

RACINE PHOTO ARTS / BRUCE RACINE

Maricopa Community Colleges RFP # 3452-9
Photography and Video Services

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PRICING SCHEDULE

The undersigned has read and understands all conditions and terms of RFP 3452-9, is authorized to submit this proposal on behalf of the company, and hereby offers to perform the services per the attached pricing proposal. Proposer further understands they are the sole offeror herein and that the performance of any sub-contractors employed by the Proposer in fulfillment of this offer is the sole responsibility of the Proposer.

COMPANY: Racine Photo Arts **PHONE:** 480-515-0050

ADDRESS: 4289 East Argyle Drive **FAX:** 480-515-0052

CITY, STATE, ZIP: Gilbert, Arizona 85298

SIGNATURE:  **DATE:** November 25, 2019

NAME (Print): Bruce Racine **TITLE:** Owner / Photographer

Submit a detailed pricing schedule as an attachment to this page.

Other-Services/Fees not specifically requested in the RFP (list below)

SEE ATTACHED PRICING SCHEDULE

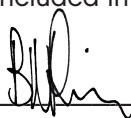
Costs/Fees listed above shall include all overhead and profit. No billing will be accepted that shows any other costs than those listed in the pricing schedule. This includes, but is not limited to, travel, any out-of-pocket costs, meetings, secretarial, printing, delivery, rent, phone calls, postage, overnight mail service, accounting, fuel charges, office supplies, etc.

The signature page (Section 10) must be completed, signed and included with your proposal.



[SERVICES / PRICING SHEET]

[PHOTOGRAPHY]

- + [FULL DAY OF PHOTOGRAPHY] = \$2,500/Day
 - up to 12 hours active on location
 - 1 hour initial set up each day plus 1 hour for lunch for a total of 12 hours
 - up to potentially 10 different strobe lighting setups or many more if no lighting is required
 - Minimum of 1 assistant required / 2 assistants can make more shots happen in the day
 - includes:
 - digital capture on 21.1MP camera in JPG and RAW
 - 8 studio strobe lights and light modifiers
 - reflector boards and other grip equipment
- + [HALF DAY OF PHOTOGRAPHY] = \$1,500/Day
 - up to 5 hours active on location
 - 1 hour initial set up each day for a total of 5 hours
 - up to potentially 5 different strobe lighting setups or many more if no lighting is required
 - Minimum of 1 assistant required / 2 assistants can make more shots happen in the day
 - includes:
 - digital capture on 31.9MP camera in JPG and RAW
 - 8 studio strobe lights and light modifiers
 - reflector boards and other grip equipment
- + [ASSISTANTS] - Hired as a subcontractor on a per day per person basis
 - Full Day Assistant = \$350/Day per assistant
 - Half Day Assistant = \$300/Half Day per assistant
- + [RETOUCHING] - \$50/Image from Camera RAW files [Basic]
 - Special Needs Retouching [Quote Only]
- + [CASTING] - \$350/Day [only upon request]
- + [HAIR/MAKEUP ARTIST OR STYLIST] - Hired as a subcontractor on a per day per person basis
 - Full Day HMUA/Stylist = \$600 to \$850 depending upon who is available
 - Half Day HMUA/Stylist = \$350 to \$500 depending upon who is available
 - Wardrobe Gather/Return = \$750/Day + Damaged Items
- + [DIGITAL TRANSFER MEDIA]
 - DVD for up to 4.7GB = \$25/DVD
 - DVD-DL for up to 8.5 GB = \$30/DVD-DL
 - External Hard Drive for up to 2TB = \$200/Hard Drive
 - Notes:
 - Most clients provide media for digital transfer [ie hard drive or flash drive]
 - FAT32 external drive is preferred with USB-C [Mac/Win Compatible]
 - Typical Full Day Shoot is 60 to 100 GB of information to transfer
- + [RENTAL EQUIPMENT] - rarely needed for MCCCCD Photo Shoots
 - Can be quoted on an as needed basis and only required for VERY RARE circumstances
- + [STUDIO RENTAL] - Quoted on an as needed basis
 - Half Day to Full Day Studio Rental Range \$300 to \$1,200 based on size/amenities needed
- + [MILEAGE] - Included in Photo Day Rate
- + [SIGNATURE]  _____
- + [DATE] November 25, 2019



Please provide the requested information below as acknowledgment that you have received our Request for Proposal noted above. To ensure receipt of any future addenda and to remain in our vendor database it is strongly recommended that interested Bidders complete this acknowledgment and return via Fax to MCCCCD Purchasing at (480) 731-8190 or email to sarah.van.omen@domail.maricopa.edu even if you do not intend to submit a proposal.

All addenda/amendments will continue to be posted on our website at <https://procurement.maricopa.edu/>

Failure to sign and return the "Acknowledge of Receipt" will result in your company not being sent any addenda to this RFP. Addenda may significantly alter the specifications of this RFP which could result in your proposal being deemed unresponsive if this form is not returned.

Name of Firm: Racine Photo Arts

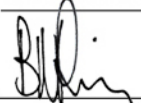
Address: 4289 East Argyle Drive

Gilbert, Arizona 85298

Tel #: (O) 480-515-0050 (C) 602-743-5353 Fax #: (480) 515-0052

E-Mail: info@bruceracine.com

Name: (Print) Bruce Racine Title: Owner / Photographer

Signature:  Date: November 25, 2019

PLEASE NOTE: Failure to respond to this acknowledgement **may** result in your companies removal from our vendor database for this commodity.

() We will not be responding to this solicitation please retain us on the Proposing Firm's mailing list.

SIGNATURE PAGE

Pursuant to Arizona Revised Statutes 35-391.06 & 35.393.06, proposer certifies that it does not have a scrutinized business operation in either Sudan or Iran.

SIGNATURE



PRINTED NAME Bruce Racine

TITLE President / CEO

COMPANY Racine Photo Arts

ADDRESS 4289 East Argyle Drive

CITY, STATE, ZIP Gilbert, Arizona 85298

TELEPHONE 480-515-0050

FAX NUMBER 480-515-0052

E-MAIL info@bruceracine.com

Is your firm a:

(X) Corporation* () Partnership () Individual () Joint Venture

■ If a corporation, answer the following:

a) Where incorporated: Maricopa County, Arizona

b) Date incorporated: September 19, 1994

c) Have your Articles ever been suspended or revoked? () Yes (X) No

If yes, when, for what reason, and when were they reinstated:

■ Has your firm or its parent or subsidiaries ever been debarred or suspended from providing any goods or services to the Federal Government or other public entities? No

If yes, when, for what reason, and when were they reinstated:

SCOPE OF WORK

You may submit proposals on one, several, or all of the services listed in the scope of work. This is not an all or nothing proposal.

3.1 Photographer Scope of Work

3.1.1 The following includes (but is not limited to) suggested photography services. Sessions will be scheduled on an as-needed basis. Contractors may bid on one or more of the following services. Please list all pricing (hourly rate) to which you are responding:

- Action photography (candid individual, group, environmental shots)
- Banquet/Dance/Formal Event Photography for MCCCCD and public functions.
- Classroom Photography
- Commencement, other public event photography
- Portrait photography
- Panoramic photography
- Sports photography (Individual & Team)
- Campus and other architecture, buildings, landscape
- Yearbook photography

3.1.2 MCCCCD is seeking a firm(s) or individual with broad photography experience (both portrait and environmental, digital and print) within a wide range of industries.

3.1.3 MCCCCD is seeking a firm(s) or individual with knowledge of all privacy and permission issues around taking photos, both candid and staged, individually and with groups of varying size.

3.1.4 The photographer must bring/provide an appropriate portrait backdrop, lighting, camera, sound, and other equipment as requested at MCCCCD's location, or other location designated by MCCCCD. Last minute shoots, or after regular MCCCCD business hours/weekend shoots may occasionally be needed.

3.1.5 The photographer must utilize her or his own equipment, including portrait backdrop, and provide the digital masters to MCCCCD on a hard drive or link for download. The hard drive or link for download must be delivered to MCCCCD within five (5) business days of the shoot.

3.1.6 The photographer must provide images in RAW and jpg formats or other formats as requested by MCCCCD, as well as the signed appropriate authorization/releases forms.

3.1.7 Pricing shall be straightforward and all-inclusive. No additional charges will be allowed for overhead, profit, travel, or incidental expenses.

3.1.8 Usage Rights:

MCCCCD shall retain exclusively all rights to all photographs/videos made from any session performed under this contract. Upon request by the photographer, MCCCCD may, on a case-by-

Section Three: SCOPE OF WORK/SPECIFICATIONS

Rev 090817

case basis, grant the photographer editorial usage rights in accepted media. Such rights are contingent upon MCCCCD's prior written approval, which MCCCCD may withhold at its sole discretion.

3.2 Video Services

- 3.2.1 The following includes (but is not limited to) suggested video services. Sessions will be scheduled on an as-needed basis. Please list all pricing (hourly rate) :
- Shooting b-roll
 - Video editing / Animation
 - Pre-roll spot creation :15, :30 & :60
 - Script / Storyboard creation
 - Directing, Coaching
 - Audio Production
- 3.2.2 MCCCCD is seeking a firm(s) or individual with broad digital video experience within a wide range of industries.
- 3.2.3 MCCCCD is seeking a firm(s) or individual with knowledge of all compliance, privacy and permission issues around shooting video—individually and with groups of varying size.
- 3.2.4 The Videographer must bring/provide an appropriate portrait backdrop, lighting, camera, sound, and other equipment as requested at MCCCCD's location, or other location designated by MCCCCD. Last minute shoots, or after regular MCCCCD business hours/weekend shoots may occasionally be needed.
- 3.2.5 The videographer must utilize her or his own equipment, including backdrops, lighting, camera, sound, computer editing equipment and provide the digital masters to MCCCCD on a hard drive or link for download. The hard drive or link for download must be delivered to MCCCCD within five (7) business days of the shoot.
- 3.2.6 The videographer must provide footage in various digital formats (log footage included) appropriate for broadcast, social media, video screen or other formats as requested by MCCCCD, as well as the signed appropriate authorization/releases forms.
- 3.2.7 Pricing shall be straightforward and all-inclusive. No additional charges will be allowed for overhead, profit, travel, or incidental expenses.
- 3.2.8 Usage Rights:
MCCCCD shall retain exclusively all rights to all photographs/videos made from any session performed under this contract. Upon request by the photographer, MCCCCD may, on a case-by-case basis, grant the photographer editorial usage rights in accepted media. Such rights are contingent upon MCCCCD's prior written approval, which MCCCCD may withhold at its sole discretion.



[RESPONDENT QUESTIONNAIRE]

[5.1 COMPANY OVERVIEW]

- 5.1.1 Describe your company's history in successfully providing the services requested (in this RFP document) to previous clients, especially educational institutions.

I have over 25 years experience operating and being the primary photographer for Racine Photo Arts. Having created image libraries for MCCC schools for the past 15 years (primarily District, SMCC, Rio Global and MCC) I feel that I have a very solid understanding of the types of images that are most useful to the marketing needs of MCCC. In addition to working with all of the Maricopa schools, I have an ongoing work history with ASU for 20 years and University of Phoenix for 8 years.

On my website, you will see many images from all of these projects, but the images shown are truly just a small portion of the work that I have done for each college. If you are in the marketing department at District or any of the MCCC schools, I am fairly certain you have worked with some of my images already. I have always felt a sense of satisfaction that the finest educational institutions in Arizona have repeatedly come back to me for additional imagery because of their satisfaction with prior results.

- 5.1.2 State the number of years of service and experience of your company.

As stated in the previous question, I have 25 years experience as the owner and primary photographer for Racine Photo Arts. Prior to owning my business, I was a freelance photo assistant for many top advertising and editorial photographers across the USA. Please refer to my resume for a partial list of clients outside just local educational institutions.

- 5.1.3 Identify key contact personnel who may be involved with the contract including areas of specialization. Provide resume or work history of each person.

The primary contact for Racine Photo Arts will be Bruce Racine. I do contract other photographers on occasion when additional photographic coverage is needed at a larger photo shoot. Sometimes they will operate video gear and drones if needed while I am on the primary set. Individuals that are hired are based on availability. Please refer to the attached resume for Bruce Racine for additional information.

Specialization will be shown by images on my website. I am primarily an 'on location' people photographer that also does product and architectural photography. Most of my work is strobe lit with professional studio strobes brought to location. While the final result is 'natural light' or realistic looking, I can assure you that considerable amounts of lighting were used in most instances.

[5.2 QUALIFICATIONS]

- 5.2.1 Address in great detail your knowledge, expertise, and experience in providing the services requested in Section 3, Scope of Work, and your understanding & ability to comply with the requirements of this RFP.

Over my past 29 years in the photography business, starting with my experience in the analog film era and extending to the digital era, lead me to believe I have the technical capacity to execute all items requested in the RFP. In my online portfolio at my website:

<http://www.bruaceracine.com>

you will see actual examples of my ability to capture the mood and essence of any particular event, action, class, portrait, panorama, sport or campus/environment that is listed in the SOW. Since this is a visual medium that is being procured by MCCC, actually looking at a photo website is essential to understanding what a person is capable of doing. I don't try to just capture what is happening, but rather try to direct the viewer into the narrative that each particular subject needs to portray.

That being said, I am a photographer that can create images that are better and more concise than just simply capturing an event. My understanding of lighting, wardrobe, location and emotion all contribute to creating visually impactful images. There is a difference between 'taking' pictures and 'making' pictures. I prefer the latter.



5.2.2 Provide a list of 3-5 references of clients who have retained you, and/or to whom you have provided similar services to, for at least one year.

Don Newlen & Jami Pomponi Alire [current pre-approved MCCCCD Design Firm]
Fervor Creative
7038 East Osborne Road
Scottsdale, Arizona 85251
[P] 480-970-1400

Peter Shikany [former pre-approved MCCCCD Design Firm]
PS Studios
3002 North Third Street
Phoenix, Arizona 85012
[P] 602-253-0390

Carol Diego
Maricopa Community College District
2411 West 14th Street
Tempe, Arizona 85281
[P] 480-731-8718

5.2.3 Provide a detailed description of similar work performed by your firm during the past five years.

It will be easier to provide links to websites [personal and client] to show images of work that I have produced and photographed over the past five years. All projects shown are ongoing:

- Mesa Community College image library - many images are mine.
<http://www.mesacc.edu>
- WestMEC image library - most header images are mine and many of the program images are mine
<https://west-mec.edu/>
- Republic Services - most images are mine
<https://www.republicservices.com>
- Bruce Racine Website - all images are mine
<http://www.bruaceracine.com/>

In addition to these links, I have been principal photographer for campaigns for National Institute for Excellence in Teaching in over 20 school districts throughout the midwestern United States. I have arranged all production and travel for each of these shoots.

5.2.4 Provide a definitive list of services the firm will provide.

Technical Location Scout
Lighting Design
Image Capture
Photo Art Direction
Image Upload/Delivery
Retouching [upon request / additional fees]
Estimating / Invoicing
Crew Selection
Casting [upon request / additional fees]
Wardrobe Briefing
Wardrobe Shopping [upon request / additional fees]



5.2.5 Describe services, capabilities, policies and procedures for the service/s on which you're bidding:

Technical Location Scout
Lighting Design
Image Capture
Photo Art Direction
Image Upload/Delivery
Retouching [upon request / additional fees]
Estimating / Invoicing
Crew Selection
Casting [upon request / additional fees]
Wardrobe Briefing
Wardrobe Shopping [upon request / additional fees]

5.2.5.1 Video capabilities (shooting, editing, publishing).

I provide all of the following services in video, but at additional cost to photo shoot. Ultimately, the job will either be primarily video or still. Whatever the secondary type of shoot we would estimate, the secondary function would be at an additional rate as more crew is required. These are some of the services I can provide:

Shooting [interviews, B-Roll, Drone]
Video Lighting [additional expense]
Editing [via subcontractor and at additional expense depending upon the project]
Publishing [web maintenance or broadcast via subcontractor at additional expense dependent on the scope of the project]

5.2.5.2 Gathering digital talent release forms from all subjects

This has generally been done by the marketing director at each campus to maximize the time spent taking photos. However, a producer can be hired to handle this request at \$500/ day + materials. When we have used models cast from agencies, limited use model releases have been provided and initiated into contract via payment to agency of model fee.

5.2.5.3 Packaging, Organizing and Delivery of Picture Packages for Distribution

This is really dependent on the scale of the project. Generally speaking, an external hard drive is purchase with all content loaded onto hard drive. These hard drives can be reused by the same client to save money when appropriate. Photo edits can be provided in Adobe Bridge of JPG files only upon request and with additional expense.

5.2.6 Provide examples of work for each type of service you are responding for (i.e. portrait, architectural, sports photography, etc.)

Please see attached contact sheets and be sure to visit my website at:
<http://www.bruce Racine.com/>

5.2.7 Describe any other qualities, qualifications, and/or examples that further demonstrate your abilities to provide the services requested in the RFP.

I am a very experienced photographer with a large amount of stamina over the course of long days. The many years that I have done photography and the wide range of subject matter and locations has made me very efficient with my process. Besides that, if you can't have fun doing this, what can you have fun doing?



[5.3 OPERATIONAL]

Explain all the following in detail:

5.3.1 List your company's procedures for scheduling a photography or video services

Client contacts me and inquires about my availability and describes project[s]. If there are specific days that the job must be shot and my calendar shows availability, we can provide an estimate for services. If the job does not need to be done on a specific date and can be flexible, then I can provide an estimate.

5.3.2 Minimum advanced notification time to request services.

I'd like to have 2 weeks advance notice, but that doesn't always happen. I can often make it out to locations the next day if my calendar permits.

5.3.3 List your company's policy for arrival times at a shoot location.

This all depends on the scale of the production. If setup time is needed, client will be notified and it will be scheduled. This is usually addressed in the estimate portion of the job proposals.

5.3.4 List your cancellation policies, procedures, and time frames.

No cancellation fees outside of 24 hours. Inside of 24 hours a 50% cancel fee applies unless it is due to weather. Production fees may be charged if they have been incurred with a total cancel, but not in a reschedule within 2 weeks.

5.3.5 List your policies and procedures for scheduling retakes.

This rarely to never happens as I proof all images to an iPad on location and client must approve before we finish shooting.

[5.4 OTHER]

5.4.1 Would your company be willing to allow other entities to utilize this contract cooperatively.

Yes. As long as they contract thru Racine Photo Arts.

5.4.2 List any related additional services that your company provides that are not identified specifically by this RFP.

Location management
Full commercial advertising production

I have over 29 years of experience in the photo industry ranging from working on sets that operated at over \$100K per day in production costs all the way down to simply walking around with a camera to capture the best available scenery that will narrate the best story for each client. In that time, I have figured out how to match each clients' needs with their available budget.

Please be sure to visit my website at:
<http://www.bruce Racine.com/>

ATTACHMENT A

BIDDER'S STATEMENT

Interested Bidders are asked to review and provide, as completely and accurately as possible, a written response on each applicable section below:

TYPE OF BUSINESS ORGANIZATION

Please check the appropriate box(es).

_____ The Bidder represents that it operates as:

☒ A CORPORATION incorporated under the laws of

the State of Arizona

_____ An INDIVIDUAL

_____ A PARTNERSHIP

_____ A NON-PROFIT ORGANIZATION

_____ A JOINT VENTURE

Federal Employer Identification Number: 86-0901811

PARENT COMPANY and IDENTIFYING DATA

A "parent" company, for the purposes of this provision, is one that owns or controls the activities and basic business policies of the Bidder. To own the Bidding company means that the "parent" company must own more than 50 percent of the voting rights in that company. A company may control a Bidder as a "parent" even though not meeting the requirements for such ownership if the "parent" company is able to formulate, determine or veto basic policy decisions of the Bidder through the use of dominant minority voting rights, use of proxy voting or otherwise.

The Bidder:

_____ IS ☒ IS NOT owned or controlled by a "parent" company.

If the Bidder IS owned or controlled by a "parent" company, Bidder shall provide the name, address, phone and fax numbers, and Federal I.D. No. of the company.

ATTACHMENT A
BIDDER'S STATEMENT (continued)
BIDDER REFERENCES
Private Business Contracts

MCCCD requires a minimum of three (3) current and local references for which you are providing same or similar products and services specified herein. Please indicate below the businesses for which you have provided such during the past two (2) years:

- 1 Company Name: Fervor Creative
 Address: 7038 East Osborne Road Scottsdale, AZ 85251
 Phone #: 480-970-1400 Fax #:
 Contact Person: Don Newlen or Jami Pomponi Alire
 Contract Period: From: 1996 To: Present
 Describe Services: Advertising / Editorial Photography

- 2 Company Name: PS Studios
 Address: 3002 North Third Street Phoenix, AZ 85012
 Phone #: 602-230-0390 Fax #:
 Contact Person: Peter Shikany, Brad Jones or Margaret Dixon
 Contract Period: From: 1994 To: Present
 Describe Services: Advertising / Editorial Photography

- 3 Company Name: MCCCD
 Address: 2411 West 14th Street Tempe, AZ 85281
 Phone #: 480-731-8718 Fax #:
 Contact Person: Carol Diego
 Contract Period: From: 2006 To: Present
 Describe Services: Advertising / Editorial Photography

ATTACHMENT A
BIDDER REFERENCES (continued)
Federal, State or Other Political Subdivision Contracts

MCCCD is also interested in speaking with public agencies or educational institutions for whom you have provided such products and services covered herein:

- | | | | |
|---|------------------------|---|--------------|
| 1 | Company Name: | Fervor Creative (for MCCCCD, RioSalado Global, ASU + many others) | |
| | Address: | 7038 East Osborne Road Scottsdale, AZ 85251 | |
| | Phone #: | 480-970-1400 | Fax #: _____ |
| | Contact Person: | Don Newlen or Jami Pomponi Alire | |
| | Contract Period: From: | 1996 | To: Present |
| | Describe Services: | Advertising / Editorial Photography | |
| 2 | Company Name: | PS Studios (for MCC, MCCCCD, Landscape Forms + many others) | |
| | Address: | 3002 North Third Street Phoenix, AZ 85012 | |
| | Phone #: | 602-253-0390 | Fax #: _____ |
| | Contact Person: | Peter Shikany, Brad Jones or Margaret Dixon | |
| | Contract Period: From: | 1994 | To: Present |
| | Describe Services: | Advertising / Editorial Photography | |
| 3 | Company Name: | MCCCCD | |
| | Address: | 2411 West 14th Street Tempe, AZ 85281 | |
| | Phone #: | 480-731-8718 | Fax #: _____ |
| | Contact Person: | Carol Diego | |
| | Contract Period: From: | 2006 | To: Present |
| | Describe Services: | Photo image libraries at all 10 campuses | |

ATTACHMENT A
 BIDDER'S STATEMENT (continued)
 ADDITIONAL BUSINESS INFORMATION
 Standard Business Hours

- 1 Days of week available for services: All
- 2 Business hours of operation: 24/7 - 365
- 3 On-call/Emergency service hours: 24/7 - 365
- Phone Number(s): 480-515-0050
- Web Address: http://www.bruceracine.com/
- FAX Number: 480-515-0052

General Information

- 4 Business License Number: 86-0901811
- 5 Number of years in business under current name: 25
- 6 Number of offices in the State of Arizona: 1
- 7 Business Classification (check applicable category)
- Minority Owned Business (MBE) _____
- Woman Owned Business (WBE) _____

Does your firm hold this certification from any other agencies or companies?

No: X Yes: _____ With Whom? _____

- 8 Name and address of office assigned to handle the MCCCCD account:
- Bruce Racine at Racine Photo Arts
- 4289 East Argyle Drive
- Gilbert, Arizona 85298
- 9 Account Manager Information:
- Name: Bruce Racine
- Office Phone: 480-515-0050
- Cell: 602-743-5353
- 10 Contractors License Number(s): TYPE _____ NUMBER _____
- 11 Do you ever sub-contract any of your services? NO _____
- YES X
- If YES, which services?: Video Editing, Sound

ATTACH ADDITIONAL SHEETS IF NECESSARY TO FURTHER DESCRIBE THE EXPERIENCE AND
 QUALIFICATIONS OF YOUR FIRM FOR PROVIDING THE PRODUCTS/SERVICES UNDER THE CONTRACT



MCCCD,

I am writing to give some information and background on my qualifications for RFP #3452-9 for Photography Services. I have been a commercial and editorial photographer for the past 25 years with a wide range of clientele that includes many large scale photo shoots for various schools in the MCCCD system as well as the MCCCD District Offices.

I have been approved for photography within MCCCD for the past 4 years on a previous RFP and in the past few months I have done a six day photo shoot for Rio Salado Global thru Fervor Creative and Lane Terraever to help improve and launch global awareness and collateral material for Rio Global Online. A year ago, I worked with Carol Diego at District to upgrade and update a previous photo library that I had created for District many years earlier. We covered all ten campuses over ten days and provided an external hard drive with over 5,000 selections for use across multiple platforms by all schools. From the feedback I received, all participants were happy with the new imagery. Some can be seen on the various campus websites as well as my own website.

As you will see on my client list, either on my resume or at my website, I have a very diverse client roster that serves many portions of the advertising and editorial community nationwide, including being a contract photographer for University of Phoenix for eight years. While I primarily specialize in 'on location' people and action photography, I do also cover some more staged sporting events and architecture. Really, the best way to determine the type of photography that I do is to visit my website at: <http://www.bruce Racine.com/>

From my website, you will be able to examine my different portfolios and link to social media platforms including LinkedIn and Instagram. You will find many favorable reviews of my services on LinkedIn.

99% of my work is highly produced on location lifestyle photography. I do some video in addition to photo, but as production needs on video are very diverse, I prefer to bid those jobs on an 'as needed for each production' basis. My basic rates listed for photography would apply to video capture, but would add a subcontractor for audio and post-production editing.

Most clients choose to buy their own external hard drives for image delivery, including my projects with Rio Global and District. Generally, I have been hired to create image libraries that can serve multiple purposes and cover quite a few photos over multiple days, hence the need for large drives to deliver images. Retouching from camera RAW files is done on a per need basis as not all retouching is the same. That being said, most clients end up just using the JPGs provided as they are likely larger than the end use needs. Distribution is then usually handled by Marketing Directors at each campus. Additionally, because I shoot so many variations per lighting set up, I have not had to reschedule shoots due to photographic error. Occasionally, we have to either cancel or reschedule a shoot due to subject availability, but that is a rare occurrence.

Additionally, I have attached a copy of my certificate of insurance that exceeds MCCCD requirements. In years past, MCCCD has requested that commercial auto insurance be required, but thru many jobs at the Maricopa Colleges, we have determined that none is needed as I am not exposing MCCCD to my driving in representation of their interests. After much research by my agent, there is no such thing in existence for photography. Only a custom policy written by Lloyds of London would potentially cover such a thing. These policies start at \$10,000/year and would be billed to MCCCD as they would be my only client requiring this type of coverage.

Please feel free to contact me with any questions,

Bruce Racine
4289 East Argyle Drive
Gilbert, Arizona 85298
[E] info@bruceracine.com
[W] <http://www.bruce Racine.com/>
[O] 480-515-0050
[F] 480-515-0052
[C] 602-743-5353



[QUALIFICATIONS]_____

Award winning photographer/creative director with extensive and progressive experience in the photo/creative industry managing all aspects of photography, design and production from beginning concepts to final execution. Highly organized team player that can ensure quality creative assets while staying within budget. Ability to manage multiple deadlines with different production needs and a logistical mastery to take abstract ideas and make concrete deliverables with clarity and efficiency.

[WEBSITES]_____

- + <http://www.bruaceracine.com/>
- + <http://www.linkedin.com/in/bruceracine/>
- + <http://www.instagram.com/bruceracine/>

[EDUCATION]_____

- + Arizona State University / Bachelor Fine Arts in Photography

[EMPLOYMENT]_____

- + [1994 - Current] Owner / Principal Photographer / Creative Director for Racine Photo Arts
- + [2009 - 2015] Contract Photographer for University of Phoenix
- + [1990 - 1994] Freelance Photo Assistant

[JOB RESPONSIBILITIES]_____

- + Developed photographic and creative execution strategy for a diverse range of clientele via leadership of creative teams while adhering to visual and content guidelines, brand identity and messaging.
- + Managed freelance creative teams comprising 3 to 25 people and ensured design, marketing and merchandising needs were met and exceeded for each particular product or concept within allotted time frame.
- + Assessed and prioritized workflow of multiple simultaneous projects to meet needs of timeline production, often in ambiguous situations.
- + Managed creative direction while ensuring brand execution in digital and print media with Fortune 500 corporate client executives, small to large advertising agencies and design firms.
- + Performed regular website maintenance on content control side to multiple sites while matching assets to branding narrative and design.
- + Analyzed SEO from digital campaigns, particularly in Google Analytics, to determine web strategy for continued interaction with target audience.
- + Negotiated contractual pricing for usage rights within media buy to provide best possible rate on established or conceptual creative and marketing framework.
- + Maintained and developed corporate and creative relationships with clients, ad agencies, vendors, freelancers and design firms.
- + Contracted production companies to forecast and estimate budgets from pre-production needs thru post production delivered assets.
- + Assessed risk management for each production to adhere to all safety standards and guidelines.
- + Communicated in written and verbal formats to achieve highest standard of creative execution for each client.
- + Worked with teams of client, advertising and design executives to create a photographic workflow that stays within budget and exceeds brand necessities across many business channels.
- + Established digital asset management systems to track image keywords, subject and usage rights with Photo Editors, Art Buyers and Creative Managers.
- + Researched and developed new photographic styles with special emphasis on highlighting customer brand and product specific representational requirements to push current styles.
- + Grew business from scratch and managed all estimating, accounting, RFPs, invoicing and usage rights for large and small clientele.
- + Planned, directed and executed all photo shoots, including pre and post production, in a wide variety of location and studio environments.
- + Remained flexible and adaptable in diverse environments that had changing guidelines while bringing together multiple resources to stay on message for clientele.
- + Extensive experience interacting with and photographing executive level corporate directors, models and celebrities.
- + Contributing artist to multiple stock photo agencies including Masterfile, Getty, Gallery Stock and Punch.



[PARTIAL CLIENT LIST]

- | | |
|-------------------------------|-----------------------------------|
| + Apollo Group | + Maricopa Community Colleges |
| + Arizona State University | + Motorola |
| + Black Oak Casino and Resort | + OmniMount Systems |
| + Cartoon Network | + Ping Golf |
| + Casino Arizona | + PetSmart |
| + Fervor Creative | + PS Studios |
| + Girl Scouts of America | + Republic Services |
| + GoDaddy.com | + RIESTER |
| + Golf Magazine | + Senior Lifestyles |
| + HonorHealth | + Talking Stick Resort and Casino |
| + Intel | + Union Strong |
| + Landscape Forms | + University of Phoenix |

[FREELANCE ASSISTING] [PHOTOGRAPHER / CLIENT]

- | | |
|---------------------------------|---|
| + EJ Camp [CBS / Fox / NBC] | + Frank Ockenfels 3 [Rolling Stone] |
| + Michael Lavine [Details] | + Mark Preston [Eagle / Ford / Jeep] |
| + Annie Liebowitz [Vanity Fair] | + Rick Rusing [Audi / BMW / Infiniti / Lexus] |
| + Jay Maysels [WalMart] | |

[COMPUTER LITERACY]

- | | |
|---------------------------------|--------------------------|
| + Adobe Photoshop [extensive] | + Adobe InDesign |
| + Adobe Camera RAW [extensive] | + Capture One Pro |
| + Adobe Illustrator [extensive] | + Fluid Mask |
| + Adobe Bridge [extensive] | + HTML |
| + Mac OSX [extensive] | + iOS |
| + Adobe Acrobat Pro | + Microsoft Office Suite |
| + Adobe Dreamworks | + Windows |

[SKILLS]

- | | |
|--------------------------|---------------------------|
| + Accounting | + Location Insurance |
| + Advertising | + Location Management |
| + Art Direction | + Phase Cameras |
| + Brand Development | + Photo Production |
| + Canon Cameras | + Photo Shoots |
| + Casting | + Photoshop |
| + Color Profile | + Pre-Press CMYK Proofing |
| + Commercial Photography | + Profoto Lighting |
| + Contract Negotiation | + Project Management |
| + Creative Direction | + Retouching |
| + Editorial | + RFPs |
| + Elinchrom Lighting | + Rights Management |
| + Estimating | + Scheduling |
| + Fashion | + Scouting |
| + Hasselblad Cameras | + Studio Lighting |
| + Invoicing | + Technical Scouting |
| + Lighting | + Travel Production |
| | + Usage Rights |

[AWARDS]

- | | |
|---|---|
| + [1996] CA Advertising/Design Annual | + [2004] Phoenix Addy / Gold Annual Reports |
| + [1996] Print Design Annual | + [2005] AR100 Top Ten Annual Reports |
| + [1997] CA Advertising/Design Annual | + [2006] AR100 Annual Reports |
| + [1997] NY Art Directors League Annual | + [2011] MarCom Platinum Award / Photo |
| + [1997] Prisma Awards/Annual ReportPSA | + [2011] MarCom Gold Award / Photo[2012] Hermes Creative Awards |
| + [1997] Prisma Awards Poster | + [2012] MarCom Platinum Award / Photography |
| + [1997] Prisma Awards Self Promotion | + [2012] Hermes Creative Awards / Platinum + Gold Photo |
| + [1998] CA Advertising/Design Annual | + [2013] Hermes Creative Awards / Platinum + Gold Photo |
| + [1999] Prisma Award/Collateral | + [2014] Hermes Creative Awards / Gold Photography |
| + [2003] Prisma Award / Annual Reports | |

[REFERENCES AVAILABLE UPON REQUEST]



[WEBSITE LINKS]

[BRUCE RACINE]

- <http://www.bruce Racine.com/>

[LinkedIn]

- <https://www.linkedin.com/in/bruceracine>

[Instagram]

- <http://www.instagram.com/bruceracine>



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
11/27/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER AZCAL INSURANCE SERVICES INC/PHS 59302235 The Hartford Business Service Center 3600 Wiseman Blvd San Antonio, TX 78265	CONTACT NAME: PHONE (866) 467-8730 FAX (888) 443-6112 (A/C, No, Ext):	
	E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE	
	NAIC#	
INSURED RACINE PHOTO ARTS CORP 4289 E ARGYLE DR GILBERT AZ 85298-4160	INSURER A : Sentinel Insurance Company Ltd. 11000	
	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YY)	LIMITS
A	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> General Liability	X		59 SBA IH3756	02/22/2019	02/22/2020	EACH OCCURRENCE \$2,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000
							MED EXP (Any one person) \$10,000
							PERSONAL & ADV INJURY \$2,000,000
							GENERAL AGGREGATE \$4,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:						PRODUCTS - COMP/OP AGG \$4,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
	UMBRELLA LIAB EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE AGGREGATE
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N					PER STATUTE E.L. EACH ACCIDENT E.L. DISEASE -EA EMPLOYEE E.L. DISEASE - POLICY LIMIT
A	EMPLOYMENT PRACTICES LIABILITY			59 SBA IH3756	02/22/2019	02/22/2020	Each Claim Limit \$10,000 Aggregate Limit \$10,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Those usual to the Insured's Operations. Certificate holder is an additional insured per the Business Liability Coverage Form SS0008 attached to this policy.

CERTIFICATE HOLDER

MCCCD
2411 West 14th Street
Tempe AZ 85281

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Susan L. Castaneda

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