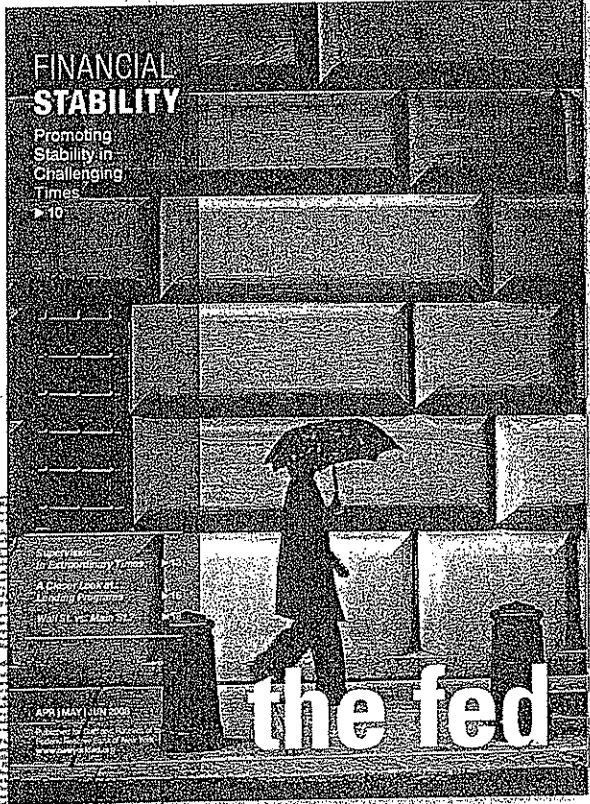
THE BANK'S MISSION

Market Monitoring
The Bank's Market Monitoring team is closely monitoring the credit markets and providing regular updates to the Board of Directors and senior management. This team is responsible for identifying and measuring the Bank's various risks, including credit risk, market risk, and operational risk. The team also provides regular reports to the Board of Directors and senior management on the Bank's overall risk profile and the effectiveness of its risk management framework.

Risk Management
The Bank's Risk Management team is implementing a comprehensive risk management framework to identify, measure, and manage the Bank's various risks. This framework includes a robust risk assessment process, a clear risk appetite, and a strong risk culture. The team also provides regular reports to the Board of Directors and senior management on the Bank's overall risk profile and the effectiveness of its risk management framework.

Capital Management
The Bank's Capital Management team is ensuring that the Bank maintains a strong capital position to support its operations and provide a return to investors. This team is responsible for managing the Bank's capital resources, including equity, debt, and other forms of capital. The team also provides regular reports to the Board of Directors and senior management on the Bank's overall capital position and the effectiveness of its capital management framework.

Operational Resilience
The Bank's Operational Resilience team is implementing a robust operational resilience framework to ensure the Bank can continue to operate in the event of a disruption. This framework includes a comprehensive business continuity plan, a strong disaster recovery plan, and a robust crisis management process. The team also provides regular reports to the Board of Directors and senior management on the Bank's overall operational resilience and the effectiveness of its operational resilience framework.



FINANCIAL STABILITY

Promoting Stability in Challenging Times

10

The Federal Reserve is committed to promoting financial stability in challenging times. The Fed's primary mandate is to maintain the stability of the financial system and to provide the nation with a safe and sound financial system. To achieve this goal, the Fed has implemented a series of measures, including:

- Prudential Supervision:** The Fed's Prudential Supervision team is closely monitoring the financial institutions and providing regular updates to the Board of Governors and senior management.
- Systemic Risk Monitoring:** The Fed's Systemic Risk Monitoring team is identifying and measuring the risks to the financial system that could arise from the activities of financial institutions.
- Consumer Protection:** The Fed's Consumer Protection team is implementing a comprehensive consumer protection framework to identify, measure, and manage the risks to consumers that could arise from the activities of financial institutions.
- Anti-Money Laundering:** The Fed's Anti-Money Laundering team is implementing a comprehensive anti-money laundering framework to identify, measure, and manage the risks to the financial system that could arise from money laundering activities.

1001-10

15 MINUTES WITH... CARL TURNIPSEED



Carl Turnipseed is the President and CEO of the Bank. He has a long and distinguished career in the financial industry, and he is committed to providing the highest quality service to the Bank's customers and investors. In this interview, Carl discusses the Bank's strategic plan, the challenges facing the financial industry, and the Bank's commitment to promoting financial stability.

Q: How do you see the financial industry in the coming years?

A: I see a period of continued volatility in the financial markets, with a focus on managing risk and maintaining a strong capital position. The Bank is well-positioned to navigate these challenges and provide a return to investors.

Q: What are the key challenges facing the financial industry?

A: The key challenges are the credit market volatility, the housing market downturn, the energy price volatility, the slowing economic growth, and the record high energy prices. These challenges have led to a period of significant stress in the credit markets, and the Bank is committed to providing a stable and secure financial environment for its customers and investors.

THAT 70s BANK

The Bank is committed to providing the highest quality service to its customers and investors. To achieve this goal, the Bank has implemented a series of strategic initiatives, including:

- Customer Service:** The Bank's Customer Service team is implementing a comprehensive customer service framework to identify, measure, and manage the risks to customers that could arise from the activities of financial institutions.
- Investment Services:** The Bank's Investment Services team is implementing a comprehensive investment services framework to identify, measure, and manage the risks to investors that could arise from the activities of financial institutions.
- Operational Efficiency:** The Bank's Operational Efficiency team is implementing a comprehensive operational efficiency framework to identify, measure, and manage the risks to the Bank's operations that could arise from the activities of financial institutions.
- Regulatory Compliance:** The Bank's Regulatory Compliance team is implementing a comprehensive regulatory compliance framework to identify, measure, and manage the risks to the Bank's operations that could arise from regulatory changes.

Category	2010	2011
Assets	\$100.0	\$100.0
Liabilities	\$100.0	\$100.0
Equity	\$100.0	\$100.0
Capital	\$100.0	\$100.0
Reserves	\$100.0	\$100.0
Provisions	\$100.0	\$100.0
Income	\$100.0	\$100.0
Expenses	\$100.0	\$100.0
Net Income	\$100.0	\$100.0
EPS	\$100.0	\$100.0
Dividends	\$100.0	\$100.0
ROE	100%	100%
ROA	100%	100%
Net Interest Margin	100%	100%
Cost of Funds	100%	100%
Operating Leverage	100%	100%
Asset Turnover	100%	100%
Equity Turnover	100%	100%
Capital Turnover	100%	100%
Operational Efficiency	100%	100%
Regulatory Compliance	100%	100%
Customer Service	100%	100%
Investment Services	100%	100%
Operational Resilience	100%	100%
Anti-Money Laundering	100%	100%
Risk Management	100%	100%
Capital Management	100%	100%
Operational Efficiency	100%	100%
Regulatory Compliance	100%	100%
Customer Service	100%	100%
Investment Services	100%	100%
Operational Resilience	100%	100%
Anti-Money Laundering	100%	100%
Risk Management	100%	100%
Capital Management	100%	100%



The Bank is committed to providing the highest quality service to its customers and investors. To achieve this goal, the Bank has implemented a series of strategic initiatives, including:

- Customer Service:** The Bank's Customer Service team is implementing a comprehensive customer service framework to identify, measure, and manage the risks to customers that could arise from the activities of financial institutions.
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- Operational Efficiency:** The Bank's Operational Efficiency team is implementing a comprehensive operational efficiency framework to identify, measure, and manage the risks to the Bank's operations that could arise from the activities of financial institutions.
- Regulatory Compliance:** The Bank's Regulatory Compliance team is implementing a comprehensive regulatory compliance framework to identify, measure, and manage the risks to the Bank's operations that could arise from regulatory changes.



CREATIVE SOURCE

Vertical text along the right edge of the page, appearing to be a scanning artifact or a very faint, narrow column of text.



OVERVIEW

Our creative philosophy is based on synergy, believing that the whole is indeed greater than the sum of its parts. The team meets throughout the day to collaborate on projects and exchange ideas. These meetings form the creative center of the firm. The result for our clients is in multiple design solutions with amazingly fast turn-around time.

Creative Source emphasizes an integrated approach to communications to ensure that the look and feel of each piece reflects NJEFA's unique characteristics and values.

Our design and editorial professionals can provide you with an outside perspective, taking into consideration the needs of your ultimate audience—your clients.

Our Five Core Values

1. Collaboration

We strive to achieve a collaborative meeting of the minds between your team and ours, resulting in thematic concepts, targeted content, and effective marketing strategies.

2. Commitment

We take ownership of your projects with a strong, conscientious commitment to ensure that the results meet your expectations. Your success is our ultimate success.

3. Responsiveness

We work quickly and efficiently, allowing you the maximum amount of time to review our creative presentations. We take your deadlines seriously—we get the job done so you can focus on the next steps.

4. Quality

Quality is paramount. Creative Source offers you peace of mind (and a valuable second pair of eyes) through our diligent quality control, providing expert editorial services.

5. Integrity

If there is a better, faster, or more cost effective way to get results, we let you know.

Process

Creative Source's AIM approach enables us to target your audience, define your goals and reach your objectives.

A = Assess

We assess your needs by asking the right questions. We make sure we understand your goals and then develop solutions that will get you results.

I = Image

We combine creative thinking with smart design to present the right image for your organization.

M = Manage

We manage the process to make sure your projects are delivered on time. By keeping a watchful eye on the implementation and execution, we can anticipate problems before they occur and avoid costly delays.

CLIENTS / PUBLICATIONS

The combination of integrity, enthusiasm, and talent is the reason so many companies have selected Creative Source for their communications needs. Our clients range from corporate institutions to government agencies and nonprofit organizations.

Aging in America
American Express
American National Standards Institute (ANSI)
Continuum Health Partners (five hospitals in NYC)
Cotton Incorporated
Deutsche Bank
Federal Reserve Bank of New York
Girl Scouts of the USA
The HealthCare Chaplaincy
IBM
Jones Lang LaSalle
Juvenile Diabetes Research Foundation
Kips Bay Boys & Girls Club
Metropolitan Transportation Authority (MTA)
New York Bankers Association
New York City Municipal Water Finance Authority
New York City Transitional Finance Authority
TIAA-CREF
YMCA of Greater New York
UNICEF

Publications

Kips Bay Boys & Girls Club Designer Show House Journal
Leading the Way Magazine (Continuum Health Partners)
Lifestyle Monitor Magazine (Cotton Incorporated)
The FED Magazine (Federal Reserve Bank of New York)
ViewPoint Quarterly Magazine (Deutsche Bank)

Annual Reports

National HealthCare Corporation - 2008
Transitional Finance Authority - 2004, 2005, 2007, 2008
Cotton Incorporated - 2002, 2004, 2005, 2006, 2007
Continuum Health Partners, 2006
TSASC - 2006
Community Capital Bank - 2005
YMCA of Greater New York - 2004, 2006

TEAM

The unique skill sets and professional experience of each team member provide clients with the best level of service and creativity.

Carol Smith, President of Creative Source, will be acting as client liaison between NJEFA and the staff. Carol will make sure that all of NJEFA's deadlines will be met, and their expectations exceeded.

Carol has over 25 years experience in marketing communications design, with special expertise working with corporate, government, and nonprofit organizations. After earning a Bachelor of Arts degree from the University of the Arts in Philadelphia, Carol studied with the internationally renowned designer, Armin Hofmann. She completed the two-year graduate program at the Allgemeine Kunst Gewerbeschule in Basel, Switzerland. While studying in Basel, Carol worked with the team that designed the Paris Metro Subway Map. She founded Creative Source in 1986, and has since specialized in the design of corporate identity programs for a wide variety of clients, including Chemical Bank and Prudential Bache. Carol's team designed the MetroCard for the Metropolitan Transportation Authority. Prior to founding Creative Source, Carol served as a design consultant for Taylor & Ives, Lefkowitz, Inc., and Lee & Young Communications, Inc., where she specialized in the design of annual reports and brand identity programs. Carol provided art direction and design for J.P.Morgan, designing their corporate identity and guidelines. In addition, Carol is an active volunteer within her community, serving for three years as chairperson of the Board of Managers at the McBurney YMCA. She is currently a member of the Women Presidents Organization, AIGA, The Art Directors Club and the Financial Communications Society.

Namrata Kalola, art director, Creative Source, will act as the project manager for the NJEFA projects. She will be overseeing the design and art direction of the report, as well as the day to day communications with the client. In her role, Namrata will provide comprehensive project management, overseeing project workflow, scheduling deadlines and developing daily work schedules.

Namrata acted as the project manager for the 2007 Cotton Incorporated Annual Report and art director on the Fed Magazine. She received the Promising Artist award from her alma mater, the University of the Arts in Philadelphia, PA, earning a BFA in Graphic Design. Prior to joining Creative Source, Namrata was an senior designer for a New Jersey marketing firm where she played a paramount role in the company's successful transition to a new brand identity by designing the identity system, company portfolio and marketing materials. She created multi-component campaigns from concept to completion for clients such as CentraState Healthcare System, HemoConcepts, Siemens, SunGard, L'Oréal, Christian Dior, Pfizer, and Prudential. Namrata is proficient on both Mac and PC platforms and her skills include extensive knowledge of Adobe InDesign, Photoshop, Illustrator, Acrobat, Flash, Fireworks, Dreamweaver (HTML), as well as QuarkXpress and Microsoft Office.

Kevin Mantz, art director, Creative Source, will be actively designing the NJEFA report. Kevin has special expertise in the transformation of complex data into sophisticated visual charts and diagrams. Kevin recently designed the 2007 TFA Annual Report for the City of New York and others included in the package of our samples.

Kevin has experience in the design of annual reports, logos and trademarks, and presentations. He is also an accomplished illustrator and photographer. Kevin designed the ViewPoint magazine for Deutsche Bank and the annual report for J.P. Morgan Chase FIF. In addition, he has created collateral design for multiple financial products and services for TIAA-CREF, including the 529 College Savings Plans. Prior to joining Creative Source, Kevin designed for HubArt in Modesto, California, where he created branding for E.J. Gallo Wines as well as logo development for California Wine Caves. He earned his Bachelor of Science in Graphic Design from Pacific Union College in Angwin, California, and also attended classes at Art Center College of Design in Pasadena, California. Kevin is proficient in both Mac and PC platforms. His skills include extensive knowledge of Adobe InDesign, Photoshop, Illustrator, Acrobat, Flash, Fireworks, as well as QuarkXpress and Microsoft Office.

Julien Sharp, will be editing copy for NJEFA, Julien is an experienced copywriter, editor, and communications consultant in the areas of new media and creative marketing. Her strengths include concept development and copy writing for feature magazines, business plans, brochures, websites, corporate histories, and all forms of collateral material, as well as for podcasts, blogs, and social networking sites. Julien is also a published author of business-related books for Entrepreneur Press.

Rosa Peralta-Mendez, project manager, brings to Creative Source over 20 years of work as a project, graphics, and production manager and has extensive experience in magazine publishing. Rosa manages the annual Kips Bay Boys & Girls Club Decorator Show House Journal and Source Book project. Her responsibilities include directing the design and production of both books, as well as acting as a liaison with the client, advertisers, creative team, pre-press team and print plant. During her career, she has directed projects for HBO, Time Inc. and American Express.

Jackie Wilzoch, designer, has experience designing logos, annual reports, brochures, and websites. Jackie recently has designed *Leading the Way* magazine for Continuum Health Partners, *The FED* magazine, *ViewPoint*, *Kips Bay Boys & Girls Club Showhouse Journal*. In addition, she has created collateral design for DiamondMind and Océ Business Services. Prior to joining the team at Creative Source, she worked for Miss Details Design. While living in Arizona she designed for *944 Magazine* and *The State Press*. Jackie graduated cum laude from Arizona State University with a BSD in Visual Communication Design. While attending the University, Jackie was a member of the Graphic Design Student Association and the Graphic Design Senior Show Association. Jackie is proficient in both print and web design programs, including Adobe Illustrator, InDesign, Photoshop, Flash, After Effects, and Dreamweaver.

Strategic Partners

Alex Canelos, designer, has many years of experience creating collateral material. At Creative Source, Alex has worked on projects for Continuum Health Partners, TIAA-CREF, and The Federal Reserve Bank of New York. During his career, he has worked on projects for the New York Design Center—Cliff Young Ltd., Joel Mark Cabinetmakers, Inc., and Mark Milbank, Inc. He has extensive teaching experience, and appeared as a guest lecturer at the Parsons School of Design.

Nathan Keene, editorial services, has worked as an educator, content developer and writer for over 20 years. He has developed e-learning for clients from Columbia University Online to Credit.com, and written B2B marketing and Web copy for clients ranging from sole proprietors to global corporations. He has taught business writing courses at Pratt Institute, Pace and Long Island Universities as well as General Electric Plastics, Japan and Bank of America. He has also developed business writing courses for Columbia University Online. Nathan is an active member of Business Network International and serves on the Seminar Committee of the Brooklyn Chamber of Commerce.

Danne Woo, interactive designer/developer, specializes in the design of visually dynamic and user-friendly websites. He has designed a variety of projects for Comcast, McDonalds, Aglysis and Aqua America. Danne has traveled extensively throughout Europe and Asia, studying the use and impact of design techniques in other cultures. His skill set includes print design, web design and programming, film production, audio composition and photography. Danne is proficient in Quark, Adobe InDesign, Illustrator, Photoshop, Flash, and Dreamweaver. He is familiar with HTML, Javascript, CGI script and other common website development languages.



RECENT AWARDS

Continuum Health Partners
2007 Annual Report "6 Outstanding Hospitals"
**Merit Award given by Healthcare
Marketing Report**
Category: Annual Reports

Girl Scouts Educational Products
GentsAbility
**Award for Excellence given by
The Association for Educational Publishers**
Category: Young Adults / Nonfiction

Girl Scouts Educational Products
Xpress-It
**Award for Excellence given by
The Association for Educational Publishers**
Category: Young Adults / Nonfiction

New York City Water Authority
Annual Report
**Merit Award given by AGC
Association of Graphic Communications**
Category: Annual Reports

REFERENCES

Jim Mandler

AVP, Public Affairs

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New York, NY 10019

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Internal Communications

The Federal Reserve Bank of New York
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212-720-7535
cheryl.gleason@ny.frb.org

Sue Vinciguerra

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Private Wealth Management
280 Park Avenue, 7 middle
New York, NY 10017

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New York, NY 10022

212-413-8340
rmerlo@cottoninc.com

John Gill

Director, Institutional Client
Services Marketing

TIAA-CREF Individual & Institutional
Services, LLC
1835 Market Street
Philadelphia, PA 19103

267-675-8104
jgill@tiaa-cref.org

“ViewPoint looks amazing! Creative Source has done such a wonderful job with it—your team is definitely getting to know our preferences and quirks so the whole design process is quick and seamless. Thank you all for your fabulous work. The newsletter is getting global recognition and our advisors and clients anxiously await the next issue.”

—Melissa Pressley, Deutsche Bank, July 10, 2008

PORTFOLIO

Aging in America

Aging in America oversees five subsidiaries with the common mission of devoting time, resources and skills to those who need it most in neighborhoods of the Bronx, Westchester, Rockland and Long Island.

Logo design and identity system development for the parent company and it's subsidiaries.



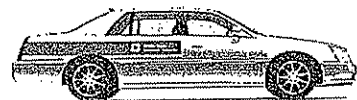
Business Card (Top): William T. Smith, F.D., President / Chief Executive Officer. AGING IN AMERICA, INC. 1600 PELOHAM PARKWAY, ROCKY HILL, CT 06067. 810 490-1011 • 810 490-2033 • www.aginginamerica.org

Business Card (Middle): Julie Dalton, VICE PRESIDENT. AGING IN AMERICA COMMUNITY SERVICES, INC. 1250 PELOHAM PARKWAY, ROCKY HILL, CT 06067. 810 490-1011 • 810 490-2033 • www.aginginamerica.org

Business Card (Bottom): Morningside House, Aging in America® Continuing Care. Herlin House, Aging in America® Continuing Care.

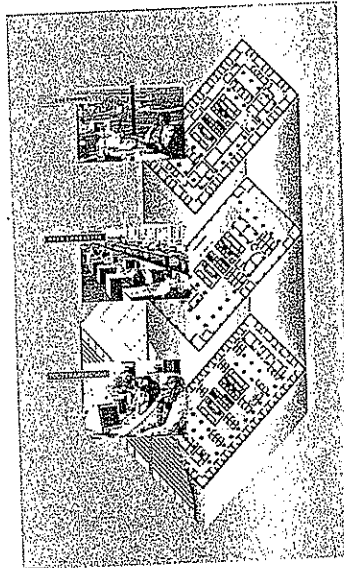
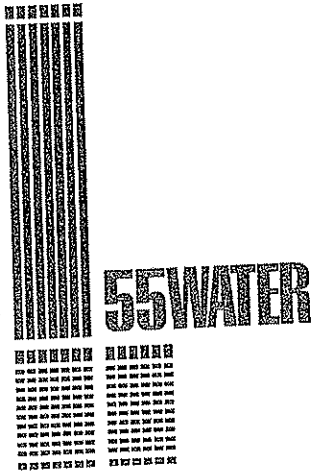
Letterhead: Aging in America logo and contact information.

Brochure: Professionals... Focused on the Needs of the Individual. Skilled Nursing Care for subacute/medical care and rehabilitation. Home Based & Community Programs. Quality First logo.



Jones Lang LaSalle

Logo design and identity system
development for 55 Water Street

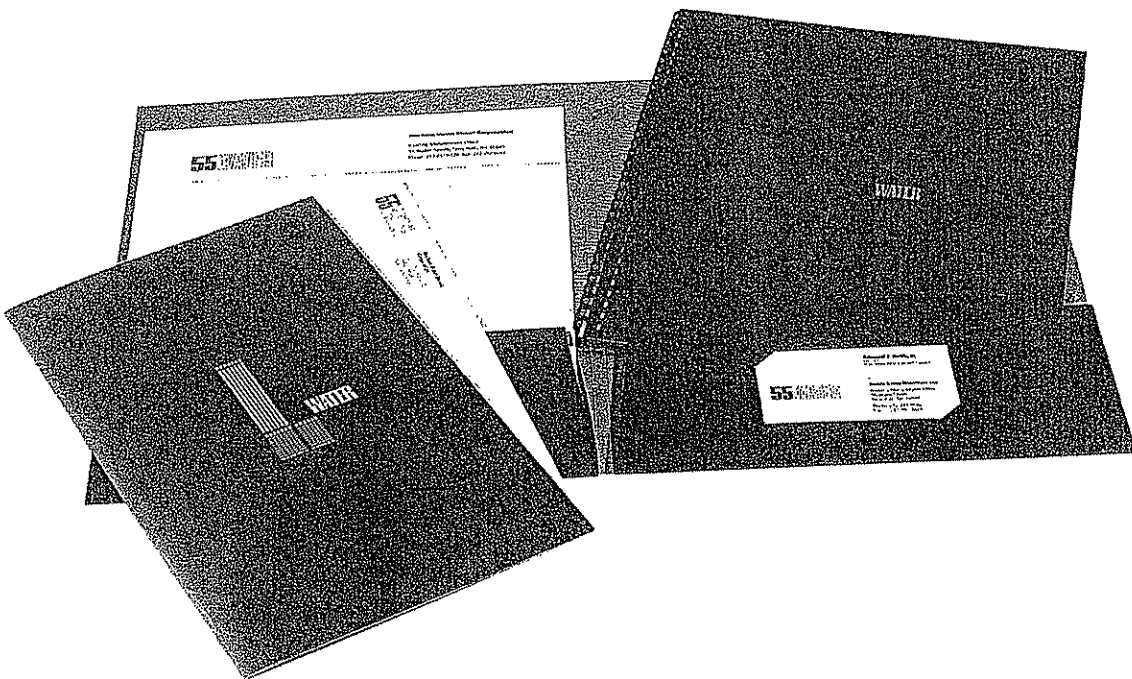


Powerful Floor Configurations

55 Water Street was designed to accommodate the needs of today's most demanding businesses, whether high corporations or efficient growing firms requiring expansion opportunities.

The unique floor and large column-free areas provide optimum flexibility in the layout and design of workspaces, including private offices, open banking or trading walls, in addition.

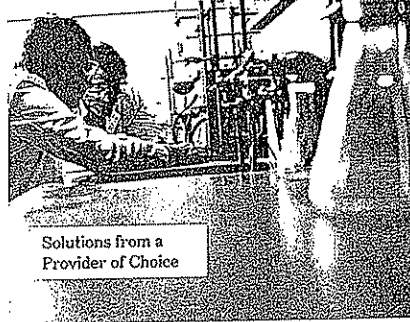
55 Water Street's configuration opens up the complete the opportunity to grow as needed.



PORTFOLIO (continued)

TIAA-CREF

Collateral design including brochures, fact sheets, buck slips, etc. for various departments of TIAA-CREF



Solutions from a Provider of Choice

TIAA-CREF is a leader in providing retirement and other savings and investment solutions for the medical, education, research, business and governmental communities. We understand the unique needs of hospitals and healthcare organizations. That's why we offer innovative solutions and advice in a broad range of products and services to provide the highest value to you and your employees.

TIAA-CREF has over 100 years of experience and offers a wide range of products and services to meet the needs of hospitals and healthcare organizations. That's why we offer innovative solutions and advice in a broad range of products and services to provide the highest value to you and your employees.

- Being able to help you in a wide range of ways
- Clear, concise information, including 2009-2010 fact sheets
- Being able to help you in a wide range of ways

For a complete list of products and services, please visit our website at www.tiaa-cref.com. We also offer a variety of products and services to meet the needs of hospitals and healthcare organizations. That's why we offer innovative solutions and advice in a broad range of products and services to provide the highest value to you and your employees.

With our complete list of products and services, please visit our website at www.tiaa-cref.com. We also offer a variety of products and services to meet the needs of hospitals and healthcare organizations. That's why we offer innovative solutions and advice in a broad range of products and services to provide the highest value to you and your employees.

TIAA-CREF
EXPERTS IN RETIREMENT PLAN DESIGN AND CONSULTING
FOR HOSPITALS AND HEALTHCARE ORGANIZATIONS

TIAA-CREF

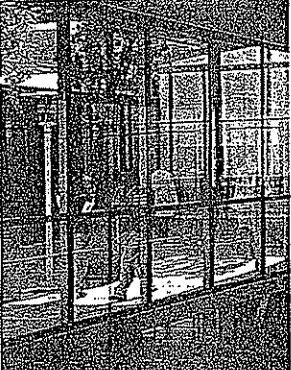
Comprehensive Retirement and Planning Solutions

At TIAA-CREF, we understand the unique needs of hospitals and healthcare organizations. That's why we offer innovative solutions and advice in a broad range of products and services to provide the highest value to you and your employees.

Our solutions include:

- Retirement planning and consulting
- Investment management
- Risk management
- Estate planning
- Tax planning

For more information, please visit our website at www.tiaa-cref.com.



COMPLIANCE COORDINATOR

- Compliance Coordinator
- Compliance Officer
- Compliance Director
- Compliance Manager
- Compliance Analyst
- Compliance Specialist
- Compliance Assistant
- Compliance Intern
- Compliance Trainee
- Compliance Consultant
- Compliance Advisor
- Compliance Reviewer
- Compliance Auditor
- Compliance Investigator
- Compliance Monitor
- Compliance Reporter
- Compliance Enforcer
- Compliance Educator
- Compliance Trainer
- Compliance Coach
- Compliance Mentor
- Compliance Supervisor
- Compliance Director
- Compliance Executive
- Compliance Officer
- Compliance Analyst
- Compliance Specialist
- Compliance Assistant
- Compliance Intern
- Compliance Trainee
- Compliance Consultant
- Compliance Advisor
- Compliance Reviewer
- Compliance Auditor
- Compliance Investigator
- Compliance Monitor
- Compliance Reporter
- Compliance Enforcer
- Compliance Educator
- Compliance Trainer
- Compliance Coach
- Compliance Mentor
- Compliance Supervisor

KEY EMPLOYEE LIFE INSURANCE / CORPORATE OWNED LIFE INSURANCE (COLI) ARRANGEMENTS

OVERVIEW

Key Employee Life Insurance (KELI) and Corporate Owned Life Insurance (COLI) are two types of life insurance policies that can provide valuable financial protection for a company and its employees.

KEY BENEFITS

- Tax advantages
- Estate planning
- Business succession
- Employee retention
- Risk management

For more information, please visit our website at www.tiaa-cref.com.

Are your children's college goals on track?

College is a great time to make sure your family's college savings strategy is on track. The Kentucky Education Savings Plan Trust provides important tools to help you stay on track with your college savings goals.

Key features include:

- Flexible contributions
- Tax advantages
- Withdrawal options
- Investment choices
- Portability

For more information, please visit our website at www.tiaa-cref.com.



Deutsche Bank

Design for ViewPoint Magazine

Private Wealth Management
Deutsche Bank

VIEWPOINT

THE PRESIDENT, THE ECONOMY and your vote
By Longman
The Election of our 44th President... will have a significant impact on the economy and your vote.

CLIMATE CHANGE MAY HEAT UP GREEN investment opportunities
The impact of climate change on the economy and investment opportunities.

FOR ADVISORS

VIEWPOINT

CREATIVE SOURCE, INC. 27 WEST 24TH ST, STE 406, NY, NY 10010 T 212.243.7383 F 212.243.7605 W CREATIVESOURCE.COM

PORTFOLIO (continued)

Metropolitan Transportation Authority

Brand identity development for MetroCard and brochure design for the Bridges and Tunnels division of the MTA.



Cross Bay Veterans Memorial Bridge

The bridge like the Bix Creek, Head Channel, and several other bridges in Queens, Queens.

In 1954 the New York City Parkway Authority built the Cross Bay Bridge and Parkway along with bridge improvements in the Bix Creek. This was part of a program to develop the Bix Creek as a recreational and transportation area. The bridge was built to carry the Cross Bay Parkway and was named in honor of the Cross Bay Veterans Memorial Bridge.

The 1957 bridge was a four-lane bridge (two lanes in each direction) with a high level of service, which permits trucks to pass under a constant 16 ft clearance. The bridge was built by the City of New York.

Queens Park Authority of the Queens Park Authority (QPA) built the Cross Bay Bridge which carries the Cross Bay Parkway to the Queens Park Authority. The bridge is a four-lane bridge with a high level of service, which permits trucks to pass under a constant 16 ft clearance. The bridge was built by the City of New York.

Queens Park Authority of the Queens Park Authority (QPA) built the Cross Bay Bridge which carries the Cross Bay Parkway to the Queens Park Authority. The bridge is a four-lane bridge with a high level of service, which permits trucks to pass under a constant 16 ft clearance. The bridge was built by the City of New York.

Triborough Bridge East River Suspension Span

The Triborough Bridge, New York's largest bridge, opened in 1963. It carries three bridges, a tunnel, and 14 miles of approach roads connecting Manhattan, Queens, and the Bronx.

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The Triborough Bridge, New York's largest bridge, opened in 1963. It carries three bridges, a tunnel, and 14 miles of approach roads connecting Manhattan, Queens, and the Bronx.

ASSUMPTIONS	NOTES	OWNER AND DESIGNER
Assumptions about the bridge structure and materials.	Notes on the bridge design and construction.	Owner: New York State Thruway Authority. Designer: Skidmore, OWing, Merrill & Partners.

DATA DEVELOPMENT DATA	STATS	GENERAL	EAST RIVER SUSPENSION BRIDGE DIAGRAM
Length of bridge: 1.5 miles. Number of lanes: 10. Total weight: 10,000 tons.	Span length: 1,500 feet. Height: 150 feet. Weight: 10,000 tons.	Opened: 1963. Designer: Skidmore, OWing, Merrill & Partners.	

Continuum Healthcare Partners

Design of the Planned Giving Enrollment Kit

By coming together,
 each Continuum hospital is better able to serve its patients by making
 available an impressive array of resources to provide compassionate and
 state-of-the-art care, conduct cutting-edge research, and train
 and nurse in innovative techniques.

Planning Your Gift

THESE ARE MANY WAYS THAT YOU CAN MAKE A GIFT TO A Continuum
 Health Partners Hospital. You will see in the pages that follow how a wide
 variety of assets (including appreciated securities, real estate and even an
 end other outflows) can be used to benefit your favorite Continuum
 Health Partners Hospital. And, you will learn how your gifts can provide
 you with significant income tax, estate and gift tax savings.



OVER A CENTURY OF CARE... AND CARING

*Perpetuating a
 Tradition of Excellence
 with Your Gifts*

WE HEAL NEW YORK



REAL AND QUALIFIED APPOINTMENT PLANS

CONJUGATE BENEFICIARY DESIGNATION

You can name a Continuum Hospital the primary beneficiary of retirement
 plan assets. This would allow the hospital to receive the assets if you die.

If you name a hospital as the beneficiary of your bond or

SAVINGS SAVINGS HOW

Does your bank provide you with a way to save for your future?

Example: If you name a hospital as the beneficiary of your savings plan, the hospital will receive the assets if you die.

FOR MORE INFORMATION:

If you would like to learn more about the benefits of naming a hospital as the beneficiary of your retirement plan, please contact the Office of Gift Planning.

Yolande Schneider
 Director of Gift Planning
 Continuum Health Partners
 1100 York Ave.
 New York, NY 10021
 Tel: 212.243.7383
 Email: yschneider@chp.com

DEED THROUGH YOUR WILL OR LIVING TRUST

Legacy gifts from grateful patients and their families
 include: physicians and hospital staff; research and community resources; and a commitment
 to the future of the hospital.

This is an important time to review your estate plan. Because of the extensive changes in gift
 and estate taxation under the new tax law, we hope you will consider naming a
 Continuum Hospital as your will or naming the hospital as a beneficiary of assets resulting
 in your living trust after your lifetime.

INCOME OF YOUR WILL

When you name a hospital as the beneficiary of your will, the hospital will receive the assets if you die.

Example: If you name a hospital as the beneficiary of your will, the hospital will receive the assets if you die.

FOR MORE INFORMATION:

If you would like to learn more about the benefits of naming a hospital as the beneficiary of your will, please contact the Office of Gift Planning.

Yolande Schneider
 Director of Gift Planning
 Continuum Health Partners
 1100 York Ave.
 New York, NY 10021
 Tel: 212.243.7383
 Email: yschneider@chp.com

YOUR LIVING TRUST

If you have a living trust, you can name a hospital as the beneficiary of the assets in the trust.

Example: If you name a hospital as the beneficiary of your living trust, the hospital will receive the assets if you die.

CONTACT INFORMATION

Carol Smith

President and Creative Director

csmith@creativesource.com

Namrata Kalola

Art Director

namrata@creativesource.com

Creative Source, Inc.

27 West 24th Street, Suite 406

New York, NY 10010

T 212.243.7383

F 212.243.7605

W creativesource.com

APPENDIX

- 1 For the names, contact information (addresses, telephone and facsimile numbers plus e-mail address) please see **page 26**. For relevant experience and proposed roles of the individuals that will be directly responsible for serving the Authority on a day-to-day basis, please see **page 16**.
- 2 Creative Source's experience as a graphic design and production company is discussed on **pages 9 thru 12**.
- 3 Written biographies and experience of the individuals that will be directly responsible for writing and edition content for the Authority are listed on **page 16-17**.
- 4 Although Creative Source has not had the opportunity to work with any State offices in New Jersey, we have much experience in working with government agencies in New York. For example, the MTA, The Federal Reserve Bank of NY and NYC Water Authority. For further information on these projects see **pages 9 thru 12, as well as page 19**.
- 5 Client references can be found on **page 19**.
- 6 Samples of recent annual reports and newsletters or similar materials can be found on **pages 8 thru 12, as well as samples in our portfolio**.
- 7 Creative Source's recommendations regarding themes, design and layout of the proposed annual reports and production strategy can be found on **page 3**.
- 8 Recommendations for contributions to newsletter issues, such as special features, articles and other recommendations can be found on **page 4**.
- 9
 - a. Estimates for design production of the Annual Report for years 2009, 2010 and 2011, can be found on **page 6**.
 - b. Estimates for design production of 9 issues of the Authority's newsletter, "Building futures" can be found on **page 5**.
 - c. Total all-in-fee for the services outlined in this proposal is on **page 6**.
- 10 Creative Source's hourly rate for graphic design services is \$90 per hour for additional projects.
- 11 Special consultants will not be necessary. Extraordinary expenses include: custom photography and stock photos. These prices are listed in the estimate for the Annual Report.

-
- 12 Creative Source is registered in the State of New Jersey. Please see certificate on **next page**.
 - 13 Creative Source is certified as a woman-owned business with the Port Authority of New York and New Jersey. Certificate is included on **next page**.
 - 14 The graphic design services will be performed in New York, NY.
 - 15 There is no litigation, threatened or pending, against Creative Source.
 - 16 There is no actual or potential conflict of interest that may arise if our firm is selected to serve as Graphic Design Consultant to the Authority or the Authority's college and university clients.
 - 17 Creative Source has not made any political contributions, since it was founded in 1986. Please see attachment 1.
 - 18 No officer of Creative Source has made any political contributions. See Exhibit A, B, and C.

EmpireState Development

The hereto named firm is designated a

WBE

by the

Division of Minority and Women's
Business Development

Creative Source, Inc.

New York, NY


DIRECTOR

10618 - 2008

CERTIFICATE NUMBER


CERTIFICATION ANALYST

08/13/2011

EXPIRATION DATE

THE PORT AUTHORITY OF NY & NJ

Kenneth J. Ringler, Jr.
Executive Director

Anthony R. Coscia
Chairman

Certified

by
Small Business Programs

Creative Source, Inc.
Certificate PA-3900

This certificate acknowledges that the above named firm is certified as a Small Business Enterprise (Commodity Program). This company has met the criteria for ownership and control as established by the Port Authority Policy for Revised Minority, Woman and Small Business Enterprise (M/W/SBEE) Programs, dated June 10, 1993.

This certification will remain in effect for five years from the date of notice and may be extended only upon submission by you, and acceptance by the Port Authority of a recertification application attesting that the ownership and control of the business, on which this certificate is granted, has not changed. This office must be notified within 30 days of any material changes in the business which affect ownership and control. Failure to do so may result in the revocation of this certification and/or imposition of other sanctions.

Lash Green
Lash Green
General Manager
Certified: July 7, 2006

Rosemary Jenkins-Jacobs
Rosemary Jenkins-Jacobs
Manager, Certification
Scheduled Re-evaluation: July 6, 2011

STATE OF NEW JERSEY
DEPARTMENT OF THE TREASURY
DIVISION OF TAXATION
SALES TAX COLLECTION SCHEDULE
RATE 6% EFFECTIVE JULY 1, 1992

Amount of Sale	Tax to be Collected	Amount of Sale	Tax to be Collected
\$0.01 to \$0.10	None	\$6.11 to \$6.22	\$0.37
0.11 to 0.22	\$0.01	6.23 to 6.38	.38
0.23 to 0.38	.02	6.39 to 6.56	.39
0.39 to 0.56	.03	6.57 to 6.72	.40
0.57 to 0.72	.04	6.73 to 6.88	.41
0.73 to 0.88	.05	6.89 to 7.10	.42
0.89 to 1.10	.06	7.11 to 7.22	.43
1.11 to 1.22	.07	7.23 to 7.38	.44
1.23 to 1.38	.08	7.39 to 7.56	.45
1.39 to 1.56	.09	7.57 to 7.72	.46
1.57 to 1.72	.10	7.73 to 7.88	.47
1.73 to 1.88	.11	7.89 to 8.10	.48
1.89 to 2.10	.12	8.11 to 8.22	.49
2.11 to 2.22	.13	8.23 to 8.38	.50
2.23 to 2.38	.14	8.39 to 8.56	.51
2.39 to 2.56	.15	8.57 to 8.72	.52
2.57 to 2.72	.16	8.73 to 8.88	.53
2.73 to 2.88	.17	8.89 to 9.10	.54
2.89 to 3.10	.18	9.11 to 9.22	.55
3.11 to 3.22	.19	9.23 to 9.38	.56
3.23 to 3.38	.20	9.39 to 9.56	.57
3.39 to 3.56	.21	9.57 to 9.72	.58
3.57 to 3.72	.22	9.73 to 9.88	.59
3.73 to 3.88	.23	9.89 to 10.10	.60*
3.89 to 4.10	.24	Over \$10	.60*
4.11 to 4.22	.25	Over \$20	1.20*
4.23 to 4.38	.26	Over \$30	1.80*
4.39 to 4.56	.27	Over \$40	2.40*
4.57 to 4.72	.28	Over \$50	3.00*
4.73 to 4.88	.29	Over \$60	3.60*
4.89 to 5.10	.30	Over \$70	4.20*
5.11 to 5.22	.31	Over \$80	4.80*
5.23 to 5.38	.32	Over \$90	5.40*
5.39 to 5.56	.33	Over \$100	6.00*
5.57 to 5.72	.34	Over \$200	12.00*
5.73 to 5.88	.35	Over \$300	18.00*
5.89 to 6.10	.36	Over \$400	24.00*

* On amounts above \$10.00, the tax shall be \$0.06 on each full dollar of the amount of sale; plus the tax on each part of a dollar in excess of a full dollar in accordance with the

NOTICE: The enclosed N.J. State Sales Tax Certificate of Authority (CA-1) is a permit to:
 Collect N.J. State Sales Tax
 Issue N.J. Resale Certificates (ST-3)
 Issue N.J. Exempt Use Certificates (ST-4)
 You must have a valid N.J. Sales Tax Certificate to collect Sales Tax or issue certificates.
 If you are not subject to collect N.J. Sales Tax but need to issue Resale or Exempt Use Certificates, you can request to be placed on a Non-reporting Basis. Call or write the Division to obtain the proper forms (ST-6205) at State of New Jersey, Division of Taxation, P.O. Box 252, Trenton, N.J. 08646-0252 (609) 292-1730.
 This Certificate of Authority (CA-1) must be displayed at your place of business.

STATE OF NEW JERSEY
Certificate of Authority

DIVISION OF TAXATION
 TRENTON, N.J. 08646

The person, partnership or corporation named below is hereby authorized to collect:
NEW JERSEY SALES & USE TAX
 pursuant to N.J.S.A. 54:32B-1 ET SEQ.

Robert K. Thompson
 Director, Division of Taxation

CREATIVE SOURCE, INC.
 27 W. 24TH ST. STE. 602
 NEW YORK, NY 10011-3204

Tax Registration No.: [REDACTED]
 Tax Effective Date: 09-02-05
 Document Locator No.: C0000196230
 Date Issued: 10-24-05

This Certificate is NOT assignable or transferable. It must be conspicuously displayed at above address.

"APPENDIX 1"

Public Law 2005, Chapter 51

Instructions

Instructions

Instructions for Completing "Contractor Certification and Disclosure of Political Contributions" Forms

Who Should Sign and Submit Certification and Disclosure Forms

Public Law 2005, Chapter 51 requires submission of a Certification and Disclosure form from each Bidder with which the State intends to contract, as well as other related individuals or entities, depending upon the Bidder's organizational structure. The following provides a summary of the most common requirements:

Where the Bidder is a corporation or other business organization:

Submit separate Certification and Disclosure forms for each of the following:

- The Bidder, certified by an officer or other authorized representative; AND
- All "Principals" of the Bidder's Business Entity; namely, any individual or entity owning or controlling more than 10% of the Bidder's Business Entity; AND
- Any subsidiary controlled by the Bidder's Business Entity; AND
- Any Political Organization (as defined above, under "Business Entity") controlled by the Bidder's Business Entity.

Ownership Disclosure Forms

In order to determine whether all required "Principals" of the Bidder have submitted the necessary forms, the Bidder must submit a copy of an Ownership Disclosure form. This disclosure is required by statute – see N.J.S.A. 52:25-24.2. Generally, the contracting agency will provide the appropriate form to use for this purpose. Otherwise, please use the Ownership Disclosure form available at the Division of Purchase and Property's website, at: <http://www.state.nj.us/treasury/purchase/forms/pbodf.pdf>.

ONE FORM may be used to submit compliance documentation on behalf of the Bidder and as a Principal (more than 10% owner) of the Bidder, as long as appropriate representatives have signed both in the space provided for signature on behalf of the company, as an officer or other authorized representative, and in the space provided for individual signature.

Where the Bidder is an individual (including a sole proprietor), not a corporation or other business organization:

Unless separate Certification and Disclosure forms are submitted, one Certification and Disclosure will be deemed to encompass all of the following persons or organizations:

- The Bidder; AND
- Any spouse or children of legal age, residing in the same household; AND
- Any Political Organization (as defined above) controlled by the Bidder's Business Entity.

Instructions

Contractor Certification and Disclosure of Political Contributions

Examples

Scenario One: Two individuals each own 50% of the Bidder. Three signatures are required - one on behalf of the Bidder and one by each individual owner of more than 10% of the Bidder. **NOTE:** If one of the Principals (owners) signs on behalf of the Bidder, they (Principal) may also sign the same form in their or her individual capacity. However, the other Principal must sign and submit a separate Certification and Disclosure form. Accordingly, either two or three separate Certification and Disclosure forms will be submitted.

Scenario Two: An individual owns 100% of a Bidder. Two signatures are required - the individual owner of the Bidder and one Certification and Disclosure form, provided the owner has signed in the space provided for signature on behalf of the Bidder (ARROW). The Certification on behalf of a company or organization (and in the space provided for individual signature (ARROW)) is a Certification by an individual.

Scenario Three: Four individuals and one corporation each own 20% of the Bidder. Six signatures are required - one by each individual and corporate owner of more than 10% of the Bidder and one on behalf of the Bidder. **NOTE:** As in Scenario One, if one of the Principals (owners) signs on behalf of the Bidder, that Principal may also sign the same form in their or her individual capacity.

Scenario Three: The Bidder is an individual conducting business in his or her own name or as a sole proprietorship. Certification and Disclosure by the Bidder applies to that person's spouse and/or legal child living in the same household unless separate Certification and Disclosure forms are submitted.

Additional scenarios are the subject of some of the questions and answers posted on the Division of Purchase and Property's website. Please refer to the site at <http://www.state.nj.us/dps/purchase/executive134.htm> for additional information, or to submit questions regarding the completion of Political Contribution Compliance (COC-134) forms.

Continuing Disclosure Obligation

Pursuant to Public Law 2005, Chapter 51, all business entities which have been awarded a State contract on or after October 15, 2004, in an amount in excess of \$17,500, have a continuing obligation to disclose all Contributions made during the term of such contract.

Such disclosures are to be submitted by the business entity to the Agency or Agencies which awarded the applicable contract(s). The disclosures are to be made using the standard Certification and Disclosure form, which may be downloaded from the Division of Purchase and Property's website.

Public Law 2005, Chapter 51
Formerly: **134**

Instructions Contractor Certification and Disclosure of Political Contributions

Agency Submission of Forms

The agency should submit the completed and signed Contractor Political Contribution Compliance (EO 134) and Ownership Disclosure forms, with an Executive Summary of Transaction form (available online at: http://www.state.nj.us/treasury/purchase/forms/eo134/dpp_134_esp.pdf), completed by the agency, to:

EO 134 Review Unit
P.O. Box 039
33 West State Street, 4th Floor
Trenton, New Jersey 08625

The agency should keep the original forms in its file, and submit copies to the EO 134 Review Unit.

Questions & Answers

Questions regarding the interpretation or application of Public Law 2005, Chapter 51 (N.J.S.A. 19:44A-20.13-20.25, superseding Executive Order 134) (2004)) may be submitted electronically through the website of the Department of the Treasury, Division of Purchase and Property, <http://www.state.nj.us/treasury/purchase/execorder134.htm>. Responses to questions are posted at the website, as are additional reference materials and forms.

Definitions:

"Chapter 51" -- means Public Law 2005, Chapter 51 (N.J.S.A. 19:44A-20.13-20.25, superseding Executive Order 134 (2004)).

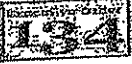
"Business Entity" -- means any natural or legal person, business corporation, professional services corporation, limited liability company, partnership, limited partnership, business trust, association or any other legal commercial entity organized under the laws of New Jersey or any other state or foreign jurisdiction. It also includes (i) all principals who own or control more than 10 percent of the profits or assets of a business entity or 10 percent of the stock in the case of a business entity that is a corporation for profit, as appropriate; (ii) any subsidiaries directly or indirectly controlled by the business entity; (iii) any political organization organized under 26 U.S.C.A. § 527 that is directly or indirectly controlled by the business entity, other than a candidate committee, election fund, or political party committee; and (iv) if a business entity is a natural person, that person's spouse or child, residing in the same household.

"Contribution" -- means a contribution reportable by the recipient under the "New Jersey Campaign Contributions and Expenditures Reporting Act," P.L. 1973, c.83 (C.19:44A-1 et seq.), and implementing regulations set forth at N.J.A.C. 19:25-10.1 et seq. Contributions made prior to January 1, 2005 in an amount in excess of \$400 during a reporting period are deemed "reportable" under these laws. As of January 1, 2005, contributions in excess of \$300 are deemed "reportable."

References to "Bidder" include, but are not limited to, all entities which contemplate entering into a contractual relationship with the State, including vendors, potential vendors, contractors, consultants, sellers.

"APPENDIX 2"

Public Law 2005, Chapter 51
Certification and Disclosure

Public Law 2005, Chapter 51
Formerly: 

**Contractor Certification and Disclosure
of Political Contributions**

Solicitation No.: _____ Bidder: _____

The Bidder (Vendor) should complete the required Certification and Disclosure forms and submit them, together with a completed Ownership Disclosure form, **to the using agency, department or the Purchase Bureau**. Instructions for completing this form are at <http://www.state.nj.us/treasury/purchase/forms.htm#eo134>.

Part I: Certification

I hereby certify as follows:

1. On or after October 15, 2004, the below-named person or entity has not solicited or made any Contribution of money, pledge of Contribution, including in-kind Contributions, company or organization Contributions, as set forth below that would bar the award of a contract to the Bidder, pursuant to the terms of Public Law 2005, Chapter 51 (N.J.S.A. 19:44A-20.13-20.25, superseding Executive Order 134 (2004)).
 - a) Within the 18 months immediately preceding the Solicitation (exclusive of any contributions made prior to October 15, 2004), the below-named person or organization has not made a Contribution to
 - (i) Any candidate committee and/or election fund of any candidate for or holder of the public office of Governor; or
 - (ii) Any State or county political party committee.
 - b) During the term of office of the current Governor (exclusive of any Contributions made prior to October 15, 2004), the below-named person or organization has not made a Contribution to
 - (i) Any candidate committee and/or election fund of the governor; or
 - (ii) Any State or county political party committee nominating such Governor in the election preceding the commencement of said Governor's term.
 - c) Within the 18 months immediately prior to the first day of the term of office of the Governor (exclusive of any Contributions made prior to October 15, 2004), the below-named person or organization has not made a Contribution to
 - (i) Any candidate committee and/or election fund of the Governor; or
 - (ii) Any State or County political party committee of the political party nominating the successful gubernatorial candidate in the last gubernatorial election.
2. If the Bidder is awarded a contract pursuant to the solicitation for this bid proposal, the below-named person or organization will, on a continuing basis, continue to report any Contributions it makes during the term of the contract, and any extension(s) thereof.

Part II: Disclosure

Following is the required disclosure of all Contributions made from October 15, 2004, through the date of signing of this Certification and Disclosure to: (i) any entity designated and organized as a "political organization" under 26 U.S.C.A. § 527 that is also defined as "continuing political committee" under N.J.S.A. 19:44A-3(n) and N.J.A.C. 19:25-1 or (ii) any candidate committee and/or election fund of any candidate for or current holder of the public office of Governor; and any State or county political party committee. Such an entity is identified in the following chart as a "Committee."

#1

Name and Address of Committee	Date of Contribution	Amount of Contribution	Type of Contribution i.e. Currency, Check, Loan, In Kind	Donor
Indicate "none" if no Contributions were made. Attach additional pages if necessary.				

Certification on behalf of a COMPANY or organization:

I certify as an officer or authorized representative of the Company or Organization identified below that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

#2

Name of Company or Organization: Creative Source, Inc.
 Signed: [Signature] Title: President
 Print Name: Carol Lynn Smith Date: 4/3/09

(check one) (A) The Company or Organization is the Bidder, or (B) The Company or Organization is a Principal (more than 10% ownership or control) of the Bidder, a Subsidiary controlled by the Bidder, or a Political Organization (eg, PAC) controlled by the Bidder.

Certification by an individual – for use by the individual Bidder, or as a Principal (more than 10% ownership or control) of the Bidder, or as the spouse or child of the Bidder:

I certify that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

#3

Signed: [Signature]
 Print Name: Carol Lynn Smith Date: 4/3/09

Note: A person may certify BOTH as an officer or authorized representative of the Bidder, AND in his or her individual capacity, as a Principal of the Bidder.

"APPENDIX 3"

Public Law 2005, Chapter 51

Ownership Disclosure Form

OWNERSHIP DISCLOSURE FORM

PAGE

NUMBER :
OPEN DATE :
T-NUMBER :

BIDDER : CREATIVE SOURCE, INC.

INSTRUCTIONS: Provide below the names, home addresses, dates of birth, offices held and any ownership interest of all officers of the firm named above. If additional space is necessary, provide on an attached sheet.

NAME	HOME ADDRESS	DATE OF BIRTH	OFFICE HELD	OWNERSHIP INTEREST (Shares Owned or % of Partnership)
<u>CAROL LYNN SMITH</u>	<u>[REDACTED]</u>	<u>2/7/51</u>	<u>PRESIDENT</u>	<u>100%</u>

INSTRUCTIONS: Provide below the names, home addresses, dates of birth, and ownership interest of all individuals not listed above, and any partnerships, corporations and any other owner having a 10% or greater interest in the firm named above. If a listed owner is a corporation or partnership, provide below the same information for the holders of 10% or more interest in that corporation or partnership. If additional space is necessary, provide that information on an attached sheet. If there are no owners with 10% or more interest in your firm, enter "None" below. Complete the certification at the bottom of this form. If this form has previously been submitted to the Purchase Bureau in connection with another bid, indicate changes, if any, where appropriate, and complete the certification below.

NAME	HOME ADDRESS	DATE OF BIRTH	OFFICE HELD	OWNERSHIP INTEREST (Shares Owned or % of Partnership)
<u>NONE</u>				

COMPLETE ALL QUESTIONS BELOW

- | | YES | NO |
|--|-------|---|
| 1. Within the past five years has another company or corporation had a 10% or greater interest in the firm identified above? (If yes, complete and attach a separate disclosure form reflecting previous ownership interests.) | _____ | _____ <input checked="" type="checkbox"/> |
| 2. Has any person or entity listed in this form or its attachments ever been arrested, charged, indicted or convicted in a criminal or disorderly persons matter by the State of New Jersey, any other state or the U.S. Government? (If yes, attach a detailed explanation for each instance.) | _____ | _____ <input checked="" type="checkbox"/> |
| 3. Has any person or entity listed in this form or its attachments ever been suspended, debarred or otherwise declared ineligible by any agency of government from bidding or contracting to provide services, labor, material or supplies? (If yes, attach a detailed explanation for each instance.) | _____ | _____ <input checked="" type="checkbox"/> |
| 4. Are there now any criminal matters or debarment proceedings pending in which the firm and/or its officers and/or managers are involved? (If yes, attach a detailed explanation for each instance.) | _____ | _____ <input checked="" type="checkbox"/> |
| 5. Has any federal, state or local license, permit or other similar authorization, necessary to perform the work applied for herein and held or applied for by any person or entity listed in this form, been suspended or revoked, or been the subject of any pending proceedings specifically seeking or litigating the issue of suspension or revocation? (If yes to any part of this question, attach a detailed explanation for each instance.) | _____ | _____ <input checked="" type="checkbox"/> |

CERTIFICATION: I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I acknowledge that the State of New Jersey is relying on the information contained herein and thereby acknowledge that I am under a continuing obligation from the date of this certification through the completion of any contracts with the State to notify the State in writing of any changes to the answers or information contained herein. I acknowledge that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I recognize that I am subject to criminal prosecution under the law and that it will also constitute a material breach of my agreement(s) with the State of New Jersey and that the State at its option, may declare any contract(s) resulting from this certification void and unenforceable.

I, being duly authorized, certify that the information supplied above, including all attached pages, is complete and correct to the best of my knowledge. I certify that all of the foregoing statements made by me are true. I am aware that if any of the foregoing statements made by me are willfully false, I am subject to punishment.

COMPANY NAME: CREATIVE SOURCE, INC. [Signature] (Signature)

ADDRESS: 27 WEST 24th ST./suite 406 PRINT OR TYPE { CAROL LYNN SMITH (Name)

NEW YORK, NY 10010 PRESIDENT (Title)

FEIN/SSN#: 23-2240323 Date: 4/3/09

"EXHIBIT A"

Executive Order No. 117 (2008)

Certification on Behalf of A Company, Partnership or Organization and All Individuals
Whose Contributions are Attributable to the Entity
Pursuant to Executive Order No. 117 (2008)

I hereby certify as follows:

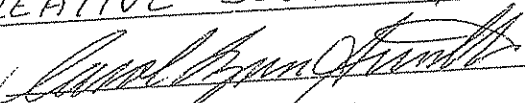
On or after November 15, 2008, neither the below-named entity nor any individual whose contributions are attributable to the entity pursuant to Executive Order No. 117 (2008) has solicited or made any reportable contribution of money or pledge of contribution, including in-kind contributions or company or organization contributions, to the following:

- a) Any candidate committee and/or election fund of the Governor;
- b) A State political party committee;
- c) A legislative leadership committee;
- d) A county political party committee; or
- e) A municipal political party committee.

I certify as an officer or authorized representative of the Company or Organization identified below that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

Name of Company, Partnership or Organization:

CREATIVE SOURCE, INC.

Signed:  Title: PRESIDENT

Print Name: CAROL LYNN SMITH Date: 4/3/09

(circle one) (A) The Company, Partnership or Organization is the vendor;

or

(B) the Company, Partnership or Organization is a Principal (more than 10% ownership or control) of the vendor, a Subsidiary controlled by the vendor, or a Political Organization (e.g., PAC) controlled by the vendor.

*Please note that if the person signing this Certification is not signing on behalf of all individuals whose contributions are attributable to the entity pursuant to Executive Order No. 117 (2008), each of those individuals will be required to submit a separate individual Certification.

Individual Certification of Compliance with Executive Order No. 117 (2008)

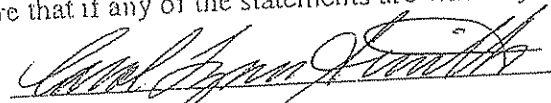
I hereby certify as follows:

On or after November 15, 2008, I have not solicited or made any reportable contribution of money or pledge of contribution, including in-kind contributions or company or organization contributions, to the following:

- a) Any candidate committee and/or election fund of the Governor;
- b) A State political party committee;
- c) A legislative leadership committee;
- d) A county political party committee; or
- e) A municipal political party committee.

I certify that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

Signed:



Print Name:

CAROL LYNN SMITH

Date:

4/3/09

IMPORTANT NOTICE

NEW "PAY-TO-PLAY" RESTRICTIONS TO TAKE EFFECT NOVEMBER 15, 2008

Governor Jon S. Corzine recently signed Executive Order No. 117, which is designed to enhance New Jersey's efforts to protect the integrity of government contractual decisions and increase the public's confidence in government. The Executive Order builds on the provisions of P.L. 2005, c. 51 ("Chapter 51"), which limits contributions to certain political candidates and committees by for-profit business entities that are, or seek to become, State government vendors.

Executive Order No. 117 extends the provisions of Chapter 51 in two ways:

1. The definition of "business entity" is revised and expanded so that contributions by the following individuals also are considered contributions attributable to the business entity:
 - Officers of corporations and professional services corporations, with the term "officer" being defined in the same manner as in the regulations of the Election Law Enforcement Commission regarding vendor disclosure requirements (N.J.A.C. 19:25-26.1), with the exception of officers of non-profit entities;
 - Partners of general partnerships, limited partnerships, and limited liability partnerships and members of limited liability companies (LLCs), with the term "partner" being defined in the same manner as in the regulations of the Election Law Enforcement Commission regarding vendor disclosure requirements (N.J.A.C. 19:25-26.1); and
 - Spouses, civil union partners, and resident children of officers, partners, LLC members and persons owning or controlling 10% or more of a corporation's stock are included within the new definition, except for contributions by spouses, civil union partners, or resident children to a candidate for whom the contributor is eligible to vote or to a political party committee within whose jurisdiction the contributor resides.
2. Reportable contributions (those over \$300.00 in the aggregate) to legislative leadership committees, municipal political party committees, and candidate committees or election funds for Lieutenant Governor are disqualifying contributions in the same manner as reportable contributions to State and county political party committees and candidate committees or election funds for Governor have been disqualifying contributions under Chapter 51.

Executive Order No. 117 applies only to contributions made on or after November 15, 2008, and to contracts executed on or after November 15, 2008.

Updated forms and materials are currently being developed and will be made available on the website as soon as they are available. In the meantime, beginning November 15, 2008, prospective vendors will be required to submit, *in addition to the currently required Chapter 51 and Chapter 271 forms*, the attached Certification of Compliance with Executive Order No. 117.

"EXHIBIT B"

Public Law 2005, Chapter 271

P.L. 2005, c.271

(Unofficial version, Assembly Committee Substitute to A-3013, First Reprint*)

AN ACT authorizing units of local government to impose limits on political contributions by contractors and supplementing Title 40A of the New Jersey Statutes and Title 19 of the Revised Statutes.

BE IT ENACTED by the Senate and General Assembly of the State of New Jersey:

40A:11-51 1. a. A county, municipality, independent authority, board of education, or fire district is hereby authorized to establish by ordinance, resolution or regulation, as may be appropriate, measures limiting the awarding of public contracts therefrom to business entities that have made a contribution pursuant to P.L.1973, c.83 (C.19:44A-1 et seq.) and limiting the contributions that the holders of a contract can make during the term of a contract, notwithstanding the provisions and parameters of sections 1 through 12 of P.L.2004, c.19 (C.19:44A-20.2 et al.) and section 22 of P.L.1973, c.83 (C.19:44A-22).

b. The provisions of P.L.2004, c.19 shall not be construed to supersede or preempt any ordinance, resolution or regulation of a unit of local government that limits political contributions by business entities performing or seeking to perform government contracts. Any ordinance, resolution or regulation in effect on the effective date of P.L.2004, c.19 shall remain in effect and those adopted after that effective date shall be valid and enforceable.

c. An ordinance, resolution or regulation adopted or promulgated as provided in this section shall be filed with the Secretary of State.

52:34-25 2. a. Not later than 10 days prior to entering into any contract having an anticipated value in excess of \$17,500, except for a contract that is required by law to be publicly advertised for bids, a State agency, county, municipality, independent authority, board of education, or fire district shall require any business entity bidding thereon or negotiating therefor, to submit along with its bid or price quote, a list of political contributions as set forth in this subsection that are reportable by the recipient pursuant to the provisions of P.L.1973, c.83 (C.19:44A-1 et seq.) and that were made by the business entity during the preceding 12 month period, along with the date and amount of each contribution and the name of the recipient of each contribution. A business entity contracting with a State agency shall disclose contributions to any State, county, or municipal committee of a political party, legislative leadership committee, candidate committee of a candidate for, or holder of, a State elective office, or any continuing political committee. A business entity contracting with a county, municipality, independent authority, other than an independent authority that is a State agency, board of education, or fire district shall disclose contributions to: any State, county, or municipal committee of a political party; any legislative leadership committee; or any candidate committee of a candidate for, or holder of, an elective office of that public entity, of that county in which that public entity is located, of another public entity within that county, or of a legislative district in which that public

* Note: *Bold italicized* statutory references of new sections are anticipated and not final as of the time this document was prepared. Statutory compilations of N.J.S.A. 18A:18A-51 is anticipated to show a reference to N.J.S.A. 40A:11-51 and to N.J.S.A. 52:34-25.

entity is located or, when the public entity is a county, of any legislative district which includes all or part of the county, or any continuing political committee.

The provisions of this section shall not apply to a contract when a public emergency requires the immediate delivery of goods or services.

b. When a business entity is a natural person, a contribution by that person's spouse or child, residing therewith, shall be deemed to be a contribution by the business entity. When a business entity is other than a natural person, a contribution by any person or other business entity having an interest therein shall be deemed to be a contribution by the business entity. When a business entity is other than a natural person, a contribution by: all principals, partners, officers, or directors of the business entity or their spouses; any subsidiaries directly or indirectly controlled by the business entity; or any political organization organized under section 527 of the Internal Revenue Code that is directly or indirectly controlled by the business entity, other than a candidate committee, election fund, or political party committee, shall be deemed to be a contribution by the business entity.

c. As used in this section:

"business entity" means a natural or legal person, business corporation, professional services corporation, limited liability company, partnership, limited partnership, business trust, association or any other legal commercial entity organized under the laws of this State or of any other state or foreign jurisdiction;

"interest" means the ownership or control of more than 10% of the profits or assets of a business entity or 10% of the stock in the case of a business entity that is a corporation for profit, as appropriate; and

"State agency" means any of the principal departments in the Executive Branch of the State Government, and any division, board, bureau, office, commission or other instrumentality within or created by such department, the Legislature of the State and any office, board, bureau or commission within or created by the Legislative Branch, and any independent State authority, commission, instrumentality or agency.

d. Any business entity that fails to comply with the provisions of this section shall be subject to a fine imposed by the New Jersey Election Law Enforcement Commission in an amount to be determined by the commission which may be based upon the amount that the business entity failed to report.

19:44A-20.13 3. a. Any business entity making a contribution of money or any other thing of value, including an in-kind contribution, or pledge to make a contribution of any kind to a candidate for or the holder of any public office having ultimate responsibility for the awarding of public contracts, or to a political party committee, legislative leadership committee, political committee or continuing political committee, which has received in any calendar year \$50,000 or more in the aggregate through agreements or contracts with a public entity, shall file an annual disclosure statement with the New Jersey Election Law Enforcement Commission, established pursuant to section 5 of P.L.1973, c.83 (C.19:44A-5), setting forth all such contributions made by the business entity during the 12 months prior to the reporting deadline.

b. The commission shall prescribe forms and procedures for the reporting required in subsection a. of this section which shall include, but not be limited to:

(1) the name and mailing address of the business entity making the contribution, and the amount contributed during the 12 months prior to the reporting deadline;

(2) the name of the candidate for or the holder of any public office having ultimate responsibility for the awarding of public contracts, candidate committee, joint candidates committee, political party committee, legislative leadership committee, political committee or continuing political committee receiving the contribution; and

(3) the amount of money the business entity received from the public entity through contract or agreement, the dates, and information identifying each contract or agreement and describing the goods, services or equipment provided or property sold.

c. The commission shall maintain a list of such reports for public inspection both at its office and through its Internet site.

d. When a business entity is a natural person, a contribution by that person's spouse or child, residing therewith, shall be deemed to be a contribution by the business entity. When a business entity is other than a natural person, a contribution by any person or other business entity having an interest therein shall be deemed to be a contribution by the business entity. When a business entity is other than a natural person, a contribution by: all principals, partners, officers, or directors of the business entity, or their spouses; any subsidiaries directly or indirectly controlled by the business entity; or any political organization organized under section 527 of the Internal Revenue Code that is directly or indirectly controlled by the business entity, other than a candidate committee, election fund, or political party committee, shall be deemed to be a contribution by the business entity.

As used in this section:

"business entity" means a natural or legal person, business corporation, professional services corporation, limited liability company, partnership, limited partnership, business trust, association or any other legal commercial entity organized under the laws of this State or of any other state or foreign jurisdiction; and

"interest" means the ownership or control of more than 10% of the profits or assets of a business entity or 10% of the stock in the case of a business entity that is a corporation for profit, as appropriate.

e. Any business entity that fails to comply with the provisions of this section shall be subject to a fine imposed by the New Jersey Election Law Enforcement Commission in an amount to be determined by the commission which may be based upon the amount that the business entity failed to report.

4. This act shall take effect immediately.

"EXHIBIT C"

Public Law 2005, Chapter 271

Vendor Certification and Political Contribution Disclosure Form

PUBLIC LAW 2005, C. 271
VENDOR CERTIFICATION AND POLITICAL CONTRIBUTION DISCLOSURE FORM

Contract Reference No:

Vendor:

Creative Source, Inc.

At least ten (10) days prior to entering into the above-referenced contract, the Vendor must complete this Certification and Disclosure Form, in accordance with the directions below and submit it to the State contact for such contract. Please note that the disclosure requirements under Public Law 2005, Chapter 271 are separate and different from the disclosure requirements under Public Law 2005, Chapter 51 (formerly Executive Order 134). Although no vendor will be precluded from entering into a contract by any information submitted on this form, a vendor's failure to fully, accurately and truthfully complete this form and submit it to the appropriate State agency may result in the imposition of fines by the New Jersey Election Law Enforcement Commission.

Disclosure

Following is the required Vendor disclosure of all Reportable Contributions made in the twelve (12) months prior to and including the date of signing of this Certification and Disclosure to: (i) any State, county, or municipal committee of a political party, legislative leadership committee, candidate committee of a candidate for, or holder of, a State elective office, or (ii) any entity that is also defined as a "continuing political committee" under N.J.S.A. 19:44A-3(n) and N.J.A.C. 19:25-1.

The Vendor is required to disclose Reportable Contributions by: the Vendor itself; all persons or other business entities owning or controlling more than 10% of the profits of the Vendor or more than 10% of the stock of the Vendor, if the Vendor is a corporation for profit; a spouse or child living with a natural person that is a Vendor; all of the principals, partners, officers or directors of the Vendor and all of their spouses; any subsidiaries directly or indirectly controlled by the Vendor; and any political organization organized under section 527 of the Internal Revenue Code that is directly or indirectly controlled by the Vendor, other than a candidate committee, election fund, or political party committee.

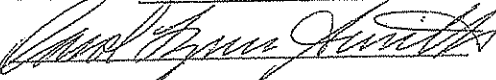
"Reportable Contributions" are those contributions that are required to be reported by the recipient under the "New Jersey Campaign Contributions and Expenditures Reporting Act," P.L. 1973, c.83 (C.19:44A-1 et seq.), and implementing regulations set forth at N.J.A.C. 19:25-10.1 et seq. As of January 1, 2005, contributions in excess of \$300 during a reporting period are deemed "reportable."

Name and Address of Committee to Which Contribution Was Made	Date of Contribution	Amount of Contribution	Contributor's Name
Indicate "none" if no Reportable Contributions were made. Attach Additional Pages As Needed			
NONE			

Certification:

I certify as an officer or authorized representative of the Vendor that, to the best of my knowledge and belief, the foregoing statements by me are true. I am aware that if any of the statements are willfully false, I am subject to punishment.

Name of Vendor: CREATIVE SOURCE, INC.

Signed: 

As. Title: PRESIDENT

Print Name: CAROL LYNN SMITH

**NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY
2009 BUDGET VARIANCE ANALYSIS
FOR FOUR MONTHS ENDED APRIL 30, 2009**

Executive Summary

The NJEFA concluded the first four months of 2009 with net operating income in the amount of \$350,107, based on revenues of \$1,287,523 and expenses of \$937,416. As a result, net operating income is higher than budgeted by \$157,164. This difference is a result of greater than expected revenues in the amount of \$27,435 and less than anticipated expenses in the amount of \$129,729.

Revenues

Revenues were \$27,435 greater than projected for the first four months of the year primarily due to greater than expected bond issuance activity which was partially offset by lower than budgeted Investment Income.

Expenses

Operating expenditures for the first four months of the year were favorable as compared to budget by \$129,729. Attorney General Fees were \$43,284 less than budgeted because actual billings are less than that of the Legal Services Cost Projection Agreement. Salaries were \$35,673 below the budgeted amount due primarily to a staff vacancy. Deviations in the remaining line items are primarily the result of timing.

NEW JERSEY EDUCATIONAL FACILITIES AUTHORITY
ACTUAL vs. BUDGET REPORT
APRIL 2009

	Month Ended April 30, 2009			Four Months Ended April 30, 2009		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
<u>Operating Revenues</u>						
Annual Administrative Fees	\$281,120	\$281,120	\$ -	\$1,124,480	\$ 1,124,480	\$ -
Initial Fees	100,000	17,174	82,826	155,090	106,608	48,482
Investment Income	4,339	7,250	(2,911)	7,953	29,000	(21,047)
	<u>\$ 385,459</u>	<u>\$ 305,544</u>	<u>\$ 79,915</u>	<u>\$ 1,287,523</u>	<u>\$ 1,260,088</u>	<u>\$ 27,435</u>
<u>Operating Expenses</u>						
Salaries	\$103,400	\$114,028	\$ 10,628	\$ 412,014	\$ 447,687	\$ 35,673
Employee Benefits	120,722	121,794	1,072	200,588	206,993	6,405
Provision for Post Ret. Health Benefits	-	-	-	-	-	-
Office of The Governor	1,750	1,750	-	7,000	7,000	-
Office of The Attorney General	6,000	16,821	10,821	24,000	67,284	43,284
Sponsored Programs	-	-	-	-	-	-
Telephone	1,743	2,391	648	5,462	7,873	2,411
Gasoline & Auto Maintenance	347	1,167	820	8,030	4,668	(3,362)
Rent	24,098	25,785	1,687	96,392	103,140	6,748
Utilities	1,687	1,754	67	6,747	7,016	269
Postage	384	583	199	1,129	2,332	1,203
Office Supplies & Expenses	2,737	3,750	1,013	9,906	15,000	5,094
Travel & Official Receptions	5,277	2,500	(2,777)	7,955	10,000	2,045
Staff Training & Tuition Reimbursement	375	2,250	1,875	3,138	9,000	5,862
Insurance	3,863	3,863	-	15,452	15,452	-
Annual Report & Newsletters	-	-	-	3,952	6,500	2,548
Public Relations	-	500	500	-	1,000	1,000
Electronic Communication Program	-	-	-	-	-	-
Professional Services	3,199	250	(2,949)	81,550	82,950	1,400
Dues & Subscriptions	1,421	6,250	4,829	26,563	33,250	6,687
Maintenance of Equipment	660	4,000	3,340	3,538	16,000	12,462
Depreciation	6,000	6,000	-	24,000	24,000	-
Contingency	-	-	-	-	-	-
	<u>283,663</u>	<u>315,436</u>	<u>31,773</u>	<u>937,416</u>	<u>1,067,145</u>	<u>129,729</u>
Net Operating Income	<u>\$ 101,796</u>	<u>\$ (9,892)</u>	<u>\$ 111,688</u>	<u>\$ 350,107</u>	<u>\$ 192,943</u>	<u>\$ 157,164</u>

New Jersey Educational Facilities Authority
 Summary of Construction Funds
 As of April 30, 2009

<u>Institution</u>	<u>Issue</u>	<u>Description</u>	<u>Bond Proceeds</u>	<u>Net Disbursed</u>	<u>Balance</u>	<u>% Complete</u>
<u>Private</u>						
Stevens Institute of Technology	2004 Series B	Student Residence Conversion	\$ 12,281,959.45	\$ (11,256,713.19)	\$ 1,025,246.26	92%
Institute for Advanced Study	2006 Series C	Biology Bldg., & Renovations	19,939,000.00	(13,558,862.43)	6,380,137.57	68%
Rider University	2007 Series C	Student Housing, Parking & Improv.	21,013,907.29	(18,978,802.07)	2,035,105.22	90%
Drew University	2007 Series D	Student Housing & Renovations	25,314,969.30	(22,207,805.63)	3,107,163.67	88%
Princeton University	2007 Series E	Construction & Major Maintenance	329,363,288.30	(300,568,593.38)	28,794,694.92	91%
College of Saint Elizabeth	2008 Series F	2006 Perf. Arts Center, Renovations	1,111,345.11	(336,938.63)	774,406.48	30%
Saint Peter's College	2008 Series H	Various Construction & Renovations	5,075,000.00	(3,902,353.66)	1,172,646.34	77%
Princeton University	2008 Series J	Construction & Capital Equipment	253,753,780.55	(54,457,345.73)	199,296,434.82	21%
Sub Total			\$ 667,853,250.00	\$ (425,267,414.72)	\$ 242,585,835.28	
<u>Public</u>						
* Rowan University	Series 2004 C	Academic Building, Various Projects	\$ 57,850,090.45	\$ (56,387,161.82)	\$ 1,462,928.63	97%
Kean University	Series 2005 B	Various Projects & Renovations	91,383,145.08	(44,326,387.79)	47,056,757.29	49%
Montclair State University	Series 2006 A	Rec. Center, Parking & Renovations	99,691,116.44	(34,285,481.23)	65,405,635.21	34%
Richard Stockton College of New Jersey	Series 2006 F	Housing V, Various Projects	50,675,855.72	(46,540,281.01)	4,135,574.71	92%
Rowan University	Series 2006 G	Various Renovations	46,527,357.07	(28,147,776.36)	18,379,580.71	60%
Rowan University	Series 2006 H	Property Acquisition, Renovations	19,797,386.13	(2,448,792.89)	17,348,593.24	12%
Kean University	Series 2007 D	2 Residence Halls, Dining, Parking	124,287,050.02	(48,436,769.92)	75,850,280.10	39%
Richard Stockton College of New Jersey	Series 2007 G	Housing V, Various Upgrades & Renov	40,242,421.65	(13,333,280.40)	26,909,141.25	33%
The College of New Jersey	Series 2008 D	1999 A and 2002 D Projects	54,933,452.51	(11,273,892.10)	43,659,560.41	21%
William Paterson University	Series 2008 C	Science Hall Expansion & Renovation	83,907,460.92	(1,618,405.36)	82,289,055.56	2%
Richard Stockton College of New Jersey	Series 2008 A	Campus Ctr, Science Ctr, College Walk	105,482,763.92	(12,134,841.98)	93,347,921.94	12%
Montclair State University	Series 2008 J	New Student Housing Facility	27,157,619.62	(4,720,757.78)	22,436,861.84	17%
Sub Total			\$ 801,935,719.53	\$ (303,653,828.64)	\$ 498,281,890.89	
<u>Other Programs</u>						
Public Library Grant Program	Series 2002 A	Library Grants	\$ 45,380,714.58	\$ (45,142,383.88)	\$ 238,330.70	99%
Sub Total			\$ 45,380,714.58	\$ (45,142,383.88)	\$ 238,330.70	
Grand Total			\$ 1,515,169,684.11	\$ (774,063,627.24)	\$ 741,106,056.87	

* This issue has reached a completion rate of 95% or higher and will no longer appear on future reports.

NJFA STATE- BACKED ISSUES COSTS OF ISSUANCE 2004 - 2008

	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>Total By Role</u>
Par Issued	76,725,000	260,770,000	155,460,000	0	0	492,955,000
Number of Issues	1	2	1	0	0	4
<i>Issuance Role:</i>						
Auction Agent Counsel	0	0	0	0	0	0
Authority Financial Advisor	46,250	95,000	0	0	0	141,250
Bond Counsel	87,648	215,426	27,188	0	0	330,261
Bond Insurance Co	624,600	1,365,002	1,272,299	0	0	3,261,902
Borrower Counsel	0	0	0	0	0	0
Borrower Financial Advisor	0	0	0	0	0	0
Underwriter	172,266	1,269,513	882,491	0	0	2,324,270
Credit Enhancer Counsel	0	0	0	0	0	0
Letter of Credit Provider Counsel	0	0	0	0	0	0
Liquidity Facility Counsel	0	0	0	0	0	0
Placement Agent Counsel	0	0	0	0	0	0
Purchaser Counsel	0	0	0	0	0	0
Trustee/Escrow Agent Counsel	5,000	12,500	3,500	0	0	21,000
Total By Year	<u>935,764</u>	<u>2,957,441</u>	<u>2,185,478</u>	<u>0</u>	<u>0</u>	<u>6,078,683</u>

EXHIBIT VI

NJEFA STAND-ALONE ISSUES COSTS OF ISSUANCE 2004 - 2008

	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>Total By Role</u>
Par Issued	570,575,000	590,740,000	855,371,657	1,070,848,210	1,250,938,462	4,338,473,329
Number of Issues	10	10	19	19	16	74
<i>Issuance Role:</i>						
Auction Agent Counsel	0	3,000	8,500	2,000	0	13,500
Authority Financial Advisor	202,648	177,234	268,060	225,761	218,577	1,092,281
Bond Counsel	591,279	619,103	858,881	799,626	675,439	3,544,328
Bond Insurance Co	1,992,362	1,541,433	3,222,714	2,345,270	5,933,874	15,035,652
Borrower Counsel	56,267	35,000	207,096	308,301	191,005	797,670
Borrower Financial Advisor	0	0	0	160,000	12,000	172,000
Underwriter	2,986,081	3,660,674	4,226,020	4,789,950	6,303,163	21,965,888
Credit Enhancer Counsel	0	0	0	0	30,000	30,000
Letter of Credit Provider Counsel	0	0	21,000	0	78,081	99,081
Liquidity Facility Counsel	0	0	16,137	12,029	18,450	46,616
Placement Agent Counsel	0	0	47,500	0	0	47,500
Purchaser Counsel	0	0	37,334	140,000	44,000	221,334
Trustee/Escrow Agent Counsel	29,000	28,000	46,301	45,000	42,500	190,801
Total By Year	<u>5,857,637</u>	<u>6,064,445</u>	<u>8,959,542</u>	<u>8,827,938</u>	<u>13,547,088</u>	<u>43,256,650</u>