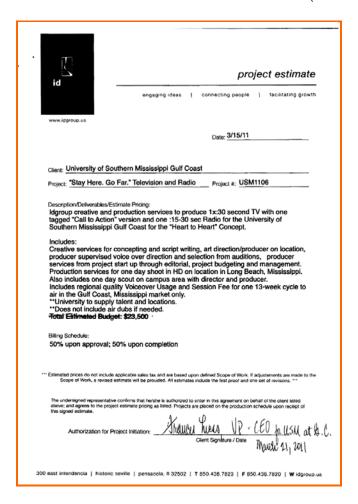
. breaking news . . . breaking news . . . breaking news . . . breaking news . .

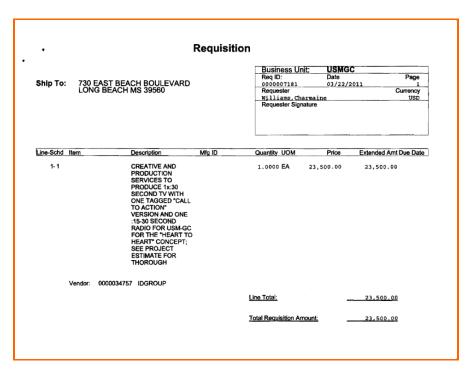
Mo' Money, Mo' Projects

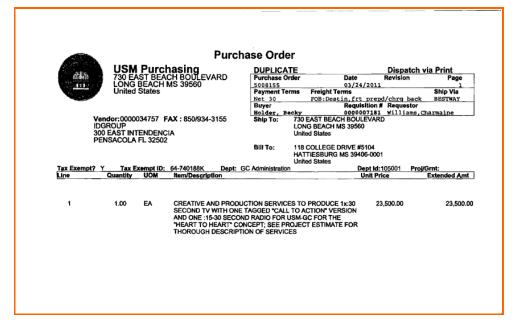
HATTIESBURG – USMNEWS.net reporters continue to wade through stacks of newly-acquired documents pertaining to USM's, and former USM president Martha Saunders', relationship with Idgroup of Pensacola, a consulting firm headed by long-time Saunders associate, Mona Amodeo. As this new report was being put 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 Id*group* 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).



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 Id*group* was indeed paid the \$23,500.



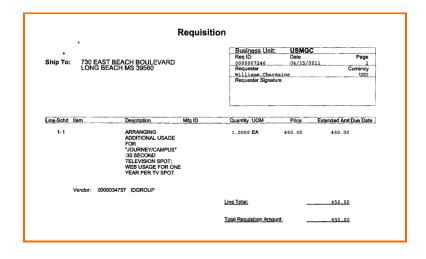


Some of the details of this particular project are, to sources at least, amusing. The insert below shows that Frances Lucas approved the script for the female voice over, and may have even disapproved, rightly so to sources, of the "daydreaming" portion of the dialogue. Still, sources

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.

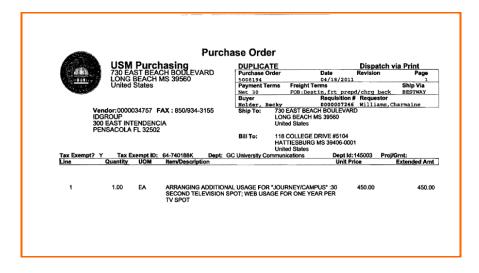
FEMALE VO:		
7200000	A 100 - A 100	-
There are many uncertain things in	life.	
"Career Caring for familyMys	eif."	
And I think that daydreaming is of	reaming. (DELETE)	
	ld, one thing is certain. Doors will always open, teted for time) with a university degree.	
And somewhere out there is where primed and ready for the journey ah		
TAG: (Slight Different read)		
So what's your dream? (DELETE)		
Your journey starts HERE.		
SOUTHERN MISS GULF COAS Stay here. Go far.	г	
SUPER: Summer Classes begin Ma	y 30	
University of Southern Mississipp Authorization and APPROVAL for CLIENT TAMUS LILLAS	or FINAL EDIT:	

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 Id*group* 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.



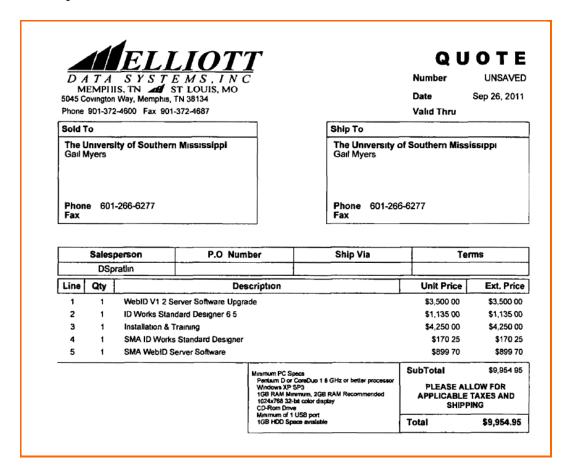
27
project estimate
id
engaging ideas connecting people facilitating growth
www.idgroup.us
Date: 4/13/11
Date: with the
Client: University of Southern Mississippi Gulf Coast
Project: "Stay Here. Go Far." Television and Radio Project #: USM1106A
1 0,000 11
Description Polity and blood Festionate Delaina
Description/Deliverables/Estimate Pricing: Idgroup services; Arranging additional usage for "Journey/Campus" :30 sec Television
spot.
l · · · ·
Web usage for one year per TV spot: \$450.00
·
Dilling Cobant In.
Billing Schedule: 50% upon approval; 50% upon completion
50% ирон арргочаг, 50% ирон сотрешон
*** Estimated prices do not include applicable sales tax and are based upon defined Scope of Work. If adjustements are made to the Scope of Work, a revised estimate will be provided. All estimates include the first proof and one set of revisions. ***
a comment in the provider is againful to the provider to the provider one one of MI (1) (MM) (6).
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.
11.15 1. W.L. 4/1.2
Authorization for Project Initiation: Should White 7//3///
Client Signature / Date

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



Finally, a bizarre episode from Sept-2011 was discovered in the latest document dump, also involving Amodeo's Id*group*. 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.



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

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

Quotation

The University of Southern Mississippi Gail Myers

601-266-6277 gail myers@usm edu

QTY	ITEM#	DESCRIPTION	Т	PRICE		EXTENDED	
1	721081	WebID v1 2 Server Software Upgrade With Workstation Software	18	3 500 00	5	3,500 00	
1	571897-005	ID Works Standard Designer v6 5	5	1,135 00	s	1,135 00	
1	INSTALL	Installation And Training (2-4 Days)	s	3,200 00	s	3,200 00	
1	SMA Designer	SMA ID Works Standard Designer (2 yr)	\$	170 25	5	170 25	
1	SMA WebID	SMA WebID Server Software (1 yr)	8	899 70	\$	899 70	
		<u> </u>	_	Cultistal	_	9.004.0	

8,904 95 Shipping Taxes TBD 8,904 95 Monthly Price \$ 284 96

Ben Pierce

Ben Pierce Territory Sales Manager <u>bpierce@idgroup net</u> (601) 982-2651

Thank You For Your Business!