

Request for Proposal
for Leather Industry of America
Global Program Evaluation

The Leather Industry of America (LIA) was founded in 1917 as the Tanners' Council of America and remained so until the name was changed in October 1984 to Leather Industries of America. The Association serves its members and the US leather industry at large by offering programs and benefits in government representation, market development and education and training.

The Leather Industry of America ("Contractor") is issuing this request for proposal ("RFP").

Communication regarding this proposal should be with the Contractor's designated representative.

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I. The Project

Project Title

Global Evaluation and Strategic Program Development ("Project").

Project Description

This project will provide the Contractor a comprehensive market and program evaluation that will be the basis of a strategic plan, consistent with the organization vision and mission, to maximize export potential for the Contractor and representative industry.

The Contractor plans to retain, pursuant to this RFP, a consultant firm ("Consultant") to develop, manage and carry out this Project.

Project Objective

The objective of this Project is to develop a strategic framework for the organization based on the current organizational vision and mission that optimizes programming to minimize cost and maximize benefits. As outlined in the Statement of Work (SOW), this will include providing an assessment of the markets and an evaluation of the programs to be able to understand and prioritize existing programming within the context of this

framework. Recommendations should provide a comprehensive approach to the Contractor's market development agenda. Finally, the Consultant should identify best practices and organizational development needs that will ensure this optimization.

II. Statement of Work and Terms

The Contractor is soliciting Proposals from Consultants to conduct this Project. Consultants should provide a Proposal that covers the items listed below.

- A Global Assessment to:
 - Assess and Identify Priority Markets,
 - Identify and Prioritize Most Effective Activities, and
 - Review and Roadmap Organizational Capacity Development Priorities;
- A Comprehensive Approach to Program Development to:
 - Develop a Strategic Marketing Plan,
 - Review Market Opportunities and Budget Costs, and
 - Identify Organizational Development Needs and Implementation Strategy;
- Program Implementation and Organizational Priorities through
 - Representative Evaluation and Communication Strategies,
 - Process Review and Optimization, and
 - Recommendations on Activity Implementation and Evaluation;

Provide oral and written communications on the progress of the project to the Contractor for feedback during development of the evaluation methodology;

Provide an oral and written summary presentation to Contractor at the Contractor's headquarters or annual meeting location at the conclusion of this project. Oral presentation may be in person or by means of teleconference;

The entire Project, and all deliverables, must be completed no later than December 31, 2017 including a final written and oral report.

III. Proposal Requirements

In order to be considered for award under this RFP the Consultant must prepare and submit a Proposal, including the following information:

- A description of the Consultant's capabilities, experience, and resources, specifically including experience and knowledge of the administration of USDA Foreign Market Development and Market Access Programs, strategy and programming of export marketing development, implementation and evaluation, and administrative and managerial experience with relevant government compliance and audit requirements;

- Fully describe the experience and capabilities of the Consultant and any subcontractor that may be used in this Project. Consultant should catalog previous work in the related areas. Consultant should differentiate between any previous government-related work and analogous private sector-related work;
- Resumes for each of the Consultant's key personnel involved in the Project with a focus on the project team ("Project Team"). The Contractor is interested in evaluating the overall experience of the consulting company but particularly interested the Project Team, including the tasks, roles and responsibilities of each person on the Project Team;
- A detailed description of any proposed subcontracting to supplement the Consultant's capabilities. A description of the role and contribution of any subcontractor must be clearly articulated in the Proposal;
- The total fee charged for the Project and related reports, inclusive of all substantive, administrative and overhead costs.

If selected, the Consultant will provide two written and two oral reports to the Contractor annually for the duration of the Project. The oral reports may be in person or via teleconference.

IV. Contractor Commitments

In the interest of a transparent competitive bidding process, the Contractor will:

- Provide the Consultant with this RFP;
- Answer any questions any interested party to all parties interested in responding to the RFP;
- Respond favorably to proposals that go beyond the minimum requirements of the RFP that improve upon or bring additional benefit to the RFP, the Project, and the Contractor.

The Contractor will make resources available to the Consultant, including Contractor staff, relevant data, such as budgets, existing evaluations, status reviews, miscellaneous correspondence/memos and other related materials on a confidential basis.

V. The Review

The award shall be made to the Consultant whose proposal is most responsive to the RFP and is most advantageous to the Contractor, price and other factors considered. Other factors will include:

1. Substantive abilities: The knowledge, skills and ability of the organization, team and individuals responsible for implementing the project, including substantive experience with related government programs, agriculture and with the components of the statement of work;

2. Technical abilities: The infrastructure to be able to provide a seamless project implementation with minimal administrative or managerial oversight
3. Quality of the Proposal: The logic of the methodology, how the Proposal meets the goals and objectives of the RFP, valuable innovative ideas, thoroughness of the Proposal meeting the SOW;
4. Budget: Value and cost considerations.

The Contractor shall have the right to reject any Proposal which is in any way inconsistent or irregular, or to otherwise reject any or all Proposals.

Notwithstanding the above, the Contractor also reserves the right to waive proposal defects or deficiencies, to request supplementary information or otherwise negotiate with the Consultant regarding the Proposal.

VI. Responses to this RFP are due no later than close of business, January 13, 2016. Proposals may be sent by mail or email to the Contractor's designated representative (above).

LIA prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Association.