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May 7, 2015

To: Members of the Natural Resources Commission  
RE: Michigan Wildlife Council

Dear Commissioners,

It's a pleasure to be with you here today to personally give you an update on the activities of the Michigan Wildlife Council.

You may recall that the most significant element of the Michigan Wildlife Council activities since its inception has been the selection of the third-party marketing/advertising firm who will craft the public information program to promote the essential role that sportsmen and women play in furthering wildlife conservation and to educate the public on the values and benefits associated with hunting, fishing and trapping. Ten proposals from marketing firms from within and outside Michigan were received on January 20<sup>th</sup> in response to the Request for Proposals (RFP). After the initial round of scoring, the Joint Evaluation Committee (JEC) asked five bidders to move to the next round and give Oral Presentations; one of these final five declined to participate in this second phase. After the Orals, additional scoring took place and a "winner" was identified.

For those serving on the Joint Evaluation Committee, this was a demanding and lengthy process taking them from January 20 through April 15! During that time, the JEC was prohibited from sharing any information regarding the bids with anyone outside the JEC conclave. Thus, those on the Council who were not on the JEC were compelled to wait the many weeks until we saw "white smoke" coming from the chimney indicating that a winner had been selected. I can't thank them all enough for their commitment and earnest evaluation of these very complex proposals. For those of you who may be interested, details on the RFP, evaluation and scoring are available on the [www.Buy4Michigan.gov](http://www.Buy4Michigan.gov) site with reference to Bid # 007115B0003708.

We finally saw that white smoke on April 15, when the State announced that Pace & Partners of Lansing, MI, now known as [Güd Marketing](http://GudMarketing.com) had been recommended for award of the full contract. Pronounced "Good," Güd has been providing marketing services for 30 years. Some of their successful campaigns include work for Physicians Health Plan, Capital Region International Airport, Michigan Department of Treasury, Clean Commute Options, United Dairy Industry of Michigan, MDOT and MSHDA. It's also my understanding they've done some excellent research for the DNR on such projects as the Recreation Passport and non-game wildlife.

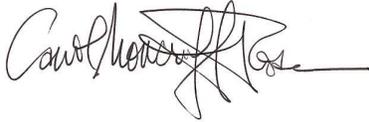
The next step in the process is formal approval of the bid by the State Admin Board, scheduled for May 12. Barring the unforeseen, we should have ink on the contract by May 18.

I have frequently referenced a much anticipated "fun part" in previous written reports to the NRC and I am happy to tell you that we are just about ready to let the games begin. Our Kick-Off meeting with Güd Marketing is scheduled for June 10, either at the Michigan Historical Museum or possibly here at the MSU Diagnostic Center; the venue details are still being worked

out as we anticipate a somewhat larger audience than the MWC usually has! Until then, we have a lot of planning to do so that we can quickly move forward with the tasks before us.

As always, please feel free to contact me or any other members of the Michigan Wildlife Council should you have any questions or comments.

Respectfully,  
MICHIGAN WILDLIFE COUNCIL

A handwritten signature in black ink, appearing to read "Carol Moncrieff Rose", with a horizontal line extending to the right.

Carol Moncrieff Rose  
Chair