CITY OF STOUGHTON, 381 E. MAIN STREET, STOUGHTON, WISCONSIN

RESOLUTION OF THE COMMON COUNCIL

Authorizing and Directing the proper City Official(s) to Approve the Responsive Website Upgrade Proposal with GovOffice for the city website

Committee Action: CA/CP approved 3-0 on February 6, 2018

Fiscal Impact: $4,365 Annually for 2018-2020

File Number:	R-35-2018	**Date Introduced:**	February 27, 2018

The City of Stoughton, Wisconsin, Common Council does proclaim as follows:

RECITALS

WHEREAS, GovOffice would review and enhance the current Website for the City of Stoughton; and

WHEREAS, the enhancement will streamline the navigation in order to improve the public's experience when visiting the website; and

WHEREAS, the Community Affairs/Council Policy met on February 6, 2018 and approved the proposal 3-0; and

WHEREAS, the proposal will comply with all current recommendations and requirements of the Americans with Disabilities Act. Now, therefore

BE IT RESOLVED that the Common Council of the City of Stoughton authorizes and directs the proper city official(s) to Approve the Responsive Website Upgrade Proposal with GovOffice for the city website.

Council Action: ☐ **Adopted** ☐ **Failed** **Vote** _____

Mayoral Action: ☐ **Accept** ☐ **Veto**

_____

Donna Olson, Mayor Date

Council Action: _____ ☐ **Override** **Vote** _____

GOVOFFICE

Responsive Website Upgrade Proposal for the City of Stoughton, Wisconsin

Updated on February 1, 2018 (valid through February 2018) by:

Mike Chaloupka
GovOffice Web Solutions
2112 Broadway Street NE, Suite 250
Minneapolis, Minnesota 55413
612-617-5709 direct
Mike@GovOffice.com
www.GovOffice.com

What Will Be Performed?

DESIGN SERVICE: Responsive Design Customization Plus Enhancements

This project will involve graphic customizations on the GovOffice Responsive Framework. Customizations include the incorporation of a title graphic (official logo and/or name of city and slogan, if applicable) with a stylish font treatment, custom fonts (choice of Google Fonts) for section titles, sidebar titles, and promotions, custom colors for the body of the design, custom colors for navigation menu buttons and Sidebars, availability of Facebook, Twitter, YouTube, Pinterest, and Instagram icons, and incorporation of a Favicon and Mobile Touch Icon.

The Client's new design will sport a styled footer, Content Promotions Boxes, Search engine, programming of a self-admin Film Strip that displays Icons that will give visitors one-click access to focus areas of the website (up to 10 icons included). The very popular self-admin Image Slider (with captions and optional linking) to showcase up to 5 community photographs on the homepage at a time will be included. Further, the Client's Responsive design will include the in-demand, self-administered Notifications Banner (notices, emergency alerts, reminders, etc. atop the homepage), and Local Weather Integration (a dynamic feed from the National Weather Service).

Graphic Re-design Guarantees

- No content—text, uploaded images, documents, and the like—that resides on the Client's existing website will be lost in the transition from the current design to a new, customized design.

- The Client may continue to edit the contents of its website as usual during the custom graphic Web design process. Further, the current live, public website will not be offline during development of the new, customized Web design.

- The amount of the Client's Annual Service Package (website hosting, toll-free technical support, and more) will not be raised with implementation of a new, customized Web design.

The Responsive style graphic re-design project will involve the following creative and programming steps:

Creative

1. Personal consultation with our graphic designer
2. Development of up to 2 drafts by our graphic designer
3. Presentation of design drafts to the Client via Preview Mode
4. Up to 2 rounds of revision to the Client's chosen draft
5. After revision is completed, presentation of final draft to the client via Preview Mode; Client's approval is then requested

Programming

6. Constructing the final design draft approved by the Client onto a working test site (Test Mode)
7. Adjustment, as necessary, to the display or behavior of the design on the test site
8. Testing of the design across the latest versions of all major Web browsers; further adjustment made, as necessary;
Content Services take place starting here
9. Schedule a date for upload (deployment) of the finished, browser-tested design with the Client
10. Upload of the design to replace the Client's existing design on its live, public website; the project is then declared completed

GOVOFFICE

Live Responsive Website Examples

Village of South Elgin, Illinois: www.southelgin.com (actual design is different than shown here)

City of York, South Carolina: www.yorksc.gov

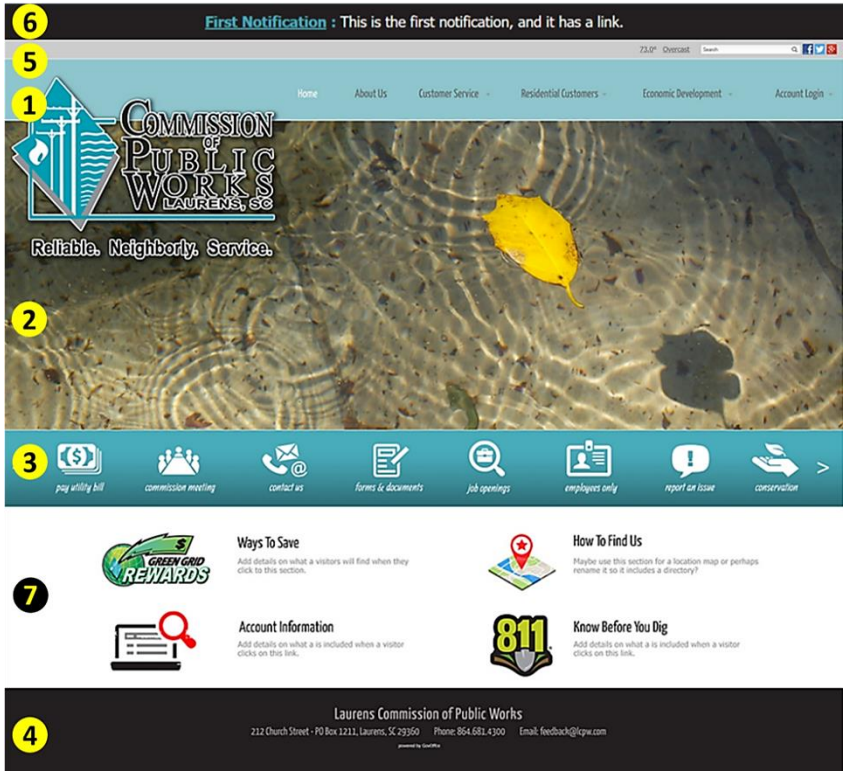
City of Montrose, Minnesota: www.montrose-mn.com (actual design is slightly different than shown here)

City of Montevideo, Minnesota: www.montevideomn.org

GOVOFFICE

Just Launched November 1st: Village of DeForest, Wisconsin's Responsive Website Design (RWD) at www.vi.deforest.wi.us

Proposed Responsive Design Features



1. Development of new **title graphic** including official logo, slogan, and stylish font type. It may lay over the Image Slider images on the homepage and move automatically to the navigation menu and Search bar on smaller devices.

2. **Image Slider** allows staff to put up and take down community photos at any time on the homepage (5 at a time). Each image may be captioned and linked to any page, internal or external. Further, website visitors may swipe forward or back with their cursor or finger to see more photos.

3. The **Film Strip** contains **Icons** that allow one click access to the most highly trafficked pages of the website. The Icons will be uploaded, arranged, and linked for the Client per the Homepage Setup process and will slide automatically on a loop. Website visitors may swipe forward or back with their cursor or finger to see more Icons.

4. A **styled footer** is a fixture on all customized GovOffice websites. It will be personalized to the Client's branding with a custom color, font, etc.

5. **Local Weather Integration** is a dynamic, linked reading of the community's current temperature and weather condition, delivered by a feed from the National Weather Service (weather.gov). It is easily accessible but not obtrusive like commercial weather widgets available online. In this example the weather feed is seen to the far right side of the design, just to the left of Search and social media icons.

6. Like Image Slider and Film Strip, the **Notifications Banner** is another self-administered, self-activated feature to Responsive designs. It allows Clients to draw citizens' attention to urgent notices, alerts, reminders, etc. with an eye-catching, roll down banner which has a close out button.

7. This entire area of the homepage (and all interior pages), left to right, is where **self-administered website content** displays. Shown here are four Content Promotions Boxes; these are a standard feature of the GovOffice Responsive framework. If a Section Introduction is added, it will be located in the center. Regular Promotions, such as a calendar, and Sidebars may be added to the left, center, or right, and all are totally Responsive, meaning each will resize and rearrange automatically to conform to any screen size being used, either in portrait or landscape view.

CONTENT SERVICE: Homepage Setup, Complete Navigation Analysis & Restructure, and Professional Formatting

Homepage Setup

Our Content Specialist will assemble and organize your existing homepage content to follow the best practices of Web writing and design including: writing, rewriting and formatting welcome text for efficient online reading, organizing and labeling primary site navigation menus, incorporating images effectively, using Promotions to display news, events, calendars, etc. in a visually appealing way, and using Sidebars to display related links, text and images.

Complete Navigation Analysis & Restructure

Our Content Specialist will analyze the entire site navigation menu and then organize and label up to 400 pages (368 existing per the Q4 2017 report) according to best practices of information architecture, Web design and usability. The end result will be an attractive, well organized website that ensures site visitors will quickly and easily find the information they need.

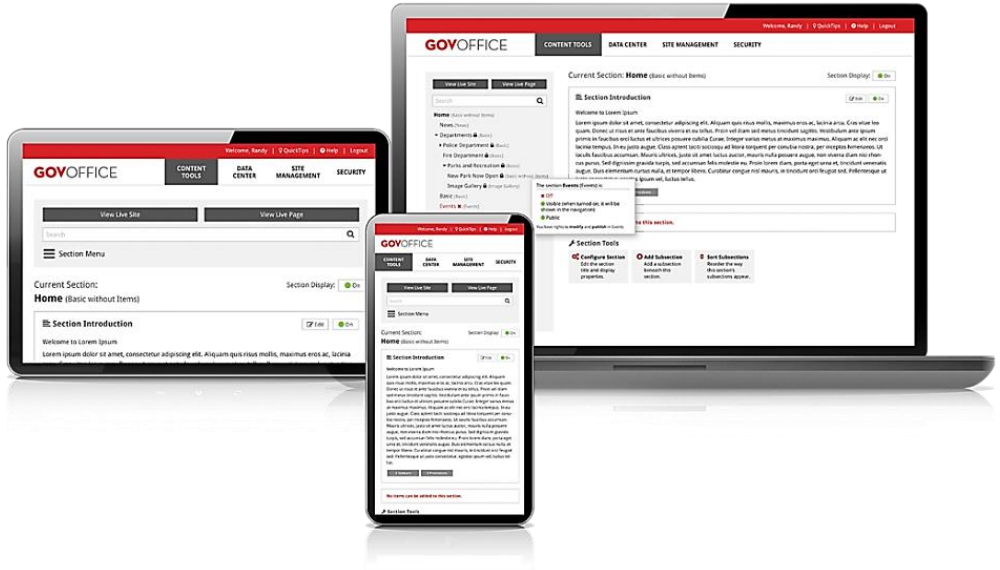
First the Client will be asked to purge any dated section, sub-section, and content such as text, uploaded images, items, sidebars, and related links from the website in order to streamline the project. Then the entire navigation menu of the Client's current, live website will be analyzed. Next, a test site with a proposed navigation restructure mock-up will be created and shared with the Client. The Client will be encouraged to submit feedback after the initial mockup, and GovOffice will subsequently make revisions. These exchanges will continue until the navigation menu on the test site meets the Client's approval. Upon approval, the navigation menu restructure as shown on the test site will be built on the live website.

Professional Formatting

Our Content Specialist will analyze up to 400 pages (368 existing per the Q4 2017 report) of existing live/ turned on website content and ensure that each of those pages conforms to best practices of Web writing and design in the following areas: uniformity in spacing, font choices, colors, size, bolding, italics, bulleting, left/ right justification, removing underlining, etc.

WEBSITE SERVICE: Annual Service Package

- ✓ License of GovOffice Content Management System (CMS)
- ✓ Unlimited bandwidth & hosting of 4 GB of uploads
- ✓ Unlimited access to toll-free Technical Support Team
- ✓ Unlimited online training of GovOffice CMS for staff
- ✓ Unlimited friendly URLs for sections and sub-sections; **Client's website currently does not support friendly URLs**
- ✓ Daily backups of stored Website content and design files
- ✓ Maintenance of installed security systems and upgrades
- ✓ Secure SSL (Secure Sockets Layer) Administrative Website
- ✓ 24/7/365 access for an unlimited number of Admin users
- ✓ Access to Help.GovOffice.com & CMS video tutorial library
- ✓ DDoS (Distributed Denial of Service) protection; **new for all clients in 2018 at no added charge**
- ✓ Zero Hassle CMS upgrades (no downloads necessary); *GovOffice CMS Version 4.0 coming in 2018*; see page 9



A look at GovOffice CMS Version 4.0 administrative website on desktop, tablet, and smartphone viewports.

GOVOFFICE

A Message from our CEO: GovOffice CMS Version 4.0 – The Next Generation is Coming!

GovOffice was launched in 2001 as the centerpiece of a unique public-private partnership to bring website technologies to cities across America. Founding partners included the International City-County Management Association and League of Minnesota Cities and Avenet Web Solutions, which developed the GovOffice technology. Eventually, an additional 15 state municipal leagues joined our partnership.

In those 16 years, we've seen local government websites evolve from being a novelty to a necessity. We've served over 1500 local governments in 44 states and stayed true to our mission: to provide state-of-the-art web technologies that meets the needs of local government at an affordable cost. Now, we're excited to announce that we've initiated a major development initiative to create the next generation of our technology.
The new GovOffice 4.0 will meet the needs of our local government clients and your constituents well into the future.

This major upgrade will be implemented in multiple phases, which will help users absorb and adopt to changes over time. User interface upgrades will maintain a priority on ease of use. Current sites will be seamlessly upgraded to the new system with no or minimal disruption.

Phase 1 will result in:

- Administrative websites will have a Responsive Website Design (RWD) format
- Faster administrative websites
- Even faster public websites (we believe our current sites already load faster than our competitors)
- New Search system
- Refresh of the Admin look & feel and greater ease of use
- State-of-the-art code which can be extended rapidly to add new features in subsequent, incremental phases in 2018 and beyond

Thanks for being our client and partner in preparing for the next generation!

GOVOFFICE

OPTION 1: Budget Payment Plan/ Start 3-Year Agreement

Services	Price
DESIGN SERVICE—2018: Responsive Website Design (RWD) package—see page 2-6	$4000
DESIGN SERVICE—2018: Fully Responsive design enhancements include: Image Slider, Film Strip + Icons, Notifications Banner, Local Weather Integration—see pages 2-6	$3000
CONTENT SERVICE—2018: Homepage Setup, Complete Navigation Analysis & Restructure, and Professional Formatting—see page 7	$3300
WEBSITE SERVICE—2018: Annual Service Package (February 2018 through January 2019)—see page 8	$300 ($950 credited)
WEBSITE SERVICE—2019: Annual Service Package (February 2019 through January 2020)—see page 8	$1250 locked in
WEBSITE SERVICE—2020: Annual Service Package (February 2020 through January 2021)—see page 8	$1250 locked in
Total Over 3 Year Period:	**$13,100**
Number of Payments:	**3 even payments**
2018 Payment:	**$4365** exact
2019 Payment:	**$4365** exact
2020 Payment:	**$4365** exact

GOVOFFICE

OPTION 2: Traditional Plan/ Continue Year-to-Year Agreement

Services	Price
DESIGN SERVICE—2018: Responsive Website Design (RWD) package—see pages 2-6	$4000
DESIGN SERVICE—2018: Fully Responsive design enhancements include: Auto Image Slider, Film Strip + Quick Links Icons, Notifications Banner, Local Weather Integration—see pages 2-6	$3000
CONTENT SERVICE—2018: Homepage Setup, Complete Navigation Analysis & Restructure, and Professional Formatting—see page 7	$3300
Upgrade Charges in 2018:	**$10,300**
WEBSITE SERVICE—2018: Annual Service Package (November 2018 through October 2019)—see page 8	$1250
Total Charges in 2018:	**$11,550**

If the 3-Year Budget Payment Plan (page 10) is selected, the City has the following four options at the end of Year 3:

1. The original Agreement may be renewed for Years 4-6 at a rate of $4680/ year. At renewal GovOffice will repeat all of the services performed in the original Agreement, including development of a totally new graphic design. This plan will keep the City in a modern, compelling website design at all times.

2. The City may opt not to renew the original Agreement and instead start an entirely new 3-year Agreement (again, with an option for renewal for Years 4-6). The new annual charge could be less than or greater than the original Agreement, depending on the services selected.

3. The City may opt out of the original 3-year Agreement and into a year-to-year commitment at the then-current Annual Service Package rate.

4. The City may cancel its GovOffice service.

GOVOFFICE

Client Testimonial

"After 5 years, we decided to upgrade our GovOffice site. I contacted Mike Chaloupka in Sales to get the ball rolling. Mike was great in getting pricing for different things we may want and patient in waiting for the budget year to cycle around. The whole beauty of his proposal was that we paid only for what we wanted. They worked with what WE wanted, not what they wanted.

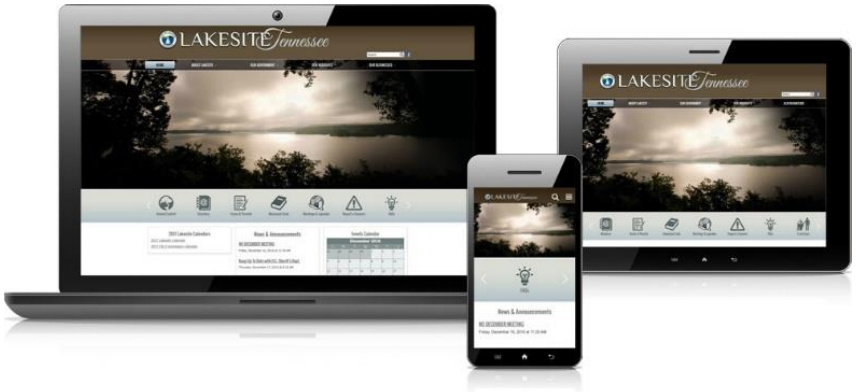
We then moved on to Janelle Gulka, our Designer. I'd worked with Janelle in the past on several projects and was excited to be working with her again. We had a good rapport in the past, and I knew we would do well together again. What a gem she is! Janelle is such a wonderful person to work with. She is so innovative. Janelle tried a couple of different things that had me saying "wow" and then "YES!" She knows her stuff and does it so well.

The last step was Ben Woolman, the Content Specialist. Ben seemed to know what I wanted even before I opened my mouth. He knew exactly what he was doing, what I wanted, and he put it in motion. Before I knew it, he had implemented what we had wanted, the site was done, up and running!

Because of these three professional people, we now have a totally new, clean, uncluttered Responsive website design. It looks totally modern and beyond what I had imagined.

I'd be remiss if I did not mention that I or a member of our staff here will be able to maintain the site ourselves. If we happen to have a question or run into a problem, there is live support, tutorial videos, and a help website to assist us. But, honestly, the content management system is very user-friendly. You can't go wrong with GovOffice."

Jodi P. LaCroix, CMC
City of Lakesite, Tennessee
www.lakesitetn.gov
Switched to 3-Year Sustainability Plan July 2016



Thank you for your consideration of my proposal. Should it be unsatisfactory in any way, please tell me the areas in which a new proposal would be stronger.

Mike

GOVOFFICE

Service & License Agreement for City of Stoughton, Wisconsin

Client: City of Stoughton, Wisconsin
Address: 381 East Main Street
City, State, Zip: Stoughton, WI 53589
Phone: 608-873-6677

Site Administrator: John Montgomery
Phone: 608-646-0434, extension 119
Email: jmontgomery@ci.stoughton.wi.us

GovOffice Web Solutions, a Division of Avenet LLC
2112 Broadway Street NE, Suite 250
Minneapolis, Minnesota 55413
612-617-5700 phone
612-617-5701 fax
Avenet LLC Federal Tax ID: 41-1940025

avenet.net
govoffice.com
help.govoffice.com

Terms & Conditions

This Agreement, dated February 20, 2018 ("Effective Date"), is by and between Avenet LLC, d/b/a GovOffice ("GovOffice") and the City of Stoughton, Wisconsin ("Client"). The term of this Agreement begins on the Effective Date and may renew the Agreement per the Agreement Renewal terms below.

GovOffice Deliverables

1. GovOffice will deploy a website for Client that includes all functionality and services as defined in Exhibit A–GovOffice Project Deliverables, attached hereto.

Additional Services

2. Client may contract at any time with GovOffice for additional Consulting, Website Design, Setup, Programming, and Training services (Project Development Services) that exceed those defined in Exhibit A. GovOffice will separately invoice Client for the additional services. Services or Modules that incur additional usage fees may be purchased and activated at any time.

Billing & Payment Terms

3. Upon execution of this agreement, GovOffice will provide an invoice for **first year fees of $4365**, which will be due within 30 days of receipt. Design and/or content services begin upon receipt of initial payment.

4. **Year 2 and Year 3 Annual Fees of $4365** for GovOffice services as described in Exhibit A are invoiced prior to the next year of service and are due within 30 days or upon the annual anniversary date, whichever is later.

By initialing you acknowledge that you have read, understand, and agree to the contents of this page. _____

5. After site launch, if the Client's account exceeds 90 days past due, Support, Maintenance & Hosting may be discontinued until the Client's account is made current. Client will be given 30 day notice prior to discontinuation of services for non-payment.

Agreement Renewal

6. Client may renew this agreement for an additional 3 year period at an annual rate of **$4680** and is eligible to receive again all deliverables as presented in Exhibit A with said renewal.

7. Either party may terminate the Agreement at the end of the contract term by providing the other party with 60 days written notice, prior to the contract renewal date.

8. In the event that neither party gives 60 day notice prior to the end of the initial or any subsequent term, this Agreement will automatically renew for an additional contract term. GovOffice agrees to provide 1 renewal with the same level of services and the same contract term of 3 years at the same rate and payment schedule as this agreement, including a repeat of services at the same or comparable level of service as that described in Exhibit A.

9. Client may terminate this agreement prior to the completed three (3) year term by providing written notice to GovOffice and by providing full payment for the entire remaining balance of the total dollar value of this agreement within 30 days of termination.

Additional Terms & Conditions

10. Client is subscribing to and licensing the GovOffice Content Management System (CMS) to construct, manage and maintain its website and related online services and agrees to the further Terms & Conditions as published at www.govoffice.com/terms.

11. GovOffice strives to complete all activities surrounding a Client's implementation (online training, custom graphic Web design, etc.) as efficiently as possible, but we do not guarantee the deployment (go-live) of the website by or on any date.

Acceptance

We, the undersigned, agreeing to the conditions specified in this document, understand and authorize the provision of services outlined in this Agreement.

By _____ Client (Printed)

By _____ Client (Signed) Date _____

By _____ GovOffice (Printed)

By _____ GovOffice (Signed) Date _____

By initialing you acknowledge that you have read, understand, and agree to the contents of this page. _____

Exhibit A: GovOffice Project Deliverables

Year 1 Payment = $4365	Year 2 Payment = $4365	Year 3 Payment = $4365

Service & Maintenance

- Use of GovOffice Content Management System (CMS) software,
- Unlimited bandwidth & Website hosting up to 2 GB of uploads,
- Unlimited toll-free technical support for staff,
- Online training/ re-training of GovOffice CMS software for staff,
- Access to Help.GovOffice.com website; includes CMS video tutorial library
- Daily backups of stored website content and design files,
- Maintenance of Web servers and their installed security systems,
- 24/7/365 editing for unlimited regular administrative users and Superusers,
- Secure SSL (Secure Sockets Layer) administrative website,
- DDoS protection
- Upgrades of GovOffice CMS (no downloads necessary)
- Extended Storage Plan for added 2 GB of uploads (4 GB total)

GovOffice Version 3.3 Content Management System (CMS)

-Ability to limit access and administrative permissions to each user on the system
-Preview feature that shows how an unsaved edit would appear if saved and activated on the live site
-Live Site feature allows users to switch between the live and administrative websites within one browser window
-Data storage tracker to help manage your load of Web content
-Audit log that shows editing activity of all administrative users
-Flexibility to name and order all navigation menu buttons
-Import, type, and format text
-Create unlimited number of links to internal pages and external websites
-Upload, resize, position, and caption photos
-Online forms for questions, comments, and requests to be contacted by staff
-Post audio and video files
-Upload and name documents, such as Agendas & Minutes and newsletters
-Schedule of events, including recurring events, within a true calendar display
-Online opinion polls with controlled responses and option to display the results
-Image gallery to create a Community Photo Album; includes slideshow capability
-Ability to add, turn on & off, and remove sidebars from all pages
-Directory, including contact information and photos, of Elected Officials and staff
-Post news stories with a pre-set release date for automatic display on the live website
-Display job listings with post & deadline dates and post the employment application
-List Frequently Asked Questions by department or the entire organization

By initialing you acknowledge that you have read, understand, and agree to the contents of this page. _____

-Related links to associated websites without posting long URLs
-Directory of local attractions and links to an online map
-Site Map for added ease by site visitors in locating a desired section of the website
-Last Edit stamp that shows the date on which any Web page was last updated
-Printer-Friendly option and some flexibility in the placement of the prompt
-Search engine that also searches keywords within uploaded documents
-Option for advanced users to switch to HTML mode for editing
-Intranet capability for staff only areas of the website; accessed only by username and password
-Bulk e-mail tool that allows visitors to opt-in/ opt-out of receiving e-mail notifications from your government office
-RSS feeds in from other news-related websites
-Friendly URLs for all sections and sub-sections site-wide

Responsive Website Design

All creative and programming customizations for the Client will be based on the GovOffice Responsive framework and may include:

-Official logo and a unique color scheme that fully matches the Client's branding
-Custom font treatment for title graphic and slogan field
-Custom font treatment (may be Google Fonts) for section titles, promotion titles, and sidebar titles throughout the website
-Social media icons include Facebook, Twitter, Pinterest, Instagram, and YouTube
-Favicon (favorites icon) and Mobile Touch Icon

Customizations will not be made to the following: function of the standard rollover/ drop down navigation menu system, the style or function of Search, or the style of the standard social media icons (optional to use).

Image Slider

The Image Slider will be programmed to appear on the homepage only. It will support up to 5 images uploaded by the Client on its administrative website. Images must be correctly sized according to specifications (to be determined; will be communicated by GovOffice to the Client) in order to display optimally within the Image Slider. Each image may be captioned and/ or linked to any Web page.

Enhanced Film Strip

The Enhanced Film Strip will be styled and programmed to appear on the homepage only of the Responsive design and include development of up to 10 clickable icons.

The icons will be uploaded to the Film Strip by GovOffice by way of the Homepage Setup (see page 6). Each Icon may be linked to any interior page or to any external Web page and may be activated/ deactivated as the Client wishes.

By initialing you acknowledge that you have read, understand, and agree to the contents of this page. _____

Local Weather Integration

The Local Weather Integration feature is a feed from the National Weather Service website at weather.gov. The linked display includes current temperature and weather condition, and it will be programmed to the header of each page.

On tablets and smartphones the screen will be shrunk, and the desktop navigation menu will switch to a mobile menu (☰). At that point the weather feed will move from the header area of the website to the navigation menu.

Notifications Banner

The Client's design will be programmed to include a Notifications Banner for the purpose of communicating alerts, announcements, reminders, etc. The banner will appear atop the homepage header and be activated only if a notification has been created and turned on in the Administrative website.

The banner itself will be a solid bar that sports one color. Notifications may be a line of text (either hyperlinked or not), and while there is no limit to the number of Notification items posted at a time, it is suggested that the number of active Notifications be kept to a minimum in the interest of usability by website visitors.

Process of Responsive Design, Image Slider, Enhanced Film Strip, Local Weather Integration, Notifications Banner

This project will is a 2 draft, 2 revision process whereby the GovOffice Design Team will create up to two drafts that reflect the goals and objectives shared by the Client during the initial interview. When ready, the drafts will be submitted to the Client for evaluation. Upon selection of the preferred draft (1 out of the 2) by the Client, GovOffice will further develop it with up to two rounds of revision before asking for final approval.

Complete Navigation Analysis & Restructure and Professional Formatting

Content professionals will analyze the entire site navigation menu and then organize and label up to 400 pages according to best practices of usability and information architecture for professional, Responsive website designs.

First the Client will be asked to purge any dated section, sub-section, and content such as text, uploaded images, items, sidebars, and related links from the website in order to streamline the project. Then the entire navigation menu of the Client's current, live website will be analyzed.

Next a test site with a proposed navigation restructure mock-up will be created and shared with the Client. The Client will be encouraged to submit feedback after the initial mockup, and GovOffice will subsequently make revisions. These exchanges will continue until the navigation menu on the test site meets the Client's approval. Upon approval, the navigation menu restructure as shown on the test site will be built on the live website.

Finally the Professional Formatting will take place. Our Content Specialist will analyze up to 400 pages of existing live/ turned on website content and ensure that each of those pages conforms to best practices of Web writing and design in the following areas: uniformity in spacing, font choices, colors, size, bolding, italics, bulleting, left/ right justification, removing underlining, etc.

By initialing you acknowledge that you have read, understand, and agree to the contents of this page. _____

Homepage Setup

GovOffice content professionals will assemble and organize the Client's current homepage content to conform to its Responsive design. The Homepage Setup includes:

- Formatting welcome text, as necessary
- Displaying news, events, calendars, etc. Promotions in a visually appealing way
- Using Sidebars to display related links, text, and images
- Uploading and arranging up to 5 images within the Image Slider (see page 4)
- Uploading and arranging the icons within the Enhanced Film Strip (see page 4)

By initialing you acknowledge that you have read, understand, and agree to the contents of this page. _____