

Dear Board Members, Thank you for the opportunity to place a bid for an elegant technical solution for your organization. Here are the main components of the project; we anticipate completing each one in 2-4 weeks. Per our meeting we now have a much better understanding of what are the needs, & I'm very confident you will find our solution to exceed your expectations in ease of use & robustness. Five to ten years ago such a project would have to be created from scratch & would cost \$30k+. By using the well-matured, correct & modern tools & plugins, we can deliver you a site with even more features & customizable potential for less than half that.

WordPress 4.0 Custom Theme Design is a modern, robust, 9-years-in-development, Content Management System built on MySQL & operates 18.9% of sites on the internet today (Approx 60 Million sites). We can develop any image layout by creating for you a custom WordPress theme that will handle the design elements fitting into any sized screen from smartphone to desktop. This will handle the consistent appearance of the navigation bar, header, & footer on each page on every display size. This is also sometimes called a "Responsive Skin." In addition we will create a "Search" field & functionality so that pages & content can be found quickly by searchers.

Search Engine Optimization & Search Engine Marketing This technology enables users to find your site quickly & efficiently by curating content that search engines deem relevant to searchers. By regularly analyzing the site analytics, we will track what search terms users are entering, what rank your site places, & what search keywords on which to place low cost pay-per-click ads to drive membership & traffic. We will provide weekly reports to the administrators &/or the board so they can see the progress of the site's traffic.

eCommerce Engine: This will function smoothly just like any modern internet buying experience. Under-the-hood: Your administrator(s) will receive an email after automatically-verified-by-the-system successful payment. This email will clearly state what needs to be shipped to where. For an additional nominal cost (\$370), we can integrate the automated printing of official USPS shipping labels into the eCommerce engine so that the administrator can ship items in *just one step*. We will load all existing product images & descriptions into the engine so that they can be purchased by credit card, PayPal, or check. We will provide clear, concise, complete step-by-step instructions for your administrators to add/edit/delete products & track inventory in your store.

Event Planning, Calendaring, & Payments: We will develop on the site, the capacity for users to view upcoming events, read descriptions, provide their details, food preferences, & pay fees for the event. The system will output the final list to the event administrator. We will provide clear, concise, complete step-by-step instructions for your administrators to create events & descriptions & set pricing for each event. Users will be able to discuss the event in Private forums. Table preferences & rideshares, for example.

Private Area: This is a private area of the site for board members to share private files between each other. e.g. Meeting minutes, Board Meeting notes, & archived records, etc. This area will be protected by passcode.

MCL Database: This is the heart of the new website. It will be operated by WordPress CMS while using MySQL under-the-hood. We are designing the database complete with all features so that it may prove superior to the features you currently get from FaceBook. By bringing this functionality in house, we can customize it to your needs & have administrating functions that are not available under a FaceBook platform. You will be able to access all the fields on the database & set viewing privileges based on the user access levels. For example, we can hide the "phone" & "email" fields from everyone except users who have each vouched for & agreed with each other to be "friends" in the community & share personal data. This will also include Shared Photo Albums where members can upload & share images & categorize them with folders & tags so that they can be searched by descriptions by other member users. This Database will include:

- User Access Levels
- Groups
- Private messaging (while keeping email addresses unpublished & secure)
- Photo Uploading by the users for public & private sharing with other members
- Custom database fields for rank, aircraft, serve dates, awards, & any additional fields as specified
- Public, moderated forums for open discussions
- Private, moderated forums for private discussions
- Importing & exporting scripts to & from MS Excel format
- The ability for users to reset a forgotten password by authenticating by email thereby saving the time of an administrator performing a manual reset
- Spam Protection

Notes: The site will be built on the tried & true robust structure of a MySQL database using WordPress as the Content Management System that reads & writes to the database.

Must Haves: SEO Reporting on Analytics (How many visits, from where, etc)

SEM Search Engine Marketing (AdWords with very low cost per click to help visitors find us)

Updating the ecommerce store package with the latest security updates