

## CALIFORNIA MILITARY INSTITUTE

### AGREEMENT FOR ATHLETIC AND CLUB PHOTOGRAPHY SERVICES

THIS AGREEMENT, made and entered into this 21st day of June, 2018, by and between the California Military Institute (CMI), hereinafter referred to as "Charter," a Dependent Charter School within the Perris Union High School Charter (PUHSD) hereinafter referred to as "District," in Riverside County, California and Cherished Memories, hereinafter referred to as "Contractor".

#### WITNESSETH:

WHEREAS, it is the desire of the Governing Board of the Charter to contract with Contractor to provide Athletic and Club Photography Services at the California Military Institute.

WHEREAS, in consideration of the mutual promises of the parties hereto, the Charter hereby retains the Contractor upon the terms and conditions set forth, and the Contractor hereby accepts said retention and agrees to render the services upon said terms and conditions.

1. TERM: The initial term of this Agreement shall be from July 1, 2018 to June 30, 2019.
  - 1.1 The contract may be renewed annually upon mutual consent expressed in writing by the Charter and Contractor for up to four (4) additional one (1) year terms in accordance with Education Code 17596.
  - 1.2 The agreement will not automatically renew.
  - 1.3 Written notice of bidder's intent to renew a subsequent term and its related contract shall be delivered to the District's Director of Purchasing no later than April 1 of the current contract year. For example, contracts for the second term (2019-20 school year) must be delivered by April 1, 2018.
  - 1.4 Quoted prices must be in effect for all orders during the initial term.
  - 1.5 All contracts shall be signed by the Director of Purchasing of the Perris Union High School District and NOT anyone at the school site.
  - 1.6 Escalation costs for subsequent terms must be stated in writing and approved by the Charter prior to the new contract term.
2. INCORPORATED DOCUMENTS: The following documents are attached to and incorporated into this agreement;
  - 2.1 PUHSD Request for Proposals RFP #060518
  - 2.2 Cherished Memories Request for Proposals Response dated June 5, 2018.
3. SCOPE OF WORK: As directed by the Charter, the Contractor agrees to the following:
  - 3.1 Contractor shall provide the services set forth in Contractor's Request for Proposals Response dated June 5, 2018
4. SITE DESIGNEE: Contractor shall provide its Services and Products to Site Designees. All Services and Products shall be subject to the approval of Site's Designee.
5. EXPENSES: Contractor agrees and understands that some travel may be required, at Contractor's expense, to Charter school sites and/or to other locations. These travel expenses are not reimbursable and shall be considered

to be an ordinary expense of this Agreement. Contractor shall not invoice the Charter for travel time from home office to a Charter location. The Contractor shall assume all ordinary expenses incurred in the performance of this Agreement. Such ordinary expenses shall include, without limitation, document reproduction expenses, travel expenses, and telephone charges. Services and expenses that are above the ordinary and may be required shall not be reimbursable unless authorized in writing by the Charter's Designee, and shall be covered by addendum to this Agreement.

6. SUBCONTRACTORS: Contractor shall hire any subcontractors needed to provide the Services and/or the Products, which subcontractors shall be subject to approval by the Charter. Any subcontractor(s) shall be at no additional expense to the Charter, and shall be paid from the Contractor's own resources and billings.

7. INDEPENDENT CONTRACTOR: It is expressly understood and agreed to by both parties hereto that the Contractor, and any of its employees or subcontractors while engaged in carrying out and complying with any of the terms and conditions of this Agreement, is an independent contractor and is not an officer, agent or employee of the Charter. Contractor shall determine the means, method and details of providing the Services and/or the Products. Subject to this Agreement, Contractor retains the right to provide similar or different Services or Products for others during the term of this Agreement. Contractor shall pay all wages, salaries, benefits and other amounts due its employees and sub-contractors, and shall be responsible for all reports and obligations respecting its employees and sub-contractors.

8. ASSIGNMENT: Contractor shall not assign this Agreement or any interests therein without the prior written approval of the Charter. Any such attempt to assign or sublet this Agreement without Charter approval shall be invalid.

9. CONFIDENTIALITY: Contractor and all personnel designated by Contractor to perform under this Agreement shall maintain the confidentiality of all information received while providing the Services and/or the Products. This requirement shall extend beyond the effective termination or expiration date of this Agreement.

10. EXECUTION OF CONTRACT: Contractor shall not commence providing Services and/or the Products under this Agreement until it has provided evidence satisfactory to the Charter that it has secured all insurance required under Exhibit "A". In addition, Contractor shall not allow any subcontractor to commence work on any subcontract until it has provided evidence satisfactory to the Charter that the subcontractor has secured all insurance required under this section and Exhibit "A".

11. INDEMNIFICATION: Contractor shall defend, indemnify and hold the Charter, its officials, officers, employees, volunteers and agents free and harmless from any and all claims, demands, causes of action, costs, expenses, liability, loss, damage or injury, in law or equity, to property or persons, including wrongful death, in any manner arising out of or incident to any alleged acts, omissions or willful misconduct of Contractor, its officials, officers, employees, agents, Contractors and contractors arising out of or in connection with the performance of the Services and/or the Products or this Agreement, including without limitation the payment of all consequential damages and attorney's fees and other related costs and expenses. Contractor shall defend, at Contractor's own cost, expense and risk, any and all such aforesaid suits, actions or other legal proceedings of every kind that may be brought or instituted against Charter, its directors, officials, officers, employees, agents or volunteers. Contractor shall pay and satisfy any judgment, award or decree that may be rendered against Charter or its directors, officials, officers, employees, agents or volunteers, in any such suit, action or other legal proceeding. Contractor shall reimburse Charter and its directors, officials, officers, employees, agents and/or volunteers, for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided.

Contractor's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by the Charter, its directors, officials, officers, employees, agents or volunteers.

12. The Services and/or Products required for the performance of the Services under this Agreement must be provided to the Charter's Designee no later than ten (10) days before the expiration of the term of the Agreement or at intermediate dates as requested by Charter's Designee. Failure to do so will result in the Charter withholding payment of progress or final invoice of Contractor until said Services and/or the Products are received by the Charter's Designee.

13. FEE: For Services and Products provided under the Agreement, Students will pay Contractor based off of the rates set forth in Contractor's Request for Proposals Response dated June 5, 2018.

14. CONDUCT: Contractor shall provide all Services and Products under this Agreement in a skillful and competent manner, consistent with the standards generally recognized as being employed by others in the same profession in California. Contractor represents and warrants that all employees and subcontractors have sufficient skill and experience to perform the Services and/or the Products assigned to them.

15. TERMINATION: If it is decided any of the following reasons are present during the life of the agreement, this agreement may be terminated by the Charter by giving thirty (30) days' notice to the Contractor. Said notice shall be in writing and shall be delivered to the addresses listed for the Contractor. The notice shall state the reasons for termination and the decision shall rest final. Reasons for early termination include, but are not limited to:

- 15.1 Failure to provide quality products/services
- 15.2 Failure to deliver products/services in a timely manner
- 15.3 Repetitive Errors
- 15.4 Unprofessional Conduct
- 15.5 Account Abandonment
- 15.6 Unauthorized Solicitation of Services

Contractor may terminate this Agreement only if Charter breaches this Agreement and shall give 30 days' written notice to Charter of its termination. Such notice shall be delivered to the Charter's Designee and shall set forth reasons for the termination.

16. FISCAL YEAR: Contractor understands and agrees that this Agreement may involve services to be performed in different school fiscal years. While it is the intent of the Charter to utilize the Contractor continuously throughout the term irrespective of fiscal year, Contractor and Charter agree and acknowledge that all services in fiscal years subsequent to the fiscal year of Agreement execution is contingent upon availability of continued funding.

17. AUTHORITY: In accordance with California Education Code Section 17604, this Agreement is not valid or an enforceable obligation against the Charter until approved or ratified by motion of the Governing Board duly passed and adopted.

18. ENTIRE AGREEMENT: It is understood and agreed that this Agreement sets forth the entire understanding of the parties regarding the subject matter thereof, and no modification or amendment to this Agreement shall be binding unless said modification or amendment is in writing and duly executed with the same formality as this Agreement itself. This Agreement shall be binding on the successors and assigns of the parties.

19. PERMITS & LICENSES: Contractor shall, during the term of this Agreement, obtain and maintain all licenses, certificates, permits and approvals of whatever nature that are legally required to provide the Services and/or Products.

20. GOVERNING LAW: This Agreement shall be governed by the laws of the State of California.

21. COMPLIANCE: Contractor shall keep itself fully informed of and in compliance with all local, state and federal laws, rules and regulations in any manner affecting the provision of the Services and/or the Products, including all Cal/OSHA requirements, and shall give all notices required by law. Contractor shall be liable for all violations of such laws and regulations in connection with providing the Services and/or the Products. If the Contractor performs any work knowing it to be contrary to such laws, rules and regulations and without giving written notice to the Charter, Contractor shall be solely responsible for all costs arising therefrom. Contractor shall defend, indemnify and hold Charter, its officials, directors, officers, employees and agents free and harmless, pursuant to the indemnification provisions of this Agreement, from any claim or liability arising out of any failure or alleged failure to comply with such laws, rules or regulations.

22. RECORDS: Contractor shall maintain complete and accurate records with respect to all costs and expenses incurred under this Agreement. All such records shall be clearly identifiable. Contractor shall allow a representative of Charter during normal business hours to examine, audit, and make transcripts or copies of such records and any other documents created pursuant to this Agreement. Contractor shall allow inspection of all work, data, documents, proceedings, and activities related to the Agreement for a period of three (3) years from the date of final payment under this Agreement.

23. FINGERPRINTING: This contract is subject to the provisions of Education Code Section 45125.1. Contractors' employees are required to submit fingerprints to the Department of Justice where an employee may come into contact with students at any site. The Department of Justice will ascertain whether the employee has a pending criminal proceeding for a violent or serious felony or has been convicted of a violent or serious felony as they are defined in Penal Code Sections 667.5c and 1192.7c respectively. Contractor shall not permit an employee to come in contact with students until the Department of Justice has ascertained that the employee has not been convicted of a felony as defined in Education Code Section 45122.1. Contractor shall certify in writing to the Charter that none of its employees who may come in contact with students have been convicted of a felony as defined in Education Code Section 45122.2. Charter may request the removal of an employee from a site at any time. Failure to comply with this provision may result in termination of the Contract.

24. NONDISCRIMINATION: It is the policy of the Charter that in connection with all work performed under contracts, there be no discrimination against any prospective or active employee engaged in the work because of race, color, ancestry, national origin, religious creed, sex, age, or marital status. Each Contractor agrees to comply with applicable Federal and California laws including, but not limited to, The California Fair Employment Practice Act, beginning with Government Code Section 12900, Labor Code Section 1735, and Title 5, Division 1, Chapter 1, Subchapter 4 of the California Code of Regulations. In addition, each Contractor agrees to require like compliance by any subcontractors employed on the work by him.

25. WORKERS' COMPENSATION: In accordance with the provisions of Section 3700 of the Labor Code, Contractor shall secure the payment of compensation to his employees.

26. WAIVER: No waiver of any default shall constitute a waiver of any other default or breach, whether of the same or other covenant or condition. No waiver, benefit, privilege, or service voluntarily given or performed by a party shall give the other party any contractual rights by custom, estoppel, or otherwise.

Contractor has all requisite power and authority to conduct its business and to execute, deliver, and perform the Agreement. Each party warrants that the individuals who have signed this Agreement have the legal power, right, and authority to make this Agreement and bind each respective party.

IN WITNESS THEREOF, the parties hereto have executed this Agreement on the date written above:

**Cherished Memories**

\_\_\_\_\_  
Contractor's Signature                      Date

\_\_\_\_\_  
Address

\_\_\_\_\_  
City                                      State                                      Zip

\_\_\_\_\_  
Phone                                      Fax

\_\_\_\_\_  
Email Address

**California Military Institute**

\_\_\_\_\_  
By    Title

\_\_\_\_\_  
Authorized Charter Signature              Date

\_\_\_\_\_  
Board Approval Date

## EXHIBIT A - INSURANCE REQUIREMENTS

A. Minimum Requirements. Contractor shall, at its expense, procure and maintain for the duration of this Agreement insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the Agreement by the Contractor, its agents, representatives, employees or subcontractors. Contractor shall also require all of its subcontractors to procure and maintain the same insurance for the duration of the Agreement. Such insurance shall meet at least the following minimum levels of coverage:

B. Minimum Scope of Insurance. Coverage shall be at least as broad as the latest version of the following: (A) General Liability: Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001); (B) Automobile Liability: Insurance Services Office Business Auto Coverage form number CA 0001, code 1 (any auto); and (C) Workers' Compensation and Employers' Liability: Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.

C. Minimum Limits of Insurance. Contractor shall maintain limits no less than: (A) General Liability: \$1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with general aggregate limit is used, either the general aggregate limit shall apply separately to this Agreement/location or the general aggregate limit shall be twice the required occurrence limit; (B) Automobile Liability: \$1,000,000 per accident for bodily injury and property damage; and (C) Workers' Compensation and Employer's Liability: Workers' compensation limits as required by the Labor Code of the State of California. Employers Liability limits of \$1,000,000 per accident for bodily injury or disease.

D. Professional Liability.[INCLUDE IF APPLICABLE] Contractor shall procure and maintain, and require its sub-contractors to procure and maintain errors and omissions liability insurance appropriate to their profession. Such insurance shall be in an amount not less than \$1,000,000 per claim, and shall be endorsed to include contractual liability.

E. Insurance Endorsements. The insurance policies shall contain the following provisions, or Contractor shall provide endorsements on forms supplied or approved by the Charter to add the following provisions to the insurance policies:

(1) General Liability. The general liability policy shall be endorsed to state that: (A) the Charter, its directors, officials, officers, employees, agents and volunteers shall be covered as additional insured with respect to the Services and/or the Products or operations performed by or on behalf of the Contractor, including materials, parts or equipment furnished in connection with such work; and (B) the insurance coverage shall be primary insurance as respects the Charter, its directors, officials, officers, employees, agents and volunteers, or if excess, shall stand in an unbroken chain of coverage excess of the Contractor's scheduled underlying coverage. Any insurance or self-insurance maintained by the Charter, its directors, officials, officers, employees, agents and volunteers shall be excess of the Contractor's insurance and shall not be called upon to contribute with it.

(2) Automobile Liability. The automobile liability policy shall be endorsed to state that: (A) the Charter, its directors, officials, officers, employees, agents and volunteers shall be covered as additional insureds with respect to the ownership, operation, maintenance, use, loading or unloading of any auto owned, leased, hired or borrowed by the Contractor or for which the Contractor is responsible; and (B) the insurance coverage shall be primary insurance as respects the Charter, its directors, officials, officers, employees, agents and volunteers, or if excess, shall stand in an unbroken chain of coverage excess of the Contractor's scheduled underlying coverage. Any insurance or self-insurance maintained by the Charter, its directors, officials, officers, employees, agents and volunteers shall be excess of the Contractor's insurance and shall not be called upon to contribute with it.

(3) Workers' Compensation and Employers Liability Coverage. The insurer shall agree to waive all rights of subrogation against the Charter, its directors, officials, officers, employees, agents and volunteers for losses paid under the terms of the insurance policy which arise from work performed by the Contractor.

(4) All Coverages. Each insurance policy required by this Agreement shall be endorsed to state that: (A) coverage shall not be suspended, voided, reduced or canceled except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the Charter; and (B) any failure to comply with reporting or other provisions of the policies, including breaches of warranties, shall not affect coverage provided to the Charter, its directors, officials, officers, employees, agents and volunteers.

F. Other Requirements. All insurance required by this Section shall contain standard separation of insureds provisions. In addition, such insurance shall not contain any special limitations on the scope of protection afforded to the Charter, its directors, officials, officers, employees, agents and volunteers. Any deductibles or self-insured retentions must be declared to and approved by the Charter. Contractor shall guarantee that, at the option of the Charter, either: (A) the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the Charter, its directors, officials, officers, employees, agents and volunteers; or (B) the Contractor shall procure a bond guaranteeing payment of losses and related investigation costs, claims and administrative and defense expenses. Insurance is to be placed with insurers with a current A.M. Best's rating no less than A:VIII, licensed to do business in California, and satisfactory to the Charter. Contractor shall furnish Charter with original certificates of insurance and endorsements effecting coverage required by this Agreement on forms satisfactory to the Charter. The certificates and endorsements for each insurance policy shall be signed by a person authorized by that insurer to bind coverage on its behalf, and shall be on forms provided by the Charter if requested. All certificates and endorsements must be received and approved by the Charter before work commences. The Charter reserves the right to require complete, certified copies of all required insurance policies, at any time.

# **PERRIS UNION HIGH SCHOOL DISTRICT**

## **REQUEST FOR PROPOSALS**

### **RFP #060518 - ATHLETIC AND CLUB PHOTOGRAPHY SERVICES**

The Perris Union High School District invites proposals for Athletic and Club Photography Services.

**PART I:** Sealed Proposals

**DEADLINE:** June 5, 2018

**TIME:** 3:15 pm

**LOCATION:** Heritage High School  
Professional Development Room  
Attn: Nick Newkirk  
26001 Briggs Road  
Romoland, CA 92585

**PART II:** Optional Vendor Show  
(attendance at the vendor show is encouraged but not mandatory)

**DATE:** June 5, 2018

**TIME:** 3:15 pm (setup time to start at 2:45pm)

**LOCATION:** Heritage High School  
Professional Development Room  
26001 Briggs Road  
Romoland, CA 92585



## INSTRUCTIONS AND CONDITIONS

### 1. PREPARATION

Bidders are to submit separate proposals for each school site in a binder, in typewritten format, in response to the scope of services identified in **Appendix A, Photography Services Scope of Work**. The proposal must include price sheets, if applicable, for everything bid including handling charges, and late-order programs for product(s) or services offered. Bidders must also include a sample of their standard contract and any promotional programs and services available to the schools.

Only those products included in the proposal will be allowed for sale at the school site during the contract term(s). Substitutions for upgrades not specifically stated in the proposal shall first be negotiated with the Director of Purchasing of the Perris Union High School District and shall be available to every school under contract.

Bidders are to provide binders to the District, sealed in a box, carton or appropriate container. The box, carton or container must clearly be labeled with the bidder's name and RFP Number. **Proposals must be delivered on or before the bid deadline of June 5, 2018 at 3:15 pm.** Proposals received after the deadline will be returned to the bidder unopened. There will not be a public opening of the sealed proposals.

#### **Location where proposals will be received:**

**Heritage High School  
Professional Development Room  
Attn: Nick Newkirk  
26001 Briggs Road  
Romoland, CA 92585**

Each bidder is responsible to ensure proposals arrive on time and at the location stated above. The District will not grant exceptions for proposals received after the deadline.

### 2. ERRORS AND CORRECTIONS

Verify proposals before submission as proposals cannot be withdrawn or corrected after being opened.

### 3. SALES TAX

Do not include California Sales or Use Tax in the unit prices. This tax will be added and paid for by the District. Do not include Federal Excise Tax.

### 4. SIGNATURES

All proposals must show the firm name and must be signed by a responsible officer or employee authorized to bind the organization to the terms and conditions herein. Obligations assumed by such signature must be fulfilled.

### 5. DELIVERY DATES

Actual delivery of the services and/or supplies shall be coordinated with the designated school agent for the 2018/19 school year. However, vendor shall not exceed the required delivery dates specified at the time of order placement with each respective designated school agent.

Upon award, vendor agrees to keep sufficient stocks of product and/or service material to insure prompt delivery and service schedules. There shall be no minimum quantities required in order for the District to place orders for needed times.

### 6. PROMPT PAYMENT

Prompt payment for equipment, product and/or services may be requested after delivery of goods to the required destination. Invoices shall be sent to the school, marked to the attention of the designated school agent.

### 7. AWARD OF CONTRACT

Each school committee will make its own decision regarding choice of vendor. It is possible that more than one vendor will be chosen in the District. Only one (1) vendor will be selected for each individual school.

By submitting a proposal, each bidder agrees that the school committee, in determining the successful bidder and its eligibility for the award, will rate each of the criterion listed below. Valuation for each criterion rests in the sole discretion of the school committee.

1. RFP Conformity
2. Quality of Product
3. Quality of Service (judged by quality of references and experience with the District)
4. Fairest price relative to quality of product
5. Experience in Industry (including production, warehousing and shipping facilities)
6. Conduct and performance under other contracts (including references).

The contracts will all be reviewed for approval at the Board meeting on June 20, 2018. Upon approval, the Director of Purchasing will sign the contract and send it to the awarded company for counter-signature. All decisions will be final. Bidders are prohibited from contacting school agents and other committee members to discuss the selection process.

#### 8. PRICING – TERM OF CONTRACT

The District will award an initial term of one (1) year from July 1, 2018 through June 30, 2019. The contract may be renewed annually upon mutual consent expressed in writing by the District and vendor for up to four (4) additional one (1) year terms in accordance with Education Section 17596. The agreement will not automatically renew.

Written notice of bidder's intent to renew a subsequent term and its related contract shall be delivered to the Director of Purchasing no later than April 1 of the current contract year. For example, contracts for the second term (2019-20 school year) must be delivered by April 1, 2019.

Quoted prices must be in effect for all orders during the initial term of July 1, 2018 through June 30, 2019.

All contracts shall be signed by the Director of Purchasing of the Perris Union High School District and NOT anyone at the school site. Contracts shall list the products, services, and promotions selected from this RFP.

Escalation costs noted on the Proposal Form for subsequent terms must be stated in writing and approved by the District prior to the new contract term.

## 9. EARLY TERMINATION

Reasons for early termination include, but are not limited to:

1. Failure to provide quality products/services
2. Failure to deliver products/services in a timely manner
3. Repeated Errors
4. Unprofessional Conduct
5. Account Abandonment
6. Unauthorized Solicitation of Services

If it is decided any of the aforementioned reasons are present during the life of the agreement, this agreement may be terminated by the District by giving thirty (30) days' notice to the vendor. Said notice shall be in writing and shall be delivered to the addresses listed for the vendor. The notice shall state the reasons for termination and the decision shall rest final.

## 10. CONTRACT RECORD KEEPING

Contracts are to be submitted to the Director of Purchasing of Perris Union High School District for signature, record keeping, and distribution to schools. Any subsequent renewal shall follow the same procedure. Vendors shall refrain from meeting with the designated school agent or school administrator for the purpose of negotiating new terms, conditions, services, promotions and/or prices. Failure to meet this condition will result in immediate termination.

## 11. NO MINIMUM OR MAXIMUM QUANTITIES, ORDER CHARGES, OR LIMITATIONS UPON NUMBER OF ORDERS

While quantities are presently unknown, each school shall not be subject to order limits. This is a unit-cost, indefinite quantity proposal. Bidders shall not specify minimum or maximum quantities or charges for specific order types. Unlimited orders within the term of the contract shall be allowed to the school(s) at prices quoted.

## 12. SOLICITATION OF SERVICES

- a. During Proposal Process. Bidders are prohibited from contacting the designated school agent, school administrators, students or other committee members

regarding this contract during the proposal process. Any school contact will disqualify bidder's company from consideration.

- b. During Contract Term(s). Unless previously approved by the Director of Purchasing of the School District, any vendor soliciting designated school agents and administrators during a contract term of a competitor will result in immediate termination of all existing contracts in the District.

### 13. INQUIRIES AND REQUESTS FOR INFORMATION

Questions and requests for additional information must be sent via email no later than May 31, 2018, at 4:30 pm to the attention of:

Nick Newkirk, Director of Purchasing  
nick.newkirk@puhsd.org

### 14. ITEMS TO BE SUBMITTED WITH PROPOSAL:

The following items are required to be submitted with the proposal:

- Five (5) Binders with pricing and other required documentation
- One (1) USB Flash Drive with pricing and other required documentation
- Signed Copy of Vendor Show Instructions
- Signed Copy of Information Required of Bidder
- Signed Copy of Proposal

## VENDOR SHOW INSTRUCTIONS

### NOTE: THIS FORM IS TO BE SUBMITTED WITH YOUR PROPOSAL

- Each vendor will be assigned a space at Heritage High School to display products and supplies.
- Three (3) six foot tables and two (2) chairs will be provided to each vendor.
- The company representative who will be working with the agent of the school is required to attend the vendor show.
- Please note that where samples are requested, it is intended for the use of school committees to compare quality. At no time will the committees take a bidder's sample product to a competitor for evaluation. Please plan on leaving the samples for further evaluation if necessary.
- Product display must include:
  - Five (5) Sample order forms
  - Various samples to demonstrate quality, poses, styles, etc.
  - Various sample student photo packages
  - Any other offered products or services such as banners, etc.
- Vendor Show is scheduled from 3:15pm to 5:00pm in the Professional Development Room
  - Display areas may be set up from 2:45 to 3:15pm
  - Display areas may be taken down from 5:00 to 5:30pm

I have read the Instructions and Conditions and the Vendor Show Instructions and understand the procedures for the vendor show and bidding process. By signing and submitting this form, \_\_\_\_\_ and \_\_\_\_\_, agent(s) for the company, agree that the bidding process is fair and will not challenge decisions made by the committees representing each high school in the Perris Union High School District.

Furthermore, I acknowledge the following:

- I understand that the vendor show will be attended by the representative(s) that will be working directly with the school
- I understand and will honor the "Solicitation of Services" requirement

\_\_\_\_\_

Company

\_\_\_\_\_

Telephone

\_\_\_\_\_

Name - Print

\_\_\_\_\_

E-Mail Address

\_\_\_\_\_

Title

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

## INFORMATION REQUIRED OF BIDDER

**NOTE: THIS FORM IS TO BE SUBMITTED WITH YOUR PROPOSAL**

### List of References

The following information must identify persons and entities familiar with your service. Contact name must be the person on the school site with whom you did business with.

1. School Name: \_\_\_\_\_

Address & Telephone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Type of Service: \_\_\_\_\_

School Year Serviced: \_\_\_\_\_

2. School Name: \_\_\_\_\_

Address & Telephone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Type of Service: \_\_\_\_\_

School Year Serviced: \_\_\_\_\_

3. School Name: \_\_\_\_\_

Address & Telephone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Type of Service: \_\_\_\_\_

School Year Serviced: \_\_\_\_\_

4. School Name: \_\_\_\_\_

Address & Telephone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Type of Service: \_\_\_\_\_

School Year Serviced: \_\_\_\_\_

5. School Name: \_\_\_\_\_

Address & Telephone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Type of Service: \_\_\_\_\_

School Year Serviced: \_\_\_\_\_

6. School Name: \_\_\_\_\_

Address & Telephone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Type of Service: \_\_\_\_\_

School Year Serviced: \_\_\_\_\_



**PROPOSAL**  
**PERRIS UNION HIGH SCHOOL DISTRICT**  
**RFP #060518 - ATHLETIC AND CLUB PHOTOGRAPHY SERVICES**

**NOTE: THIS FORM IS TO BE SUBMITTED WITH YOUR PROPOSAL**

The undersigned hereby proposes and agrees to furnish and deliver the goods or services as quoted in accordance with the terms, conditions.

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

TELEPHONE: (\_\_\_\_\_) \_\_\_\_\_

FAX: (\_\_\_\_\_) \_\_\_\_\_

E-MAIL: \_\_\_\_\_

INITIAL TERM OF CONTRACT: July 1, 2018 through June 30, 2019. The contract may be renewed annually upon mutual consent expressed in writing by the District and vendor for up to four (4) additional one (1) year terms in accordance with Education Section 17596.

PRICES SUBJECT TO A MAXIMUM \_\_\_\_\_% ESCALATION EACH CONTRACT TERM

OTHER CONDITIONS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## APPENDIX A - PHOTOGRAPHY SCOPE OF WORK

At a minimum, proposals shall include the requirements set forth below. Bidder may propose other products and services in addition to those listed to enhance the school's program. The District reserves the right to select only the products and services that are deemed necessary and/or appropriate.

- All Pricing, Services, Packages & Available Sizes & Options for the Following:
  - Individual photography
  - Team photography
  - Team banners
  - Team posters
  - Action shots at games and events
  - All other products and services offered by vendor

***\*\*Special Note to Bidder: If bidder has a website, please include detailed information in the Proposal.***

## APPENDIX B - SCHOOL SITE INFORMATION

1. Perris High School  
175 East Nuevo Road  
Perris, CA 92571  
Student Population: 2,175
2. Paloma Valley High School  
31375 Bradley Road  
Menifee, CA 92584  
Student Population: 3,029
3. Heritage High School  
26001 Briggs Road  
Romoland, CA 92585  
Student Population: 2,745
4. California Military Institute  
755 North A Street  
Perris, CA 92570  
Student Population: 1,008



**ORIGINAL**

**PROPOSAL FOR PERRIS UNION HIGH SCHOOL DISTRICT  
ATHLETIC AND CLUB PHOTOGRAPHY SERVICES**



**RFP #060518**  
**Due Date/Time**  
**June 5, 2018**  
**3:15pm**

**Proposal Prepared for:**  
Mr. Nick Newkirk, Purchasing  
Heritage High School  
Professional Development Room  
26001 Briggs Road  
Romoland, CA 92585

**Proposal Prepared and Submitted by:**  
Mike Norkin & Alex Ela  
32275 Mission Trail Rd., Suite M-1  
Lake Elsinore, CA 92530  
Phone: 951.304.4133  
mike@cherishedmemoriesphotography.com

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## Letter of Transmittal / Cover Letter

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Mr. Nick Newkirk, Director of Purchasing  
26001 Briggs Road  
Romoland, CA 92585  
nick.newkirk@puhsd.org

Dear Mr. Newkirk,

On behalf of Cherished Memories Photography, we are pleased to be submitting this proposal.

Cherished Memories Photography has a proven ability to customize the services and products being offered and is confident that we can handle any and all specific objectives and requirements of the district. Cherished Memories Photography is prepared to provide the best services and products for the following reasons:

- Our company profile focuses on high volume photography as well as sports teams and portraits
- We work closely with school staff advisors to capture the best in your students and athletes.
- We employ industry-leading technology and techniques, including the highest levels of security within our company
- We have a customer satisfaction rate of 99%
- Ownership and managers live locally and are very sensitive to your specific needs
- Unmatched customer service in comparison to our competition.
- Heavily invested in the community in which we live

Our team and I look forward to discussing our proposal with you.

Thank you again for the opportunity to serve you, the district, and your site.

Sincerely,

Mike Norkin  
Owner, Cherished Memories Photography  
32275 Mission Trail Rd., Ste. M-1  
Lake Elsinore, CA 92530  
951.304.4133| mike@cherishedmemoriesphotography.com

## Business History:

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Cherished Memories Photography started as an idea backed by a passion for photography on September 10, 2001. Since then, we have grown from a garage to a 3,000 square foot studio located in beautiful Lake Elsinore. During this expansion, we researched and implemented new technologies to ensure the best in studio customer experience, guaranteed satisfaction with all of our premium quality products, and the quickest turnarounds in the industry; all while keeping it affordable. Despite the growth, our company still remains a family run business that is committed to excellence in products and services while leaving a positive impact on the community.



Today, Cherished Memories services approximately 30,000 high school students, 15,000 middle/elementary school students, many family portraits and business portraits, weddings, and much more! We are also the proud official photographers for the Lake Elsinore Storm minor league baseball team affiliated with the San Diego Padres. We consistently work hand in hand with the with many local school districts, The City of Lake Elsinore, The City of Wildomar, Elsinore Valley Municipal Water District, and many other private and public organizations.

We embody a sense of community, which is why we engage in many customer service projects that will benefit your school and your students. Currently, we have partnered with LEUSD and PUHSD to provide internships for high school students and Planet Youth to offer work experience opportunities. Some other local charities we work with are: Lake Elsinore Valley Chamber of Commerce, Menifee Valley Chamber of Commerce, Moreno Valley Chamber of Commerce, Trauma Intervention Programs of Southwest Riverside County, Cops for Kids, Hope Inc., Boys and Girls club, Lake Elsinore Rotary, Elsinore Valley Arts Network and Boy Scouts of America. As you can see, we are very active in the communities in which we serve.

## Company Information:

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### Studio Information:

#### Lake Elsinore – Main Studio

32275 Mission Trail Rd., Ste. M-1, Lake Elsinore, CA 92530  
Phone: 951.304.4133 | Email: [info@cherishedmemoriesphotography.com](mailto:info@cherishedmemoriesphotography.com)  
Website: <http://www.cherishedmemoriesphotography.com>

#### Moreno Valley – Secondary Studio

22420 Cactus Ave., Suite 203, Moreno Valley, CA 92553  
Phone: 951.304.4133 | Email: [info@cherishedmemoriesphotography.com](mailto:info@cherishedmemoriesphotography.com)  
Website: <http://www.cherishedmemoriesphotography.com>

### Our Team:

Mike Norkin - Owner/Photographer  
Mandy Norkin - Owner/Director of Design  
Alex Ela – Owner/General Manager  
Matt Norkin – Account Manager  
Juan Garcia - Director of Photography  
Kara Chavez – Production Manager  
Wendy Rodriguez – Office Manager, Lake Elsinore  
Amber Lopez – Office Manager, Moreno Valley

### Primary Contact(s) of Cherished Memories Photography

Name	Title	Email
Mike Norkin	Owner	<a href="mailto:mike@cherishedmemoriesphotography.com">mike@cherishedmemoriesphotography.com</a>
Alex Ela	General Manager	<a href="mailto:alex@cherishedmemoriesphotography.com">alex@cherishedmemoriesphotography.com</a>

### Persons duly authorized to sign this bid:

Signature: \_\_\_\_\_  
Mike Norkin  
Owner, Cherished Memories Photography

Signature: \_\_\_\_\_  
Alex Ela  
General Manager, Cherished Memories  
Photography



## Security

Cherished Memories Photography takes security very seriously. We work closely with thousands of customers on a yearly basis, and we take the upmost care on ensuring that all our transactions are safe and secure.

From using third-party companies that rigorously test our network infrastructure and transaction data every month, to conducting background checks of our new staff- you can be confident that Cherished Memories Photography is the best at protecting you.

### Student Data

Student data is protected by unauthorized access through the following methods:

- Request of student data will **ONLY** be asked by Mike or Alex
- Data is only downloaded into encrypted computers (Bitlocker for Windows or Filevault for Mac)
- Computers and USB Drives are automatically encrypted/password protected and can only be fully accessed by a system administrator



### Online Ordering

Our online ordering system is encrypted before transmitted over the internet with the following details:

- Elliptic Curve Diffie-Hellman Ephemeral (ECDHE) key exchange for key establishment
- Elliptic Curve Digital Signature Algorithms (ECDSA) for authentication
- 256-bit Advanced Encryption Standard in Galois/Counter mode (GCM) for confidentiality
- 384-bit Secure Hashing Algorithm for integrity

Students are given an alphanumeric ticket code to order photos. All ticket codes are randomized, and unique to just one individual. Subjects must also list their email address in order to access our site. Galleries expire automatically after a set amount of time. This ensures that we can track how many times a gallery has been opened, which email they used, and how it is protected from unauthorized access.

### PCI Compliance

We work with a third party company (ControlScan) to perform and audit our network infrastructure regularly to ensure PCI Compliance. We make sure the following requirements are met:

- Maintaining a firewall configuration to protect cardholder data.
- Not using vendor-supplied defaults for system passwords and other security parameters
- Protect cardholder data
- Encrypt transmission of cardholder data across our network
- Use and regularly update anti-virus software
- Restricted access to cardholder data by business need-to-know
- Each person has a unique ID login, and is tracked
- Restricted physical access to cardholder data
- Tracking and monitoring all access to network resources and cardholder data
- Regularly test security systems and processes
- Maintain a security policy and ensure that all personnel are aware
- Cardholder data is only being used to process, then automatically cross-shredded to protect customer

## Why Cherished Memories?

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What makes Cherished Memories stand out from other companies? The answer is simple... our owner Mike Norkin and General Manager Alex Ela! Mike and Alex make it a priority to build a lasting relationship with each individual school from a business and personal standpoint. By doing so, we are able to provide the best possible service to each school site. School staff members, principals, and even parents have consistently praised Mike and Alex for their commitment to excellence.

Mike Norkin is the owner of Cherished Memories Photography who envisioned the growth of his company when he started it in his garage in 2001, at the age of 21. Since then, he has developed over 17 years of photography experience, specializing in high school photography, families, weddings, and much more. Upon opening an office in Lake Elsinore, Mike immediately became very involved in the community. He is the past chairman of the board of the Lake Elsinore Valley Chamber of Commerce, a five (5) year chairman of the CTE Committee in LEUSD, seven (7) years

Chairman of the Public Safety Advisory Commission in the city of Lake Elsinore and an avid volunteer with the Trauma Intervention Program.

Alex started his photography career when he first met Mike in 2008 as a junior in high school. Since then, he went off to college at the University of California, Merced, where he received his bachelors in Business Management while minoring in Sociology so that he could develop the tools and ideas to take Cherished Memories Photography to the next level. At the age of 22, he became the General Manager for Cherished Memories, and works closely with Mike and staff to find new ways to improve the company every day.

Alex is also heavily involved with the community. He currently serves as an Ambassador with the Lake Elsinore Valley Chamber of Commerce, and with the Rotary Club of Lake Elsinore, where he will serve as president for the 2018-19 year.

Mike and Alex have worked diligently as a team to create a legacy for Cherished Memories Photography through their service to others. Ask any of our current and previous clients and they will be more than happy to share their great experiences with Cherished Memories Photography.

**Enough about ourselves, here are SIX more reasons why choosing Cherished Memories Photography as your official school photographer is a decision you will not regret.**



## Testimonial: Dr. Doug Kimberly, Superintendent



# Lake Elsinore Unified School District

### Governing Board

Stan Crippen  
Trustee Area 1

Susan E. Scott  
Trustee Area 2

Heidi Matthies Dodd  
Trustee Area 3

Juan I. Saucedo  
Trustee Area 4

Steven L. Wood  
Trustee Area 5

### Administration

Dr. Doug Kimberly  
Superintendent

Dr. Gregory J. Bowers  
Assistant Superintendent  
Facilities & Operations  
Support Services

Dr. Alain Guevara  
Assistant Superintendent  
Administrative & Instructional  
Technology Support Services

Dr. Kip Meyer  
Assistant Superintendent  
Student and Instructional  
Support Services

Arleen Sanchez  
Chief Business Official  
Fiscal Support Services

Tracy Sepulveda  
Assistant Superintendent  
Personnel Support Services

Sam Wensel  
Executive Director  
Personnel Support Services

(951) 253-7000

545 Chaney Street  
Lake Elsinore, CA 92530

[www.leusd.k12.ca.us](http://www.leusd.k12.ca.us)

R120816

March 30, 2017

To Whom It May Concern:

I am pleased to provide this letter of recommendation for Mike Norkin, owner of Cherished Memories Photography (Cherished Memories), in support of his bid to provide photography services for your District. Over the past 10 years, Lake Elsinore Unified School District's association with Cherished Memories has been very positive. The company offers high-quality services and we have always been satisfied with their product. They are well-known for timely and successful completion of jobs.

Mr. Norkin goes out of his way to provide quality service. He and his company have served the District since 2007, providing portraiture for what was previously our annual Heroes in Education Awards Ceremony and is now the LEUSD Appreciation Awards. Mr. Norkin values both time and money and always delivers the product within the stipulated time. The same can be said about their pricing policy; they are competitively priced.

Even with last minute requests, Cherished Memories goes above and beyond. Our district recently passed a general obligation bond and wanted to recognize all of those individuals and companies instrumental in its successful passage. Cherished Memories was asked to produce 46 recognition awards, measuring 16 x 20 inches, to be presented at a board meeting scheduled to take place within two weeks. Because of the company's design expertise, the finished product, delivered on time, far surpassed our expectations.

Mr. Norkin is well-known within the Lake Elsinore community. He is active with the local Chamber of Commerce and the Rotary Club where he is a Past President. But better yet, he is known to our students and parents as the RYLA man (Rotary Youth Leadership Awards). He organizes and attends the largest youth leadership conference in Riverside County. Mr. Norkin gives of his time, his family (as volunteers), as well as, raises and gives money to allow the leadership camp to take place. I have attended the camp and seen the interactions between Mr. Norkin and the students; it is evident that he enjoys the experience. He is dedicated to growth and development of young people. I believe that is important to note because that true enjoyment and dedication comes out in the services that Mr. Norkin has provided to our district.

I am extremely satisfied with the manner in which Cherished Memories conducts their business and hope that you too will have the opportunity to have a pleasant experience with them. I cannot think of any reason for hesitating to award a contract to Mr. Norkin and his company.

Sincerely,

A handwritten signature in black ink that reads "Doug Kimberly". The signature is written in a cursive style with a large, prominent initial "D".

Doug Kimberly, Ed. D  
Superintendent

## Testimonial: Robbin Hamilton, Principal

---



### ELSINORE HIGH SCHOOL

*Tradition. Caring. Respect.*

**Sarah Arredondo**  
Co-Principal

**Robbin Hamilton**  
Co-Principal

**Jeremy Cassara**  
Assistant Principal

**Hector Galicia**  
Assistant Principal

**Don Nicholson**  
Assistant Principal  
Athletic Director

**Daniel Templeton**  
Activities Director

April 2017

To Whom It May Concern;

I am writing this letter on behalf of Mike Norkin and Cherished Memories. I have had the opportunity of working with and knowing Mike for over ten years, as an administrator with the Lake Elsinore Unified School District. Mike is a man of character and integrity who is truly focused on our students.

I first met Mike as a Rotarian within the district, he has always practiced and lived his life as service before self. As an administrator at Lakeside High School, we began a partnership with Cherished Memories for Mike and his energetic team to do our school identification and dance photos. He was always supporting our students, staff and yearbook class by providing quality photographs of our events. I had the opportunity of working with Alex Ela, as he was an innovative senior at Lakeside, who after graduating from college returned to our beloved valley to work with Mike and move Cherished Memories into the forefront of excellent school photography in the Inland Empire.

Now, as the Co-Principal of Elsinore High School, I work with Mike as our school photographer and Industry Partner for our Graphic Design Pathway. Cherished Memories handles all of our school contracts for photography including; school dances, prom, student and staff identification cards, athletic team photography, yearbook photography including pep rallies, senior portraits and graduation photos. Mike and his energetic team provide excellent customer service, on time delivery and they utilize technology which creates opportunities for students to get access to all dance photos. We have never had a parent complaint while working with Cherished Memories. Our Graphic Design and photography students gain an insight into being an Entrepreneur and utilizing industry equipment while working with Mike or having Mike as an advisor for video or photography projects.

21800 Canyon Drive | Wildomar, CA 92595 | P 951.253.7200 | F 951.253.7209



## ELSINORE HIGH SCHOOL

*Tradition. Caring. Respect.*

**Sarah Arredondo**  
Co-Principal

**Robbin Hamilton**  
Co-Principal

**Jeremy Cassara**  
Assistant Principal

**Hector Galicia**  
Assistant Principal

**Don Nicholson**  
Assistant Principal  
Athletic Director

**Daniel Templeton**  
Activities Director

Although Mike and Alex treat us like VIP's and support our students, staff and parents with excellent customer service and photographs, the reality is, he treats everyone with the same respect, care and consideration while supporting our photographic and video needs. It is exciting to see the business opportunities grow for a company with character, integrity and service as hallmarks; this is how Cherished Memories does business, every day.

Please let me know if you need additional information regarding Mike Norkin and Cherished Memories, we feel honored and humbled to call them industry partners and friends.

Respectfully submitted,

A handwritten signature in blue ink that reads "Robbin H. Hamilton". The signature is written in a cursive, flowing style.

Robbin H. Hamilton  
Co-Principal of Elsinore High School

## Testimonial: Joshua Mason, Yearbook Advisor

---

### Elsinore High School

Est. 1891



### Home of the Tigers

Tradition. Caring. Respect.

21800 Canyon Drive, Wildomar, CA 92595-9181  
Phone 951-253-7200 FAX 951-253-7209

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Esteemed Administration,

I am writing to demonstrate my support for Mike Norkin's proposal to handle student portraiture at all high schools. I can say from experience that Mike Norkin does his absolute best to meet the litany of concerns our seniors often have, and I have complete faith that he will do the same for your underclassmen and staff. In addition to photographing our Seniors, Mike Norkin has been faithfully and professionally photographing all our sports and student activities for years, and is an invaluable asset in the documenting of our school's history each year. Mike has never failed to photograph anything we have requested of him, despite constant reschedules for weather, broken pools and the like, and always gladly photographs any additional items we request, including Airbands, dress rehearsals of plays, and late-addition Super Seniors. Beyond these things, Mike also helps our student photographers grow in their skills by providing tutorials, and is a local small business owner. Mike Norkin is already handling all student and staff photography at Temescal and Lakeside, and should be given the opportunity to expand his business by acquiring the contract to photograph your school. I cannot speak highly enough of Mike Norkin, and hope you will take my heartfelt recommendation into consideration.

Please feel free to contact me regarding anything contained in this letter,

Joshua Mason



LAKE ELSINORE UNIFIED SCHOOL DISTRICT  
GOVERNING BOARD:  
Juan Saucedo- Stan Crippen – Heidi Matthies Dodd  
Susan E. Scott - Tom Thomas  
SUPERINTENDENT: Dr. Doug Kimberly



## Testimonial: Sarah Brust, Yearbook Advisor

---



*Temescal Canyon High School  
28755 El Toro Road  
Lake Elsinore, CA 92532  
951-245-4484*

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To Whom It May Concern:

I am beyond pleased to write this letter of recommendation for Mike Norkin at Cherished Memories Photography. The best quality about Mike and Cherished Memories is their helpfulness. They are accessible at any hour and as a very busy person, this is immensely important to me as a yearbook adviser, whom also juggles countless other responsibilities. I deal with deadlines, parent and administration critique, as well as managing students, just to name a few. It is so comforting to know that if I need anything from Mike and his team that it will get done and he will work with my yearbook deadlines to make our requests work. Knowing that I can count on Cherished Memories to cover the magnitude of events that we have here on campus, at all hours of the day and six days a week, is very reassuring and relieves a layer of stress from my mind. I never feel like a burden to Mike and his team at Cherished Memories, despite my many requests and lofty expectations.

I feel as though my needs are heard, met and evaluated yearly, as well as the needs of the site itself. Cherished Memories not only caters to my yearbook program, but also to our ASB program and our office staff. Mike works tirelessly with our ASB adviser to organize our school dance photos, as well as creating our school's dance posters for our major dances. Our ID cards are also produced by Cherished Memories, along with our school portraits. The senior portraits produced by his staff are of excellent quality. They also, recently, became our official athletic photographers. So far, the partnership with Cherished Memories and our athletic programs have been a success. The entire process of receiving photos from Cherished Memories is streamline and low stress. I receive the photos via our yearbook company's online webpage. Mike works with our yearbook company directly at times and is a professional on all levels. They truly do it all for us and spend incalculable hours here on our campus alone.

It is with high regard that I recommend Mike and his company of Cherished Memories Photography. His personal touch and ownership of his company is hard to match. His local vicinity to his high schools is a major contributor to his availability and flexibility. Mike works tremendously hard to meet all the needs of his clients and school sites. His understanding and customer service are unsurpassed and this is imperative for me and I know it is key for other busy professionals, who often wear many hats in the field of education. Mike fosters a company that has open lines of communication and learns from their mistakes. Mike's determination, integrity and work ethic are the driving forces behind his business and are the sustenance that has grown his business so quickly.

Sincerely,

**Sarah R. Brust**

Sarah R. Brust

(Sarah.Brust@leusd.k12.ca.us)



## Testimonial: Dr. Peter Hopping Ed. D., Principal



LAKESIDE HIGH SCHOOL  
LANCERS TODAY | LEADERS TOMORROW

**Peter Hopping, Ed. D.**  
Principal

**Terri Connolly**  
Assistant Principal

**Arleen Sanchez**  
Assistant Principal

**David Drake**  
Assistant Principal  
Athletics Director

**Jeff Glenn**  
Assistant Principal

**Aaron Nessman**  
Lead Counselor

**Dinah Greene**  
Activities Director

April 14, 2015

RE: Cherished Memories / Mike Norkin

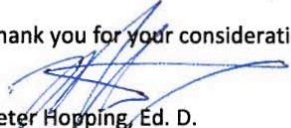
To whom it may concern,

Mike Norkin and Cherished Memories have serviced Lakeside High School for all of our photographic needs for many years, the last four under my direct supervision as the principal of LHS. Prior to arriving at LHS, my experience had been with much larger companies that often had various contacts to ensure that our school's needs were met. Our traditional requests were typically met with those other companies, but there was something missing.

The personal, individual touch that comes with working with Cherished Memories is what sets this company apart for the others. A single contact who tailors their skill set to what we need as a school has been a great benefit to working with Cherished Memories. They know and understand our school. From what needs to be done, to when it needs to be done and how to get it done is what makes this company special in comparison to its competitors.

Mr. Norkin's character, as I have observed it, is conscientious, loyal, trustworthy, competent, and dependable. He is appreciated and valued by our staff at LHS. I recommend that you give Mr. Norkin and Cherished Memories an opportunity to compete for your business in person so that he can personally articulate his skills and experiences that meet the requirements you are looking for. If you would like to speak to me more about Mike Norkin please give me a call.

Thank you for your consideration,

  
Peter Hopping, Ed. D.  
Proud Principal

32593 Riverside Drive | Lake Elsinore, CA 92530 | P 951.253.7300 | F 951.253.7335

## Testimonial: Terri Connolly, Assistant Principal

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To Whom it May Concern,

This letter is written on behalf of Mike Norkin, and Cherished Memories Photography. Mike and his team have been the photographers for our school for several years now. I have found them to be very responsive to the needs of the individual, as well as the school.

Cherished Memories does all of the photography for our school. They come during our entire week of registration to photograph our students and produce ID cards for them. They set appointments for our seniors to have their graduation portraits taken. They take the team photos for all of our sports and activities teams. They also come to most of our extra-curricular events to take photos for our school yearbook.

Due to the quality and the professionalism that Mike's company has demonstrated, we have chosen him as our family's photography studio. They have produced some absolutely stellar portraits and collages that we proudly display on the walls of our home and our offices.

I highly recommend Mike Norkin and Cherished Memories for any large photography contract. Should you need any further positive feedback regarding Cherished Memories, please feel free to call me at the number below.

Very sincerely,

Terri Connolly  
Assistant Principal

## Reviews from Our Clients

---

### **Facebook Rating: 4.7 out of 5 stars with 60 reviews-**

*“Mike is a top-notch business owner. Completely remedied a difficult situation for which I greatly appreciate it. Thank you so much for being an honorable guy. Best wishes.” -Allison Clark Blount*

*“Cherished Memories Photography is the place to go for all your photo needs. I went and I love it.”  
–Debra Taylor*

*“Mike Norkin, the owner of Cherished Memories, is a wonderful photographer and does excellent work. His professionalism and attention to detail are why Cherished Memories is the only company that I trust when I need a photographer.” –Jon Gray*

### **Yelp Rating: 4 out of 5 stars with 26 reviews-**

*“This is not only a great place to get your pictures taken but it's a great place period! Cherish Memories Photography supports all the schools in the LEUSD School district. Cherished Memories has come out to so many PTA events and really given back to this community! Support this local business because they support you and your kids even if you never knew about it before now. This company is amazing to have as our "go to" photography and community resource to get the job done and done right!” –Danyelle S.*

*“I've visited Cherished Memories for several years now. My son's school has used their photography for school photos. Every experience has been a really positive one only because they have been so patient and willing to make my photo corrections and modifications if an error was made. The staff here are SO nice. They're patient and very accommodating. Even when we miss photo days or makeup pictures, it's really convenient being able to visit their studio and have a photo redo at my convenience. Amazing work and they're really professional. Thank you so much to their staff!! I have a wonderful album of memories from his school photos thus far.” – Jen S.*

*“Cherished memories has been taking my kids pictures at school for over 4 years now and I'm ALWAYS satisfied with the work they do. Prices are very reasonable and the turn around time we get our photos is very fast. Thanks Cherished Memories!”*

*“This company has been taking pics of my kids for a very long time and they have done great, the lady photographer even fixes their hair before she takes it which is definitely a plus.” – Edward B.*

## **References**

---

### **Elsinore High School**

Robbin Hamilton, Principal | Robbin.Hamilton@leusd.k12.ca.us  
Reed Steiner, Yearbook Advisor | Reed.Steiner@leusd.k12.ca.us  
Daniel Templeton, ASB Advisor | Dan.Templeton@leusd.k12.ca.us

### **Lakeside High School**

Dr. Peter Hopping Ed. D., Principal | Peter.Hopping@leusd.k12.ca.us  
Danielle Greene, Yearbook Advisor | Danielle.Greene@leusd.k12.ca.us  
Joshua Mason, ASB Advisor | Joshua.Mason@leusd.k12.ca.us

### **Temescal High School**

Sarah Brust, Yearbook Advisor | Sarah.Brust@leusd.k12.ca.us  
Cari Strange, ASB Director | Cari.Strange@leusd.k12.ca.us

### **Perris High School**

Joe Rodriguez, ASB Advisor | jose.rodriguez@puhsd.org

### **Heritage High School**

Frank Arce, Principal | frank.arce@puhsd.org  
Ericka Tejada, Assistant Principal | erika.vanrensburg@puhsd.org

### **Paloma Valley High School**

Alison King, ASB Advisor | Alison.King@puhsd.org

**More references are available by request**

## **Photography Scope of Work and Solutions**

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Cherished Memories Photography is the current photography vendor for PUHSD in regards to school ID's, portraits, and panoramics. School administrators, teachers and parents have been working with our studio for the past 3 years, and the sports contract should be an extension of the services we are already providing to the schools of PUHSD.

Unlike many of our competitors, we offer flexibility to our families when it comes to the ordering process. Traditionally, you have to prepay for your package, and if you forgot to bring money with you, many companies will not photograph you! With Cherished Memories Photography, we have re-written the rules! Our system will ensure that your athletes and their parents have the flexibility to order their photos either the same day, online a couple of days later, or by calling our office. Our goal is to offer a no hassle experience, a quality product, all while managing the expectations of the teams and coaching staffs at each site.

### **How it Works:**

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Each player is provided a camera card that has a QR code. The QR code is the secret! The QR code is dual purpose, identifying each player initially, and then acting as a link that can be scanned from any smart phone so that you can view the photos immediately on our website.

Each player keeps the camera card and scans it with their mobile device few days after photo day. If a player was unable to place their order during the photo shoot, they now have an opportunity to place their order online, lasting all year long. All orders that are placed online are printed and shipped home within 7-10 business days.

Here is an example of a QR code provided for a player. Go ahead, scan it with your phone and see how easy it is to place an order!

## Team & Individual Photography – Sportstraits

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We don't just take photos, we create Sportstraits! Every player on every team deserves to have the best photo concepts around. We are constantly upgrading and improving our techniques, styles and products. Every year our team travels to tradeshow that are dedicated to sports photographers, that way we can stay ahead of the changes in the industry, thus allowing us to provide our teams with the latest in trends and concepts.



We're proud to provide the flexibility of allowing teams to either be photographed at any location- whether outdoors or indoors; with a traditional background or with a green screen. We have endless ideas and concepts for all of your teams, from football to girls tennis!

Beside traditional prints, we're proud to provide custom products with school logos and colors. From coffee mugs to hinged plaques- our products will highlight your teams school spirit!



## Banners



We offer a variety of banners that can accommodate all of your sites needs. Individual recognition banners, senior banners, team banners, and sponsor banners are just some of the banners we can create for you.

Our banners are made out of breathable vinyl or a vinyl mesh depending on intended use and come with grommets, so you can easily hang them up indoors or outdoors.

### Our prices:

3ft. x 5ft. banner @ \$50.00

4ft. x 6ft. banner @ \$80.00

8ft. x 12ft. banner @ \$195.00

When purchasing less than five banners at one time, we do have a design fee of \$25. If purchasing more than five banners, the design fee is waived!

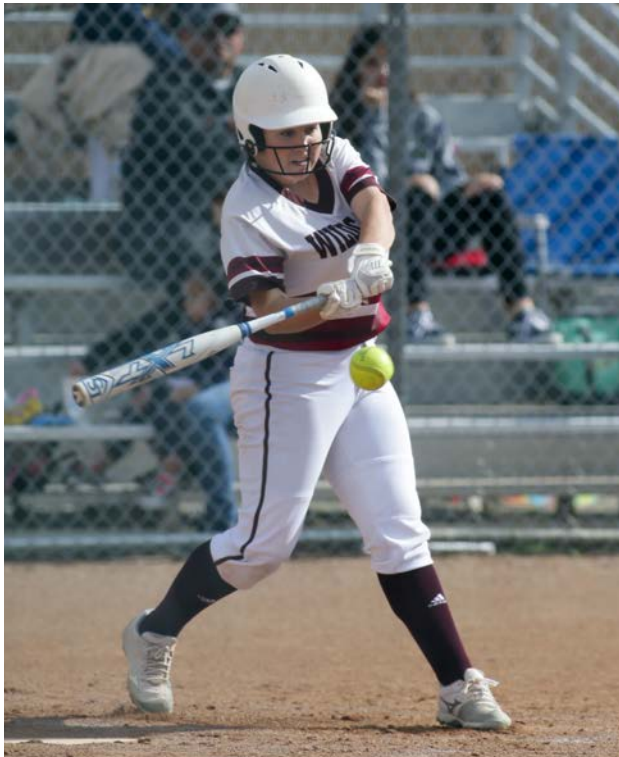
Custom sizes are available as we can print any size that is desired. The options above represent standard sizes.



## Action Photography

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As part of our annual contract with PUHSD, our studio, in conjunction with your school's yearbook program, can be scheduled to photograph one or all of your teams for game action. This is a free service.





## Season Calendar



Every season, in coordination with the athletic director, Cherished Memories can be scheduled to photograph athletes for the upcoming season to be featured on a 11x17 calendar. 100 copies of the calendar will be printed and provided per school, per season, as part of our sponsorship of the school's athletic department.

## Other Services Provided

For the past 3 years, Cherished Memories has proudly sponsored the schools of the Sunbelt league by designing and donating 1000 passes for each school to use as they see fit.

**PVHS YEARLY ATHLETIC PASS**

We will also provide the following for each team:

- 1-16x20 of each varsity team photo to the office
- 1-16x20 team photo to the varsity head coach
- 1-8x10 team photo to the varsity assistant coach, JV coaches & Frosh coaches
- On-Field Athletic Passes
- CIF Field Passes
- Signing day coverage



## Appendix A: Sample Contract

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18421 Collier Ave, Suite A  
Lake Elsinore, CA 92530  
951.304.4133  
www.cherishedmemoriesphotography.com  
email: info@ourcherishedmemories.com

### TCHS Team Sports contract 2017/2018

Cherished Memories is pleased to be your team sports, club and school activities photographer. Below are the services that Cherished Memories Photography will provide throughout the contract period. Adjustments & amendments can be made throughout the year if needed.

#### 1A- Exclusivity

TCHS will only employ one (1) contract photographer for the 2017/2018 school year, allowing Cherished Memories Photography full access to photograph and provide photo packages to the students.

#### 2A- Scheduling

Cherished Memories Photography will make every effort to schedule teams as soon as possible, and will be as flexible as possible for the coaches. CMP will gladly accommodate coaches requests, granted we receive those requests at least 24 hours in advance. Scheduling of teams can be 1 team per day, no need to schedule multiple teams on the same day unless scheduling allows for such.

#### 3A- With Compliments

CMP will provide TCHS (1) 16x20 team photo for display in the main office. Additionally, each varsity coach will receive (1) 16x20 team photo, and assistant coaches will receive (1) 5x7 team photo. In addition, CMP at the request of each head coach can provide up to (20) Thank You sponsor cards.

#### 4A- Signing Day

CMP will provide photographers to help document the successes of the TCHS athletic program.

**5A- Candid Photos**

CMP will cover each sport at least once throughout the contract year and make available candid photos to the school and students via a website, [www.elsinoresports.com](http://www.elsinoresports.com)

**6A- Professional Photo coverage**

CMP will provide coverage at the AD's discretion for special sports games or activities ie: Championship games

**7A- Yearbook Images**

CMP will supply images for the yearbook immediately following each team photo shoot, and will work directly with the schools yearbook director to accommodate their deadlines.

**8A- Banners in Gym**

CMP will help design and produce banners inside the gym. We will provide these products at a reduced or at cost depending on the product and quantities needed.

Prior to the start of the 2017/2018 school year, CMP will deliver 2500 sports flyers for your athletes. CMP can also make packages for the coaching staffs and deliver them prior to the portrait dates. We will highly encourage each coach to work directly with the studio to make their appointments and handle any special requests. We are open to suggestions and ideas and welcome input from all stakeholders in how we work with the school.

Students are encouraged to have their packets filled out and ready at the time of their portrait session, but in the event they do not have their forms, we can still photograph and have a photo on file of any student wishing to do so. The student can follow up with our studio after the shoot and we will be happy to accommodate any requests they may have.



Mike Norkin - CMP

Ron Golden – AD TCHS

LEUSD Business

Contract initiated date:  
(signed by LEUSD representative)



## Appendix C: List of References

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### INFORMATION REQUIRED OF BIDDER

NOTE: THIS FORM IS TO BE SUBMITTED WITH YOUR PROPOSAL

#### List of References

The following information must identify persons and entities familiar with your service. Contact name must be the person on the school site with whom you did business with.

1. School Name: Temescal Canyon High School  
28755 El Toro Rd., Lake Elsinore, CA 92532  
Address & Telephone: 951.253.7250  
Contact Person: Ron Golden, Athletic Director  
Type of Service: Sports/Action/Event Photography  
School Year Serviced: 2009-current
  
2. School Name: Lakeside High School  
32593 Riverside Dr., Lake Elsinore, CA  
Address & Telephone: 951.253.7300  
Contact Person: David Drake, Athletic Director  
Type of Service: Sports/Action/Event Photography  
School Year Serviced: 2008-current
  
3. School Name: Elsinore High School  
21800 Canyon Drive, Wildomar, CA  
Address & Telephone: 951.253.7200  
Contact Person: Don Nicholson, Athletic Director  
Type of Service: Sports/Action/Event Photography  
School Year Serviced: 2008-current



# Appendix E: Team Sports Pricing

## SPORTS PHOTOS

18421 Collier Ave., Suite A  
Lake Elsinore, CA 92530  
951.304.4133



### Order Form

Cherished Memories Photography will be photographing your student's sport photos. Please use this form if you would like to order prints or any of our novelty products. We ask that orders be placed on photo day using this form, but you may also call our studio at any time to place an order. See reverse to check out our novelty products!

PLEASE FILL IN YOUR INFORMATION BELOW: (This information will be used on any products that you order.)

STUDENT'S NAME: \_\_\_\_\_

\*CONTACT PHONE: (\_\_\_\_\_) \_\_\_\_\_ PLAYER #:if applicable \_\_\_\_\_

SPORT:(ie: Football) \_\_\_\_\_ LEVEL:(ie:Varsity) \_\_\_\_\_

**\*\*FAN PACKAGE\*\***  
1-8X10 Team Photo  
1-8x10, 4-5x7, & 24-wallets Individual Pose

\*Pennant Magnets (Set of 2) ~~\$214~~ Value  
\*Water Bottle  
\*ID Tag  
\*Seat Cushion  
\*Blanket

**\*ONLY\*  
\$150**

**\*\*BUDDY PHOTOS\*\***  
If you would like to take photos with a teammate or your coach, you can! All you have to do is purchase the Buddy Photo Package which includes 2-5x7 & 8-wallets. If you want to take multiple buddy photos, our photo staff can help you with your form.

Please remind the photographer to take your buddy photos!

**\*\*TOP SELLING PRODUCTS\*\***  
(See all novelty products on reverse.  
All products will be designed with school colors and logos)



**\*\*Featured Packages and Products**

Package or Product	Price	QTY	Total
<b>FAN PACKAGE**</b>	\$150		
GOLD Pkg. <i>Super Save \$70 Value</i> 1-8x10 Team Photo 1-8x10, 4-5x7, 24-wallets Individual	\$55		
SILVER Pkg. \$48 Value 1-5x7 Team Photo 1-8x10, 4-5x7, 8-wallets Individual	\$40		
BRONZE Pkg. \$30 Value 4-5x7, 8-wallets Individual	\$25		
Buddy Photos	\$10		
2-5x7, 8-wallets			
8x10 Individual Photo	\$10		
2-5x7 Individual Photo	\$10		
8-wallets Individual Photo	\$10		
16x20 Team Photo	\$25		
8x10 Team Photo	\$10		
1-5x7 Team Photo	\$8		
Coffee Mug	\$18		
Travel Mug	\$25		
Water Bottle**	\$25		
Mousepad	\$16		
Pennant Magnets (Set of 2)**	\$20		
ID Tag	\$12		
Seat Cushion**	\$30		
Hinged Plaque (Ind. & Team)	\$35		
12x30 Vinyl Pennant	\$50		
12x36 Vertical Poster	\$50		
50x60 Fleece Blanket**	\$99		
	Grand Total \$		

(Exact Change ONLY)

PAYMENT INFORMATION: CIRCLE ONE  
CASH CHECK CREDIT CARD(FILL IN INFO BELOW)

CREDIT CARD # \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_/\_\_\_\_ BILLING ZIP CODE \_\_\_\_\_