

Commissioners:

J. Winston Krause,
Chairman

Carmen Arrieta-Candelaria

Doug Lowe

Robert Rivera



TEXAS LOTTERY COMMISSION

Gary Grief, Executive Director

Alfonso D. Royal III, Charitable Bingo Operations Director

December 13, 2017

Jaime Gonzalez-Mir
LatinWorks Marketing, LLC
2500 Bee Caves Road
Building 2, Suite 300
Austin, Texas 78746

Via email: j.gonzalez-mir@latinworks.com
TIME SENSITIVE

RE: Request for Proposals (RFP) for Advertising Services, RFP No. 362-18-0002

Dear Mr. Gonzalez-Mir:

The Texas Lottery Commission (TLC) is reviewing the Proposal submitted by LatinWorks, LLC in response to the referenced RFP and is requesting additional information relating to its proposal as follows:

HSP Good Faith Effort – Method A (Attachment A) – Item Number 4, Newspaper and Publication Advertising, Non-Legal. It was noticed that for this item both HUB and Non-HUB vendors were selected. Please provide this information on an updated copy of the form indicating “Various see attached spreadsheet – HUB” with the expected percentage listed and the Non-HUB entry as “Various see attached spreadsheet – Non-HUB” with the expected percentage listed.

HSP Good Faith Effort – Method A (Attachment A) – Item Number 10, Offset Printing, Lrg Prod Runs (Quant <100,000) 4 Color Process or Close Registration Required. LatinWorks identified Diversified Computer Supplies, Inc. dba Proforma Diversified Corporate Solutions as a HUB subcontractor. The TLC attempted to verify the HUB status of Diversified Computer Supplies, Inc. dba Proforma Diversified Corporate Solutions and found that this company was not a Texas certified HUB company. Therefore, this subcontractor cannot be counted in the aggregate total to meet the HUB goal of 26% for this contract. This decreases the aggregate percentage of the contract expected to be subcontracted by LatinWorks to 34.75%, which still meets the HUB goal of 26%. Please provide any information you may have which documents that Diversified Computer Supplies, Inc. dba Proforma Diversified Corporate Solutions is currently a Texas certified HUB.

Please provide your written response to me **no later than 4 p.m. CST on Friday, December 15**. Your response may be submitted via e-mail to angela.zgarba@lottery.state.tx.us. Thank you for your immediate attention to this matter.

Sincerely,

A handwritten signature in blue ink that reads "Angela Zgabuy Zgarba".

Angela Zgabuy-Zgarba, CTPM, CTCM
Contracts Management & Procurement Manager

P.O. Box 16630 • Austin, Texas 78761-6630

Phone (512) 344-5000 • FAX (512) 478-3682 • Bingo FAX (512) 344-5142

txlottery.org • txbingo.org

latinworks.

December 15, 2017

Ms. Angela Zgabay-Zgarba, CTPM, CTCM
Contracts Management & Procurement Manager
Texas Lottery Commission
P.O. Box 16630
Austin, TX 78761-6630

RE: Request for Proposals (RFP) for Advertising Services, RFP No. 362-18-0002

Dear Ms. Zgabay-Zgarba:

The following provides clarification on the Texas Lottery Commission's questions in your letter dated December 13, 2017.

- HSP Good Faith Effort – Method A (Attachment A) – Item Number 4, Newspaper and Publication Advertising, Non-Legal.
 - Submitted for your review and approval are separate forms as requested: one for HUB and one for non-HUB. Approximate dollar amounts and percentages are indicated in each.
- HSP Good Faith Effort – Method A (Attachment A) – Item Number 10, Offset Printing, Lrg Prod Runs (Quant <100,000) 4 Color Process or Close Registration Required.
 - Upon further review and discussion with our proposed vendor-partner for Item Number 10, LatinWorks was informed that the parent company of Proforma Diversified Corporate Solutions was re-incorporated as Ostos LLC in May of this year. The HUB certification of the previous parent company (Diversified Computer Supplies, Inc.) was transferred to Ostos LLC at that time. As there was no change in the manner in which LatinWorks and Proforma's parent company engaged with each other, LatinWorks was not previously notified.
 - Submitted for your review and approval is a revised HSP Good Faith Effort – Method A (Attachment A) that includes the HUB-certified information for Ostos LLC.

Please let us know if you require further clarification.

Sincerely,



Jaime J. González-Mir
VP Group Director
LatinWorks Marketing, LLC



HSP Good Faith Effort - Method A (Attachment A)

Rev. 2/17

Company Name: LatinWorks Marketing, LLC

Requisition #: 382-18-0002

Item Number: 4 **Description:** Newspaper and Publication Advertising, Non-legal - HUB

Company Name	Texas certified HUB	Texas VID or federal EIN	Approximate Dollar Amount	Expected Percentage of Contract
Houston Style Magazine	Yes	1680596023000	\$19,000.00	0.08%
The Villager	Yes	1742583426800	\$5,664.00	0.02%
EI Editor	Yes	1841690875600	\$4,002.85	0.02%

HSP Good Faith Effort - Method A (Attachment A)

Rev. 2/17

Company Name: LatinWorks Marketing, LLC

Requisition #: 382-18-0002

Item Number: 4 Description: Newspaper and Publication Advertising, Non-legal - Non-HUB

Company Name	Texas Certified HUB	Texas VID or Federal EIN	Approximate Dollar Amount	Expected Percentage of Contract
Zapata County News	No	01-0623273	\$1,122.77	0.00%
Texas-New Mexico Newspapers Partnership dba El Paso Times, Alamogordo Daily News, Carlsbad Current-Argus, Deming Headlight, The Daily Times, El Paso y Más, Las Cruces Sun-News, Ruidoso News, Silver City Sun-News	No	06-1684210	\$7,824.01	0.03%
Dallas Examiner	No	20-2770452	\$10,750.00	0.04%
Red River Sun	No	20-2990361	\$1,462.13	0.01%
Henderson Daily News	No	20-3026608	\$1,236.27	0.01%
Tyler Morning Telegraph	No	20-5091282	\$1,020.84	0.00%
Weimar Mercury	No	20-8120624	\$957.70	0.00%
San Antonio Observer	No	20-8411991	\$10,031.25	0.04%
Indo-American News	No	26-1780837	\$4,125.00	0.02%
Dallas Morning News	No	26-1871686	\$9,545.00	0.04%
Star-Telegram, Inc. dba Fort Worth Star-Telegram, Alliance Regional Newspapers, DFW Auto Finder, La Estrella / En Casa	No	26-2674582	\$12,737.34	0.05%
Mexia News	No	26-2998987	\$1,171.00	0.00%
El Campo Leader News/Wharton Journal Spectator	No	26-4777437	\$4,138.84	0.02%
East Texas Review	No	27-0140573	\$17,296.04	0.07%
Ozona Stockman	No	27-0323661	\$1,292.03	0.01%
Clifton Record	No	27-1303090	\$974.32	0.00%
Southern Chinese Daily News	No	27-1574631	\$5,799.73	0.02%
Hometown Press	No	27-1810127	\$417.70	0.00%
Zavala County Sentinel	No	27-4037161	\$1,455.00	0.01%
Robertson County News	No	27-5069036	\$1,047.96	0.00%
San Angelo Standard Times	No	31-0934851	\$2,711.96	0.01%
Newspaper Holdings, Inc. dba Community Newspaper Holdings, Inc. (CNHI), Herald-Banner Publications, Lakeland Newspaper - Athens Review, Corsicana Daily Sun, Palestine Herald Press, The Huntsville Item, The Lonestar Newsgroup, Mineral Wells Index, Greenville Herald-Banner	No	31-1498625	\$9,756.07	0.04%
Goldthwaite Eagle	No	33-1135009	\$1,188.00	0.00%
Power Pages News	No	34-2051268	\$6,200.00	0.03%
Newton County News	No	36-4687651	\$1,182.80	0.00%
El Hispano News	No	38-3855062	\$9,125.80	0.04%
Plano Star-Courier	No	45-4044962	\$2,495.00	0.01%
AIM Media Texas, LLC dba AIM Media Texas Operating, LLC (RGV Brownsville Herald, RGV Harlingen Valley, RGV McAllen Monitor)	No	45-4496674	\$10,207.12	0.04%
Texas Community Media Group (TCM) dba Longview News Journal / Marshall News Messenger, Panola Watchman	No	45-5068871	\$5,942.72	0.02%

Cheryl L. Smith dba 1 Messenger Enterprises (Texas Metro News, Garland Journal)	No	45-5493156	\$14,220.00	0.06%
The Enterprise	No	46-4026272	\$2,148.00	0.01%
Waco Tribune Herald	No	47-0831749	\$1,510.96	0.01%
Alice Echo News	No	47-1039125	\$2,780.28	0.01%
Monahans News	No	51-0474840	\$1,790.79	0.01%
Gainesville Daily Register	No	55-0870768	\$191.20	0.00%
Austin American Statesman	No	58-1361151	\$8,270.35	0.03%
Southwestern Newspapers Company, LP dba Lubbock Avalanche-Journal and Amarillo Globe-News dba Morris Communication	No	58-2361328	\$5,727.33	0.02%
San Marcos Daily Record	No	61-1696604	\$1,537.38	0.01%
Herald Democrat	No	71-0791828	\$1,264.19	0.01%
Mount Vernon Optic Herald	No	71-0976718	\$1,856.54	0.01%
Pampa News	No	72-1372675	\$1,965.37	0.01%
Beeville Publishing Co., Inc. dba The Progress, Bee-Picayune, Action Printing, Refugio County Press, The Karnes Countywide, Goliad Advance-Guard	No	74-0505960	\$1,521.10	0.01%
Fredericksburg Standard-Radio Post	No	74-0633260	\$1,086.50	0.00%
Victoria Advocate	No	74-0964835	\$4,095.15	0.02%
Houston County Courier	No	74-1456949	\$1,204.00	0.00%
Brady Standard-Herald	No	74-1556773	\$1,112.42	0.00%
Galveston County Daily News	No	74-1564375	\$2,732.69	0.01%
Southern Newspapers, Inc. dba The Bay City Tribune, The Brazosport Facts, The Daily Sentinel, The Lufkin Daily News, The Paris News, Seguin Gazette Enterprise	No	74-1674526	\$10,143.66	0.04%
Burleson County Tribune	No	74-1835393	\$2,134.35	0.01%
Fayette County Record	No	74-1927113	\$1,684.05	0.01%
Lampasas Dispatch Record	No	74-1952188	\$2,756.49	0.01%
Frank Mayborn Enterprises, Inc. dba Killeen Daily Herald, Temple Daily Telegram / Fort Hood Sentinel (A Publication of The Temple Daily Telegram)	No	74-2008402	\$3,407.50	0.01%
Falfurrias Facts	No	74-2110429	\$1,356.67	0.01%
Hillsboro Reporter	No	74-2111453	\$948.98	0.00%
Rockdale Reporter	No	74-2281506	\$1,088.04	0.00%
Cameron Herald	No	74-2766732	\$1,337.55	0.01%
Mason County News	No	74-2837139	\$1,226.13	0.01%
San Saba News & Star	No	74-2918630	\$576.80	0.00%
Perryton Herald	No	75-0756690	\$796.00	0.00%
Sulphur Springs News Telegram	No	75-0832742	\$614.80	0.00%
Vernon Daily Record	No	75-1057574	\$783.60	0.00%
Dallas Post Tribune	No	75-1183243	\$17,050.00	0.07%
Lamesa Press-Reporter	No	75-1277457	\$1,146.04	0.00%
Menard News	No	75-1397615	\$1,183.37	0.00%
Mount Pleasant Daily Tribune	No	75-1431034	\$1,197.80	0.00%
Snyder Daily News	No	75-1524292	\$1,046.85	0.00%
Center Light & Champion	No	75-1592889	\$1,158.40	0.00%
Texarkana Gazette	No	75-1970087	\$2,930.49	0.01%
Winnsboro News	No	75-2033593	\$1,100.65	0.00%
Clarksville Times	No	75-2041990	\$1,323.00	0.01%
Fort Stockton Pioneer	No	75-2251944	\$1,793.50	0.01%
La Opinion	No	75-2293767	\$4,488.00	0.02%
Sealy News	No	75-2364006	\$1,694.13	0.01%
Waxahachie Daily Light	No	75-2394158	\$2,234.80	0.01%
Marlin Democrat	No	75-2462905	\$1,893.00	0.01%

County Star News	No	75-2472507	\$1,399.19	0.01%
Foard County News	No	75-2549906	\$1,425.33	0.01%
North Dallas Gazette	No	75-2631890	\$11,695.68	0.05%
Canton Herald	No	75-2661046	\$1,214.74	0.01%
Booker News / Bowie News	No	75-2662337	\$4,222.41	0.02%
Dallas Chinese Daily News	No	75-2665464	\$4,037.00	0.02%
Rains County Leader	No	75-2676322	\$894.48	0.00%
San Augustine Tribune	No	75-2725771	\$1,155.15	0.00%
Houston Defender	No	76-0238885	\$12,743.30	0.05%
India Herald	No	76-0473403	\$1,100.00	0.00%
Hearst Newspapers, LLC dba Houston Chronicle Publishing Co.; San Antonio Express-News; mySA.com; PrimeTime	No	76-0556295	\$20,048.09	0.08%
Hearst Newspapers Partnership II, LP dba Beaumont Enterprise Division, Laredo Morning Times, Midland Reporter-Telegram, Plainview Herald	No	76-0556297	\$6,280.63	0.03%
Voice of Asia	No	76-0667683	\$8,065.00	0.03%
Brenham Banner Press	No	80-0015453	\$1,295.10	0.01%
Texas Informer	No	80-0282154	\$4,275.00	0.02%
Northeast Texas Publishing LP dba Atlanta Citizens Journal, The Pittsburg Gazette	No	80-0862762	\$1,377.30	0.01%
Dalhart Texan	No	90-0978540	\$2,781.45	0.01%

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December 13, 2017

Jaime Gonzalez-Mir
LatinWorks Marketing, LLC
2500 Bee Caves Road
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Sincerely,

Angela Zgabay-Zgarba, CTPM, CTCM
Contracts Management & Procurement Manager



GLENN HEGAR TEXAS COMPTROLLER OF PUBLIC ACCOUNTS

The Texas Comptroller of Public Accounts (CPA) administers the Statewide Historically Underutilized Business (HUB) Program for the State of Texas, which includes certifying minority-, woman- and service disabled veteran-owned businesses as HUBs and facilitates the use of HUBs in state procurement and provides them with information on the state's procurement process. The CPA has established Memorandums of Agreement with other organizations that certify minority-, woman- and service disabled veteran-owned businesses that meet certification standards as defined by the CPA. The agreements allow for Texas-based minority-, woman- and service disabled veteran-owned businesses that are certified with one of our certification partners to become HUB certified through one convenient application process.

In accordance with the Memorandum of Agreement the CPA has established with the City of Austin (COA), we are pleased to inform you that your company is now certified as a HUB. Your company's profile is listed in the State of Texas HUB Directory and may be viewed online at <https://mycpa.cpa.state.tx.us/tpasscmbsearch/index.jsp>. Provided that your company continues to remain certified with the COA, and they determine that your company continues to meet HUB eligibility requirements, the attached HUB certificate is valid for the time period specified.

You must notify the COA in writing of any changes affecting your company's compliance with the HUB eligibility requirements, including changes in ownership, day-to-day management, control and/or principal place of business. Note: Any changes made to your company's information may require the COA and/or the HUB Program to re-evaluate your company's eligibility. Failure to remain certified with the COA, and/or failure to notify them of any changes affecting your company's compliance with HUB eligibility requirements, may result in the revocation of your company's certification.

Please visit our website at <http://comptroller.texas.gov/procurement/prog/hub/> and reference our publications (i.e. Grow Your Business pamphlet, HUB Brochure and Vendor Guide) that will provide you with addition information on state procurement resources that can increase your company's chances of doing business with the state.

Thank you for your participation in the HUB Program! If you have any questions, you may contact a HUB Program representative at 512-463-5872 or toll-free In Texas at 1-888-863-5881.

Texas Historically Underutilized Business (HUB) Certificate



Certificate/VID Number: **1472574447900**
File/Vendor Number: **502173**
Approval Date: **23-MAY-2017**
Scheduled Expiration Date: **16-MAR-2018**

In accordance with the Memorandum of Agreement between the
City of Austin (COA)
and the Texas Comptroller of Public Accounts (CPA), the CPA hereby certifies that

OSTOS LLC

has successfully met the established requirements of the State of Texas Historically Underutilized Business (HUB) Program to be recognized as a HUB. This certificate, printed 07-AUG-2017, supersedes any registration and certificate previously issued by the HUB Program. If there are any changes regarding the information (i.e., business structure, ownership, day-to-day management, operational control, addresses, phone and fax numbers or authorized signatures) provided in the submission of the business' application for registration/certification into the COA's program, you must immediately (within 30 days of such changes) notify the COA's program in writing. The CPA reserves the right to conduct a compliance review at any time to confirm HUB eligibility. HUB certification may be suspended or revoked upon findings of ineligibility. If your firm ceases to remain certified in the COA's program, you must apply and become certified through the State of Texas HUB program to maintain your HUB certification.

*Laura Cagle-Hinojosa, Statewide HUB Program Manager
Statewide Support Services Division*

Note: In order for State agencies and institutions of higher education (universities) to be credited for utilizing this business as a HUB, they must award payment under the Certificate/VID Number identified above. Agencies, universities and prime contractors are encouraged to verify the company's HUB certification prior to issuing a notice of award by accessing the Internet (<https://mycpa.cpa.state.tx.us/tpasscmbsearch/index.jsp>) or by contacting the HUB Program at 512-463-5872 or toll-free in Texas at 1-888-863-5881.