


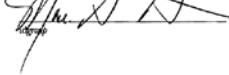



Special Report

Amodeo's Idgroup Paid \$8,300 Per Month

Documents obtained by USMNEWS.net via a Mississippi Open Records request indicate that Mona Amodeo's Idgroup was signed to an **\$8,300** per month contract by the Martha Saunders administration (2007-12) of USM. The insert below is a "Letter of Agreement" which was written on 28-May-2008 and effected by Idgroup and USM 4-June-2008.

USM Consulting Scope of Work	May 28, 2008
	RECEIVED 2008 JUN 6 AM 11 40 USM PROCUREMENT SERVICES
Letter of Agreement	
Client: The University of Southern Mississippi Consulting Services to the President of the University of Southern Mississippi	
Effective June 1, 2008, The President of The University of Southern Mississippi engages Mona Amodeo, Ph.D, Senior Consultant with Idgroup to advise and consult with her and her appointed representatives about organization development and communications strategy. Dr. Amodeo and the Idgroup team will continuously review the effectiveness of Southern Miss in translating its defined identity into actions and image communications that are on strategy and in accordance with established metrics.	
To achieve these objectives Idgroup will	
1) Work with the President to create a strategic organization development/communications plan to accomplish the Southern Miss image objectives. The plan will be framed within the strategic plan of the University and will incorporate internal and external communications and organization development strategies specific to performance metrics.	
2) Provide consulting support to the Southern Miss internal communications team in developing and executing creative tactics in alignment with overall communications goals and strategies	
3) Conduct an internal/external communications audit and recommend adjustments in strategies and tactics based on performance metrics	
4) Provide a monthly review of activities relative to defined strategies and metrics	
5) On-going research and trend analysis	
7. Organization Development strategic consulting	
8) At the discretion of the President, provide organization development and communications consultation to senior level team	
Reports and Meetings	
1) Monthly Southern Miss image communications analysis report based on data received from the University communications team	
2) On-going "need to know" reports and updates (HOT issues, topics etc)	
3) Monthly strategy meetings on-campus (or location defined by the President)	
4) Quarterly meeting to review performance in relation to metrics and adjust strategy as necessary	
5) Yearly organization development/ image communications strategy meeting and planning	
6) Telephone calls and additional meetings as needed	
Consulting Fees	
Monthly billings of \$8,300.00*	
**Reimbursement for all transportation expenses, food and lodging will be provided by The University of Southern Mississippi in accordance with standards and policies. Expenses are billed monthly. Travel expenses are limited to those expenses allowed by USM travel policy for employees in travel status. E.g., coach class airfare, mileage at the allowable rate set by the Department of Finance and Administration, and meal allowance as set by the state.	
Research	
Idgroup is actively engaged in research. Our goal is to contribute to the body of knowledge through reporting on processes which bridge the gap between theory and practice. With the knowledge and consent of the	

USM Consulting Scope of Work	May 28, 2008
University we would like to have permission to report on this process and the impact of the methodology in academic and trade publications. The University name can be included or deleted from the research articles based on the desires of the University	
Agreement/Authorization	
This contract period is for a period of 6 months, automatically renewed unless notification is given in writing that the contract will not be renewed. By authorizing this budget the client states that he/she understands and accepts the provisions stated above and authorizes all work and payments for work. The client will be invoiced monthly. Payments are due on the 10 th of each month.	
 The University of Southern Mississippi	 Date 6-4-08
 Idgroup	 Date 6-2-08

The LOA above stipulates the kinds of work that Idgroup would do on behalf of USM. That list includes:

- "organization development and communications strategy"
- "review the effectiveness of Southern Miss in translating its defined identity into actions"

- “review . . . image communications that are on strategy and in accordance with established metrics”
- “[p]rovide consulting support”
- “developing and executing creative tactics”
- “review of activities relative to defined strategies and metrics”
- “research and trend analysis”
- “Organization Development strategic consulting”
- “communications consultation”
- “Conduct an internal/external communications audit”

The LOA also lists other communications-speak in the meetings section, particularly with the “‘need to know’ reports and updates (HOT issues, topics etc).” Next, the inserts below show that USM officials, at the direction of Saunders, began promptly making the monthly payments of **\$8,300** (not including travel expenses).

Requisition 10 55405

Ship To: 2609 WEST 4TH STREET
HATTIESBURG MS 39401

Business Unit: USMPO	
Reg ID: 000034757	Date: 06/10/2008
Requester: Holder, Becky	Currency: USD
Requester Signature: _____	

Line	Schd	Item	Description	Mfg ID	Quantity	UOM	Price	Extended Amt	Doc Date
1-1			Consulting services to advise and consult with the president and appointed representatives about organization development and communications strategy.		1.0000	EA	0.00	0.00	06/10/2008

Buyer: Holder, Becky
Vendor: 000034757 IDGROUP


Contract period is for a period of 6 months, automatically renewed unless notification is given in writing that the contract will not be renewed.

Invoiced monthly at \$8,300 plus reimbursement of reasonable travel expenses.

Line Total: 0.00
Total Requisition Amount: 0.00

P.O. # to be shown on invoice.
Invoices to be approved by Polly Odum or Dr. Martha Saunders

Purchase Order



USM Purchasing
2609 WEST 4TH STREET
HATTIESBURG MS 39401
USA

Vendor: 000034757 FAX: 601-934-3155
IDGROUP
300 EAST INTENDENCIA
PENSACOLA FL 32502

DUPLICATE		Dispatch via Print	
Purchase Order: 1055405	Date: 06/10/2008	Revision: 1	Page: 1
Payment Terms: FOB Destination, Exc. Freight/Chrgs Back	Ship Via: 800/2647		
Buyer: Holder, Becky	Requisition #: 000034757	Requester: Holder, Becky	
Ship To: 2609 WEST 4TH STREET HATTIESBURG MS 39401 USA			
Bill To: 118 COLLEGE DRIVE #5104 HATTIESBURG MS 39406-0001 USA			

Tax Exempt?	Y	Tax Exempt ID:	64-740168K	Dept:	Office Of President	Dept ID:	100001	Proj/Gent:
Line	Quantity	UOM	Item Description	Unit Price	Extended Amt			
1	1.00	EA	Consulting services to advise and consult with the president and appointed representatives about organization development and communications strategy.	0.00	0.00			

Contract period is for a period of 6 months, automatically renewed unless notification is given in writing that the contract will not be renewed.

Invoiced monthly at \$8,300 plus reimbursement of reasonable travel expenses.

P.O. # to be shown on invoice.
Invoices to be approved by Polly Odum or Dr. Martha Saunders

The contract specifies a 6-month relationship which, at **\$8,300** per month, eventually set back USM students and Mississippi taxpayers at least **\$49,800**. The following insert provides a bit more background into this contract. There, Saunders e-mails then-USM chief financial officer Joe Morgan, asking him to finalize the 6-month relationship with Amodeo. Saunders also informs Morgan that she would like to consider renewing the agreement for another six months.

From: Martha Saunders [mailto:Martha.Saunders@usm.edu]
Sent: Wednesday, May 28, 2008 1:59 PM
To: j.morgan@usm.edu
Subject: FW: agreement

Joe, here is the proposal from id group. I would like to engage her for 6 months with the possibility of renewing for another 6 months afterward. Please advise.

Morgan's reaction to Saunders' e-mail got the payment process initiated, as shown in his e-mail to Polly Odom, Saunders' secretary, below.

— Original Message —
From: Joe Morgan
To: 'Martha Saunders'
Cc: Polly Odom
Sent: Wednesday, May 28, 2008 3:54 PM
Subject: RE: agreement

Dr. Saunders & Polly,

I've asked Becky Holder to prepare the required forms and a P.O. I'm assuming the charges will be paid from the President's development account.

We need to get Mona to sign an original and mail to us so we can sign, file and return a copy to idgroup.

Joe

Of course, Odom acted by having the payment processed, as the insert below shows.

From: Polly Odom [Polly.Odom@usm.edu]
Sent: Wednesday, June 04, 2008 4:08 PM
To: Becky Holder
Cc: j.morgan
Subject: Fw: agreement


Becky,

The contract came in yesterday for the President's signature (six months with option to extend); and once she has signed it, I will get it to your office. The President's development account will be used (14H20-100001-06000); \$8,300 monthly with reimbursement of reasonable travel expenses. A monthly invoice will be received.

Thanks,

Polly

And with these e-mails and the signed LOA above, the proverbial ball was rolling smoothly, as the next insert also points out.

 **USM Purchasing**
2609 WEST 4TH STREET
HATTIESBURG MS 39401
USA

Vender:0000034767 FAX : 850/934-3155
IDGROUP
300 EAST INTENDENCIA
PENSACOLA FL 32502

Purchase Order

DUPLICATE Dispatch via Print

Purchase Order	Date	Revision	Page
1054382	07/31/2008		1

Payment Terms	Freight Terms	Ship Via
NET 30	FOB:Destination	INSURANCE

Buyer	Requestion #	Requestor
Holder, Becky	0000016653	Holder, Becky

Ship To: 2609 WEST 4TH STREET
HATTIESBURG MS 39401
USA

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

Line	Quantity	UOM	Item/Description	Unit Price	Extended Amt
1	1.00	EA	Consulting services to advise and consult with the president and appointed representatives about organization development and communications strategy.	0.00	0.00

Tax Exempt? Y Tax Exempt ID: 64-740159K Dept: Office Of President Dept Id:100001 Proj/Cmt:

Contract period is for a period of 6 months, automatically renewed unless notification is given in writing that the contract will not be renewed.

Invoiced monthly at \$8,300 plus reimbursement of reasonable travel expenses.

P.O. # to be shown on invoice.
Invoices to be approved by Polly Odom or Dr. Martha Saunders

Replaces p.o. #1055405 - Please update your records

The insert above is a July-2008 USM Purchase Order, showing that the second (of six) payment to *Idgroup* of \$8,300 was made.

With the original LOA above, the 6-month contract period began in July-2008, and it was scheduled to expire after December-2008. Again, at \$8,300 per month, Amodeo's *Idgroup* was scheduled to earn a whopping \$49,800 over the period. However, the requisition below, from May-2009, indicates that Saunders did indeed renew the contract with Amadeo's company. This extended the monthly payments from USM to *Idgroup* of \$8,300 from Jan-2009 through June-2009. After adding these six payments totaling another \$49,800, the amount of MS public funds diverted to *Idgroup* stood at an amazing \$99,600.

Requisition 1062276?

Ship To: 2609 WEST 4TH STREET
HATTIESBURG MS 39401

Business Unit: USMPO	
Req ID: 630042414	Date: 05/19/2009
Requester: Odom, Polly	Currency: USD
Requester Signature	

Line	Schd	Item	Description	Mfg ID	Quantity	UOM	Price	Extended Amt	Due Date
1	1		Renewal of consulting services (standing order) to advise and consult with the president and appointed representatives about organization development and communications strategies; July 1, 2009 - June		1.0000	EA	0.00	0.00	


Vendor: 0000034757 IDGROUP

Line Total: 0.00
Total Requisition Amount: 0.00

Invoiced monthly \$8,300 plus reimbursement of reasonable travel expenses and other relative expenses-photography, copies, etc.
Invoices to be approved by Polly Odom or Martha Saunders.
Current PO # 1056380

So, after one year with *Idgroup*, what happened in July-2009? The July-2009 purchase order below provides the answer.

Purchase Order



USM Purchasing
2609 WEST 4TH STREET
HATTIESBURG MS 39401
USA

DUPLICATE

Purchase Order	Date	Revision	Page
1062276	07/02/2009		1

Payment Terms	Freight Terms	Ship Via
Net_30	FOB:Dest.in_frc_prepd/chrg back	RESTWAY

Buyer	Requisition #	Requestor
Herndoso, Michael M	000042414	Odom, Polly

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

Ship To: 2609 WEST 4TH STREET
HATTIESBURG MS 39401
USA

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

Tax Exempt?	Y	Tax Exempt ID:	64-740188K	Dept:	Office Of President	Dept Id:	100001	Proj/Grnt:
Line	Quantity	UOM	Item/Description	Unit Price	Extended Amt			
1	1.00	EA	Renewal of consulting services to advise and consult with the president and appointed representatives about organization development and communications strategies for the period July 1, 2009 through June 30, 2010.	0.00	0.00			

Invoiced monthly \$8,300 plus reimbursement of reasonable travel expenses and other relative expenses-photography, copies, etc.
P.O. Number to be shown on invoices
Invoices to be approved by Polly Odom or Martha Saunders.
Replaces P.O. #1056380 - Please update your records

The PO above notes that USM not only renewed with Idgroup, it did so for the entire period from July-2009 through June-2010. Again, this not only extended the monthly bill of \$8,300, not including expenses, for another 12 months, creating an expense of \$99,600, it also raised the total amount of taxpayer funds spent on Idgroup's "consulting" from July-2008 through June-2010 to a staggering \$199,200. Sadly, to sources at least, the e-mails below between Odom and Saunders show just how matter-of-fact the decision to spend this money was at the time.

From: Polly Odom
Date: Thu, 14 May 2009 08:57:11 -0500
To: Martha Saunders <Martha.Saunders@usm.edu>
Subject: idgroup

It is time for me to submit paperwork for our standing purchase orders. Will we continue to use idgroup in 2009-2010?

Thanks,

P

Polly Odom
 Executive Secretary to the President
 The University of Southern Mississippi
 118 College Drive #5001
 Hattiesburg, MS 39406
 601-266-5301
 polly.odom@usm.edu

From: Martha Saunders [Martha.Saunders@usm.edu]
Sent: Thursday, May 14, 2009 9:06 AM
To: Polly Odom
Subject: Re: idgroup

Yes.

Sent via BlackBerry by AT&T

The insert below indicates that such matter-of-fact decision-making continued, leading to another contract renewal.

Purchase Order

USM Purchasing
 2609 WEST 4TH STREET
 HATTIESBURG MS 39401
 United States

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

CANCELED PO

Purchase Order	Date	Revision	Page
1067823	07/27/2010	1 - 08/03/2010	1

Payment Terms **Freight Terms** **Ship Via**
 Net 30 FOB:Destin, fct. prspd/chrng back BESTWAY

Buyer **Requisition #** **Requestor**
 Holder, Becky 000048617 Odom, Polly

Ship To: 2609 WEST 4TH STREET
 HATTIESBURG MS 39401
 United States

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

Tax Exempt? Y	Tax Exempt ID: 64-740188K	Dept: Office Of President	Dept Id: 100001	Proj/Gmt:	
Line	Quantity	UOM	Item/Description	Unit Price	Extended Amt
1	1.00	EA	Renewal of consulting services to advise and consult with the president and appointed representatives about organization development and communications strategies for the period July 1, 2010 - June 30, 2011	0.00	0.00


Invoiced monthly \$8,300 plus reimbursement of reasonable travel expenses and other related expenses—photography, copies, etc.

Invoices to be approved by Martha Saunders or Polly Odom.

Replaces P.O. #1062276.

cancel, duplicate of p.o. 1067861

This contract, running from July-2010 through June-2011, continued the monthly payment from USM to Idgroup of \$8,300. It also added another \$99,600, raising the total transfer to a troubling \$298,800. This renewal, taking the relationship through June-2011, left one year in the Saunders administration, which ended on 30-June-2012. The final insert below shows that the USM-Idgroup, or the Saunders-Amodeo relationship survived right up to that last day. Of course, this set of monthly \$8,300 payments generated another expense of \$99,600, raising the total transfer to an almost-unfathomable \$398,400.



Purchase Order

USM Purchasing
 2609 WEST 4TH STREET
 HATTIESBURG MS 39401
 USA

DUPLICATE

Purchase Order	Date	Revision	Page
1072772	10/10/2011		1
Payment Terms	Freight Terms	Ship Via	
Net 30	FOB, Dest. In. frt. prepaid/chrq. back	BESTWAY	
Buyer	Requisition #	Requestor	
Holder, Becky	000053946	Odom, Polly	

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

Ship To: 2609 WEST 4TH STREET
 HATTIESBURG MS 39401
 USA

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

Tax Exempt? Y Tax Exempt ID: 64-740188K Dept: Other Institutional Expense Dept Id: 120009 Proj/Grnt:

Line	Quantity	UOM	Item/Description	Unit Price	Extended Amt
1	1.00	EA	Consulting Services effective October 1, 2011 - June 30, 2012.	0.00	0.00

Consulting proposal is attached. This is a renewal. Replaces Invoice No. 1067661. Invoiced monthly, \$8,300. Invoices to be approved by Martha Saunders or Polly Odom.

Keep in mind, as we close this report, that the \$398,400 total above does not include the \$76,650 payment from USM to Idgroup for the centennial video, the topic of a recent **Breaking News . . .** report. When this figure is included, Saunders managed to shuffle at least \$475,050 from USM's coffers to those of Idgroup. By now, readers must be wondering if Saunders somehow managed to get the ultimate total to \$1 million. That remains to be seen. Of course, if the consulting LOA covered in this report began in July-2007 instead of July-2008, the total would already be \$99,600 closer.