

CHEATROOP / MRCUP-Bda

March 24, 1992

Mr. John Orbon
Graphics and Design
Nuclear Regulatory Commission
7920 Norfolk Ave
Bethesda, Md 20814

Dear Mr. Orbon,

I thoroughly enjoyed meeting with you and Lionel Watkins the other day. This was a expeditious time for us to meet because you want to maintain the integrity of traditional methods as much as possible. It appears to me that this is one of the main reasons why we are so uniquely well qualified to fill your needs for another design vendor:

- o Our combined design experience, more than 40 years, will allow us to understand the feeling and design "look" you want achieve via traditional design philosophy and processes. Once that is achieved the computer becomes a production tool, not the creator. And that is perhaps the way it should be.
- o As your computer needs increase, we would be able to help you with suggestions and ideas on this sometimes baffling technology because in addition to graphics we have expertise in software, hardware, trouble shooting and training.
- o Most of our work and experience has been with the Federal Government as far as design philosophy service and business methods.
- o We have a wealth of experience with a wide variety of products including covers, pamphlets, color separations, charts, graphs, type specifications typography, picture framing, displays, presentation boards, posters, awards, technical drawings, cartoons, and other products and services that are typically required by agencies.

- o We believe and practice strong job management and communications with our customers. You will get the work the way you want it and when you want it. We will give status reports and follow up with memos so that you will be always aware of the price in case the job has a variety of changes during production.

Our goal is to achieve as nearly as possible one of the best service situations you have ever experienced. This includes being a valuable information resource concerning production methods, techniques, and equipment. In the process we hope to save you time and effort and make things go smoothly. Experience allows us to be more efficient so you get good design and other services at a competitive price.

I did not have a capabilities statement because we are updating it to incorporate our additional offerings now that I have joined the company. We should have it at the printers soon.

We are very enthusiastic about the opportunity to provide valuable service and if you need references from other satisfied agency clients including the U.S. Surgeon General or any additional information, please don't hesitate to call.

Yours truly,

Diego R. Crespo
Account Executive