Corporate Office
16751 Knott Avenue
La Mirada, CA 90638

www.spinitar.com

Part IA – Technical Proposal
Laxalt Chambers Room Audio-Video System Replacement
3512
Presentation Products, Inc. dba Spinitar
16751 Knott Ave., La Mirada, CA 90638
December 21, 2017
2:00 PM

VENDOR INFORMATION SHEET FOR RFP 3512

Vendor Shall:

A) Provide all requested information in the space provided next to each numbered question. The information provided in Sections V1 through V6 shall be used for development of the contract;

B) Type or print responses; and

C) Include this Vendor Information Sheet in Section III of the Technical Proposal.

V1	Company Name	Presentation Products, Inc. dba Spinitar

V2	Street Address	16751 Knott Ave.

V3	City, State, ZIP	La Mirada, CA 90638

V4	Telephone Number		
	Area Code: 925	Number: 494-8887	Extension:

V5	Facsimile Number		
	Area Code: 714	Number: 367-2910	Extension:

V6	Toll Free Number		
	Area Code: 800	Number: 722-6444	Extension:

V7	***Contact Person for Questions / Contract Negotiations, including address if different than above***
	Name: Jonathan Harmyk
	Title: Account Manager
	Address: 5066 Commercial Circle, Suite A, Concord, CA 94520
	Email Address: jonathan.harmyk@spinitar.com

V8	Telephone Number for Contact Person		
	Area Code: 925	Number: 494-8887	Extension:

V9	Facsimile Number for Contact Person		
	Area Code: 714	Number: 367-2910	Extension:

V10	***Name of Individual Authorized to Bind the Organization***	
	Name: Joseph J. Rogina	Title: Principal

V11	Signature ***(Individual shall be legally authorized to bind the vendor per NRS 333.337)***	
	Signature:	Date: 12/18/2017

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1.1 VENDOR INFORMATION

1.1.1 Vendors shall provide a company profile in the table format below.

Question	Response
Company name:	Presentation Products, Inc. dba Spinitar
Ownership (sole proprietor, partnership, etc.):	Corporation
State of incorporation:	California
Date of incorporation:	5/26/1987
# of years in business:	31
List of top officers:	Joseph J. Rogina, J. Jeffrey Irvin
Location of company headquarters, to include City and State:	16751 Knott Ave. La Mirada, CA 90638
Location(s) of the office that shall provide the services described in this RFP:	The office headquarters in La Mirada, California is where all rack build, testing, and commissioning will take place
Number of employees locally with the expertise to support the requirements identified in this RFP:	6
Number of employees nationally with the expertise to support the requirements in this RFP:	40
Location(s) from which employees shall be assigned for this project:	All resources come from our California offices located in Northern and Southern California

1.1.2 A Nevada-based business may apply for a five percent (5%) preference on its proposal. This preference may apply if a business has its principal place of business within Nevada. This preference cannot be combined with any other preference, granted for the award of a contract using federal funds, or granted for the award of a contract procured on a multi-state basis. To claim this preference a business must submit a letter with its proposal showing that it qualifies for the preference.

1.1.3 **Please be advised**, pursuant to NRS 80.010, a corporation organized pursuant to the laws of another state shall register with the State of

Corporate Office
16751 Knott Avenue
La Mirada, CA 90638

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Nevada, Secretary of State's Office as a foreign corporation before a contract can be executed between the State of Nevada and the awarded vendor, unless specifically exempted by NRS 80.015.

1.1.4 The selected vendor, prior to doing business in the State of Nevada, shall be appropriately licensed by the State of Nevada, Secretary of State's Office pursuant to NRS76. Information regarding the Nevada Business License can be located at http://nvsos.gov.

Question	Response
Nevada Business License Number:	0071223
Legal Entity Name:	Spinitar

Is "Legal Entity Name" the same name as vendor is doing business as?

Yes	x	No	

If "No", provide explanation.

1.1.5 Has the vendor ever been engaged under contract by any State of Nevada agency?

Yes		No	x

If "Yes", complete the following table for each State agency for whom the work was performed. Table can be duplicated for each contract being identified.

Question	Response
Name of State agency:	
State agency contact name:	
Dates when services were performed:	
Type of duties performed:	
Total dollar value of the contract:	

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1.1.6 Are you now or have you been within the last two (2) years an employee of the State of Nevada, or any of its agencies, departments, or divisions?

Yes		No	x

If "Yes", please explain when the employee is planning to render services, while on annual leave, compensatory time, or on their own time?

If you employ (a) any person who is a current employee of an agency of the State of Nevada, or (b) any person who has been an employee of an agency of the State of Nevada within the past two (2) years, and if such person shall be performing or producing the services which you shall be contracted to provide under this contract, you shall disclose the identity of each such person in your response to this RFP, and specify the services that each person shall be expected to perform.

1.1.7 Disclosure of any significant prior or ongoing contract failures, contract breaches, civil or criminal litigation in which the vendor has been alleged to be liable or held liable in a matter involving a contract with the State of Nevada or any other governmental entity. Any pending claim or litigation occurring within the past six (6) years which may adversely affect the vendor's ability to perform or fulfill its obligations if a contract is awarded as a result of this RFP shall also be disclosed.

Does any of the above apply to your company?

Yes		No	x

If "Yes", please provide the following information. Table can be duplicated for each issue being identified.

Question	Response
Date of alleged contract failure or breach:	
Parties involved:	
Description of the contract failure, contract breach, or litigation, including the	

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Question	Response	
products or services involved:		
Amount in controversy:		
Resolution or current status of the dispute:		
If the matter has resulted in a court case:	Court	Case Number
Status of the litigation:		

1.1.8 Vendors shall review and provide if awarded a contract the insurance requirements as specified in ***Attachment D, Insurance Schedule for RFP 3512.***

1.1.9 Company background/history and why vendor is qualified to provide the services described in this RFP. Limit response to no more than five (5) pages.

1.1.10 Provide a brief description of the length of time vendor has been providing services described in this RFP to the public and/or private sector.

1.1.11 Financial information and documentation to be included in accordance with ***Section 8.5, Part III – Confidential Financial Information***.

1.1.11.1 Dun and Bradstreet Number

1.1.11.2 Federal Tax Identification Number

1.2 SUBCONTRACTOR INFORMATION

Subcontractors are defined as a third party, not directly employed by the contractor, who shall provide services identified in this RFP. This does not include third parties who provide support or incidental services to the contractor.

1.2.1 Does this proposal include the use of subcontractors?

Yes		No	x

If "Yes", vendor shall:

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1.2.1.1 Identify specific subcontractors and the specific requirements of this RFP for which each proposed subcontractor shall perform services.

1.2.1.2 If any tasks are to be completed by subcontractor(s), vendors shall:

A. Describe how the work of any subcontractor(s) shall be supervised, channels of communication shall be maintained and compliance with contract terms assured; and

B. Describe your previous experience with subcontractor(s).

1.2.1.3 Provide the same information for any proposed subcontractors as requested in ***Section 3.1, Vendor Information***.

1.2.1.4 Vendor shall not allow any subcontractor to commence work until all insurance required of the subcontractor is provided to the vendor.

1.2.1.5 Vendor shall notify the using agency of the intended use of any subcontractors not identified within their original proposal and provide the information originally requested in the RFP in ***Section 3.2, Subcontractor Information***. The vendor shall receive agency approval prior to subcontractor commencing work.

State of Nevada
Department Administration
Purchasing Division
515 E. Musser Street, Suite 300
Carson City, NV 89701

Brian Sandoval
Governor

Jeffrey Haag
Administrator

SUBJECT:	Amendment 1 to Request for Proposal 3512
RFP TITLE:	Laxalt Chambers Room Audio-Visual System Replacement
DATE OF AMENDMENT:	December 6, 2017
DATE OF RFP RELEASE:	November 15, 2017
OPENING DATE:	December 21, 2017
OPENING TIME:	2:00 PM
CONTACT:	Annette Morfin, Procurement Staff Member

The following shall be a part of RFP *3512.* If a vendor has already returned a proposal and any of the information provided below changes that proposal, please submit the changes along with this amendment. You need not re-submit an entire proposal prior to the opening date and time.

---

1. Where is funding for this project going to come from?

   The funding for this project comes from the Tourism Development Fund and uses lodging tax revenue.

2. What's the estimated cost of this project?

   The agency estimates the cost of the project, including maintenance through FY21 to be $200,000.00.

3. What is the current audio visual system that needs to be replaced? What are the major issues with it?

   The current system is working on Legacy PolyCom server product with Legacy microphones, speakers, mixers and software control. Video is of poor quality, has limited focus and range, audio is intermittent and has variable loudness issues, there is no ADA hearing impaired assistance. Exposed cabling on meeting chamber floor is a trip hazard. The current system only allows for peer-to-peer conferencing and in today's mobile and diverse locations there is a need for multi-site conferencing.

4. What is the budget for this project?

   Refer to Answer to Question 2.

5. Biamp Server I/O is the specified Audio DSP will you allow a alternate?

   An alternate DSP will be allowed if it meets the specification requirements. The alternate DSP must have an integrated Ethernet port and be capable of being programmed and

controlled via IP. It must support all connections shown (14 mic inputs, 2 line inputs and 5 line outputs) and must have spare capacity for at least 2 additional inputs and 2 additional outputs. The alternate DSP must be capable of communicating with the 8-channel wireless microphone receiver via the Dante network protocol. The alternate DSP must have an integrated VOIP conference phone port. A DSP with all of the above features integrated into a single unit is preferred. If an alternate DSP is proposed, please identify this in your proposal and provided information on the proposed alternate DSP.

6. Bid Documents - Section 2.12 - Where is the streaming output sending to?

   The intent of the Recording/Streaming device is to record meeting audio/video to local storage (i.e. internal storage, external USB attached storage or network storage). The Owner does not intend to use the streaming feature at this time but may utilize streaming in the future.

7. Bid Documents - Section 2.35 - How is the preview video to get to the wired touchscreen and the wireless touchscreen controllers?

   The intent is for the operator to be able to control the PTZ cameras from the touch screen (pan, tilt, zoom and preset selection). Preview video is not required on the touch screen.

8. Drawings: AV 0.2 - Control Desk at DIAS: The HDMI on the DGE shows at the Input. Where does this connect at the Touchscreen?

   The touchscreen will connect to the DGE-100 HDMI output port.

9. There are discrepancies as to the intent of the installation or drop ship of the mobile "cart" to be used at the Las Vegas office. Please clarify.

   The intent is to drop ship the equipment. Per general note 1 on A/AV0.3 "Contractor to drop ship the audio cart and associated equipment to the Nevada Department to Tourism's Las Vegas Office. The Nevada Department of Tourism's IT department will assemble and connect the equipment to the network."

10. 2.18 PTZ cameras. Please clarify… For each camera, "live" video images shall be displayed adjacent to each preset. The operator may switch between presets and view the preset video prior to switching to that camera as the primary input for recording/streaming. There would be know way to display a "live" image that reflects an individual preset state prior to initiating that preset, further more there are known issues with Vaddio cameras and streaming to Crestron touch panels. I am aware of Crestron and Vaddio working on this issue. Please clarify intent of video preview.

    The intent is for the operator to be able to control the PTZ cameras from the touch screen (pan, tilt, zoom and preset selection). Preview of video is not required on the touch screen.

11. Is the State planning to award the electrical and audio/visual portions to the same vendor or will these sections be awarded separately?

    The State will award the entire project to a single vendor.

12. Will bids for one section be accepted or are respondents required to supply pricing for both electrical and audio/visual?

Bids must include all work shown on the drawings and specifications including both electrical and audio/visual work. Bids will not be accepted for a portion of the project.

13. Is on-site programming required for the Crestron and DSP systems or can we program remotely?

Onsite programming is required. Remote access to the Owner's network will not be permitted. The intent is for the contractor to receive all of the equipment and to pre-program as much of the equipment as possible at the contractor's facility prior to installing the equipment onsite. The contractor will need to complete all programming, adjusting, tuning and testing onsite.

<u>ALL ELSE REMAINS THE SAME FOR RFP 3512.</u>

Vendor must sign and return this amendment with proposal submitted.

Vendor Name: Presentation Products Inc dba Spinetta

Authorized Signature:

Title: President Date: 12-18-17

This document must be submitted in the "State Documents" section of vendors' technical proposal.

ATTACHMENT A – CONFIDENTIALITY AND CERTIFICATION OF INDEMNIFICATION

Submitted proposals, which are marked "confidential" in their entirety, or those in which a significant portion of the submitted proposal is marked "confidential" **shall not** be accepted by the State of Nevada. Pursuant to NRS 333.333, only specific parts of the proposal may be labeled a "trade secret" as defined in NRS 600A.030(5). All proposals are confidential until the contract is awarded; at which time, both successful and unsuccessful vendors' technical and cost proposals become public information.

In accordance with the submittal instructions of this RFP, vendors are requested to submit confidential information in separate files marked "**Part IB Confidential Technical**" and "**Part III Confidential Financial**".

The State shall not be responsible for any information contained within the proposal. If vendors do not comply with the labeling and packing requirements, proposals shall be released as submitted. In the event a governing board acts as the final authority, there may be public discussion regarding the submitted proposals that shall be in an open meeting format, the proposals shall remain confidential.

By signing below, I understand it is my responsibility as the vendor to act in protection of the labeled information and agree to defend and indemnify the State of Nevada for honoring such designation. I duly realize failure to so act shall constitute a complete waiver and all submitted information shall become public information; additionally, failure to label any information that is released by the State shall constitute a complete waiver of any and all claims for damages caused by the release of the information.

This proposal contains Confidential Information, Trade Secrets and/or Proprietary information.

Please initial the appropriate response in the boxes below and provide the justification for confidential status.

Part IB – Confidential Technical Information			
YES		NO	
Justification for Confidential Status			

Part III – Confidential Financial Information			
YES	x	NO	
Justification for Confidential Status			
Spinitar is a privately held company which does not disclose financial information for proprietary purposes.			

Presentation Products, Inc. dba Spinitar
Company Name

Signature

Joseph J. Rogina
Print Name

12/18/2017
Date

This document shall be submitted in Section IV of vendor's technical proposal

ATTACHMENT B – VENDOR CERTIFICATIONS

Vendor agrees and shall comply with the following:

(1) Any and all prices that may be charged under the terms of the contract do not and shall not violate any existing federal, State or municipal laws or regulations concerning discrimination and/or price fixing. The vendor agrees to indemnify, exonerate and hold the State harmless from liability for any such violation now and throughout the term of the contract.

(2) All proposed capabilities can be demonstrated by the vendor.

(3) The price(s) and amount of this proposal have been arrived at independently and without consultation, communication, agreement or disclosure with or to any other contractor, vendor or potential vendor.

(4) All proposal terms, including prices, shall remain in effect for a minimum of 180 days after the proposal due date. In the case of the awarded vendor, all proposal terms, including prices, shall remain in effect throughout the contract negotiation process.

(5) No attempt has been made at any time to induce any firm or person to refrain from proposing or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal. All proposals shall be made in good faith and without collusion.

(6) All conditions and provisions of this RFP are deemed to be accepted by the vendor and incorporated by reference in the proposal, except such conditions and provisions that the vendor expressly excludes in the proposal. Any exclusion shall be in writing and included in the proposal at the time of submission.

(7) Each vendor shall disclose any existing or potential conflict of interest relative to the performance of the contractual services resulting from this RFP. Any such relationship that might be perceived or represented as a conflict shall be disclosed. By submitting a proposal in response to this RFP, vendors affirm that they have not given, nor intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant or any employee or representative of same, in connection with this procurement. Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest shall automatically result in the disqualification of a vendor's proposal. An award shall not be made where a conflict of interest exists. The State shall determine whether a conflict of interest exists and whether it may reflect negatively on the State's selection of a vendor. The State reserves the right to disqualify any vendor on the grounds of actual or apparent conflict of interest.

(8) All employees assigned to the project are authorized to work in this country.

(9) The company has a written equal opportunity policy that does not discriminate in employment practices with regard to race, color, national origin, physical condition, creed, religion, age, sex, marital status, sexual orientation, developmental disability or handicap.

(10) The company has a written policy regarding compliance for maintaining a drug-free workplace.

(11) Vendor understands and acknowledges that the representations within their proposal are material and important, and shall be relied on by the State in evaluation of the proposal. Any vendor misrepresentations shall be treated as fraudulent concealment from the State of the true facts relating to the proposal.

(12) Vendor shall certify that any and all subcontractors comply with Sections 7, 8, 9, and 10, above.

(13) The proposal shall be signed by the individual(s) legally authorized to bind the vendor per NRS 333.337.

Presentation Products, Inc. dba Spinitar

Vendor Company Name

Vendor Signature

Joseph J. Regina

Print Name

12/18/2017

Date

This document shall be submitted in Section IV of vendor's technical proposal

STATE OF CALIFORNIA
dca
DEPARTMENT OF CONSUMER AFFAIRS

CONTRACTORS
STATE LICENSE BOARD
ACTIVE LICENSE

License Number **783424**

Entity CORP

Business Name PRESENTATION PRODUCTS INC
DBA SPINITAR

Classification(s) C-7

Expiration Date 08/31/2018

www.cslb.ca.gov

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 05/21/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Unified Brokers Insurance Agency, Inc
7750 College Town Drive, Suite 101
Sacramento CA 95826

CONTACT NAME: Matthew Rogina
PHONE (A/C, No, Ext): (909) 641 - 9181 FAX (A/C, No):
E-MAIL ADDRESS: mrogina@tubiainc.com

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Travelers Property Casualty Company of America	004461
INSURER B :	24066
INSURER C :	15792
INSURER D :	20443
INSURER E :	
INSURER F :	

INSURED
Presentation Products, Inc. DBA Spinitar
16751 Knott Ave.
La Mirada CA 90638

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	[X] COMMERCIAL GENERAL LIABILITY [ ] CLAIMS-MADE [X] OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: [ ] POLICY [X] PRO-JECT [ ] LOC [ ] OTHER:			630-5E992165	5/21/2017	5/21/2018	EACH OCCURRENCE	$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 300,000
							MED EXP (Any one person)	$ 25,000
							PERSONAL & ADV INJURY	$ 1,000,000
							GENERAL AGGREGATE	$ 2,000,000
							PRODUCTS - COMP/OP AGG	$ 2,000,000
							Employee Benefits	$ 1,000,000
A	AUTOMOBILE LIABILITY [X] ANY AUTO [ ] OWNED AUTOS ONLY [ ] SCHEDULED AUTOS [X] HIRED AUTOS ONLY [X] NON-OWNED AUTOS ONLY			BA-4J165494	5/21/2017	5/21/2018	COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
							BODILY INJURY (Per person)	$
							BODILY INJURY (Per accident)	$
							PROPERTY DAMAGE (Per accident)	$
								$
A	[X] UMBRELLA LIAB [X] OCCUR EXCESS LIAB [ ] CLAIMS-MADE [ ] DED [ ] RETENTION $ 10,000			CUP-4J780663	5/21/2017	5/21/2018	EACH OCCURRENCE	$ 10,000,000
							AGGREGATE	$ 10,000,000
								$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? Y / N [ ] (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N / A		UB-5E995721	5/21/2017	5/21/2018	[X] PER STATUTE [ ] OTH-ER	
							E.L. EACH ACCIDENT	$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	$ 1,000,000
A	Errors & Omissions			0000-00158401D	5/21/2017	5/21/2018	Each Occurrence Aggregate	$1,000,000 $1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Evidence of Coverage
30 day notice of cancellation, except 10 day notice for non-payment of premium

CERTIFICATE HOLDER

Spinitar; Presentation products, Inc.
16751 Knott Avenue
La Mirada CA 90638

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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Back Save

TRAVELERS

INDUSTRYEdge®
Insurance for mid-sized businesses

Insurance Binder/Cover Note

Insured: PRESENTATION PRODUCTS, INC. DBA: SPINITAR
16751 KNOTT AVENUE
LA MIRADA, CA 90638

Producer: Pamela Sublett
Unified Brks Ins Agy
7750 College Town Dr Ste 101
Sacramento, CA 95826

Effective 05/21/2017, the lines of insurance specified below are bound for the coverage period of May 21, 2017 - May 21, 2018 as set forth in the attached Insurance Proposal dated _May 19, 2017:

Property	630-5E992165	Travelers Property Casualty Co. of America
Automobile	BA-4J165494	Travelers Indemnity Co. of Connecticut
General Liability	630-5E992165	Travelers Property Casualty Co. of America
Workers' Compensation	UB-5E995721	Travelers Property Casualty Co. of America
Umbrella	CUP-4J780663	Travelers Property Casualty Co. of America
Employee Benefits Liability	630-5E992165	Travelers Property Casualty Co. of America
Global Companion	ZPP-15T84780	Travelers Property Casualty Co. of America

The insurance is subject to the terms, conditions and limitations of the policy(ies) in current use by Travelers.

It is agreed that the insurance policy(ies) subsequently issued shall conform with this binder.

The policies when issued will, without notice, replace and supercede this and all other correspondence which documents the insurance coverage referenced herein.

Travelers
Account Executive: Alex Lau

Dated: May 19, 2017

Audiovisual Proposal for:

State of Nevada

LAXALT CHAMBERS ROOM AUDIO-VIDEO SYSTEM REPLACEMENT

Prepared by:

Spinitar

5066 Commercial Circle

Concord, CA 94520

December 18, 2017

December 7, 2017

Annette Morfin

State of Nevada
515 E. Musser Street, Suite 300
Carson City, NV 89701

Subject: **LAXALT CHAMBERS ROOM AUDIO-VIDEO SYSTEM REPLACEMENT**

Dear Annette,

We have prepared this proposal to help you implement the removal and replacement of the A/V equipment in the LAXALT chambers room. It includes a summary of our recommendations and the scope of our design/build services for the project.

We have prepared an overview of the functional approach to meet the audiovisual capabilities recommended for the rooms. Included in this proposal is a scope of work, summary of system investment, AV support services and payment terms.

This proposal represents our understanding of how the system will perform based on our review of the initial equipment recommendations. The intention of this package is to capture the design intent of your room. Please review the documentation to confirm all details are captured.

Spinitar is committed to providing you with multimedia systems that will serve as models for innovative environments. We are confident that our participation on the LAXALT chambers room will contribute to its success. Please feel free to contact me to discuss this proposal further. We look forward to working with you and your team on this venture.

Sincerely,

Johnny Harmyk
Account Manager
Jonathan.harmyk@spinitar.com

Based on our discussions with you, Spinitar recommends the following approach to meet the functional needs and basic requirements defined for the project.

The following locations are included in this proposal.
LAXALT Chambers Room, A/V Rack

Chambers Room
This room will cover the three tables (staff, director, A.G.) the podium, the AV control desk, and the Dias. There will also be audio and video in the room

- **Staff Table**
  - Two (2) Wireless desktop mics
- **Director Table**
  - Two (2) 15" gooseneck mics with base
  - One (1) 22" monitor
  - One (1) HDbaseT Transmitter
  - One (1) HDbaseT Receiver
  - One (1) Power distribution unit
- **A.G. Table**
  - Two (2) 15" gooseneck mics with base
  - One (1) 22" monitor
  - One (1) HDbaseT Receiver
  - One (1) Power distribution unit
- **Podium**
  - One (1) 15" gooseneck mic with base
  - One (1) HDbaseT transmitter
  - One (1) Wireless mic receiver
- **AV Control Desk**
  - One (1) 21.5" Touch control panel
  - One (1) HDbaseT transmitter
  - One (1) 22" monitor
  - One (1) 15" gooseneck mic with base
  - One (1) Data outlet
- **Dias**
  - Three (3) 22" monitors
  - Eight (8) 15" gooseneck mics with base
  - One (1) HDbaseT receiver
  - One (1) 1x8 HDMI distribution amp
- **Room**
  - Three (3) PTZ cameras
  - One (1) Laser projector with mount
  - One (1) Motorized Screen
  - Four (4) In-ceiling speakers

A/V Rack Room

This room will hold all the equipment not on display such as the rack, system and rack mounted accessories. This room will also have the projector screen controls. The DSP is being Switched out to a QSC CORE 110F. This will improve the system replacing the outdated Biamp DSP and making the programming more user friendly as well as reducing potential errors in the system.

- One (1) Fiber termination cabinet
- One (1) 24 – port network switch
- One (1) Audio recording and streaming device
- One (1) Matrix switcher
- Two (2) Power injectors
- One (1) Video codec
- One (1) Assisted listening
- One (1) 70v audio amp
- One (1) DSP
- One (1) Logic controller
- One (1) System controller

Scope of Work is submitted contingent upon the following conditions/assumptions:

- Premises will be available for work to proceed on consecutive working days during normal working hours.
- Cables to/from system components will either be installed in-wall (where practical), above ceiling via industry-standard J hooks, or on the surface of the wall in surface-mounted, non-metallic raceway.
- User-supplied equipment is serviceable and in good working order.
- Building permits, if required, will be the responsibility of the customer.
- All applicable sales tax/use tax will be the responsibility of the customer.

EXCLUSIONS

The following work is not included in our scope of work:

- All conduit, high voltage, wiring panels, breakers, relays, boxes, receptacles, etc.
- Concrete saw cutting and /or core drilling.
- Fire wall, ceiling, roof and floor penetration.
- Necessary sheet rock replacement and/or repair.
- Necessary ceiling tile or T-bar modifications, replacements and/or repair.
- Millwork (table cuts, moldings, trim, etc.)
- Painting and patching
- Permits (unless specifically provided for and identified within the contract).
- Data drops

ACCEPTANCE OF SCOPE OF WORK:

Name (Please Print): _____

Authorized Signature: _____

Date: _____

Spinitar provides a turnkey audiovisual system included but not limited to the following services:

- **Design Engineering**:
  - Preparation of system functional interconnection diagrams, circuit details, equipment rack elevations and testing/commissioning of the system for optimal performance.

- **Project Management**:
  - Attends construction and client meetings throughout the duration of the project
  - Provides status reports
  - Develop project schedule and oversight of the Spinitar team
  - Oversee the training needs and documentation of the customer
  - Supervise end-user training on systems operation
  - Facilitate completion of final punch list items and close out package

- **Shop Installation:**
  Labor performed in-house.
  - Racking of equipment, mounting equipment within rack and wiring interconnects
  - Testing components within rack for proper operation and custom wall plates and/or custom electronic devices, etc.

- **Field Installation:**
  Labor performed on the job site.
  - Pulling, labeling and terminating cable with-in the room(s)
  - Mounting and terminating all wall plates
  - Installing structural systems for audiovisual equipment
  - Mounting equipment in millwork, walls, floors and/or ceilings
  - System level testing and de-bugging
  - Site cleanup and disposal, etc.

- **Programming**: Labor performed off-site to develop software programmed to specific approved design for human interface control of the audio-visual system.
  - Base program from function list
  - Base touch panel layout from drawings
  - Client-approved layout and functionality
  - Loading program and test functions (in-shop)
  - Modifying program to reflect field conditions

Spinitar, founded in 1986, is a leading systems design and integration firm dedicated to providing its clients with custom audio, visual and communication solutions and services. Spinitar integrates custom audiovisual technology solutions across a wide array of market segments, including corporate, education and government.

Spinitar's Service Department

We understand that investing in an audiovisual system for your organization is an important decision. Even more critical is properly and regularly maintaining your system to avoid a potential mishap that could cause personnel downtime and lost revenue opportunities. Spinitar is pleased to have the largest dedicated in-house support team in the western U.S. Our support service professionals are manufacturer trained and industry certified to service your audiovisual and communication technology solution.

Spinitar has a wide variety of service offerings, such as Maintenance and Support Agreements, AV Staffing, Remote Monitoring and Time-and-Materials Services. Allow us to provide a "*quick response from talented folks who care about you*"!

Workmanship

All workmanship is covered for a period of one year. Workmanship is defined by the work product Spinitar stands behind in design and installation services. Within the first 30 days from beneficial use date, any visit to site has unconditional support and no charges will apply. After the 30 days expires, should a technician come to site and the issue is not covered by workmanship, there is a Time & Materials charge for the service call. Standard service calls are scheduled for a minimum of 2 hours. Labor rates are $125.00/hour and travel is additional depending on distance. Travel is calculated door to door. Any return trips will incur the same charges.

Spinitar is committed to improving how our clients present, receive and exchange important information in their communication environments. We have the experience and expertise to provide the State of Nevada with audio visual solutions to fit every need you may have.

The Spinitar team looks forward to working with you on this project.

Sincerely,

SPINITAR

Johnny Harmyk

Account Manager

_____

Client Approval

_____

Name/Title (please print)

_____

Date:

SPINITAR

Services. Simplified. Since 1986

Government · Education · Corporate · Hospitality · Entertainment · House of Worship · Utility

SPINITAR, founded in 1986, is a leading audiovisual and communication technology design, integration, and support firm, delivering high performance work and learning spaces for our clients.

SYSTEMS DESIGN and INTEGRATION

At SPINITAR, our talented and certified design team help our clients translate their communication vision and needs into a customized audiovisual solution. Our ability to integrate the appropriate AV and communication technology allows our customers the opportunity to share and disseminate information more effectively, while enhancing organizational performance.

As in prior years, SPINITAR was recognized by Systems Contractor News as one of the Top 50 Integration Firms in Northern America. By utilizing premier AV technology partners, SPINITAR offers an exceptional customer experience by upholding the highest quality installation standards and processes.

SUPPORT

At SPINITAR, we have one of the largest dedicated in-house support teams in the United States. Ready to deliver a worry-free experience, our support service professionals are manufacturer trained and industry certified.

Offering a variety of support services, SPINITAR specializes in maintenance and support agreements, AV staffing and 'on call' repair support, all individualized to meet your unique requirements.

We understand that the performance of your meeting and learning space is paramount to organizational and institutional success. Allow SPINTAR to help you by providing a 'quick response from talented folks who care about you'.

AUDIOVISUAL PROVIDER OF EXCELLENCE APEX AVIXA InfoComm INTERNATIONAL

PSNI Professional Systems Network International

TOP 50 SCN

www.SPINITAR.com
800-722-6444
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Sound Control Technologies
Soundtube
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Symetrix
Tannoy
TEAH (TASCAM)
Telex
TOA
Williams Sonic
Yamaha

DOCUMENT CAMERAS

Canon
Elmo
Samsung
Wolf Vision

CONTROL SYSTEMS

AMX
Contemporary Research
Crestron
Extron
HR Hall Research

DIGITAL SIGNAGE, MEDIA STREAMING

AMX
Cisco
Elite PI
Media Site
Omnivex
Scala
Sonic Foundry
Tightrope
Visix/ Axis TV

DISPLAY, INTERACTIVE WHITEBOARDS

BARCO
DNP
LG/Zenith
Microsoft
NEC
Panasonic
Planar
RPV
Samsung
Sanyo
Sharp
SMART Technologies
Sony
Ushio
ViewSonic

LIGHTING SYSTEMS

AMX
Crestron
Lutron
Electronics
Mecco
Navita
ILS

LIFT, MOUNTS, RACKS, STANDS, CARTS, AV FURNITURE

ADF
APC
APW
AVFI
Bretford
Chief Manufacturing
Da-Lite
Display Devices
Draper
DWI
Forbes
FSR
Middle Atlantic Products
Premier Mounts/ PMP
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RP Visuals
SKB
Soundcraft
Steward Filmscreen
SVS, Inc.
Vantage
Winstead
Wiremold

POSTER PRINTERS, VISUAL AND KINESTHETIC LEARNING TOOLS

Varitronics

PROJECTION SCREENS

Da-Lite Screen Company
DNP
Draper Shade and Screen
Stewart Filmscreen Corp.

PROJECTION SYSTEMS and ACCESSORIES

BARCO
Chief Manufacturing
Christie Digital
Digital Projection
Epson
Mitsubishi
NEC
Panasonic
Projection Design
Sharp
SMK Link
Sony

SIGNAL MANAGEMENT

Altinex
AMX
Analog Way
Atlona
BARCO
BELDEN
C2G
Christie Digital
Cisco
Comprehensive Specialties
Crestron
Evertz
Extron
FSR, Inc.
Gefen
Grass Velley
Jupiter
JVC
Kramer Elecrtonics
Lab Gruppen
Leightronix
Liberty Wire and Cable
Magenta Research
Panel Crafters
Pure Link
RGB Spectrum
Thinklogical
TVOne

STRUCTURED CABLING

Amp ND & I
APC
Bittree
Furman
General Cable
Leviton
Molex
Panduit
ShoreTel
Superior Essex
Surgex
Tripplite
Whirlwind
Wireworks

VIDEO CONFERENCING

Cisco
Gentner/ClearOne
Haivision
Lifesize
Polycom
Vaddio

SPINITAR

Case Study

Building Community & Collaboration

An enterprise AV solution

by Spinitar

Spinitar Headquarters
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La Mirada, CA 90638

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E: sales@spinitar.com
www.spinitar.com

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Table of Contents

Our Challenge Page 3

Our Approach Page 4

Our Solution Pages 5-8

Our Results Pages 9-10

Facilitating a Vision for Collaboration

Our Challenge

An enterprise software company sought a unique AV Solution to encourage collaboration, productivity and community in its brand new corporate office in Santa Monica, CA.

The client is a worldwide corporation with more than 420,000 customers and deployments in more than 145 countries. The company wanted to apply simplified AV solutions that would turn its meeting rooms into lively collaboration spaces. As a company focused on cutting edge solutions in the digital business world, the client sought to create a highly collaborative environment for its employees, partners, vendors and visitors.

Up-to-the-minute AV and communication technologies were especially crucial for the company's Santa Monica offices because of their use as a training headquarters for new and aspiring employees and interns. The need for internal collaboration spaces was one major driver for this project.

Aesthetics were important, as many AV displays and systems had to integrate with custom millwork and creative architectural design throughout the space. The challenge was to design, procure and install the highest quality enterprise AV technology into more than 50 workspaces in the building while collaborating with more than 10 different vendors and building contractors.

The timeline? Less than 10 weeks!

Collaboration Was the Key

Our Approach

A unique aspect of this project is that Spinitar was brought on in the post-design phase via recommendation from the project's engineering firm, who knew collaborating with a top AV integrator was key.

Our approach usually starts during the design phase so that we can make suggestions along the way to ease complications with installation or configuration later in the process. However, working with this enterprise software firm in any capacity was a great opportunity, and our team jumped right in.

The goal for this project was to work in conjunction with the engineering firm to make sure that the client's needs for maximizing employee uptime and creativity were met. We began by reviewing the AV design and planning, recommended changes to the design where needed, and suggested technology improvements.

For example, in order to minimize voice interruption for employees working in an otherwise quiet, large common workspace, Spinitar suggested sound masking, an audiovisual strategy that involves the addition of a background sound. Similar to airflow, the sound reduces distractions and minimizes the intelligibility of human speech, so that telephone support staff can hear and be heard.

After design review and suggestions, we procured and installed all necessary audiovisual equipment, and handled final commissioning for the project.

Creative, Simplified & Intuitive

Our Solution

Spinitar helped to enhance more than 50 spaces throughout the client's Santa Monica headquarters, including conference rooms, collaborative workspaces, break rooms and public areas. The spaces were designed to divide internal work areas from client-facing spaces, and Spinitar worked with different technologies to create functional experiences for employees, clients and guests.

1 Huddle Spaces

A huddle space is for casual, more intimate, internal collaboration. The seven huddle spaces Spinitar helped to create live inside small conference rooms with high tables pushed under a wall display with HDMI and VGA connectability. The displays turn on automatically at 7am, and off at 8pm to encourage continued flow of creativity, eliminating the need to troubleshoot the technology or fumble with a complicated user interface.

2 Lobby Conference Rooms

Visitors and clients have their own special space within the Santa Monica offices. Five small conference rooms surround the lobby, and are meant for interpersonal meetings without a lot of tech. In these spaces, all controls come from an individual presenter's device. The display can auto-detect the source, then display on a timer for power with volume control via laptop.

Spinitar used an **all-digital audio signal** throughout the client's offices in order to prevent problems with clarity and interference. Using Shure microphones and Dante technology, the installation of an all-digital system negates the need for analog to digital signal converters and makes audio loud and clear.

3 MPR/Training Rooms

Spinitar helped to create a large multi-purpose room, divisible into two training rooms. To make sure AV and communication always flow with ease, all AV technology has been doubled in the space, with two lectern locations including audio connection for optimization of sound in the rooms, no matter how they're used.

4 Digital Signage

To disseminate important information to employees and visitors, digital signage is installed throughout the Santa Monica office. Displays track the call center, and show real time employee analytics.

Spinitar made prime choices for AV and communication technologies, including Crestron as an all-in-one solution for control, video and simple audio routing, and a Tesira server for the MPR audio.

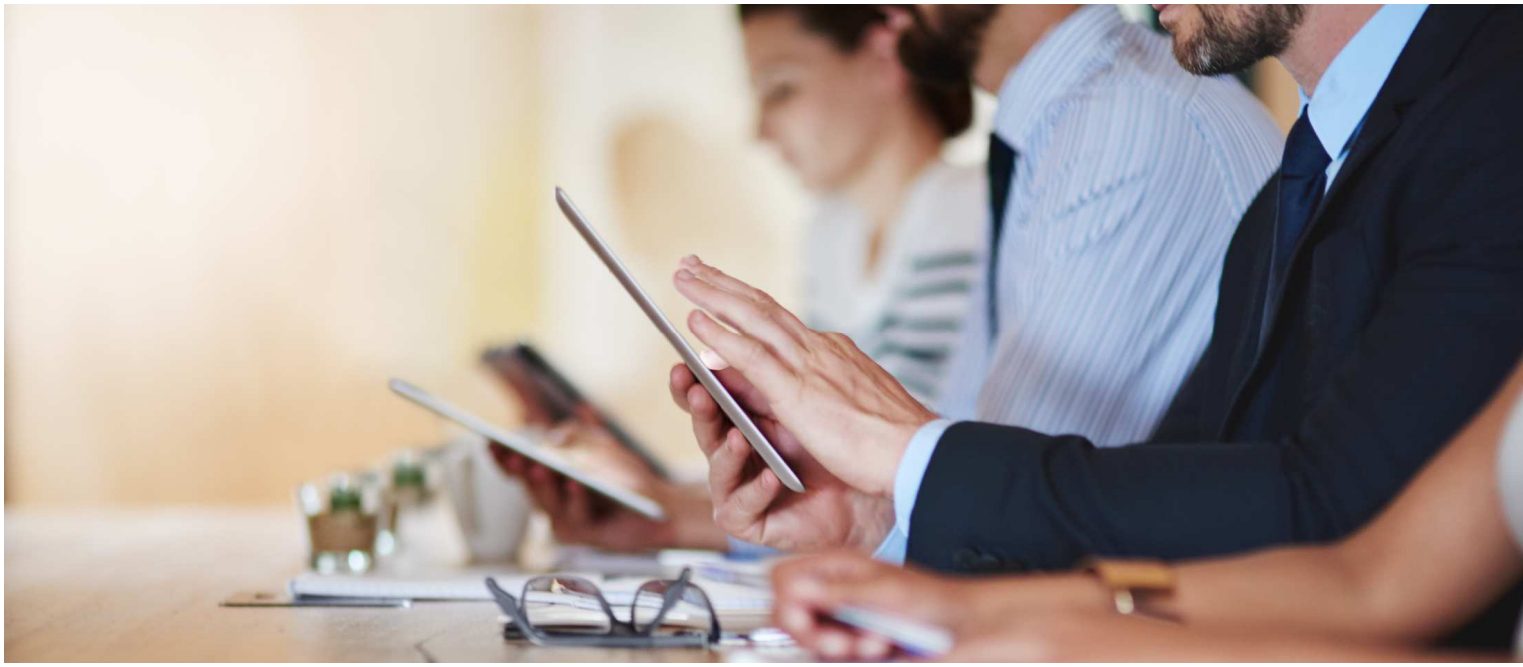
It's important for the ease of use and horsepower to come together to provide the most robust and usable experience possible.

5 Sound Masking

The company's entire 6th floor integrated a sound masking solution to help maintain privacy, relieve stress and allow better focus for staff in the busy, open workspace.

6 Video Wall

Every swanky corporate headquarters needs a video wall or two, and this company's Santa Monica offices were no exception. To install the client's stunning video walls, Spinitar had to overcome a design challenge presented by creative build materials including a slat wall made with distressed wood, and a wall-mosaic made from recycled skateboards. The solution was to use Premier Mount poles.



The Best Part? **It's Really Easy to Use**

The client was particularly concerned about ease of use and keeping the need for training minimal, so Spinitar made sure to create environments that would eliminate complications. For example, each collaborative space has point to point connections, which means there are HDMI and VGA connections at the conference tables or work spaces. This means each space is easy to use with no need for annoying adapters!

The cost related to training staff on proper use of audiovisual technology can add up with intricate, complicated systems. We kept it simple, especially in smaller collaboration environments where 3-10 people come together for huddles. Ease of use and flexibility became crucial in creating these spaces.

Inviting & Collaborative Workspaces

Our Results

The team working from this spectacular, new corporate office now has multiple beautiful collaboration areas where they can work together internally, and with company guests, clients, partners and vendors.

The client aimed to make its facility a great place to work and visit, and through crea-tive use of AV technology to enhance work-spaces, public areas and lounges, Spinitar achieved the intended result. As usual, sim-plicity was key. We're proud to say the client and our collaborating vendors were thrilled with the result.

- Each collaboration space is inviting to the employees, and encourages focus, creativity and progress, while maintaining an ease of use that maximizes uptime.

> *"Thanks for all of your efforts on the project. You guys have been great to work with and very helpful. Look forward to working with you again in the near future."*
>
> Mike Mahn, CTS
> Vice President
> Engineering PLUS LLC

- Digital displays wow visitors and potential employees as soon as they walk into the office.

- Conference room technology is so easy to use, there is no wasted time during important meetings and presentations.

> *"Wow, you are all amazing! You were able to pull off a miracle with this complex project that turned out absolutely beautiful. The employees are going to be giddy with excitement looking around every turn at all the beautiful details. I know this was a challenging project and I want to thank each and every one of you for all your efforts, diligence, patience and creativity to pull off this success for us. I am proud to have worked with all of you on this showcase project; it has been a real pleasure."*
>
> Senior Real Estate Project Lead,
> as addressed to the entire project team

Thanks for taking a read.

Have Questions?

Want to learn more about what went into this project, or talk through your upcoming needs with a Spinitar expert?

Request A Consultation

Read More Case Studies

SPINITAR

Case Study

Creating a WOW Factor

AV Solutions for Communication and Inspiration

by Spinitar

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La Mirada, CA 90638

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Table of Contents

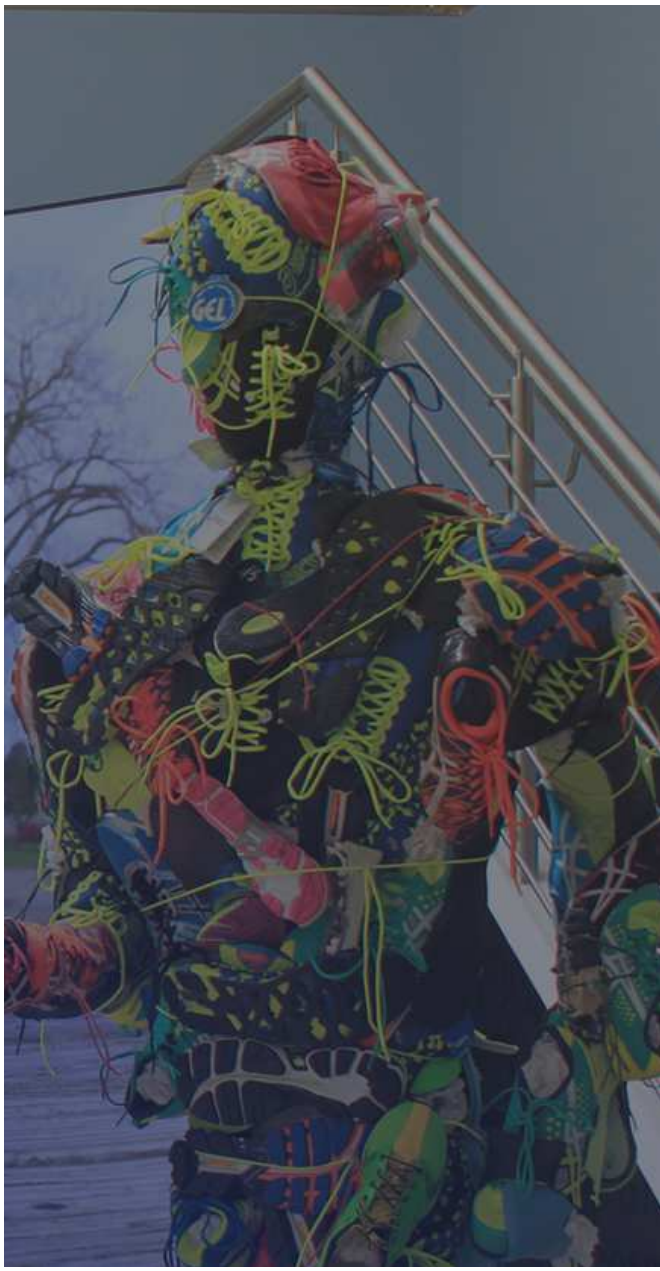
Introduction Page 3

Our Goals Page 4

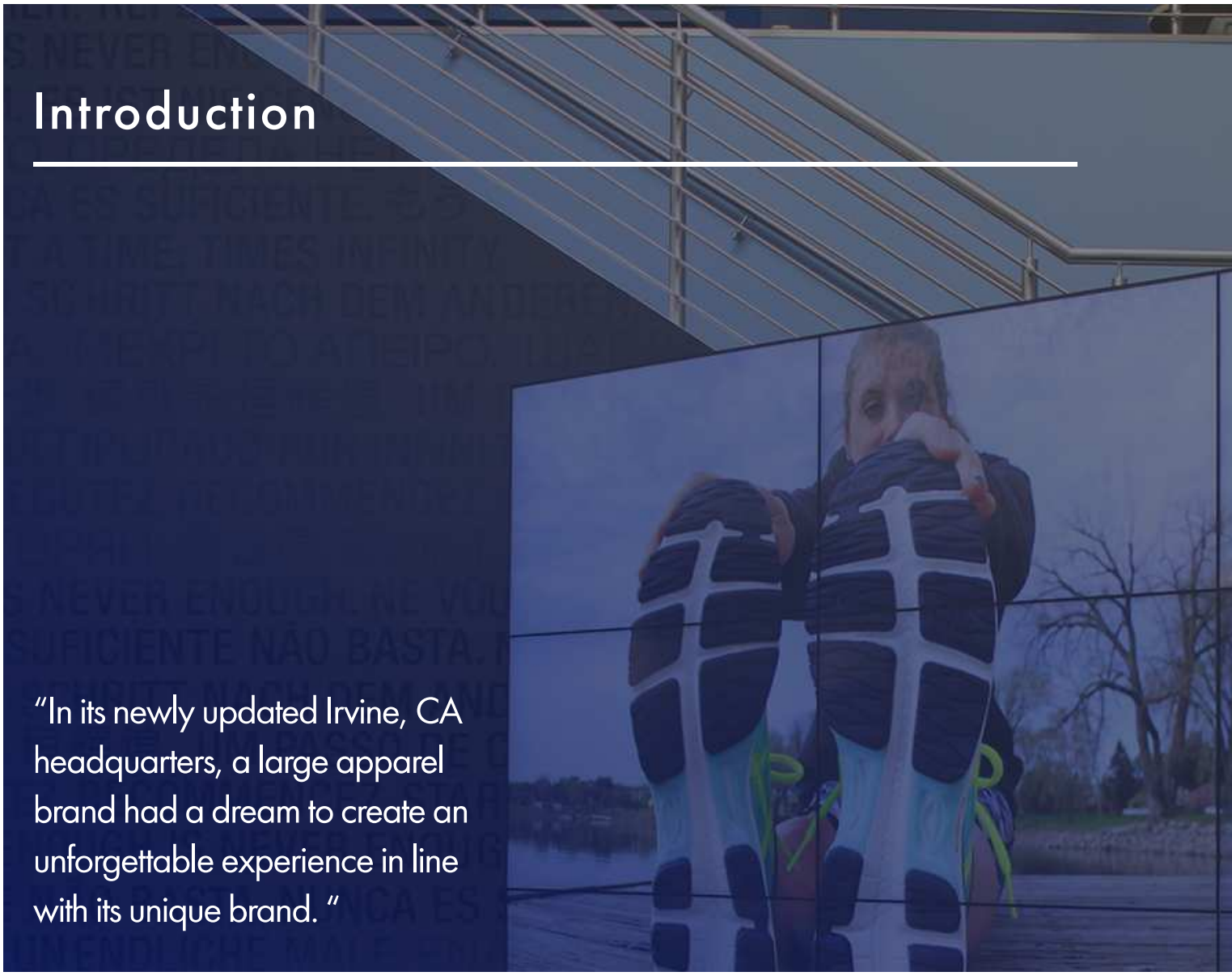
Our Approach Page 5

Our Solution Page 6

Our Results Page 7



Introduction



"In its newly updated Irvine, CA headquarters, a large apparel brand had a dream to create an unforgettable experience in line with its unique brand. "

The client is a footwear and apparel company with applied research facilities in, Japan, and corporate headquarters in Irvine, CA. The brand takes a socially responsible approach to the development, manufacturing and distribution of its athletic products, and strives to make every part of its business practices sustainable. The company's founder made it his mission to help achieve holistic health through the best running shoes and athletic apparel.

In its newly updated Irvine, CA headquarters, the client had a dream to create an unforgettable experience in line with its unique brand. The footwear and apparel company, and its data and security cabling provider, RedRock Security and Cabling, asked for Spinitar's guidance to help achieve two main goals.

Using AV solutions to showcase a unique brand

Our Goals

Wow Factor

The first goal in creating an AV solution for the client was to help visitors and employees to experience a "wow factor." In the entry and spaces throughout the headquarters, the company wanted to convey its colorful brand personality, and the philosophy, "a sound mind in a sound body."

Smooth Communication

As a global footwear and apparel company, our client needed to have a streamlined collaboration process. Whether it be across corporate offices in the US and Japan, or between manufacturing facilities or retail locations throughout the world, it was imperative for the brand to encourage teamwork through efficiency in evolved AV.

Customized solutions to connect and inspire

Our Approach

Starting with the design phase, Spinitar offered a customized solution to both of the main goals for the company's California headquarters. The idea was to really bring a "wow factor" to the corporate space with easy-to-use digital technology that could communicate the brand's lively and youthful personality while making internal collaboration between physical locations a lot simpler.

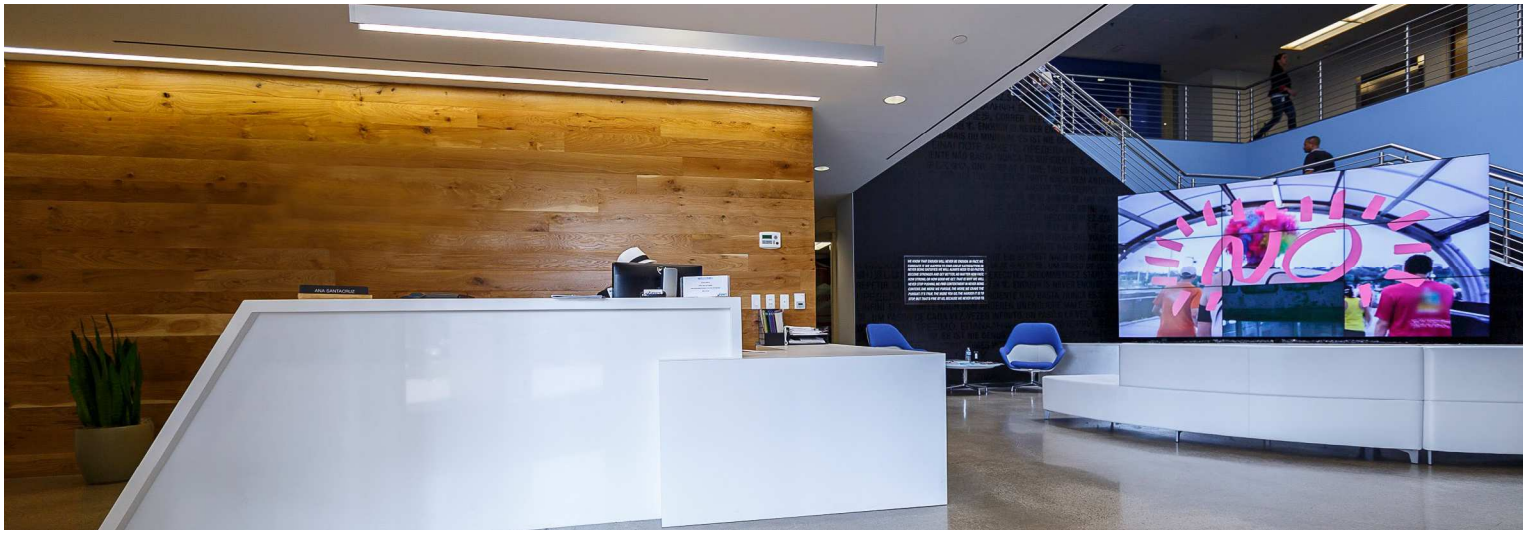
Spinitar used several site tours, AV technology demonstrations and conversations around needs and wants to propose a design that was both functional and inspiring.

Communication

Installed updated meeting space technology to ensure smooth, easy operation and VTC capability, making Japan and Irvine feel closer than ever.

Inspiration

Used cutting edge AV displays to share the company's brand vision with both internal and external users of the corporate space and connected retail locations.



AV systems transform a California headquarters

Our Solution

In the end, Spinitar customized AV systems for 30 unique spaces at the client's headquarters in Irvine, CA and configured communication capabilities for distribution of digital content to displays in its retail locations.

The audiovisual install included projection systems, VTC systems and digital signage to allow for ease of communication between workers in remote locations, and between Irvine, CA corporate and retail locations craving on-brand digital content for their in-store displays.

Spinitar integrated a dramatic video wall in the Irvine, CA corporate lobby that displays the company's passion for healthy lifestyle and athletic performance, to help create brand awareness and alignment among internal stakeholders. The video wall communicates messaging to employees and visitors including daily announcements, important messages and company news.

The AV systems, like their shoes and athletic wear brand, were designed and integrated to create reliability and longevity. Spinitar helped the company communicate its message.

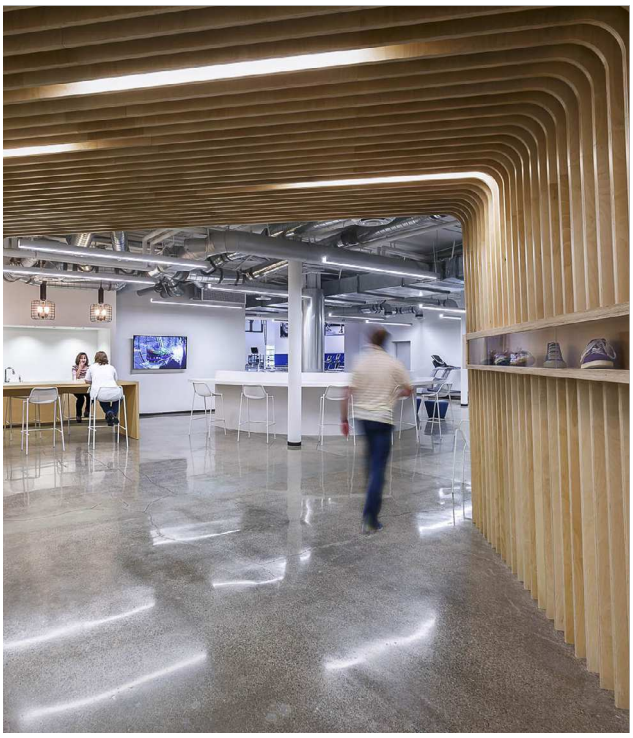
Up-leveling company culture and connectivity

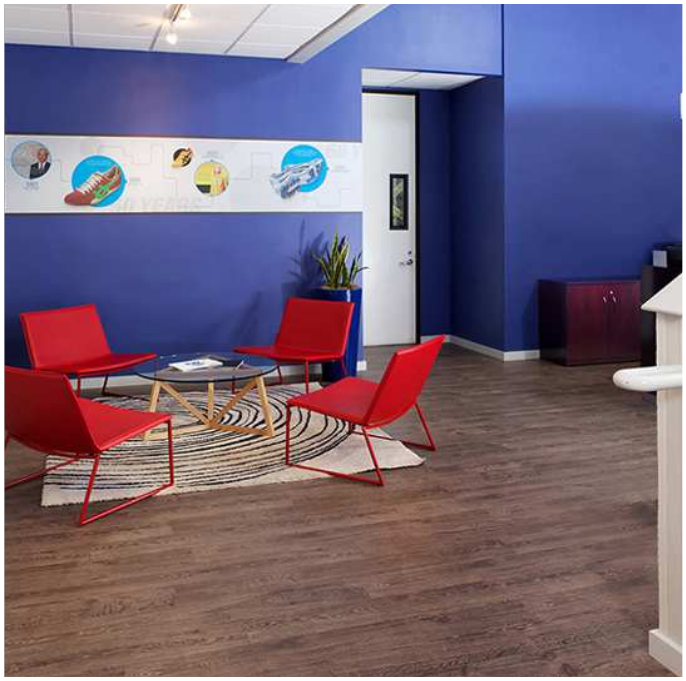
Our Results

Wow Factor Achieved!

The client has reported so much praise from employees and visitors at its Irvine, CA headquarters, ranging from exclamations of awe at its new main entrance to lengthy conversations about what types of experiences can be created with the gorgeous video wall.

It's all controlled with an easy-to-use interface that can help to update any display or information on the fly to celebrate and strengthen the company culture.





Simple Solution for Smooth Communcation

Spinitar wired more than two dozen VTC conference rooms of varying sizes for internal and external meetings that needed to span time zones and geography to keep ideas flowing and productivity high. Now, the client's team can collaborate seamlessly with simple user interfaces that maximize uptime and contribute to creativity.

June 2017 | commercialintegrator.com

Commercial INTEGRATOR

THE BUSINESS BOOK FOR THE PROFESSIONALS

It Pays to Do It Right

Reworking processes, striving for service contracts and stressing company culture lead to Spinitar's impressive growth. PAGE 36

Jeff Irvin (left) and Jay Rogina, Spinitar, La Mirada, Calif.

WHAT'S NEW AT INFOCOMM 2017?

PAGE 44

PLUS:

INSIDE PSA SECURITY'S ACQUISITION OF USAV

PAGE 14

Keeping Things Simple Amid Challenging Landscape

Through a name change, new philosophy and even a recession, Spinitar has grown to a $60 million company that shows unmatched loyalty to its employees, builds unique project teams and even works with competitors.

By D. Craig MacCormack, Photography by Rafael Ortega

YOU'VE PROBABLY NEVER HEARD OF Presentation Products, Inc., but it's a company with more than a 30-year history of installing and integrating some of the most progressive AV systems in the industry — and of treating its employees well.

Presentation Products, Inc. is better known as Spinitar, a name that came about when principal and founder Jeff Irvin couldn't get the URL for his original name at a critical juncture for the business and he asked an ad agency for help.

"We were founded as Presentation Products, Inc., in May of 1986," he explains. "As we were transitioning the company from technology provider to integrator in the late 1990s, we felt like the name didn't lend itself to that migration. Presentation Products, while being a very descriptive name, kind of pigeon-holed us as a box house. Also, we didn't own the URL *www.presentationproducts.com.* One call to the owner of that URL told me it was going to be a lot less expensive to just change our name than to try to purchase it.

"So we hired an ad agency, told them that we were looking for a name that had energy, one that we could easily build a brand around. It didn't have to be a name in the English dictionary, but it did have to be one that we could own the dot com, dot org, and dot net. They proposed the name 'Spinitar' first, which we weren't quite sure about. Once they paired the name with the new logo, we were sold."

That decision was among the few complicated aspects for a company that prides itself on simplicity. In fact, Spinitar's tagline is "Services. Simplified. Since 1986." (More on that later.) It's an approach that's spun Spinitar into a $60 million integration firm that's engendered loyalty from its growing number of employees and manufacturer partners — and even its competitors.

Focused on Services

"While we very much value the technology we integrate and our relationships with our manufacturers that provide it, we also real-

Jay Rogina (third from left), Jeff Irvin (third from right) and the Spinitar EVP team (from left, Dan Tompkins, Scott Kroeze, Dave Taccone and Steve Riley) are all smiles after seeing the company grow steadily in recent years.

Presentation Products, Inc., dba Spinitar
spinitar.com

PRIMARY LOCATION: La Mirada, Calif. (Los Angeles)

ADDITIONAL LOCATIONS: Carlsbad, Calif. (San Diego); Concord, Calif. (San Francisco/Sacramento); Lake Mary, Fla. (Orlando); Newport Beach, Calif. (showroom); Tempe, Ariz.; and Los Angeles (showroom)

PRINCIPALS: Jeff Irvin and Jay Rogina

YEARS IN BUSINESS: 31 years as of May 26, 2017

EMPLOYEES: 125

TOTAL COMMERCIAL REVENUE: $51M in 2016, $60M forecasted for 2017

NUMBER OF COMMERCIAL INSTALLS LAST YEAR: 325

TOP 3 MARKETS: Higher education, federal government and corporate/enterprise

TOP 5 BRANDS: Christie, Extron, Crestron, AMX, Samsung

"My company does *service* better than any other company."

CI SNAPSHOT

ized some time ago that our services offering and how we deliver it will be the true differentiator," says Irvin. "We knew we needed to identify the 'VA' in VAR [value-added reseller]."

Irvin says that the company decided to flip the conversation with the customer — leading with services and treating the product/technology discussion with lessor importance. The change in philosophy has paid off handsomely.

"Today, our maintenance agreement/managed services business is booming, creating a real stickiness with our customers," Irvin says. "We try to lead with services — that's the differentiator for us. We're trying to take the focus off the technology."

How It Started

Irvin worked at KROY, a lettering and labeling system manufacturer, for about five years, finishing as western division sales manager when company officials decided to sell or close its U.S. sales offices and sell through independent dealers.

Irvin and his wife, Barbara, bought the business on May 26, 1986. "We initially bundled AV gear [overhead projectors, easels, carts, pointing devices, etc.] around the lettering system offering," says Irvin. "We were one of the early adopters of selling LCD panels when they entered the market, and that fueled our growth in the direction of AV."

Spinitar was primarily a product sales company until the late 1990s when Jay Rogina joined as a fellow principal. At that time, the company had nearly 40 employees and $20 million in annual revenues. Today, the staff is around 130 and revenues are projected to be $60 million this year.

"While I was a sales and marketing guy selling projectors, Jay brought the services knowledge that we so desperately needed," says Irvin. "It was his charge to migrate us from a provider of technology to an integrator of technology. Without this migration, we simply would not be here talking to you today."

Shift in Organizational Structure

Irvin explains that Spinitar began the integration practice with the traditional approach of sales going out and selling its products and services, then leaving it to the implementation team to figure how to build the system. Things didn't go smoothly, creating "a good deal of infighting, finger-pointing and lackluster business performance for several years," he admits.

"About five years ago, we leveraged the well-known concept of self-directed work teams, pairing sales with design and project management staff. Now, the team is involved in designing, proposing and building, ultimately all taking responsibility for our customers' success. While this concept is not prevalent throughout our industry, this has been a 'sea change' for our company and most importantly for our customers," Irvin says.

> If you had to use Twitter to describe what your company does (maximum 140 characters) what would you tweet?
>
> **@Spinitar** designs and builds high performance work and learning environments, allowing our customers to achieve real, quantifiable business outcomes.

Before this massive overhaul in 2012, "the silos didn't communicate with each other," says Irvin.

"People were spending far too much time trying to find the information they needed. We couldn't analyze a project and find out if we made money on it," he says.

Today, sales and operations "are together as a team," says Rogina. "They're business units. Everyone's accountable. They know what they need to do."

At the same time, Spinitar developed new hiring practices that "made people accountable to themselves," says Rogina, by using a peer-driven model that puts candidates through interviews with five or six people in various areas of the company with various philosophies and expertise.

"Everyone is looking for something different and that helps us find people who should be good fits if we do hire them," says Rogina. "It gives them an idea if they want to work for us too. You can't train personality and culture, but you can train technical skills.

"We're slow to hire and quick to fire. We've lost some good people because of the way we do it, but we think it's the right approach," he adds. "We have self-directed teams who share in the bottom-line success. Sales helps design, design helps the project manager. Everyone takes ownership."

Spinitar saw top-line growth of 76 percent from 2015 to 2016, says Irvin, so their approach has made a positive impact.

"We're not just trying to put a warm body in a seat," he says.

'Unique' Company Culture

Irvin describes the culture at Spinitar as "quite unique" and it's hard to argue with that. Companies leaders celebrate employees' birthdays and anniversaries, host quarterly breakfasts for all employees, present watches to those who reach the five-year mark, give cruises to those who make it their 10th anniversary with Spinitar, give a personalized gift to employees who reach 15 years with the company and send employees who hit 20 years with the company to a Hawaiian resort all expenses paid.

Recently, Irvin and Rogina took more than 120 Chairman's Club members to LeBlanc Resort in Cancun to celebrate their successes in working with and for Spinitar. It's the 12th year they've taken such trips.

"Culture's really important, but we also like creating memories," says Rogina. "Bonuses don't do that. That just pays a bill."

Irvin and Rogina also host partner appreciation events twice a year. "We know how to throw a party," says Irvin.

But loyalty can be fleeting, as Rogina heard from behavioral scientist James Kane at the 2017 NSCA Business & Leadership Conference.

"That gave me a whole new perspective," says Rogina. "I'm not sure if our customers are loyal to us or to the salesperson."

Irvin says that means it's even more important for Spinitar to set itself apart from the crowd.

"We need to be knowledge brokers and a resource for our customers," he says.

Staying on Top

Spinitar has become well-known as one of the most willing companies to work on projects with its competitors, perhaps a nod to

During the recession, Spinitar deemed it important to invest in the employee experience which, along with its "hire slow" but "fire quick" approach, helps retain good employees and healthy company culture.

its membership in PSNI and NSCA, among other industry associations *(see sidebar)*.

While it may be scary for some companies to partner with those whom they compete for work, there's no such fear with Spinitar, says Rogina.

"We're not out to take someone else's business," he says.

That's not the only way Spinitar is expanding its reach into new markets and new geographies. There's much more work to be done, according to Irvin.

"We need to continue to find new ways to remain relevant," he says. "We need to address mobilization and the virtual workforce, as it's no longer just about boardrooms, conference rooms, training rooms and classrooms. We need to identify and leverage soft solutions that will help our customers experience success.

"We need to expand our services offering beyond traditional and begin to offer other services like RMS, training, managed services and more. We need to evolve our salespeople to become much more consultative with our customers, going deeper and wider within their respective organizations and institutions and have them become trusted advisors. We need to continue to find ways to utilize LEAN practices and principles to rip out redundancy, waste, and inefficiencies. While I believe we're good, we must work every day to get better — easier said than done in a world that keeps spinning and changing!"

Irvin notes that securing recurring revenue is very important to Spinitar. He explains that maintenance agreements are presented on every proposal the company does and it attaches maintenance to about 70 percent of projects, with a renewal rate in excess of 90 percent.

In 2016, about $48 million of Spinitar's $51 million in sales had a service element attached.

"I think we do that better than most in this industry," says Irvin.

Spinitar also has dedicated service account managers who focus on the renewal from day one of selling the initial maintenance agreement "by assuring and encouraging customer satisfaction and adoption of the system we've built, assure 'up' time, minimize 'down' time, expand the relationship with the customer, so that the renewal of the support agreement is a natural occurrence," says Irvin.

The company recently opened a showroom in downtown Los Angeles and an office in Tempe, Ariz., and is exploring the viability of a remote monitoring AV network operations center as it continues its growth.

"We hit $50 million and now it's time to go for $100 million," says Rogina. "How will we get there?"

One area gaining momentum for the company is the government sector. With two federal government teams, top-secret clearances and a strong GSA contract in place, Spinitar now finds itself doing work all over the world for various government agencies. They have done work in Vietnam, Ireland, Belize and many other foreign outposts, largely working in U.S. consulates, embassies and courtrooms.

"Today, our maintenance agreement/managed services business is booming, creating a real stickiness with our customers. We try to lead with services — that's the differentiator for us."

—JEFF IRVIN, PRINCIPAL

port our customer, we're simply just another AV company."

Spinitar was one of the early companies to achieve the InfoComm AV Provider of Excellence [APEx] certification, a point of pride for all involved.

"We feel that our commitment to training is a differentiator, and that we must leverage this with prospective and existing customer, as it will hopefully get them to think beyond price and consider overall value," says Irvin.

Spinitar's tagline under its logo and name is 'Services. Simplified. Since 1986.' 'Services' speaks to the company's services-first approach, leading and leveraging with the ongoing world-class support of any and every room they build. 'Simplified' speaks to Spinitar's investment in infrastructure (ERP), self-directed work teams and a strong adherence and discipline to processes, ultimately simplifying both the employee and customer experience. Finally, the 'Since 1986'

Importance of Lifelong Learning

"Continuing education and training is paramount at Spinitar," says Irvin. "We pay for the training and then appropriately compensate and reward those who have achieved both industry and manufacturer certifications. Without a qualified workforce in place to sup-

speaks to the company's staying power in a technology industry where there have been many casualties.

"I believe that there is trust in companies who have longevity and that trust is a true driver in business decisions," says Irvin. "I believe customers have and will continue to choose Spinitar because of that trust. So the message is lead with services, continually work to simplify which by nature is a very complex business, and you too can experience longevity in this ever-changing world."

Enabling Employees to Fuel Future

"Like many companies, we were forced to reduce staff and operating expenses as business opportunities contracted [during the recession about a decade ago]," says Irvin. "While it was certainly a tough time, I believe we learned some valuable lessons during that period and I believe those lessons are as relevant today as we experience a very robust economy."

At that time, Irvin and Rogina made a major shift and began to focus on "the employee experience."

"We believed that if we made the employee experience more enjoyable and rewarding, that it would then rub off on the customer experience," says Irvin. "So, during the recession we actually invested in tools and systems that would improve our employees' ability to get work more efficiently and give them true access to the information they needed.

"This ERP investment was risky to take on during this period, but we knew that we had to become more efficient and have a platform from which our employees had a better opportunity to succeed. This is simply the most important investment we've made in our 30-plus years of business."

After what Irvin calls "extraordinary growth" in 2016, Spinitar entered 2017 with "a very large backlog of business, some of which will take us all over the globe," he says.

"The remoteness of some of this work adds a whole level of complexity, while we still continue to try to get our hands on qualified talent to design and build these spaces for our customers," says Irvin. "Having two dedicated federal government teams with a focus on facilitating this work will be key. Without this focus, I'm not sure we could pull it off." CI

MAKING FRIENDS AND INFLUENCING PEOPLE

ALTHOUGH IT'S CONVENTIONAL wisdom to think competitors are the enemy, Spinitar has broken that mold to a large degree in the AV integration world.

Not only is the company among the most generous in its industry with its own employees, taking them on trips and celebrating them at every opportunity, it also has become known as one of the best at working with its competitors.

"Any size integrator can learn from Spinitar," says Chris Miller, executive director of PSNI, of which Spinitar is a member. "They're very open to learn from others and very open to share what they know.

"They see their vendors and manufacturers as an extension of their business and that's really helped them to grow. They're very into the 'co-opetition' mindset. It pays back out."

Miller believes Spinitar is comfortable working with its competitors because its model is tough to duplicate.

"They can show you their playbook, but that doesn't mean you can do what they do," he says.

Biamp VP of global sales Ron Camden isn't surprised Spinitar has succeeded in working with competitors.

"[Principals] Jay [Rogina] and Jeff [Irvin] recognize their strengths and are willing to hand off parts of projects that fall outside of that," says Camden. "They're one of the leaders in terms of that cooperation. There are so many other companies out there to screw you over, but that's definitely not the way they think. They would expect the same in return and they're able to get the job done profitably."

Kent Cawthorne, VP of U.S. sales for Milestone and Vaddio, sees Spinitar's attitude as a show of confidence in themselves and their people.

"Some other integrators wouldn't think about [working with competitors]," he says. "They'd just close the door. But Jay and Jeff know there's plenty of business out there. They have enough confidence to win the business they're supposed to win."

Irvin has been on PSNI's board for many years, notes Miller, who says the company is "very family-friendly" and "very progressive."

"Jeff is very into the details. He really thinks things through," says Miller. "He's been a great sounding board for so many of the programs we've launched over the years."

Cawthorne calls Irvin "more transactional and financial" and Rogina more focused on the "integration nuts and bolts."

Camden cites Spinitar's team approach to projects in which sales, project managers and installers work as a unit, saying it makes them "a lot of fun to work with." Spinitar's leaders are also "very technology-savvy" and "great account managers" who Camden says "have customers for life."

"They work hard, but they have fun too," he says. "People love working for Jay and Jeff. Everyone wants to please them and perform for them. They just do things the right way. They understand what clients want and they implement it."

That was never more evident than on a project for Pacific Life, says Camden.

"They're on the leading edge of technology," he says. "They really like to push the envelope. Jay is constantly learning about and tweaking things, trying to find best practices. Jeff surrounds himself with good people then gives them latitude to go out and do their jobs."

Cawthorne says he's been working with Spinitar for about a dozen years and is impressed with how "they give you access to their team," unlike some competitors.

Milestone is a sponsor of the annual Chairman's Club trips, says Cawthorne, and he marvels at how Irvin and Rogina constantly nurture their relationships at all levels of the business.

"They treat their relationships with manufacturers similar to how they treat their customers," he says.

PROPOSED STAFF RESUME FOR RFP 3512

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	***Spinitar***

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	***X***	**Subcontractor:**	

The following information requested pertains to the individual being proposed for this project.			
Name:	***Bryan McKeon***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Foreman***		
# of Years in Classification:	***4.5***	**# of Years with Firm:**	***2.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Throughout my low voltage experience, I have worked on a multitude of job sites ranging vastly in scale. I've worked on federal, state, county, and commercial jobs. Type of jobs range from judicial offices, schools, jails, conference rooms, theatres, and museums. Some notable job sites are Stanford, UC Davis, UCR, Contra Costa School District, County of San Mateo, SAP, Santa Clara Family Justice Center.

RELEVANT EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

2014-Present Spinitar-Concord, CA.

I've been working with Spinitar for almost three years now. I hold the title of Foreman. I am tasked with executing job site operations and overall job site safety. I supervise a crew of installers and make sure everyone has a task and that every task gets completed properly.

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

Bachelor's degree in Criminal Justice at Cal State University San Bernardino received in 2010

CERTIFICATIONS

Information required should include: type of certification and date completed/received.

CTS Certification: 10/2017
OSHA 10: 10/09/2015

REFERENCES

A maximum of three (3) references are required, including name, title, organization, phone number, fax number and email address.

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