

June 30, 1993

Mr. John Orbon
Graphic Design Division
Nuclear Regulatory Commission
7920 Norfolk Ave
Bethesda, Md 20814

Dear Mr. Orbon,

I thank you and Lionel for your hospitality and interest, the other day, when I introduced our services. The challenge in today's visual communications business community is to find, creative and cost effective solutions to business communications problems. The possibilities are myriad, yet results are unpredictable and often unsatisfactory. The Creative Cooperative, a small minority owned business, was established in 1993 to help our customers meet these challenges.

Our corporate mission is to pool the creative resources of three of the best creative companies to present to the marketplace a different of kind service; coordinated and marketed by a single senior level Account Executive. It employs the "one stop shopping concept" at it's highest level. It is not to be confused with shot gun style job shopping, brokering, freelancing or related activities.

Specialties are limited to three distinct service areas. o Graphic Design o Photo/Displays, o Presentation/Service Bureau

We offer our customers more value for their communications dollar due to:

- o Quality and Reputation of the Organization - Top Creative and Management Professionals - Excellent Creativity - Reliable Service - Impeccable Deliverables
- o Consistency in management and assurance that a senior level Account Executive takes full production / financial responsibility and coordinates the various services, to maximize customer benefits.
- o Cost effective services because our senior level people and wide array of equipment allows us to produce the final products faster and more efficiently. Senior level account management and efficiency will assure you that we will be within your general customary pricing objectives unlike your previous experience with the Adams Group.

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Michael David Brown Inc. Inc. is our graphic design entity established in 1971. Design and Illustration is what we do. But the human needs are well served too; attention to detail, accuracy, quality, and friendly, experienced service are not addressed by computers. We still do some of our work by traditional methods which is an important advantage for NRC. Design and illustration services are priced at \$60.00 per hour.

Washington House Photography, Inc. adds their high standards for photographic products and reputation for rigid deadlines to the Creative Cooperative. Since it was founded in 1971, it has served many agencies of the Federal Government including:

USIA	US Army	Amtrak
Kennedy Center	Nat Air and Space Museum	NIH
National Archives	FDA	Social Security Admin

Advanced Laser Graphics is a leading electronic publishing service bureau offering a wide range of services including: Imagesetting, film separations, scanning, electronic mechanicals, view graphs, 35mm slides, and much more

Diego R. Crespo, President and founder of The Cooperative serves as the Account Executive. He has 19 years experience as Account Executive and several additional years as Art Director and Graphic Designer.

References::

Mr. Jerry Carrier, Vice President
Hill and Knowlton
(202) 333-7400

Mr. Ted Ciccone, President
Litigation Communications
(703) 739-0400

Mr. Gregg Gillis, Graphics Supervisor
Amtrak
(202) 906-4124

Mr. Jim Myers, Production Manager
Amer. Industrial Hygiene Association
(703) 849-8888

I look forward to the opportunity of being assigned a BPA to serve you. Our goal is to achieve, as nearly as possible, one of the best service situations you have ever experienced..

Diego R. Crespo
President