



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

Task Order #59 -Partner Follow-Up

Scope of Work

Under FSA direction Widmeyer Communication has established contact with five organizations – The National Corn Growers Association, The Nature Conservancy, Pheasants Forever, Ducks Unlimited and The Fertilizer Institute – to develop mutually beneficial partnerships. In the next phase of relationship building, Widmeyer will continue on-going correspondence with these contacts, schedule appropriate meetings, solicit partner feedback on communications materials in development and pursue promising opportunities.

Statement of Work

- Widmeyer will send a note and/or make a phone call to all initial partner contacts.
- Through or with FSA DC, Widmeyer will follow-up with Mississippi and Louisiana staff about local Ducks Unlimited participation.
- Widmeyer will consult with all partner contacts on Communications Toolkit CD contents and respond to constructive input.
- Widmeyer will extend an invitation to The Fertilizer Institute to become a sponsor of the CREP Forum.
- Widmeyer will initiate correspondence with the Buffer Council and Certified Crop Advisors, and will pursue a joint meeting between the groups, The Fertilizer Institute and FSA.
- Widmeyer will pursue an in-person meeting with the National Corn Growers Association.
- Widmeyer will coordinate correspondence and possibly a meeting between USDA and Ronnie Ulmer, of LA Nature Conservancy, to evaluate Bartholomew Bay as a project area.
- Widmeyer will contact Steve Melton, of Mississippi FSA, about the status of a Mississippi CREP proposal and engaging The Nature Conservancy as partners.
- Widmeyer will identify media-friendly stories related to the Pheasants Forever partnership and recommend a strategy for regional publicity.

Deliverables

- Memo reporting correspondence and recommending next steps.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by June 1, 2002

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| FOR AGENCY USE ONLY | | | UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER | | | | | |
|--|--------------------------------|--|---|---|--|---|----------------------------|---------------------|
| 1 PAGE NO. 1 OF 2 | 2 RECEIVING OFFICE NO. 3151 | 3 CONTRACT NUMBER 53-3151-0-00004 | 4 ORDER DATE 4/02/02 | 5 SF-281 CA | 6 UNIT CODE CC | 7 FUND CODE 43-3151-0-8012 | 8 ORDER NUMBER 60 | 9 SUB. |
| 9a TYPE PURCHASE (Check one) <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER | | | 10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) WIDMEYER COMMUNICATIONS 1825 CONNECTICUT AVE NW 5th FLOOR WASHINGTON D.C. 20009 | | | | | |
| | | | 11 SHIP TO ▶ | | Consignee, Address, Zip Code, and Place of Inspection and Acceptance USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567 | | | |
| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | | | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE |
| 02 | | TASK # 60 - ZIP COSTUME The Contractor's proposal dated 3/27/02 in response to the Government Task Order # 60 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are accepted. This document is for FSA processing only | 2540 | 2 | 1 | Job | \$ 6,451.84 | \$ 6,451.84 |
| 20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(...), | | | | | | | | |
| 21 F.O.B. POINT DESTINATION | | 22 DISCOUNT AND/OR NET PAYMENT TERMS Net 30 | | | 22a TYPE COMMODITY/ PAYMENT CODE ▶ -0- | | 25 Sub-Total ▶ \$ 6,451.84 | |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) MAY 15, 2002 | | 24 SHIP VIA IAW CONTRACT | | | 26 ESTIMATED FREIGHT -0- | | 27 TOTAL ▶ \$ 6,451.84 | |
| FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160 | | | | | | | | |
| ACC LINE -2 | A 5 | B 10 | C 5 | D 3 | E 4 | 1 1 | 2 2 | DISTRIBUTION AMOUNT |
| 02 | 284 | 0000 0000 000 | | | | | | |
| I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order. | | | | 31b ORDERED BY (Name and Title) SCOTT C. WOLZ, CONTRACTING OFFICER | | | | |
| 32 SIGNATURE AND TITLE [Signature] | | | | 31c COMMERCIAL PHONE (Area Code and Number) 202/905-5649 | | 31d FTS PHONE NO. [Handwritten: 201] | | |
| 33 RECEIPT DATE | 34 TYPE SHIPMT | 35 RECEIVING OFFICE PHONE (A/C & No.) | FTS | COMM | 31e AUTHORIZED SIGNATURE [Signature] | | | |

RECEIPT COPY 1

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Task Order #60 -Zip Costume

Scope of Work

Widmeyer Communications will design a mascot costume of AgVenture's Zip character and supervise production.

Statement of Work

- Widmeyer will design and provide artwork for a Zip costume.
- Widmeyer will supervise Stagecraft in producing the costume.

Deliverables

- Costume
- Travel bag

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by May 15, 2002

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PURCHASE ORDER

| | | | | | | | | |
|----------------------|--------------------------------|--------------------------------------|-------------------------|-----------------|-------------------|-------------------------------|----------------------|--------|
| 1 PAGE NO. 1 OF 1 | 2 RECEIVING OFFICE NO. 3151 | 3 CONTRACT NUMBER 53-3151-0-00004 | 4 ORDER DATE 4/25/02 | 5 SF--281 CA | 6 UNIT CODE T3 | 7 FUND CODE 43-3151-0-8012 | 8 ORDER NUMBER 61 | 9 SUB. |
|----------------------|--------------------------------|--------------------------------------|-------------------------|-----------------|-------------------|-------------------------------|----------------------|--------|

| | |
|--|---|
| 10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) WIDMEYER COMMUNICATIONS 1825 CONNECTICUT AVENUE NW WASHINGTON D.C. 20009 | 11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW- STOP 0567 WASHINGTON D.C. 20250-0567 |
|--|---|

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|------------------|--|------------------|-------------|-------------|---------------|---------------|-----------|
| 01 | | <p>TASK # 61 - E-GOV BROCHURE</p> <p>The Contractor's proposal dated 3/27/02 in response to the Government Task Order #61 is hereby accepted and incorporated into the Contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.</p> <p>This document is for FSA processing only</p> | 2540 | 20 | 1 | Job | 5,565.98 | 5,565.98 |

| | | | |
|--|---|---|---------------------------------|
| 20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c) | 22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30 | 22a TYPE COMMODITY/PAYMENT CODE -0- | 25 Sub-Total 5,565.98 |
| 21 F.O.B. POINT Destination | 24 SHIP VIA LAW CONTRACT | 26 ESTIMATED FREIGHT -0- | 27 TOTAL 5,565.98 |

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

| ACC LINE | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|----------|-----|--------|--------|---|---|--------------|--------|
| 02 | 218 | 410284 | 000000 | | | | |

| | |
|---|--|
| 32 SIGNATURE AND TITLE SCOTT C. WOLZ, CONTRACTING OFFICER | 31b ORDERED BY (Name and Title) SCOTT C. WOLZ, CONTRACTING OFFICER |
| 33 RECEIPT DATE | 31c COMMERCIAL PHONE (Area Code and Number) 202-205-5649 |
| 34 TYPE SHIPMT | 31d FTS PHONE NO. |
| 35 RECEIVING OFFICE PHONE (A/C & No.) | 31e AUTHORIZED SIGNATURE <i>[Signature]</i> |



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Task Order #61 -E-Gov Brochure

Scope of Work

Widmeyer Communications will create a 4-panel original brochure to market USDA's Internet services for transacting business and maintaining records. FSA will provide copy, Widmeyer will design the piece and copy-edit text.

Statement of Work

- Widmeyer will consult with USDA to develop a design concept for the brochure.
- USDA will provide text for the brochure.
- Widmeyer will design a 4-panel brochure.

Deliverables

- Camera-ready brochure on diskette in USDA's preferred format.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by April 30, 2002

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PURCHASE ORDER

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|-----------------|------------------------------------|--------------------------------------|-------------------------|----------------|-------------------|-------------------|----------------------------------|--------------|
| 1 PAGE NO. 1 | 2 RECEIVING OFFICE NO. OF1 3151 | 3 CONTRACT NUMBER 53-3151-0-00004 | 4 ORDER DATE 4/25/02 | 5 SF-281 CA | 6 UNIT CODE CA | 7 FUND CODE 78 | 8 ORDER NUMBER 43-3151-0-8012 | 9 SUB. 67 |
|-----------------|------------------------------------|--------------------------------------|-------------------------|----------------|-------------------|-------------------|----------------------------------|--------------|

9a TYPE PURCHASE (Check one)
 PURCHASE ORDER
 DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)

WIBMEYER COMMUNICATIONS
1825 CONNECTICUT AVE NW
WASHINGTON D.C. 20009

SHIP TO

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance.

USDA/FSA/MSD/AMB/SPS
1400 INDEPENDENCE AVE SW - STOP 0567
Washington D.C. 20250-0567

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|---|------------------|--|------------------|-------------|-------------|---------------|---------------|-----------|
| 01 | | TASK # 62 - CD ROM: Coding and programming | 2540 | 2 | 1 | JOB | 46,134.89 | 46,134.89 |
| <p>The Contractor's proposal dated 4/17/02 in response to the Government Task Order #62 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.</p> | | | | | | | | |
| <p>This document is for FSA Processing only</p> | | | | | | | | |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1).

| | | | |
|--|--|--------------------------------------|-----------------|
| 21 F.O.B. POINT destination | 22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30 | 22a TYPE COMMODITY/PAYMENT CODE 0 | 25 Sub-Total |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) May 24, 2002 | 24 SHIP VIA JAW CONTRACT | 26 ESTIMATED FREIGHT 0 | 27 TOTAL |

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

| ACC LINE | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|----------|-----|--------|--------|---|-----|--------------|--------|
| 2 | 5 | 10 | 3 | 4 | 1-4 | 1-2 | 2 |
| 02 | 218 | 410284 | 000000 | | | | |

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.

31b ORDERED BY (Name and Title)
SCOTT C. WOLZ, CONTRACTING OFFICER

32 SIGNATURE AND TITLE
[Signature]

31c COMMERCIAL PHONE (Area Code and Number)
(202) 205-5649

31d FTS PHONE NO.

33 RECEIPT DATE

34 TYPE SHIPMT

35 RECEIVING OFFICE PHONE (A/C & No.)

FTS COMM

31e AUTHORIZED SIGNATURE
[Signature]

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705



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Department of
Agriculture

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Services

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Washington, DC
20250-0506

Task Order #62 -CD ROM: Coding and programming

Scope of Work

Widmeyer Communications will code and program the CD-ROM game "AgVenture."

Statement of Work

- Widmeyer communications will develop all programming for the CD-ROM – including animations and databases.
- Widmeyer will perform a final fact-check of all questions to be used in AgVenture.
- Widmeyer will provide on-line beta testing for segments of the game as they are developed.
- Upon completion of all segments of game, Widmeyer will provide a CD-ROM for complete beta testing.
- FSA will have one week (five business days) for testing of the final CD-ROM.
- Upon testing of CD-ROM and final FSA approval, Widmeyer Communications will deliver a final version to FSA.

Deliverables

- On-line beta testing for game segments.
- Beta version of CD-ROM.
- Final version of CD-ROM

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by May 24, 2002

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PURCHASE ORDER

| | | | | | | | |
|-----------------|-------------------------------------|--------------------------------------|-------------------------|-----------------|-------------------|-------------------------------|----------------------|
| 1 PAGE NO. 1 | 2 RECEIVING OFFICE NO. OF 1 3151 | 3 CONTRACT NUMBER 53-3151-0-00004 | 4 ORDER DATE 5/29/02 | 5 SF--281 CA | 6 UNIT CODE T8 | 7 FUND CODE 43-3151-0-8012 | 8 ORDER NUMBER 63 |
|-----------------|-------------------------------------|--------------------------------------|-------------------------|-----------------|-------------------|-------------------------------|----------------------|

| | |
|--|---|
| 9a TYPE PURCHASE (Check one) PURCHASE ORDER | <input checked="checked" type="checkbox"/> DELIVERY ORDER |
|--|---|

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
WIDMEYER COMMUNICATIONS
1825 CONNECTICUT AVE NW
WASHINGTON D.C. 20009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance
USDA/FSA/AMB/SPS
1400 INDEPENDENCE AVE SW - STOP 0567
WASHINGTON D.C. 20250-0567

SHIP TO

| | | |
|-------------------|---------------|------|
| PHONE (A/C & No.) | Check One FTS | COMM |
|-------------------|---------------|------|

| 12 LINE ITEM | 13 ACT CODE | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|---|-------------|------------------------------------|------------------|-------------|-------------|---------------|---------------|-------------|
| 01 | | TASK # 63 - TRADE TALK SUMMER 2002 | 2540 | 2 | 2 | Job | \$5060.43 | \$ 5060 .43 |
| <p>The Contractor's proposal dated 4/23/02 in response to the Government Task Order #63 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.</p> | | | | | | | | |
| <p>This document is for FSA Processing only</p> | | | | | | | | |

| | | | |
|--|--|--|------------------------------|
| 20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c) | | | |
| 21 F.O.B. POINT DESTINATION | 22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30 | 22a TYPE COMMODITY/PAYMENT CODE -0- | 25 Sub-Total \$ 5,060 .43 |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) June 31, 2002 | 24 SHIP VIA IAW CONTRACT | 26 ESTIMATED FREIGHT -0- | 27 TOTAL \$ 5,060 .43 |

| 28 ACC LINE | 29 ACCOUNTING CLASSIFICATION | | | | | DISTRIBUTION | AMOUNT |
|-------------|------------------------------|--------|--------|---|---|--------------|--------|
| | A | B | C | D | E | | |
| 02 | 218 | 410284 | 000000 | | | | |

31a ISSUING OFFICE NAME AND ADDRESS
USDA/FSA/MSD/AMB/SPS
1400 INDEPENDENCE AVE SW - STOP 0567
WASHINGTON D.C. 20250-0567

31b ORDERED BY (Name and Title)
SANDRA GARLAND, CONTRACTING OFFICER
31c COMMERCIAL PHONE (Area Code and Number)
202-205-5649
31d FTS PHONE NO.
31e AUTHORIZED SIGNATURE
Sandra Garland

ISSUING OFFICE COPY

FORM 47, 9-96, GPO



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Task Order #63 - Trade Talk Summer 2002

Scope of Work

Widmeyer Communications will work with FSA to coordinate an appearance at the National Association of Farm Broadcaster's Summer Meeting. Widmeyer will accompany an FSA spoketeam to the meeting in Cedar Rapids and act as media liaison.

Statement of Work

- Widmeyer will register FSA for Trade Talk at the summer meeting.
- Widmeyer will obtain the attendees list in advance and research those reporters/outlets.
- Widmeyer will accompany an FSA spoketeam to Cedar Rapids.
- Widmeyer will act as media liaison at the meeting and secure media interviews.
- Widmeyer will write a report of the meeting, the Trade Talk appearance and all media opportunities.

Deliverables

- Report of FSA's appearance at the National Association of Farm Broadcasters meeting.

Period of Performance

- Work is to commence immediately upon approval of the task order and will be completed by June 31, 2002.

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|----------------------|--------------------------------|--------------------------------------|-------------------------|----------------|-------------------|-------------------------------|----------------------|--------|
| 1 PAGE NO. 1 OF 1 | 2 RECEIVING OFFICE NO. 3151 | 3 CONTRACT NUMBER 53-3151-0-00004 | 4 ORDER DATE 5/28/02 | 5 SF-281 CA | 6 UNIT CODE TR | 7 FUND CODE 43-3151-0-8012 | 8 ORDER NUMBER 64 | 9 SUB. |
|----------------------|--------------------------------|--------------------------------------|-------------------------|----------------|-------------------|-------------------------------|----------------------|--------|

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance

Hdmeyer Communications
825 CONNECTICUT AVE NW
WASHINGTON D.C. 20009

SHIP TO

USDA/FSA/MSD/AMB/SPS
1400 INDEPENDENCE AVE SW- STOP 0567
WASHINGTON D.C. 20250-0567

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|------------------|---|------------------|-------------|-------------|---------------|---------------|------------|
| 01 | | TASK #64 - ADDITIONAL AgVENTURE QUESTIONS | 2230 | 02 | 1 | Job | \$ 2445.78 | \$ 2445.78 |
| | | <p>The Contractor's proposal dated 5/20/02 in response to the Government Task Order #64 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.</p> <p>This document is for FSA Processing only</p> | | | | | | |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)

| | | | |
|---|--|--|-------------------------|
| 21 F.O.B. POINT DESTINATION | 22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30 | 22a TYPE COMMODITY/PAYMENT CODE -0- | 25 Sub-Total 2445.78 |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) JUNE 10, 2002 | 24 SHIP VIA LAW CONTRACT | 26 ESTIMATED FREIGHT -0- | 27 TOTAL 2445.78 |

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

| ADD LINE | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|----------|-----|--------|-------|---|---|--------------|--------|
| 2 | 218 | 410284 | 00000 | | | | |

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.

32 SIGNATURE AND TITLE: SANDRA GARLAND, CONTRACTING OFFICER

31b ORDERED BY (Name and Title): SANDRA GARLAND, CONTRACTING OFFICER

31c COMMERCIAL PHONE (Area Code and Number): (202) 205-5649

31d FTS PHONE NO. 209

33 RECEIPT DATE

34 TYPE SHIPMT

35 RECEIVING OFFICE PHONE (A/C & No.)

31e AUTHORIZED SIGNATURE



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Farm Service
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Washington, DC
20250-0506

Task Order #64 - Additional AgVenture Questions

Scope of Work

In response to the new Farm Bill, Widmeyer Communications will write and fact check additional questions and fun facts for the AgVenture CD-Rom game. USDA will provide Farm Bill background and available Q&A fact sheets. The new questions will be incorporated into each scene of the game – the farmhouse, barn and field. In addition, questions will be added to raise awareness of “E-Gov.”

Statement of Work

- USDA will provide Farm bill background and existing Q&A fact sheets.
- Widmeyer will write AgVenture questions and fun facts.
- Widmeyer will submit 30 new questions and citations about the 2002 Farm Bill for USDA approval.
- Widmeyer will submit 9 new questions and citations about “E-Gov” for USDA approval.
- Widmeyer will incorporate approved questions into the game.

Deliverables

- New questions and fun facts.

Period of Performance

- Work is to commence immediately upon approval of the task order and will be completed by June 10, 2002.

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| FOR AGENCY USE ONLY | | UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER | | | | | | |
| 1 PAGE NO. | 2 RECEIVING OFFICE NO. | 3 CONTRACT NUMBER | 4 ORDER DATE | 5 SF-281 | 6 UNIT CODE | 7 FUND CODE | 8 ORDER NUMBER | 9 SUB. |
| 1 OF 1 | 3151 | 53-3151-0-00004 | 5/28/02 | CA | | T8 | 43-3151-0-0012 | 68 |
| 10 TYPE PURCHASE (Check one) | | | | | | | | |
| <input type="checkbox"/> PURCHASE ORDER | | <input checked="" type="checkbox"/> DELIVERY ORDER | | | | | | |

| | |
|---|--|
| 10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) | 11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance |
| WIDMEYER COMMUNICATIONS 1825 CONNECTICUT AVE NW WASHINGTON D.C. 20009 | SHIP TO USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW - STOP 0567 WASHINGTON D.C. 20250-0567 |

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|------------------|--|------------------|-------------|-------------|---------------|---------------|------------|
| 11 | | TASK # 65 - USDA FARM BILL FORUM | 2540 | 2 | 1 | JOB | \$ 9173.75 | \$ 9173.75 |
| | | The Contractor's proposal dated 5/22/02 in response to the Government Task Order #65 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached. | | | | | | |
| | | This document is for FSA Processing only | | | | | | |

| | | | |
|--|--------------------------------------|---------------------------------|-----------------------|
| 20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c) | | | |
| 21 F.O.B. POINT | 22 DISCOUNT AND/OR NET PAYMENT TERMS | 22a TYPE COMMODITY/PAYMENT CODE | 25 |
| Destination | Net 30 | -0- | Sub-Total \$ 9,173.75 |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) | 24 SHIP VIA | 26 ESTIMATED FREIGHT | 27 |
| June 11, 2002 | IAW CONTRACT | -0- | TOTAL \$ 9,173.75 |

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

| ACC LINE | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|----------|-----|--------|--------|---|---|--------------|--------|
| 2 | 5 | 10 | 5 | 4 | 1 | 4 | 1 |
| 02 | 218 | 410284 | 000000 | | | | |

| | | |
|--|--|---|
| I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order. | | 31b ORDERED BY (Name and Title) |
| 32 SIGNATURE AND TITLE | | SANDRA GARLAND, CONTRACTING OFFICER |
| 33 RECEIPT DATE | | 31c COMMERCIAL PHONE (Area Code and Number) |
| 34 TYPE SHIPMT | | (202) 205-5640 |
| 35 RECEIVING OFFICE PHONE (A/C & No.) | | 31e AUTHORIZED SIGNATURE |

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United States
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Agriculture

Farm and Foreign
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Farm Service
Agency

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Washington, DC
20250-0506

Task Order #65 - USDA Farm Bill Forum

Scope of Work

Widmeyer Communications will facilitate an all-day forum for USDA Farm Service Agency and National Resources Conservation Service personnel to discuss aspects of the new Farm Bill with various stakeholders.

Statement of Work

- Widmeyer will develop an invite to the Forum to be delivered electronically via e-mail to invitees.
- Widmeyer will distribute the invite to lists provided by USDA.
- Widmeyer will supplement USDA lists with 1) Additional contacts from the CREP database developed and maintained by Widmeyer; and 2) Widmeyer contacts within the agriculture, conservation, environmental and related communities.
- Widmeyer will develop an agenda for the Forum.
- Widmeyer will provide facilities for the Forum suitable for classroom-style seating of up to 70 participants.
- Widmeyer will assist with the drafting and facilitate distribution of a press release for the Forum.
- Widmeyer will maintain a sign-in sheet for Forum participants and deliver that list to USDA at the end of the Forum.
- Widmeyer will take notes during the Forum and provide a written summary of key discussion points and any applicable action items.

Deliverables

- Electronic Invite.
- Facility for the Forum.
- Written summary of key discussion points and action items.

Period of Performance

- Work is to commence immediately upon approval of the task order and will be completed by June 11, 2002.

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PURCHASE ORDER

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|-----------------|--------------------------------|--------------------------------------|------------------------|----------------|-------------|-------------------|----------------------------------|--------------|
| 1 PAGE NO. 1 | 2 RECEIVING OFFICE NO. 3151 | 3 CONTRACT NUMBER 53-3151-0-00004 | 4 ORDER DATE 6/6/02 | 5 SF-281 CA | 6 UNIT CODE | 7 FUND CODE T8 | 8 ORDER NUMBER 43-3151-0-8012 | 9 SUB. 66 |
|-----------------|--------------------------------|--------------------------------------|------------------------|----------------|-------------|-------------------|----------------------------------|--------------|

10 TYPE PURCHASE (Check one)
 PURCHASE ORDER
 DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
WIDMEYER COMMUNICATIONS
1825 CONNECTICUT AVE NW
WASHINGTON D.C. 20009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance
USDA/FSA/MSD/AMB/SPS
1400 INDEPENDENCE AVE SW -S TOP 0567
WASHINGTON D.C. 20250-0567

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|------------------|---|------------------|-------------|-------------|---------------|---------------|-----------|
| 01 | | TASK #66 - CREP Forum 2002 The Contractor's proposal dated 5/20/02 in response to the Government Task Order #66 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached. This document is for FSA Processing only | 2540 | 2 | 1 | job | \$ 10,984.10 | 10,984.10 |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1).

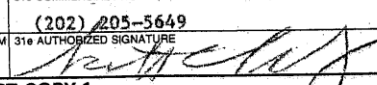
| | | | |
|---|--|--|-----------------|
| 21 F.O.B. POINT Destination | 22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30 | 22a TYPE COMMODITY/PAYMENT CODE -0- | 25 Sub-Total |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) June 30, 2002 | 24 SHIP VIA IAW CONTRACT | 26 ESTIMATED FREIGHT -0- | 27 TOTAL |

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

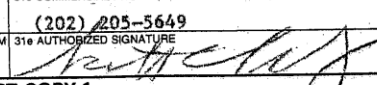
| ACCT. NO. | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|-----------|-----|--------|--------|---|---|--------------|--------|
| 02 | 218 | 410284 | 000000 | | | | |

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.

31b ORDERED BY (Name and Title)
SCOTT C. WOLZ, CONTRACTING OFFICER

32 SIGNATURE AND TITLE


31c COMMERCIAL PHONE (Area Code and Number)
(202) 205-5649

31d AUTHORIZED SIGNATURE


33 RECEIPT DATE

34 TYPE SHIPMT

35 RECEIVING OFFICE PHONE (A/C & No.)

31e FTS PHONE NO.

RECEIPT COPY 1



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

Task Order #66 - CREP Forum 2002

Scope of Work

In a role similar to years past, Widmeyer Communications will be supporting FSA participation at the annual CREP conference. In collaboration with FSA, Widmeyer will produce a PowerPoint and speaker's notes for the "State of CREP" session. Widmeyer will also prepare and lead a Marketing session in the program. Prior to the conference Widmeyer will compile sponsor logos into a slideshow. On-site Widmeyer will support and counsel to conference planners. Throughout the meeting Widmeyer will take notes and compile all with conference materials into a final report.

Statement of Work

- With FSA Widmeyer will produce a PowerPoint and speakers notes for the "State of the CREP" session.
- Widmeyer will prepare and co-deliver a Marketing session.
- Widmeyer will produce a looped slideshow of partner logos.
- Widmeyer will prepare talking points for USDA speakers at the conference.
- Two Widmeyer representatives will travel to Peoria, IL for the June 8 - 12, 2002 CREP Forum.
- At the forum, the Widmeyer team will provide on-going support to conference planners, lead the Marketing session, take meeting notes and collect presentation materials for a final report.
- Widmeyer will distribute, collect and compile evaluation forms.
- Widmeyer will compile a final report, which will be delivered to FSA in printed form and in an electronic format that can be posted to the FSA website.

Deliverables

- State of CREP presentation.
- Marketing session.
- Forum 2002 report

Period of Performance

- Work is to commence immediately upon approval of the task order and will be completed by June 11, 2002.

Cost and Hours by Labor Category

[Redacted content]

USDA is an Equal Opportunity Employer

RIF
2/14

FOR AGENCY USE ONLY UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER

1 PAGE NO. 2 RECEIVING OFFICE NO. 3 CONTRACT NUMBER 4 ORDER DATE 5 SF-281 6 UNIT CODE 7 FUND CODE 8 ORDER NUMBER 9 SUB.

1 OE 3151 53-3151-0-00004 7/30/02 CA TR 43-3151-0-8012 67

10 TYPE PURCHASE (Check one)
 PURCHASE ORDER DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
 WIDMEYER COMMUNICATIONS
 1825 CONNECTICUT AVE NW
 WASHINGTON D.C. 20009

11 SHIP TO
 USDA/FSA/MSD/AMB/SPS
 1400 INDEPENDENCE AVE SW
 WASHINGTON D.C. 20250-0367

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--|------------------|--|------------------|-------------|-------------|---------------|---------------|-------------|
| 01 | | TASK ORDER # 67 - FSA GENERAL BROCHURE The Contractor's proposal dated 6/14/02 in response to the Government Task Order #67 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached. | 2540 | 2 | 1 | JOB | \$ 5,133.98 | \$ 5,133.98 |
| This document is for FSA Internal Processing only. | | | | | | | | |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)

21 F.O.B. POINT DESTINATION NET 30
 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 24 SHIP VIA
 SEE PERIOD OF PERFORMANCE LAW CONTRACT

22a TYPE COMMODITY/PAYMENT CODE -0-
 25 Sub-Total \$ 5,133.98
 26 ESTIMATED FREIGHT -0-
 27 TOTAL \$ 5,133.98

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

| ACC LINE | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|----------|-----|--------|--------|---|---------|--------------|--------|
| -2 | 5 | 10 | 3 | 4 | 1 4 1 2 | 2 | |
| 02 | 218 | 410284 | 000000 | | | | |

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.

31b ORDERED BY (Name and Title)
 SANDRA GARIAND, Contracting Officer

32 SIGNATURE AND TITLE
 (Signature)

31c COMMERCIAL PHONE (Area Code and Number)
 (202) 205-5649

31d PHONE NO.
 (202) 205-5649

33 RECEIPT DATE 34 TYPE SHIPMT 35 RECEIVING OFFICE PHONE (A/C & No.) FTS COMM 37 AUTHORIZED SIGNATURE



United States
Department of
Agriculture

MEMO

Farm and Foreign
Agricultural
Services

TO 67- FSA General Brochure

Farm Service
Agency

Scope of Work

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

Widmeyer Communications will create a four-color, 12-page (plus cover) original pamphlet explaining the mission, structure and service areas of the USDA Farm Service Agency. Widmeyer will draft the copy (using as resources existing materials such as the current FSA pamphlet and the FSA Web site), design the piece, and provide materials necessary for GPO printing.

Statement of Work

- Widmeyer will consult with USDA to develop a design concept for the pamphlet.
- Widmeyer will consult with USDA to draft copy for the pamphlet.
- Widmeyer will write the copy and provide for one (1) round of edits.
- Widmeyer will provide proofing copies of a 12-page (plus cover) pamphlet and allow for one (1) round of edits.
- Widmeyer will provide materials and forms necessary for GPO printing.

Deliverables

- Camera-ready brochure on diskette in USDA's preferred format.
-

Period of Performance

Work is to commence immediately upon approval of the task order and will be completed within eight calendar weeks.

RIF
2/16

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Farm Service Agency

FOR AGENCY USE ONLY

UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER

| | | | | | | | | |
|---|--------------------------------|--|-------------------------|----------|-------------|-------------|----------------|--------|
| 1 PAGE NO. 1 OF 2 | 2 RECEIVING OFFICE NO. 2151 | 3 CONTRACT NUMBER 53-3151-0-0000 | 4 ORDER DATE 8/23/02 | 5 SF-281 | 6 UNIT CODE | 7 FUND CODE | 8 ORDER NUMBER | 9 SUB. |
| 10 TYPE PURCHASE (Check one) <input type="checkbox"/> PURCHASE ORDER | | <input checked="" type="checkbox"/> DELIVERY ORDER | | | | | | |

| | |
|--|--|
| 10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) WIDMEYER COMMUNICATIONS 1825 CONNECTICUT AVE NW WASHINGTON D.C. 20009 | 11 SHIP TO USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567 |
|--|--|

| 12 LINE ITEM | 13 ACT CODE | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|---|-------------|--|------------------|-------------|-------------|---------------|---------------|-----------|
| 01 | | TASK ORDER # 68 - BUFFER NOTES 2002 The Contractor's proposal dated 7/1/02 in response to the Government Task Order #68 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached. | 2540 | 2 | 1 | JOB | 13,644.40 | 13,644.40 |
| THIS DOCUMENT IS FOR FSA INTERNAL PROCESSING ONLY | | | | | | | | |

| | | | |
|--|--|--|---------------------------|
| 20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1). | 22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30 | 22a TYPE COMMODITY/PAYMENT CODE -0- | 25 Sub-Total 13,644.40 |
| 21 F.O.B. POINT DESTINATION | 24 SHIP VIA TAW CONTRACT | 26 ESTIMATED FREIGHT -0- | 27 TOTAL 13,644.40 |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) | 29 PERIOD OF PERFORMANCE | 29 ACCOUNTING CLASSIFICATION | 30 DISTRIBUTION |

| 28 ACC LINE | 29 ACCOUNTING CLASSIFICATION | | | | | DISTRIBUTION | AMOUNT |
|-------------|------------------------------|--------|--------|---|---|--------------|--------|
| | A | B | C | D | E | | |
| 02 | 218 | 410284 | 000000 | | | | |

| | |
|---|--|
| 31a ISSUING OFFICE NAME AND ADDRESS USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW - STOP 0567 WASHINGTON D.C. 20250-0567 | 31b ORDERED BY (Name and Title) SANDRA GARLAND, CONTRACTING OFFICER |
| | 31c COMMERCIAL PHONE (Area Code and Number) (202) 205-5669 |
| | 31d FRS PHONE NO. |
| | 31e AUTHORIZED SIGNATURE <i>[Signature]</i> |



MEMO

United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

TO 68 – Buffer Notes Fall 2002

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

Scope of Work

Widmeyer Communications will hire and manage the subcontractor National Association of Conservation Districts (NACD) to produce the every-other-month issue of "Buffer Notes."

Statement of Work

- Widmeyer will consult with NACD and oversee the following:
- Writing, editing, designing, proofing, securing FSA approval for and printing two (2) issues of the four-page, two-color newsletter "Buffer Notes."
- Providing proofing copy of the newsletter a minimum of five days prior to printing.
- Distributing the newsletter via third-class bulk mail to a minimum of 6,500 recipients nationwide. These recipients represent a combination of National Association of Conservation District members and Soil and Water Conservation Society lists.
- Posting the newsletter on the World Wide Web at the site www.nacdnet.org within 15 days of mailing.

Deliverables

- Two (2) issues of Buffer Notes.

Period of Performance

Work is to commence immediately upon approval of the task order. Issues of Buffer Notes will be placed in U.S. mail according to the following schedule:

| | |
|----------------------|-------------|
| September 2002 issue | by Sept. 30 |
| November 2002 issue | by Nov. 30 |

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Farm Service Agency

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2/8

FOR AGENCY USE ONLY UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER

| | | | | | | | | |
|--|--------------------------------|--------------------------------------|---|----------------|-------------------|-------------------------------|----------------------|--------|
| 1 PAGE NO. 1 OF 2 | 2 RECEIVING OFFICE NO. 3151 | 3 CONTRACT NUMBER 53-3151-0-00004 | 4 ORDER DATE 8/27/02 | 5 SF-281 CA | 6 UNIT CODE T8 | 7 FUND CODE 43-3151-0-8012 | 8 ORDER NUMBER 69 | 9 SUB. |
| 10 TYPE PURCHASE (Check one) <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER | | | 11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567 | | | | | |

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
WIDMEYER COMMUNICATIONS
1825 CONNECTICUT AVENUE NW
WASHINGTON D.C. 20250-0567

SHIP TO

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance
USDA/FSA/MSD/AMB/SPS
1400 INDEPENDENCE AVE SW
WASHINGTON D.C. 20250-0567

PHONE (A/C & No.) _____ Check One FTS COMM

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC. LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|---|------------------|--|------------------|--------------|-------------|---------------|---------------|-----------|
| 1 | | TASK ORDER # 69 - CD-ROM: PACKAGING AND DUPLICATION The Contractor's proposal dated 7/25/02 in response to the Government Task Order # 69 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached. | 2540 | 2 | 1 | JOB | \$14,025.79 | 14,025.79 |
| THIS DOCUMENT IS FOR FSA INTERNAL PROCESSING ONLY | | | | | | | | |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)

| | | | |
|--|--|--------------------------------------|------------------------------|
| 21 F.O.B. POINT DESTINATION | 22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30 | 22a TYPE COMMODITY/PAYMENT CODE 0 | 25 Sub-Total \$ 14,025.79 |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) | 24 SHIP VIA | 26 ESTIMATED FREIGHT 0 | 27 TOTAL \$ 14,025.79 |

SEE PERIOD OF PERFORMANCE LAW CONTRACT
FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

| ACC. LINE | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|-----------|-----|--------|--------|---|---|--------------|--------|
| 2 | 5 | 10 | 5 | 4 | 4 | 2 | |
| 02 | 218 | 410284 | 000000 | | | | |

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.

31b ORDERED BY (Name and Title)
SANDRA CARLAND, CONTRACTING OFFICER

32 SIGNATURE AND TITLE _____

31c COMMERCIAL PHONE (A/C & No.) _____

33 RECEIPT DATE _____ 34 TYPE SHIPMT _____ 35 RECEIVING OFFICE PHONE (A/C & No.) _____

31a AUTHORIZED SIGNATURE _____

RIF
219



United States
Department of
Agriculture

MEMO

Farm and Foreign
Agricultural
Services

Farm Service
Agency

TO 69 – CD ROM: Packaging and Duplication

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

Scope of Work

Widmeyer Communications create packaging and oversee duplication of the CD-ROM game "AgVenture."

Statement of Work

- Widmeyer will design packaging for the CD-ROM based on the design developed for the "Beta" version of the CD-ROM.
- The packaging will be cardboard, "wallet-style," and will include instructions for play of the game and for use of the CD-ROM.
- Widmeyer will provide USDA with all source code and other information necessary for hosting AgVenture on the USDA Web site.

Deliverables

- One Master CD and one Master CD Back-up
- Explanation of source code.
- 3,000 completed duplicate CD's in "wallet-style" packaging.

Period of Performance

- Work is to commence immediately upon issuance of this Task Order.
- Final CD-ROM will be delivered no later than four business weeks after approval of final AgVenture game.

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Farm Service Agency

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220

FOR AGENCY USE ONLY

UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER

| | | | | | | | | |
|----------------------|--------------------------------|--------------------------------------|------------------------|----------------|-------------------|-------------------|----------------------------------|--------------|
| 1 PAGE NO. 1 OF 2 | 2 RECEIVING OFFICE NO. 3151 | 3 CONTRACT NUMBER 53-3151-0-0000A | 4 ORDER DATE 9/6/02 | 5 SF-281 CA | 6 UNIT CODE TR | 7 FUND CODE TR | 8 ORDER NUMBER 43-3151-0-8012 | 9 SUB. 70 |
|----------------------|--------------------------------|--------------------------------------|------------------------|----------------|-------------------|-------------------|----------------------------------|--------------|

10 TYPE PURCHASE (Check one)
 PURCHASE ORDER
 DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
WIDMETER COMMUNICATIONS
1825 CONNECTICUT AVE NW
WASHINGTON D.C. 20009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance
USDA/FSA/MSD/AMB/SPS
1400 INDEPENDENCE AVE SW
WASHINGTON D.C. 20250-0567

| 12 LINE ITEM | 13 ACT CODE | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|-------------|--|------------------|-------------|-------------|---------------|---------------|-----------|
| 1 | | TASK ORDER # 70 - NAPS ARTICLE | 2540 | 2 | 1 | JOB | 80,585.69 | 80,585.69 |
| | | <p>The Contractor's proposal dated 8/7/02 in response to the Government Task Order #70 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.</p> | | | | | | |
| | | <p>THIS DOCUMENT IS FOR FSA INTERNAL PROCESSING ONLY</p> | | | | | | |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c) ():

| | | | |
|---|---|--|-------------------------------------|
| 21 F.O.B. POINT DESTINATION | 22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30 | 22a TYPE COMMODITY/PAYMENT CODE -0- | 25 Sub-Total \$ 80,585.69 |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 12/31/02 | 24 SHIP VIA LAW CONTRACT | 26 ESTIMATED FREIGHT -0- | 27 TOTAL \$ 80,585.69 |

| 28 ACC LINE | 29 ACCOUNTING CLASSIFICATION | | | | | 30 DISTRIBUTION | 31 AMOUNT |
|-------------|------------------------------|--------|--------|---|---|-----------------|-----------|
| | A | B | C | D | E | | |
| 2 | 218 | 410284 | 000000 | | | 2 | |

31a ISSUING OFFICE NAME AND ADDRESS
USDA/FSA/MSD/AMB/SPS
1400 INDEPENDENCE AVE SW
WASHINGTON D.C. 20250-0567

31b ORDERED BY (Name and Title)
SANDRA GARLAND, CONTRACTING OFFICER

31c COMMERCIAL PHONE (Area Code and Number)
(202) 205-5649

31d FSA PHONE NO.
 [Handwritten Signature]



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

TO #70 - NAPS Article

Scope of Work

Widmeyer Communications will work with USDA to develop 12 timely articles for North American Precipitation Syndicate (NAPS) production and distribution. Widmeyer will write stories including but not limited to CREP partnerships, water quality benefits, wildlife benefits, program milestones and farm bill news. Each story will be distributed to the top 500 daily newspapers plus another 1,000 daily papers and 8,500 suburban weeklies. Widmeyer will compile a clippings report for each piece to document and evaluate its success.

Statement of Work

- In consultation with FSA, Widmeyer Communications will select 12 subjects for stories.
 - Widmeyer will gather information and interview various sources.
 - Widmeyer will draft two articles each month.
 - Widmeyer will work with NAPS to produce camera-ready pieces
 - Widmeyer will work with NAPS to distribute and generate more than 100 placements per article.
 - Widmeyer will monitor media coverage.
- Widmeyer will produce a final report.

Deliverables

- 2 NAPS stories per month for six months
- Usage report

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by Dec. 31, 2002.

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Farm Service Agency

RIF
222

| | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|--|------------------------|--|--|-------------------|--|--|---|--|--|--|--|--|-------------|--|--|----------------|--|--|----------------|--|--|--------|--|--|
| FOR AGENCY USE ONLY | | | | | | | | | UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER | | | | | | | | | | | | | | | | | |
| 1 PAGE NO. | | | 2 RECEIVING OFFICE NO. | | | 3 CONTRACT NUMBER | | | 4 ORDER DATE | | | 5 SF-281 | | | 6 UNIT CODE | | | 7 FUND CODE | | | 8 ORDER NUMBER | | | 9 SUB. | | |
| 1 OF 2 | | | 3151 | | | 53-3151-0-00004 | | | 8/6/02 | | | CA | | | FB | | | 43-3151-0-8012 | | | 71 | | | | | |
| 10 TYPE PURCHASE (check one) | | | | | | | | | | | | 11 | | | | | | | | | | | | | | |
| <input type="checkbox"/> PURCHASE ORDER | | | | | | | | | | | | <input checked="" type="checkbox"/> DELIVERY ORDER | | | | | | | | | | | | | | |

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
VIDMEYER COMMUNICATIONS
1825 CONNECTICUT AVE NW
WASHINGTON D.C. 20009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance
USDA/FSA/MSD/AMB/SPS
1400 INDEPENDENCE AVE SW
WASHINGTON D.C. 20250-367

| 12 LINE ITEM | 13 ACT CODE | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--|-------------|---|------------------|-------------|-------------|---------------|---------------|--------------|
| 01 | | TASK ORDER# 71 - RADIO ACTUALITIES | 2540 | 2 | 1 | JOB | \$ 30,115.33 | \$ 30,115.33 |
| <p>The Contractor's proposal dated 8/7/02 in response to the Government Task Order #71 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.</p> | | | | | | | | |
| <p>THIS DOCUMENT IS FOR FSA INTERNAL PROCESSING ONLY</p> | | | | | | | | |

| | | | | | | | |
|---|--|--------------------------------------|--|------------------------------------|--|------------------------------|--|
| 20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c) (). | | | | | | | |
| 21 F.O.B. POINT | | 22 DISCOUNT AND/OR NET PAYMENT TERMS | | 22a TYPE COMMODITY/ PAYMENT CODE ▶ | | 25 | |
| DESTINATION | | NET 30 | | | | Sub-Total ▶ 30,115.33 | |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) | | 24 SHIP VIA | | 26 ESTIMATED FREIGHT | | 27 | |
| DECEMBER 31, 2002 | | LAW CONTRACT | | -0- | | TOTAL ▶ 30,115.33 | |

| 28 ACC LINE | 29 ACCOUNTING CLASSIFICATION | | | | | 30 DISTRIBUTION | 31 AMOUNT |
|-------------|------------------------------|--------|--------|---|---|-----------------|-----------|
| | A | B | C | D | E | | |
| 02 | 218 | 410284 | 000000 | | | | |

| | | | |
|---|--|--|--|
| 31a ISSUING OFFICE NAME AND ADDRESS | | 31b ORDERED BY (Name and Title) | |
| USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567 | | SANDRA GARLAND, CONTRACTING OFFICER 31c COMMERCIAL PHONE (Area Code and Number) (202) 205-5649 31d AUTHORIZED SIGNATURE | |

RIF
2/23

AGENCY USE COPY

FORM AD-R3R-5PF (Rev. 7)



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

TO #71 – Radio Actualities

Scope of Work

Widmeyer Communications will work with USDA to develop radio actualities for CREP states. Widmeyer will consult with USDA on topics for the pieces, write and produce spots, work with a producer and place the actualities on small- to mid-sized stations. In total, Widmeyer will pitch 50 actualities for FSA.

Statement of Work

- In consultation with FSA, Widmeyer Communications will write radio actualities, and tailor scripts for each CREP state.
- Widmeyer will work with a producer to create 50 actualities.
- Widmeyer will use state CREP partners and personnel whenever possible for soundbites.
- Widmeyer will work with a producer to pitch small- to mid-size radio stations in each state and place each actuality on at least five stations within the state.
- Widmeyer will monitor all useage.
- Widmeyer will produce a final report.

Deliverables

- One model script for each actuality.
- Final report.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by December 31, 2002.

An Equal Opportunity Employer

Farm Service Agency

RIF
224

FOR AGENCY USE ONLY UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER

| | | | | | | | | |
|------------|------------------------|-------------------|--------------|----------|-------------|-------------|----------------|--------|
| 1 PAGE NO. | 2 RECEIVING OFFICE NO. | 3 CONTRACT NUMBER | 4 ORDER DATE | 5 SF-281 | 8 UNIT CODE | 7 FUND CODE | 9 ORDER NUMBER | 9 SUB. |
| 1 OF 2 | 3151 | 53-3151-0-00004 | 11/26/02 | CA | | TS | 43-3151-0-9012 | 72 |

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)

WIDMEYER COMMUNICATINSS
1825 CONNECTICUT AVE NW
WASHINGTON D.C. 20009

SHIP TO

USDA/FSA/MSD/AMB/SPS
1400 INDEPENDENCE AVE SW
WASHINGTON D.C. 20250-0567

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|------------------|---|------------------|-------------|-------------|---------------|---------------|-----------|
| 01 | | <p>TASK ORDER #72 - May Now Coding and Programming</p> <p>The Contractor's proposal dated 10/18/02 in response to the Government Task Order #72 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.</p> <p style="text-align: center;">This document is for FSA processing only</p> | 2540 | 3 | 1 | JOB | 29,713.39 | 29,713.39 |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)
21 F.O.B. POINT

DESTINATION: NET 30
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date): December 23, 2002
24 SHIP VIA: LAW CONTRACT

| | | |
|--------------------------------------|-----------|----------------------|
| 22 DISCOUNT AND/OR NET PAYMENT TERMS | 25 | 26 ESTIMATED FREIGHT |
| Sub-Total | 29,713.39 | TOTAL |
| | | 29,713.39 |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)
21 F.O.B. POINT

| ACC LINE | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|----------|---------------|---|---|---|---|--------------|--------|
| 13 | 3841028403000 | | | | | | |

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.

31b ORDERED BY (Name and Title): **Scott C. Holz, Contracting Officer**

32 SIGNATURE AND TITLE: *[Signature]*

31c COMMERCIAL PHONE (Area Code and Number): (202) 205 5649

31d FTS PHONE NO.

33 RECEIPT DATE

34 TYPE SHIPMT

35 RECEIVING OFFICE PHONE (A/C & No.)

FTS COMM

31a AUTHORIZED SIGNATURE: *[Signature]*

RECEIPT COPY 1



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

TO #72 – Hay Now Coding & Programming

Scope of Work

Widmeyer Communications will code and program the Hay Now CD-Rom game.

Statement of Work

- Widmeyer Communications will develop all programming for the Hay Now CD-Rom – including animations and databases.
- Widmeyer will provide segments of the game on-line for beta testing, as they are developed.
- When the game is complete, Widmeyer will provide a CD-Rom for complete beta testing.
- FSA will have one week (five business days) for testing the final CD-Rom.
- Upon testing and final FSA approval, Widmeyer will deliver a final version of Hay Now to FSA.

Deliverables

- On-line segments for beta testing.
- Beta version of Hay Now
- Final version of Hay Now

Period of Performance

Work is to begin immediately as Hay Now artwork develops and will be completed over a course of six weeks, or by Dec. 23, 2002.

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| FOR AGENCY USE ONLY | | | UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------------------------|-------------------|--|----------|-------------|---|----------------|--------|---------------------------------|---|-------------|-----------------------------------|-------------|---------------------------------------|---------------|-----|---------------|------|-----------|-----------------------------|--|-------------------|--|--|--|--|--|--|--|
| 1 PAGE NO. | 2 RECEIVING OFFICE NO. | 3 CONTRACT NUMBER | 4 ORDER DATE | 5 SF-281 | 6 UNIT CODE | 7 FUND CODE | 8 ORDER NUMBER | 9 SUB. | | | | | | | | | | | | | | | | | | | | | |
| 1 OF 2 | 3151 | 53 3151 3 00004 | 11/07/02 | CA | | TS | 43 3151 0 0012 | 73 | | | | | | | | | | | | | | | | | | | | | |
| 10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) | | | 11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WIDMEYER COMMUNICATIONS 1825 CONNECTICUT AVE NW WASHINGTON D.C. 20009 | | | SHIP TO USDA/FSA/MSD/AMB/SPS 1400 Independence Ave, SW Washington D.C. 20250-0567 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 LINE ITEM | | | 13 QUANT. REC'D. | | | 14 DESCRIPTION | | | 15 BUDGET OBJECT | | 16 ACC LINE | | 17 QUANTITY | | 18 UNIT ISSUE | | 19 UNIT PRICE | | 20 AMOUNT | | | | | | | | | | |
| 1 | | | | | | Task Order # 73 - Hay Now Sound, Web & 508 | | | 2540 | | 2 | | 1 | | JOB | | 14,449.00 | | 14,449.00 | | | | | | | | | | |
| | | | | | | The Contractor's proposal dated 10/18/02 in response to the Government Task Order #73 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of performance are attached. | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | This document is for FSA internal processing only | | | | | | | | | | | | | | | | | | | | | | | |
| 20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 21 F.O.B. POINT | | | 22 DISCOUNT AND/OR NET PAYMENT TERMS | | | | | | 22a TYPE COMMODITY/PAYMENT CODE | | | | | | 25 Sub-Total | | | | | | | | | | | | | | |
| DESTINATION | | | NET 30 | | | | | | 0 | | | | | | \$ 14,449.00 | | | | | | | | | | | | | | |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) | | | 24 SHIP VIA | | | | | | 26 ESTIMATED FREIGHT | | | | | | 27 TOTAL | | | | | | | | | | | | | | |
| NOV 31 2002 | | | TAX CONTRACT | | | | | | 0 | | | | | | \$ 14,449.00 | | | | | | | | | | | | | | |
| FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACQ LINE | | A | | B | | C | | D | | E | | DISTRIBUTION | | AMOUNT | | | | | | | | | | | | | | | |
| - 2 | | 5 | | 10 | | 5 | | 3 | | 4 | | 1 | | 4 | | 1 | | 2 | | | | | | | | | | | |
| | | 218410284 | | 000000 | | | | | | | | | | | | | | | | | | | | | | | | | |
| I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order. | | | | | | | | | | | | 31b ORDERED BY (Name and Title) | | | | | | | | | | | | | | | | | |
| 32 SIGNATURE AND TITLE | | | | | | | | | | | | SABRA FARINO, CONTRACTING OFFICER | | | | | | | | | | | | | | | | | |
| 33 RECEIPT DATE | | | | | | | | | | | | 34 TYPE SHIPMT | | 35 RECEIVING OFFICE PHONE (A/C & No.) | | FTS | | COMM | | 31c AUTORIZED SIGNATURE 043 | | 31d FTS PHONE NO. | | | | | | | |

RIF
227



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

TO #73 – Hay Now Sound, Web & 508

Scope of Work

Widmeyer Communications will work with professional talent and sound engineers to record and incorporate character voices and sound effects in Hay Now. Widmeyer will produce an alternative version of Hay Now that meets all 508 requirements. Widmeyer will also minimize file size for an internet version of the game.

Statement of Work

- Working with FSA, Widmeyer will select voice talent for the game.
- Widmeyer will rent studio space and tape character voices.
- Widmeyer will work with sound engineers to finish audio for the game.
- Widmeyer will produce a 508 version of the game.
- Widmeyer will provide USDA with all source code and other information necessary for hosting Hay Now on the USDA Web site.

Deliverables

- Recording session
- Final Hay Now audio
- Hay Now 508
- Hay Now internet files and source codes

Period of Performance

Work is to concur with Hay Now production as artwork and programming develop and will be completed by Dec. 31, 2002.

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UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER

| | | | | | | | | |
|--|------------------------|-------------------|---|----------|-------------|----------------|----------------|--------|
| 1 PAGE NO. | 2 RECEIVING OFFICE NO. | 3 CONTRACT NUMBER | 4 ORDER DATE | 5 SF-281 | 6 UNIT CODE | 7 FUND CODE | 8 ORDER NUMBER | 9 SUB. |
| OF 2 | 2151 | 53-3151-0-00004 | 11/26/02 | CA | TR | 63-3151-0-8012 | 74 | |
| 8a TYPE PURCHASE (Check one) <input checked="" type="checkbox"/> PURCHASE ORDER | | | <input type="checkbox"/> DELIVERY ORDER | | | | | |

| | |
|---|---|
| 10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) | 11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance |
| WIDMEYER COMMUNICATIONS 1825 CONNECTICUT AVE NW WASHINGTON D.C. 20609 | SHIP TO USDA/FSA/MSD/AMS/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567 |

| 12 LINE ITEM | 13 ACT CODE | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|-------------|--|------------------|-------------|-------------|---------------|---------------|-----------|
| 01 | | TASK ORDER # 74 May Now Artwork The Contractor's proposal dated 10/18/02 in response to the Government Task Order #74 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of performance are attached. | 2540 | 3 | 1 | JOB | 22,745.50 | 22,745.50 |

| | | | |
|--|--------------------------------------|---------------------------------|-----------|
| 20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c) | 22 DISCOUNT AND/OR NET PAYMENT TERMS | 22a TYPE COMMODITY/PAYMENT CODE | 25 |
| 21 F.O.B. POINT | NET 30 | 0 | |
| 23 DESTINATION DELIVER TO F.O.B. POINT ON OR BEFORE (Date) | 24 SHIP VIA | 26 ESTIMATED FREIGHT | 27 |
| December 16, 2002 | IAW CONTRACT | 0 | |
| 29 ACCOUNTING CLASSIFICATION | | | 30 |
| | | | 22,745.50 |

| 28 ACC LINE | 29 ACCOUNTING CLASSIFICATION | | | | | DISTRIBUTION | AMOUNT |
|-------------|------------------------------|---|---|---|---|--------------|--------|
| | A | B | C | D | E | | |
| 03 | 3841028403000 | | | | | | |

| | |
|--|--|
| 31a ISSUING OFFICE NAME AND ADDRESS | 31b ORDERED BY (Name and Title) |
| USDA/FSA/MSD/AMS/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567 | SCOTT C. WOLF CONTRACTING OFFICER 31c COMMERCIAL PHONE (Area Code and Number) 202-205-5649 31d AUTHORIZED SIGNATURE <i>[Signature]</i> |

RIF
229



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

Task Order 74 – Hay Now Artwork

Scope of Work

Widmeyer Communications will produce electronic artwork for the Hay Now CD-Rom game.

Statement of Work

- In consultation with FSA, Widmeyer Communications will finalize the Hay Now script with technical specifications.
- In consultation with FSA, Widmeyer Communications will produce all artwork associated with the Hay Now game.
- Widmeyer will submit color copies of key images for FSA approval.
- Artwork will include all characters, animation instructions, scenes, etc.
- Artwork will be converted into electronic files for use on the CD-ROMs, internet versions, or for any other purposes (promotional, etc.).

Deliverables

- Electronic files containing all Hay Now art.

Period of Performance

- Work is to begin immediately upon issuance of this task order and will be completed by November 25, 2002.

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FOR AGENCY USE ONLY UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER

1 PAGE NO. 2 RECEIVING OFFICE NO. 3 CONTRACT NUMBER 4 ORDER DATE 5 SF-281 6 UNIT CODE 7 FUND CODE 8 ORDER NUMBER 9 SUB.
 1 OF 1 2151 52-3151-0-00004 11/26/02 GA TB 43-3151-0-0012 75
 10 TYPE PURCHASE (Check one) PURCHASE ORDER DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
 WIDMEYER COMMUNICATIONS
 1825 CONNECTICUT AVE SW
 WASHINGTON D.C. 20009
 11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance
 SHIP TO
 USDA/FSA/MSD/AMB/SPS
 1400 INDEPENDENCE AVE SW
 Washington D.C. 20250-0567

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|------------------|--|------------------|-------------|-------------|---------------|---------------|-----------|
| 01 | | TASK ORDER# - Hay Now Packaging and Duplication 75 The Contractor's proposal dated 10/18/02 in response to the Government Task Order #75 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached. This document is for FSA Internal Processing only. | 2540 | 3 | 1 | JOB | 9,369.65 | 9,369.65 |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(e)()
 21 F.O.B. POINT 22 DISCOUNT AND/OR NET PAYMENT TERMS 22a TYPE COMMODITY/PAYMENT CODE
 DESTINATION 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 24 SHIP VIA
 December 31 2002
 Sub-Total 25 27 9,369.65
 26 ESTIMATED FREIGHT
 TOTAL 28 9,369.65

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

| LINE | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|------|---|----|---|---|---|--------------|--------|
| 13 | 5 | 10 | 5 | 3 | 4 | 1-4 1-2 | |

29 I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.
 30 SIGNATURE AND TITLE
 31a AUTHORIZED SIGNATURE
 31b ORDERED BY (Name and Title)
 31c COMMERCIAL PHONE (Area Code and Number) INC OFFICER
 31d FTS PHONE NO.
 33 RECEIPT DATE 34 TYPE SHIPMT 35 RECEIVING OFFICE PHONE (A/C & No.) FTS COMM 31e AUTHORIZED SIGNATURE

RECEIPT COPY 1



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

Task Order 75 – Hay Now Packaging and Duplication

Scope of Work

Widmeyer Communications will create packaging and oversee duplication of the Hay Now CD-ROM game.

Statement of Work

- Widmeyer will design packaging for the CD-ROM based on the design developed for the beta version of the CD-ROM.
- The packaging will be cardboard, “wallet-style,” and will include instructions for play of the game and for use of the CD-ROM.

Deliverables

- One Master CD and one Master CD Back-up
- Explanation of source code.
- 3,000 completed duplicate CD’s in “wallet-style” packaging.

Period of Performance

Work is to begin immediately as Hay Now artwork develops and will be completed within four weeks, or by December 31, 2002.

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**UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER**

| | | | | | | | | |
|------------|------------------------|-------------------|-----------------|----------|-------------|-------------|----------------|--------|
| 1 PAGE NO. | 2 RECEIVING OFFICE NO. | 3 CONTRACT NUMBER | 4 ORDER DATE | 5 SF-281 | 6 UNIT CODE | 7 FUND CODE | 8 ORDER NUMBER | 9 SUB. |
| 1 | OF 7 | 3151 | 53-3151-0-0000A | 11/6/02 | CA | T3 | 43-3151-0-8012 | 76 |

| | |
|---|--|
| <input type="checkbox"/> PURCHASE ORDER | <input checked="" type="checkbox"/> DELIVERY ORDER |
|---|--|

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)

WIDMEYER COMMUNICATIONS
1925 CONNECTICUT AVE NW
WASHINGTON D.C. 20009

SHIP TO

USDA/FSA/MSD/AMB/SPS
1400 INDEPENDENCE AVE SW
WASHINGTON D.C. 20250-0567

| | | |
|-------------------|---|-------------------------------|
| PHONE (A/C & No.) | Check One <input type="checkbox"/> FTS <input type="checkbox"/> | COMM <input type="checkbox"/> |
|-------------------|---|-------------------------------|

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|------------------|---|------------------|-------------|-------------|---------------|---------------|-----------|
| 01 | | TASK ORDER # 76 - FSA Poster Art | 2540 | 3 | 1 | JOB | 1,630.00 | 1,630.25 |
| | | The Contractor's proposal dated 10/14/02 in response to the Government Task Order #76 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached. | | | | | | |
| | | This Document is for FSA Internal Processing only | | | | | | |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1).

| | | | |
|--|--------------------------------------|---------------------------------|-----------------------|
| 21 F.O.B. POINT | 22 DISCOUNT AND/OR NET PAYMENT TERMS | 22a TYPE COMMODITY/PAYMENT CODE | 25 |
| Destination | NET 30 | -0- | Sub-Total \$ 1,630.25 |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) | 24 SHIP VIA | 26 ESTIMATED FREIGHT | 27 |
| JAN 10, 2003 | LAW CONTRACT | -0- | TOTAL \$ 1,630.25 |

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

| ACC LINE | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|----------|---------------|----|---|---|---|--------------|--------|
| 2 | 5 | 10 | 5 | 3 | 4 | 1-4 | 1-2 |
| 13 | 3841028403000 | | | | | | |

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.

| | | | |
|------------------------|-------------------------------------|---|--------------------------|
| 32 SIGNATURE AND TITLE | 31b ORDERED BY (Name and Title) | 31c COMMERCIAL PHONE (Area Code and Number) | 31d FTS/PHONE NO. |
| | SANDRA GARLAND, CONTRACTING OFFICER | (202) 705-5649 | |
| 33 RECEIPT DATE | 34 TYPE SHIPMT | 35 RECEIVING OFFICE PHONE (A/C & No.) | 31e AUTHORIZED SIGNATURE |
| | | | |

RECEIPT COPY 1

FORM AD-838-SPE (Rev. 7)



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

Task Order 76 – FSA Poster Art

Scope of Work

Widmeyer Communications will create a four-color FSA poster based on the FSA informational brochure in both a horizontal and vertical orientation.

Statement of Work

- Widmeyer will design the poster based on the new FSA brochure.
- Widmeyer will provide USDA one (1) mock-up of the poster in horizontal orientation and one (1) mock-up of the poster in vertical format.
- Widmeyer allow for one (1) round of edits.
- Widmeyer will provide materials and forms necessary for GPO printing.

Deliverables

- Camera-ready poster in vertical and horizontal orientation on diskette in USDA's preferred format.

Period of Performance

- Work is to commence immediately upon approval of the task order and will be completed within 45 days.

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| FOR AGENCY USE ONLY | | | UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER | | | | | | |
|--|------------------------|---|---|---|------------------------------------|--|------------------------|-----------|--|
| 1 PAGE NO. | 2 RECEIVING OFFICE NO. | 3 CONTRACT NUMBER | 4 ORDER DATE | 5 SF-281 | 6 UNIT CODE | 7 FUND CODE | 8 ORDER NUMBER | 9 SUB. | |
| 1 OF 2 | 3151 | 53-3151-0-00004 | 12/18/02 | CA | TS | 43-3151-0-8012 | 77 | | |
| 10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) | | | 11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance | | | | | | |
| WIDMEYER COMMUNICATIONS 1825 CONNECTICUT AVE NW WASHINGTON D.C. 20009 | | | SHIP TO ▶ | | | USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567 | | | |
| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT | |
| 01 | | <p>TASK ORDER #77 - Radio Actualities</p> <p>The Contractor's proposal dated 12/12/02 in response to the Government Task Order #77 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.</p> <p>This document is for FSA Internal Processing only</p> | 2540 | 3 | 1 | JOB | 30,686.90 | 30,686.90 | |
| 20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c) () | | | | | | | | | |
| 21 F.O.B. POINT | | 22 DISCOUNT AND/OR NET PAYMENT TERMS | | | 22a TYPE COMMODITY/ PAYMENT CODE ▶ | | 25 | | |
| DESTINATION | | NET 30 | | | -0- | | Sub-Total \$ 30,686.90 | | |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) | | 24 SHIP VIA | | | 26 ESTIMATED FREIGHT | | 27 | | |
| FEBRUARY 15, 2003 | | IAW CONTRACT | | | -0- | | TOTAL \$ 30,686.90 | | |
| FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160 | | | | | | | | | |
| AGE LINE | A | B | C | D | E | DISTRIBUTION | | AMOUNT | |
| 03 | 3841028403000 | | | | | | | | |
| 32 SIGNATURE AND TITLE | | | | 31b ORDERED BY (Name and Title) | | | | | |
| | | | | SANDRA GARLAND CONTRACTING OFFICER | | | | | |
| | | | | 31c COMMERCIAL PHONE (Area Code and Number) | | | | | |
| | | | | (202) 705-5640 | | | | | |
| | | | | 31d AUTHORIZED SIGNATURE | | | | | |
| 33 RECEIPT DATE | | 34 TYPE SHIPMT | | 35 RECEIVING OFFICE PHONE (A/C & No.) | | FTS | | COMM | |



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

TO #77 – Radio Actualities

Scope of Work

Widmeyer Communications will work with USDA to develop radio actualities for all states. Widmeyer will consult with USDA on topics for the pieces, write and produce spots, work with a producer and place the actualities on small- to mid-sized stations. In total, Widmeyer will pitch 51 actualities for FSA.

Statement of Work

- In consultation with FSA, Widmeyer Communications will write radio actualities, and tailor scripts for each state. Widmeyer will also create one Spanish language actuality.
- Widmeyer will work with a producer to create 51 actualities.
- Widmeyer will use state CREP partners and personnel whenever possible for soundbites.
- Widmeyer will work with a producer to pitch small- to mid-size radio stations in each state and place each actuality on at least five stations within the state.
- Widmeyer will monitor all useage.
- Widmeyer will produce a final report that describes where actualities were aired.

Deliverables

- One model script for each actuality.
- 51 actualities
- Final report.

Period of Performance

Radio actualities will be recorded and placed by January 31, 2003. Final report will be delivered by February 15, 2003.

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Farm Service Agency

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UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER

| | | | | | | | | |
|--|--------------------------------|--|--------------------------|----------------|-------------------|-------------------------------|----------------------|--------|
| 1 PAGE NO. 1 OF 2 | 2 RECEIVING OFFICE NO. 3151 | 3 CONTRACT NUMBER 53-3151-0-00004 | 4 ORDER DATE 12/18/02 | 5 SF-281 CA | 6 UNIT CODE TR | 7 FUND CODE 43-3151-0-2012 | 8 ORDER NUMBER 78 | 9 SUB. |
| 8 TYPE PURCHASE (Check one) <input type="checkbox"/> PURCHASE ORDER | | <input checked="" type="checkbox"/> DELIVERY ORDER | | | | | | |

| | |
|--|--|
| 10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) WIDMEYER COMMUNICATIONS 1802 CONNECTICUT AVE NW WASHINGTON D.C. 20009 | 11 SHIP TO USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567 |
|--|--|

| 12 LINE ITEM | 13 QUANT. REC'D. | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|------------------|--|------------------|-------------|-------------|---------------|---------------|-----------|
| 01 | | TASK ORDER #78 - Poster The Contractor's proposal dated 12/12/02 in response to the Government Task Order # 78 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached. This document is for FSA Internal Processing only | 2540 | 3 | 1 | job | 1,498.96 | 1,498.96 |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)

| | | | |
|--|--|---------------------------------|--------------|
| 21 F.O.B. POINT | 22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30 | 22a TYPE COMMODITY/PAYMENT CODE | 25 Sub-Total |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) JANUARY 15, 2003 | 24 SHIP VIA TAW CONTRACT | 26 ESTIMATED FREIGHT -0- | 27 TOTAL |

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

| ACC LINE | A | B | C | D | E | DISTRIBUTION | AMOUNT |
|----------|---------------|----|---|---|---|--------------|--------|
| 2 | 5 | 10 | 5 | 3 | 4 | 1 | 4 |
| 3 | 3841028403000 | | | | | | |

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.

31b ORDERED BY (Name and Title)
SANDRA GARLAND, CONTRACTING OFFICER

32 SIGNATURE AND TITLE
31c COMMERCIAL PHONE (Area Code and Number)
202-205-5649

31d FTS PHONE NO.

33 RECEIPT DATE
34 TYPE SHIPMT
35 RECEIVING OFFICE PHONE (A/C & No.)
FTS COMM 31e AUTHORIZED SIGNATURE



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Farm Service
Agency

1400 Independence
Ave, SW
Stop 0506
Washington, DC
20250-0506

Task Order #78 – Poster

Scope of Work

Widmeyer Communications will create a four-color FSA poster encouraging producer sign-up for USDA programs.

Statement of Work

- Widmeyer will design a poster using text supplied by USDA.
- Widmeyer will provide USDA two (2) concepts for the poster.
- Widmeyer will produce one (1) mock-up based on the concept preferred by USDA.
- Widmeyer allow for one (1) round of edits.
- Widmeyer will provide materials and forms necessary for GPO printing.

Deliverables

- Camera-ready poster on diskette in USDA's preferred format.

Period of Performance

Work is to commence immediately upon approval of the task order and will be completed by January 15, 2003.

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