

Mo' Money, Mo' Projects

HATTIESBURG - USMNEWS.net reporters continue to wade through stacks of newly-acquired documents pertaining to USM's, and former USM president Martha Saunders', relationship with Idgroup of Pensacola, a consulting firm headed by long-time Saunders associate, Mona Amodeo. As this new report was being put together, documentation indicating that USM had spent **more than \$500,000** in Mississippi taxpayers' dollars on Idgroup services has been made public via USMNEWS.net reporting. This story details new documentation that has come to light, indicating that Amodeo's Idgroup was again commissioned by Saunders to produce a video for USM.

The letter below, from Idgroup to USM, shows that the Amodeo-led company entered into another venture with USM in the spring of 2011. This particular project involved some radio and television commercial work for the Gulf Coast division of USM (USMGC).

id
www.idgroup.us

project estimate
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Date: 3/15/11

Client: University of Southern Mississippi Gulf Coast

Project: "Slay Here. Go Far." Television and Radio Project #: USM1106

Description/Deliverables/Estimate Pricing:
Idgroup creative and production services to produce 1x:30 second TV with one tagged "Call to Action" version and one :15-30 sec Radio for the University of Southern Mississippi Gulf Coast for the "Heart to Heart" Concept.

Includes:
Creative services for concepting and script writing, art direction/producer on location, producer supervised voice over direction and selection from auditions, producer services from project start up through editorial, project budgeting and management. Production services for one day shoot in HD on location in Long Beach, Mississippi. Also includes one day scout on campus area with director and producer. Includes regional quality Voiceover Usage and Session Fee for one 13-week cycle to air in the Gulf Coast, Mississippi market only.
**University to supply talent and locations.
**Does not include air dubs if needed.
Total Estimated Budget: \$23,500

Billing Schedule:
50% upon approval; 50% upon completion

*** Estimated prices do not include applicable sales tax and are based upon defined Scope of Work. If adjustments are made to the Scope of Work, a revised estimate will be provided. All estimates include the first proof and one set of revisions. ***

The undersigned representative confirms that he/she is authorized to enter in the agreement on behalf of the client listed above; and agrees to the project estimate pricing as listed. Projects are placed on the production schedule upon receipt of this signed estimate.

Authorization for Project Initiation: Shawna Peden VP - CEO for USM at H.C.
Client Signature / Date March 21, 2011

300 east intendancia | historic seville | pensacola, fl 32502 | T 850.438.7823 | F 850.438.7820 | W idgroup.us

The project above was budgeted at \$23,500, an amount that Charmaine Williams (Schmermund), a member of the USM public relations department, requisitioned on behalf of Frances Lucas, the Vice President for USMGC, and the daughter of current USM interim president Aubrey Lucas. The purchase order at the bottom of this page indicates that Idgroup was indeed paid the \$23,500.

Requisition

Ship To: 730 EAST BEACH BOULEVARD
LONG BEACH MS 39560

Business Unit: USMGC	
Req ID: 000007181	Date: 03/22/2011
Requester: Williams, Charmaine	Currency: USD
Requester Signature	


Line-Schd	Item	Description	Mfg ID	Quantity	UOM	Price	Extended Amt	Due Date
1-1		CREATIVE AND PRODUCTION SERVICES TO PRODUCE 1x30 SECOND TV WITH ONE TAGGED "CALL TO ACTION" VERSION AND ONE :15-30 SECOND RADIO FOR USM-GC FOR THE "HEART TO HEART" CONCEPT; SEE PROJECT ESTIMATE FOR THOROUGH		1.0000	EA	23,500.00	23,500.00	

Vendor: 0000034757 IDGROUP

Line Total: 23,500.00

Total Requisition Amount: 23,500.00

Purchase Order



USM Purchasing
730 EAST BEACH BOULEVARD
LONG BEACH MS 39560
United States

Vendor: 0000034757 FAX : 850/934-3155
IDGROUP
300 EAST INTENDENCIA
PENSACOLA FL 32502

DUPLICATE Dispatch via Print

Purchase Order	Date	Revision	Page
5008155	03/24/2011		1

Payment Terms	Freight Terms	Ship Via
Net 30	FOB:DestIn, frt_prend/chrg_back	BESTWAY

Buyer	Requisition #	Requestor
Bojler, Becky	000007181	Williams, Charmaine

Ship To: 730 EAST BEACH BOULEVARD
LONG BEACH MS 39560
United States

Bill To: 118 COLLEGE DRIVE #5104
HATTIESBURG MS 39406-0001
United States

Line	Quantity	UOM	Item/Description	Unit Price	Extended Amt
1	1.00	EA	CREATIVE AND PRODUCTION SERVICES TO PRODUCE 1x30 SECOND TV WITH ONE TAGGED "CALL TO ACTION" VERSION AND ONE :15-30 SECOND RADIO FOR USM-GC FOR THE "HEART TO HEART" CONCEPT; SEE PROJECT ESTIMATE FOR THOROUGH DESCRIPTION OF SERVICES	23,500.00	23,500.00

Some of the details of this particular project are, to sources at least, amusing. The insert below shows that Frances Lucas approved the script for the female voice over, and may have even disapproved, rightly so to sources, of the "daydreaming" portion of the dialogue. Still, sources

add that it appears as though officials in the Saunders administration were given ample time, and piles of taxpayer funds, to live out their fantasies of being a Dreamworks (Hollywood) mogul.

SOUTHERN MISS GULF COAST: FINAL TV/RADIO :30 sec SCRIPT /IE
 DATE: 4/05/11

FEMALE VO: _____

There are many uncertain things in life.

"Career... Caring for family...Myself."

And I think that daydreaming... *is* dreaming. (DELETE)

With all the uncertainties in the world, one thing *is* certain. Doors will always open, lives will always change (maybe deleted for time) with a university degree.

And somewhere out there is where I'll be standing.—on the other side—primed and ready for the journey ahead.

TAG: (Slight Different read)
 So what's your dream? (DELETE)
 Your journey starts HERE.

SOUTHERN MISS GULF COAST
 Stay here. Go far.

SUPER: Summer Classes begin May 30

University of Southern Mississippi Gulf Coast
Authorization and APPROVAL for FINAL EDIT:

CLIENT: Frances Lucas DATE: 4-6-11

APPROVED
Shelia White

The insert at the top of the next page shows that what USMNEWS.net reporters refer to as a *quick project* appears to have been developed by Idgroup for sale to USM. In this case, that appears to be the development of web space for one year of hosting the new commercial spot. Of course, there was a fee involved. That was a relatively small \$450, as the payment requisition below shows.

Requisition

Ship To: 730 EAST BEACH BOULEVARD
 LONG BEACH MS 39560


Business Unit:	USMGC	
Req ID:	Date	Page
000007246	04/15/2011	1
Requester	Currency	
Williams, Charmaine	US\$	
Requester Signature		

Line-Schd	Item	Description	Mfg ID	Quantity	UOM	Price	Extended Amt	Due Date
1-1		ARRANGING ADDITIONAL USAGE FOR "JOURNEY/CAMPUS" :30 SECOND TELEVISION SPOT; WEB USAGE FOR ONE YEAR PER TV SPOT		1.0000	EA	450.00	450.00	

Vendor: 0000034757 IDGROUP

Line Total: _____ 450.00

Total Requisition Amount: _____ 450.00



project estimate

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Date: 4/13/11

Client: University of Southern Mississippi Gulf Coast

Project: "Stay Here. Go Far." Television and Radio Project #: USM1106A

Description/Deliverables/Estimate Pricing:
Idgroup services: Arranging additional usage for "Journey/Campus" :30 sec Television spot.

Web usage for one year per TV spot: \$450.00

Billing Schedule:
50% upon approval; 50% upon completion


*** Estimated prices do not include applicable sales tax and are based upon defined Scope of Work. If adjustments are made to the Scope of Work, a revised estimate will be provided. All estimates include the first proof and one set of revisions. ***

The undersigned representative confirms that he/she is authorized to enter in this agreement on behalf of the client listed above, and agrees to the project estimate pricing as listed. Projects are placed on the production schedule upon receipt of this signed estimate.

Authorization for Project Initiation: Shelia White 4/13/11
 Client Signature / Date

As expected, the above requisition was followed by a USM purchase order, authorizing payment of the \$450 to Idgroup. This payment raises the total in this report to \$23,950.

Purchase Order



USM Purchasing
 730 EAST BEACH BOULEVARD
 LONG BEACH MS 39560
 United States

Vendor: 0000034757 FAX : 850/934-3155
 IDGROUP
 300 EAST INTENDENCIA
 PENSACOLA FL 32502

DUPLICATE Dispatch via Print

Purchase Order	Date	Revision	Page
5008194	04/18/2011		1

Payment Terms	Freight Terms	Ship Via
Net_30	FOB:Destin, frt_prepd/chrq_back	BESTWAY

Buyer: Holder, Becky Requisition #: 000007246 Requestor: Williams, Charmaine


Ship To: 730 EAST BEACH BOULEVARD
 LONG BEACH MS 39560
 United States

Bill To: 118 COLLEGE DRIVE #5104
 HATTIESBURG MS 39406-0001
 United States

Tax Exempt?	Y	Tax Exempt ID:	64-740188K	Dept:	GC University Communications	Dept Id:	145003	Proj/Gmt:
Line	Quantity	UOM	Item/Description	Unit Price	Extended Amt			
1	1.00	EA	ARRANGING ADDITIONAL USAGE FOR "JOURNEY/CAMPUS" :30 SECOND TELEVISION SPOT; WEB USAGE FOR ONE YEAR PER TV SPOT	450.00	450.00			

Finally, a bizarre episode from Sept-2011 was discovered in the latest document dump, also involving Amodeo's Idgroup. USM apparently needed some software and support, although for reasons not specified in official documents. A quote for these software products and

support services was obtained on 26-Sept-2011 from Elliott Data Systems, Inc., a software firm based in Memphis.

 ELLIOTT DATA SYSTEMS, INC MEMPHIS, TN ST LOUIS, MO 5045 Covington Way, Memphis, TN 38134 Phone 901-372-4600 Fax 901-372-4687		QUOTE Number UNSAVED Date Sep 26, 2011 Valid Thru		
Sold To The University of Southern Mississippi Gail Myers Phone 601-266-6277 Fax		Ship To The University of Southern Mississippi Gail Myers Phone 601-266-6277 Fax		
Salesperson DSpratlin		P.O Number 		
Ship Via 		Terms 		
Line	Qty	Description	Unit Price	Ext. Price
1	1	WebID V1 2 Server Software Upgrade	\$3,500 00	\$3,500 00
2	1	ID Works Standard Designer 6 5	\$1,135 00	\$1,135 00
3	1	Installation & Training	\$4,250 00	\$4,250 00
4	1	SMA ID Works Standard Designer	\$170 25	\$170 25
5	1	SMA WebID Server Software	\$899 70	\$899 70
Minimum PC Specs Pentium D or CoreDuo 1.8 GHz or better processor Windows XP SP3 1GB RAM Minimum, 2GB RAM Recommended 1024x768 32-bit color display CD-Rom Drive Minimum of 1 USB port 1GB HDD Space available			SubTotal	\$9,954.95
			PLEASE ALLOW FOR APPLICABLE TAXES AND SHIPPING	
			Total	\$9,954.95

EDS's quote included charges of \$3,500, \$1,135, \$170.25, and \$899.70 for 4 different software products, and \$4,250 for installation and training. The total came to \$9,954.95. However, in a quote dated one week earlier (see insert at top of next page), on 19-Sept-2011, Idgroup, a public relations/image consulting firm, specified amounts of \$3,500, \$1,135, \$170.25, \$899.70, and \$3,200, respectively. Thus, Idgroup's total of \$8,904.95 bested EDS by \$1,050, which is the difference in the installation and training quotes. Although this is, at last, evidence of a competitive bidding process involving Idgroup, it is not, as sources point out, likely to have been one involving competing bids for public relations work, as one would expect. In this case, Idgroup somehow trounced a data systems/software firm in a competition for a data systems/software contract. Clearly, as sources indicate, one should assume that Saunders gave Idgroup the nod, and very likely in a process wherein (1) Idgroup had access to EDS's bid, (2) Idgroup never actually performed the specified installation and training, and (3) USM could have easily provided for itself, saving \$3,200 in installation and training fees for Mississippi taxpayers.

This story (above) adds another \$8,900 to this report's total, which is now \$32,850. If added to the total from an earlier story, USM managed to funnel at least \$547,000 to Idgroup from 2007 to 2012. Is there more to come? Stay tuned.

ID Group, Inc.

"The Identity People"

280 Trace Colony Park
Ridgeland, MS 39157
Phone (601) 982-2651 Fax (601) 982-2653

Quotation

Date 9/19/2011
Expiration 30 Days
Salesperson Ben Pierce

Quotation For
The University of Southern Mississippi
Gail Myers
IT
601-266-6277
gail.myers@usm.edu

QTY	ITEM#	DESCRIPTION	PRICE	EXTENDED
1	721081	WebID v1 2 Server Software Upgrade With Workstation Software	\$ 3,500.00	\$ 3,500.00
1	571897-005	ID Works Standard Designer v6 5	\$ 1,135.00	\$ 1,135.00
1	INSTALL	Installation And Training (2-4 Days)	\$ 3,200.00	\$ 3,200.00
1	SMA Designer	SMA ID Works Standard Designer (2 yr)	\$ 170.25	\$ 170.25
1	SMA WebID	SMA WebID Server Software (1 yr)	\$ 899.70	\$ 899.70

Subtotal \$ 8,904.95

Shipping

Taxes TBD

Purchase Price \$ 8,904.95

Monthly Price \$ 284.96

The University of Southern Mississippi will be responsible for any and all The University of Southern Mississippi provided equipment such as computers, servers, network devices etc. Installation will be scheduled after The University of Southern Mississippi signs off on a complete scope of work document that may include floor plans. Please feel free to contact us with any questions. We appreciate the opportunity to provide the best products and services to you!

Ben Pierce

Ben Pierce
Territory Sales Manager
bpierce@idgroup.net
(601) 982-2651

Thank You For Your Business!