


More from the Core . . . and Elsewhere

Idgroup's Boondoggle in USM Grew Almost without Bound

Documents surrounding Pensacola-based public relations and consulting firm *Idgroup* and USM continue to emerge. This report adds to that by presenting new documents involving USM student and Mississippi taxpayer funds sent south by former USM president Martha Saunders to Mona Amodeo, the long-time associate of Saunders and head of *Idgroup*. Some of these documents, such as the invoice below, relate to the fall 2007 Core Dialogues that formed the basis of Saunders' strategic vision for USM and that were facilitated by Amodeo's *Idgroup*.

Invoice						
 105 Baybridge Gulf Breeze, FL 32561 (850) 934-7823 (850) 934-3155 fax www.idgroup.us			DATE	INVOICE #		
			10/9/2007	2240		
BILL TO:			SHIP TO:			
The University of Southern Mississippi Office of the President 118 College Drive #5001 Hattiesburg, MS 39406-0001						
P.O. NUMBER	TERMS	REP	SHIP	VIA	F.O.B.	PROJECT
USM0107-C	net 10		10/9/2007			
QUANTITY	ITEM CODE	DESCRIPTION			PRICE EACH	AMOUNT
		Workshop materials-purchased				282.95 ✓
		M&M's for branding sessions				497.10 ✓
		Travel for branding sessions plane ticket				58.41 ✓
		Workshop materials-purchased				32.65 ✓
		Michaels and Office Depot				72.42 ✓
		Workshop materials-purchased				232.20 ✓
		Michaels				216.19 ✓
		Two digitally printed banners for branding summits				
		Two laminated printed posters for branding summits				
		Workshop materials-purchased				
		Michaels				
OK to pay Polly Adom 10/15/07						
PO # 1050622						
PLEASE REMIT PAYMENT TO						\$1,391.92
idgroup c/o Accounting Division 13514 Steeplechase Dr						TOTAL

The invoice above relates to materials and services purchased by *Idgroup* on behalf of USM, including plane fare, banners, and other Core Dialogues workshop materials. These were invoiced in the amount of \$1,391.92. Receipts for these are inserted below.

GRAPHIC ARTS

14 Live Oak Street, Suite A | Gulf Breeze, FL 32561
 TEL: 850.932.8881 | 850.932.7446 | FAX: 850.932.8442
 www.graphicartsbiz.com | 1.866.619.graphicartsbiz

INVOICE
 INVOICE # 60729
 ASSOCIATE MAT
 DATE 9-26-07

CONTACT INFORMATION

CLIENT ID GROUP CONTACT KRIS
 ADDRESS _____ UNIT/APT. _____
 CITY _____ ZIP _____
 PH _____ FX _____ E-MAIL _____

ITEM DESCRIPTION

<u>X2</u> DIGITALLY PRINTED BANNERS "CELEBRATING..."	<u>18.00</u>

TOTAL BALANCE

TOTAL AMOUNT	<u>68.00</u>
TAX (6.5%)	<u>4.42</u>
SUB-TOTAL	<u>72.42</u>
DEPOSIT	
PREV BALANCE	
BALANCE DUE	<u>72.42</u>

OUTSTANDING BALANCES ARE SUBJECT TO THE FOLLOWING CHARGES

PAYMENT METHOD

CASH CHECK CREDIT

CARD# _____ EXP. _____ AUTH. _____

SIGNATURE [Signature]

DEPOSIT PAYMENT DATE _____ BALANCE PAYMENT DATE _____

FedEx Kinko's

FedEx Kinko's
 1520 Airport Blvd
 Pensacola, FL 32504-9810
 (850) 474-3796

9/26/2007 7:33:45 PM CST
 Trans: 01777 Branch: 0778
 Register: 010 7111loc154437
 Team Member: Carol C.
 Customer: Gail Spruill-Shaw
 Organization: IMAGE DEVELOPMENT MARKETIN

INVOICE

4 0 1 7 8 0 1 0 6 1 7 7 4

Official Bill of Sale
 Terms Net 30 Days
 Please Reference Invoice # 07800008725

Account #: 0004420810010
 Authorized User: GAIL SPRUILL-SHAW
 Organization: IMAGE DEVELOPMENT MARKETIN
 Reference: Tracy Kansas
 Signee: Gail Spruill-Shaw
 Signee Phone: (850) 304-7623

Color Large Format 216.00
 2 # 108.0000

PS 05 Pkg Custom Sz 216.00 1
 2727 12.00 # 18.0000

Sub-Total 216.00
 Deposit 0.00
 Tax 18.20
 Total 234.20
 [PAID account 234.20]

Total Order 232.20
 Charge Due 0.00

I am an authorized agent of the company and my signature authorizes the company to pay for all it

MILLICATS
 THE ARTS AND CRAFTS STORE

MIDWELLS STORE #3024 (850)484-7665
 MIDWELLS COLLECTIBLES SHOPS CTR.
 4721 BRVD BLVD.
 PENSACOLA, FL 32504-2607

FOR MORE IDEAS, INFORMATION, AND
 INSPIRATION CLICK ON WWW.MIDWELLS.COM

9-9649-3043-2091-3023-1111-8118-1109-7667


679 SALE 858 8204 004 9/26/07 15:31

USM workshop materials

FELT 9X12 YELLOW	8311024111	1.00	5.0	.20
FELT 9 X 12 PINK	8311024173	1.00	5.0	.20
FELT 9X12 RED/BL	8311024272	1.20	6.0	.20
FELT 9 X 12 WHITE	8311024384	1.00	5.0	.20
FELT 9X12 BLACK	8311024666	1.00	5.0	.20
FOAM BLOCK SOAP SH	2844630253	7.99	1.0	7.99
FOAM BLOCK SOAP SH	2844632530	7.99	1.0	7.99
SUNGLASS CUP (CMB)	3706300458	2.49	1.0	2.49
DEWILLE STEER GPM	484524989	2.99	1.0	2.99
EYES TOW PLAT 3	4845252527	2.99	1.0	2.99
DEWILLE GPM BRD	4845253485	2.47	3.0	.89
CLEAR FISH PINE	4822100035	.99	1.0	.99
WHITE TALKING THICK	4822100500	.99	1.0	.99
METAL OPE SETS 11	4822100281	.99	1.0	.99
HEX SOLB CHART 1	4822804644	1.98	2.0	.99
SOBEN PENS	4822807033	.99	1.0	.99
3IN FELT PRESS BHN	5113146288	3.49	1.0	3.49
FAWER TIN KIT 3D		1.39	.99	
	789629588	7.0	1.0	7.99
EYE WSK WALLE P	9670504000	4.47	3.0	1.49
EYE WSK WALLE 3	9670502675	5.97	3.0	1.99
BLUE 2015 REMOVR	43452403129	3.99	1.0	3.99
POP PCH EASYDWH	43452403127	4.99	1.0	4.99
SUBTOTAL		201.19		
SALES TAX		15.00		
TOTAL		216.19		

ACCOUNT NUMBER *****11073
 MIDWELLS EXPRESS 216.19
 APPROVAL: 502848 SWIFT ONLINE

The receipts above indicate that a facilitator was flown to Pensacola from the Northeast, at a cost of almost \$500, and that \$250 was spent by USM on personalized M&M candies. Next, the invoice below reflects another \$1,463.08 in Core Dialogues expenses, which in this case are folders and name badges.



105 Baybridge
Gulf Breeze, FL 32561
(850) 934-7823
(850) 934-3155 fax
www.idgroup.us

Invoice

DATE	INVOICE #
10/3/2007	2231

BILL TO:	SHIP TO:
The University of Southern Mississippi Office of the President 118 College Drive #5001 Hattiesburg, MS 39406-0001	

P.O. NUMBER	TERMS	REP	SHIP	VIA	F.O.B.	PROJECT
USM0107-B	net 10		9/28/2007			

QUANTITY	ITEM CODE	DESCRIPTION	PRICE EACH	AMOUNT
		Direct cost reimbursement-USM PO# 1050622 400 University of Southern Mississippi Workbooks Inside 12 pages black and white 1C/1 SIDE text pages (these will be run on a copier) using 80# Cougar smooth text, no bleed. 400 ea. of the front and back covers printed 3C/1 SIDE on 129# Hano gloss cover, with bleeds. The 300 books would then be collated together and coil bound at the top using black coils. You would then have 100 ea. extra covers.		1,139.00T
		600 Name badges 100 each of 6 different ink colors using the same design or art, w/bleeds Sales Tax		222.00T
				102.08
				TOTAL
				\$1,463.08

PLEASE REMIT PAYMENT TO
idgroup
c/o Accounting Division
13514 Steeplechase Dr


TOTAL

Handwritten: 1139.
222.
\$1361.00T

Handwritten: Tax Exempt

Handwritten: OK to pay
\$1361.00
Paddy O'Leary
10/15/07

The next insert, shown at the top of the following page, totaled \$3,670 and covered costs for studio use, original music and editing. The receipts for these, which increase our current total (in this report) to \$6,525, are inserted here:




RODOG Productions inc.

3400 Wimbledon Drive, Suite 12
Pensacola, FL 32504
Tel: 850.434.0500
e-mail: ross@safetypape.com

DATE: 12/5/07	
INVOICE #120507-1	
TERMS: on delivery	
BILL TO:	
idgroup Consulting 300 E. Intendencia Pensacola, FL 32502	

DESCRIPTION	AMOUNT
Original music and post production editing for USM presentation	\$3000.00

RECEIVED
2008 JAN 17 PM 2 57
USM PROCUREMENT SERVICES



Studio Center

141 Business Park Drive / Virginia Beach, Virginia 23462
Phone: 800.525.2121 / Fax: 757.552.0888
E-Mail: Audio@studiocenter.com

Invoice Number: 503750N	Invoice Date: New 28, 2007
Customer ID: 070405	

Quantity	Description	Rate	Amount
	SOUTHERN MISS STORY: NONBROADCAST*		
	TALENT**/LUCY**		
1.00	1.00 CBS STUDIO PRODUCTION	200.00	200.00
1.00	1.00 PRODUCTION MATERIALS	30.00	30.00
1.00	1.00 TELEDIRECTOR PHONE PATCH	30.00	30.00
1.00	1.00 ATAT PHONE PATCH LINE CHANGES	10.00	10.00
1.00	1.00 VOICED: PRE-ANNUNCIATIONS	320.00	320.00
1.00	1.00 SAFETY FOR MASTER (HOLD 90 DAYS)	20.00	20.00
1.00	1.00 PTP	30.00	30.00

THANK YOU! for your business. We look forward to working with you again soon!	Subtotal 470.00 Sales Tax 47.00 Total Invoice Amount 517.00 Payment/Credits Applied TOTAL 517.00
---	---

Invoice

105 Bayridge
Gulf Shores, AL 36561
(850) 934-7823
(850) 934-9155 fax
www.idgroup.us

RECEIVED
2008 JAN 17 PM 2 58
USM PROCUREMENT
SERVICE

DATE	INVOICE #
12/29/2007	2279

BILL TO:
The University of Southern Mississippi
Office of the President
118 College Drive #5001
Hattiesburg, MS 39406-9001

SHIP TO:

P.O. NUMBER	TERMS	REP	SHIP	VIA	F.O.B.	PROJECT
USM0107	net 10					

QUANTITY	ITEM CODE	DESCRIPTION	PRICE EACH	AMOUNT
		Studio Cost - presentation (direct cost)		870.00
		Original Music and post-production editing - BODDOG (direct cost)		3,000.00

OK to pay 1/15/08
PO# 1050622
Gally Adam

TOTAL \$3,670.00

Moving away from the fall 2007 Core Dialogues process, the next insert is a very recent invoice - from spring 2012 - that relates to a commercial for class beginnings at USMGC.

Invoice

300 east interdenaria
hialeah oaville
portland, florida 32502
(850) 438-7823
www.idgroupusa.com

DATE	INVOICE #
3/26/2012	3132

BILL TO:
Shelia White, M Ed
Director, University Communications
University of Southern Mississippi Gc
730 East Beach Boulevard
Long Beach, Mississippi 39560

SHIP TO:

P.O. NUMBER	TERMS	REP	SHIP	VIA	F.O.B.	PROJECT
3008587	Net 15					USM 1106 - USM Coast Video

QUANTITY	ITEM CODE	DESCRIPTION	PRICE EACH	AMOUNT
		Stay Here Go Far Campaign		4,000.00

Approved for Payment
Shelia White
4-3-12


2012 APR 4 PM 11 17
USM PROCUREMENT
& CONTRACT SERVICES

Sales Tax (0.0%) \$0.00



Total TOTAL \$4,000.00


cm 415/12

At a cost of \$4,000, Idgroup renewed some musical licenses and edited some radio and television spots for USM relating to times for new semesters at USMGC. With this expense, the total for this report rises to \$10,525.

 300 west interdenzia historic seville pansacola, florida 32502 (850) 438-7823 www.idgroup.us		Invoice DATE: 4/21/2009 INVOICE #: 2610				
BILL TO: The University of Southern Mississippi Office of the President 118 College Drive #9001 Hattiesburg, MS 39406-0001		SHIP TO:				
P.O. NUMBER	TERMS	REP.	SHIP	VIA	F.O.B.	PROJECT
USM059	Net 15					
QUANTITY	ITEM CODE	DESCRIPTION	PRICE EACH	AMOUNT		
		DIRECT COST:				
		Photography fee, scout, digital capture, assistant, mileage, hotel, make-up artist		4,187.00		
<p>2009 APR 12 PM 4 01 USM PHOTOGRAPHY OK to pay Pally Odum 5/8/09 PO # 1056380 V 34757/605790/14420/10200/106080</p>						
				Sales Tax (6.5%)	50.00	
				TOTAL	\$4,187.00	
253333 dh						

The invoice above provides further indication as to how much Idgroup enjoyed shooting commercials for USM. This one from the spring of 2009 shows that Idgroup billed USM for \$4,187 for one shoot involving air fare, photography, digital capture and a make-up artist (and more). With it, the total in this report rises to \$14,712. Next, the invoice at the top of the next page, one for \$2,473.60, covers expenses related to a spring 2009 photography shoot of Jerry St. Pe, an individual who was awarded an honorary degree from USMGC. The project plan for this shoot is described just below:

 www.idgroup.us	project estimate engaging ideas connecting people facilitating growth Date: April 1, 2009
Client: University of Southern Mississippi Project: Honorary Degree Ad / Photography Project #: USM 0709	
Description/Deliverables/Estimate Pricing: Photography of Honoree on-location on Southern Miss campus in Long Beach, MS. Includes scouting, lighting setup and photo session, assistant, travel, digital capture of session. For this shoot Southern Miss will receive Unlimited Perpetual Usage of the images produced. Goldberg & Company retains all copyrights. No third party distribution of the images by client without permission of Goldberg & Co. COST \$2473.00 Billing Schedule:	
*** Estimated prices do not include applicable sales tax. ***	
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 subject to the production schedule upon receipt of this signed estimate. Authorization for Project Initiation:  4/15/09 Client Signature / Date	
300 west interdenzia historic seville pansacola, fl 32502 T 850 438-7823 F 850 438-7820 W idgroup.us	



300 east intendencia
historic seville
pensacola, florida 32502
(850) 438-7823
www.idgroup.us

Invoice

DATE	INVOICE #
5/11/2009	2624

BILL TO:

The University of Southern Mississippi
Office of the President
118 College Drive #5001
Hattiesburg, MS 39406-0001

SHIP TO:

P.O. NUMBER	TERMS	REP	SHIP	VIA	F.O.B.	PROJECT
PO USM0...	Net 15					

QUANTITY	ITEM CODE	DESCRIPTION	PRICE EACH	AMOUNT
DIRECT COST - JERRY ST. PE SHOOT:				
		Photographer - location photography, one day shoot for Jerry St. Pe on the campus of USM		2,473.60

OK to pay
Colly Odum 5/14/09
PO # 1056380

V 34757 605790 | 14420 | 100001 | 06000


Sales Tax (6.5%) \$0.00

TOTAL **\$2,473.60**

253571 &h

2009 MAY 15 PM 3 05
USM PHOTO CENTER

The St. Pe shoot raises the total found here to \$17,185.60.



idgroup marketing + creative
300 East Intendencia
Historic Seville
Pensacola, FL 32502
T: 850.438.7823 FAX: 850.438.7823

Date	Invoice #
05/03/09	2601

Bill To:

University of Southern Mississippi
Office of the President
118 College Drive #5001
Hattiesburg, Mississippi 39406

Ship To:

University of Southern Mississippi

P.O. Number	Terms	Project
Direct Cost	Net 15	

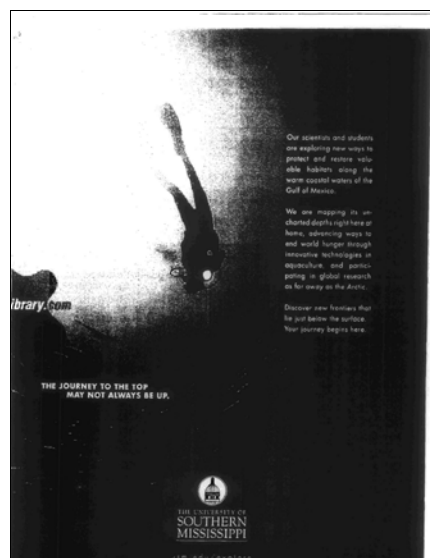
Description	Amount
Direct Cost: Image: Scuba diver swimming near a school of fish (Royalty free image)	349.99

*Design of Ad for
US News + World Report*

2009 JUL 30 PM 2 38
USM PHOTO CENTER

OK to pay
Colly Odum 7/30/09
PO # 1062276

Sales Tax (3.5%)	\$0.00
TOTAL	\$349.99



Not all projects initiated by *Idgroup* for USM broke the proverbial bank. The invoice above totals \$349.99 and covers development costs for a print ad USM purchased from *U.S. News & World Report* in the summer of 2009. The project involved producing an image of a scuba diver and some text about USM's research endeavors. With this, our new total is \$17,535.59. Another such example is a \$303.02 charge from *Idgroup* for a web team meeting in Jan-2010 at the Hilton Garden Inn (see below). This raises our total to \$17,838.61.

300 east interdenzia historic saville pensacola, florida 32502 Idgroup (850) 438-7823 www.idgroup.us		Invoice	
		DATE	INVOICE #
		1/20/2010	2823
BILL TO: The University of Southern Mississippi Office of the President 118 College Drive #5001 Hattiesburg, MS 39406-0001		SHIP TO: USM PRODUCTION SERVICES	
P.O. NUMBER	TERMS	REP	SHIP
USM	Net 15		
QUANTITY	ITEM CODE	DESCRIPTION	PRICE EACH
		Hilton Garden Inn - 10/19/10 (Kane and Mann) - 10/19/10	303.02
			Sales Tax (6.5%) \$0.00
TOTAL			\$303.02

*OK to pay
Cathy Adams 2/1/10
PO # 1062276*

Still, most projects with Saunders and Amedeo involved large sums, like the \$7,356 invoice below from Dec-2009 for student recruitment/alumni relations brand videos (shooting, editing, hair & make-up), \$4,356 of which was paid at that time. Now this report's total climbs to \$25,194.61.

300 east interdenzia historic saville pensacola, florida 32502 Idgroup (850) 438-7823 www.idgroup.us		Invoice	
		DATE	INVOICE #
		12/2/2009	2785
BILL TO: The University of Southern Mississippi Office of the President 118 College Drive #5001 Hattiesburg, MS 39406-0001		SHIP TO: USM PRODUCTION SERVICES	
P.O. NUMBER	TERMS	REP	SHIP
USM1609	Net 15		
QUANTITY	ITEM CODE	DESCRIPTION	PRICE EACH
		President Introduction Sheet for Brand Video (2 versions)	4,356.00
1. Student Recruitment Version 2. Alumni Relations Version Shooting, Editing, Hair/Make-Up Total Amount: \$7,356.00 Paid Through Retainer: \$3,000.00 Invoice Amount: \$4,356.00 (invoice 2785)			
			Sales Tax (6.5%) \$0.00
TOTAL			\$4,356.00

*OK to pay
Cathy Adams 12/14/09
PO # 1062276*

