a. Company Profile - date of incorporation, name of principals, Federal Employers Identification Number (F.E.I.N.), employees, annual gross sales volume - most recent fiscal year.

Maberry Consulting & Evaluation Services, LLC is an Illinois-formed limited liability corporation, treated as an S-Corp by the IRS. The company was formed in October 2003 and following a name change, was legally organized as an LLC on January 1, 2008. Maberry provides grant related services nationwide and internationally in select circumstances.

Maberry Consulting & Evaluation Services, LLC is a woman-owned, small business enterprise located in the St. Louis Metro East community of Swansea IL. We are a LGBT friendly organization that continues to seek diverse applicants for all open positions at our corporate and field offices. We, on occasion, utilize a strong network of highly qualified independent contractors that represent Hispanic, Native American, and African American persons, just to name a few.

Shelley Maberry is the single member of the LLC. Maberry Consulting & Evaluation Services, LLC is neither a subsidiary nor a parent company to any other entity.

Maberry Consulting & Evaluation Services, LLC is not involved in an ongoing bankruptcy as a debtor, nor is it in reorganization, liquidation or dissolution proceedings. Additionally, Maberry Consulting does not have a trustee or receiver appointed over any portion of its property under federal or state bankruptcy/insolvency laws.

Annual gross revenue for calendar year 2012 was $693,848 (per monthly and annual financial reports prepared by Martin Financial Services, Inc., Swansea, IL). Our Dun & Bradstreet number is 00418209 and is current with financial and credit rating scores. MCES maintains positive working capital and all accounts payable are materially within terms. Our EIN is 26-1648678.

**Philosophy**

Our goals for our clients are to maximize their impact, increase sustainability and effectiveness, enhance their ability to provide services and create collaborations to better serve those most in need. Our professional staff offers:
Strategic Planning Sessions: On-site sessions to help organizations determine where they have come from, where they are now, and where they want to be.

Individualized Consulting: designed to improve an organization’s effectiveness and sustainability;

Prospect Research: Identifying the most likely federal, state and private grants based on funding needs and priorities;

Grant Writing: Preparation of grant applications, forms, budgets, attachments, and submission with mutual planning of program and budget;

Grant Writing Training: Workshops for the novice to the more seasoned grant writer;

Grant Proposal Technical Review: Comprehensive editing of client-prepared proposals prior to submission or after denial;

Program Evaluation: Creation of process and outcome evaluation systems for organization assessment and independent third-party grant evaluation, by doctoral and master’s level evaluators. Continuing technical support and monitoring that includes regular progress reports for program improvement.

MCES staff and contractors prepare approximately 125 proposals per year. The majority (85%) are written to federal funders including the Department of Justice, Department of Housing and Urban Development, Department of Education, National Science Foundation, Institute of Education Sciences, Department of Labor, U S Department of Agriculture and National Institutes of Health. The remaining 15% are written to such funders as state agencies and larger foundations. We have a 100% on time submission rate and internal policies for ongoing quality control throughout all writing and evaluation projects.

**Additional strengths, insights and innovations** offered by Maberry Consulting include the following:

**IRB Approval** - through our relationship with the Heartland Institutional Review Board (HIRB), a commercial IRB, MCES can assist in any project that requires IRB approval pertaining to research with human subjects. HIRB specializes in social science and education research as well as program evaluation protocols for grant funded projects delivering services to minors.
Grant Management - Because MCES also specializes in evaluation and grant management in addition to grant development services, we are well-versed in the granting process and always work collaboratively with clients to ensure our services comply with procurement rules. In addition, MCES is knowledgeable in EDGAR regulations for federally-funded projects and our staff is well versed in working with a variety of funders to ensure compliance with reporting and evaluations. If awarded this contract, MCES has the ability to work directly to ensure that all procurement laws and regulations are met during the contracting process and throughout service implementation.

Research Project Evaluation - MCES has content experts and researchers available to review research projects, provide outside review of labs for maintenance and regulation compliance and animal safety regulations.

Program evaluation - for service and program oriented grants, MCES has experts available to provide outside program evaluation.

b. Staff Profile - names and requested information

a) dealing with projects coordinated by committees
b) proposal development for various academic disciplines
c) interacting with college or university faculty
d) creating organizational plans and timelines

Shelley Maberry
President/CEO
Evaluator/Writing Team Contributor/Budget

As the sole owner and Chief Executive Officer of MCES, Shelley Maberry brings more than 25 years of grants experience to this project. Having a diverse background in the public and private sectors, Maberry’s background includes both education and healthcare. In addition to being a published author of two academic collegiate textbooks, she has personally written over 55 grants in the last three years and has served as the lead evaluator or consulting evaluator on more than 100 federal and state grant programs during that same time period.

Maberry is fluent in developing logic models for research and program development
and as such using those designs to guide the evaluation process. She is familiar with both qualitative and quantitative research methods as well as with human subject protocols and regulations. She is familiar with such research tools as survey development, a variety of interview and focus group protocols, case study and statistical analysis of quantitative data. She annually updates her human subjects and animal subjects’ certification with NIH and the CITI Collaborative Institutional Training Initiative.

Shelley has worked on numerous projects coordinated by committees both in academic and community settings. She has successfully worked with leadership at all levels of the academic and clinical ladder. Her strengths include education, healthcare, nursing, and business.

Shelley presented at numerous state and national conferences on topics ranging from program evaluation and curriculum design to program implementation. The following is a summary of Shelley Maberry’s credentials.

- Master of Science in School Health
- NIH Trained in “Protecting Human Research Participants”
- State of Illinois Secondary Teaching Certification
- Certified Health Education Specialist (CHES)
- Certified Grant Writer
- Certified Grant Evaluator
- Member, American Evaluation Association
- Member, American Association of Grant Professionals
- 10 Years Adjunct Collegiate Teaching Experience
- Grant Reviewer federal funding programs
- Secondary Teaching Credential, State of Illinois (inactive)

Shelley Maberry is a fulltime benefited employee of Maberry Consulting & Evaluation Services LLC.
Prior to serving on the Maberry team, Dr. Susanne Ashby worked as a research project specialist at a Carnegie Tier Two Midwest Research University. During that time Susanne led over 24 teams of faculty in the proposal crafting process, all of which submitted research or program grants to such funding agencies as NSF, NIH, Department of Education, Department of Health and Human Services and the Institute of Education Sciences (IES) as well as foundations focusing on health and education. She served as the team facilitator and performed such duties as coordinating meeting schedules among faculty and outside partners, developing the meeting agendas, and disseminating meeting minutes. She developed proposal crafting timelines and provided the guidance to faculty members to ensure timely completion of all documents. She developed project logic models, project timelines; drafted personnel job descriptions and developed budgets. She sought outside partners when required by the project teams, developed partnership agreements and worked collaboratively to draft the Memoranda of Understanding as well as assisted with partner budget development.

Dr. Ashby also solely authored or co-wrote research proposals (14) with faculty in health education, technology, social sciences, library science, biology, fisheries/aquaculture, mathematics, geology, teacher education, special education and higher education. Many of these proposals also included outside partners consisting of industry/business, universities, community colleges and K-12 schools/districts as well as non-profits. Her contributions during the development of these proposals consisted of drafting the literature review, research protocols, budgets and budget justifications, project narrative and project timelines. These proposals sought research funding for such endeavors as survey research in technology, empirical research in virtual aquaculture laboratory learning, development of an instrument for use in ethics research, research in geospatial learning and positive behavioral supports classroom research, to name a few.

Developing outside partnerships is critical in the success of grant funding. Developing and nurturing these partnerships is a time-consuming process. Dr. Ashby has successfully brought new partnerships to the university grant table over the years. The many partnerships
she has developed have included national and local non-profit agencies such as the Boys and Girls Club, government agencies such as the National Aeronautics and Space Administration, community colleges, local businesses and national companies such as Cisco Systems and State Farm. She also has developed and sustained partnerships with faith-based schools and school districts that have provided teacher professional development and new avenues of classroom research to the university.

A sampling of the highlights of Dr. Ashby’s credentials and awards includes the following:

- Doctorate and Master's degree in Curriculum and Instruction
- K-8 Teaching Credential, states of Mississippi, Nebraska, Texas and California (inactive)
- Administrative Credential, State of California (inactive)
- Certificate from the National Institutes of Health Trained in “Protecting Human Research Participants”
- Phi Delta Kappa McDaniel Scholarship for academics & leadership
- NASA Ames Research Center’s Public Service Group Achievement Award
- NASA Ames Research Contractor of the Year

Dr. Susanne Ashby is a full time benefited employee of Maberry Consulting & Evaluation Services LLC.

Lynne Paeno
Researcher/Writer

Lynne Paeno is both a grant writer and researcher for MCES. She brings deep knowledge of grant and RFP/proposal writing for state, local, and federal opportunities, and extensive experience in grant research, fund development, project management, content development, compliancy, and program design. Her expertise spans a variety of verticals including education, law enforcement, biosafety bio-surveillance, defense, homeland security, IT, transit, health, and child welfare. Leveraging more than 10 years of experience in the grant-writing field, she authored The Professional Grantwriter: A Definitive Guide to Grant Writing, which was published in 2007.
Lynne has worked closely with Tier 1 corporations across the country to develop compelling and winning federal, state, and local proposals, including Deloitte & Touche, Accenture, ATK, and EADS North America. She has also worked with more than 60 K-12 school districts and IHE’s creating proposals for a variety of topics, including unique programs such as Illinois Department of Commerce and Economic Opportunity (DCEO) Public Sector Electric Efficiency. Lynne's expertise includes proposal development for various academic areas, including history, performing arts, cultural studies, science, mathematics, business, education, healthcare services, military sciences, transportation, technology, and environmental disciplines. In her work with IHE's she works efficiently with all levels of university faculty and staff to collaborate on program design, evidence-based interventions, and budget responses. As part of this collaboration, she drafts timelines, work plans, management/organizational plans, and logic models in developing and transforming ideas into grant proposals. In group and committee environments, Lynn's experience includes setting regular meetings and agendas, guiding the committee to make decisions, interpreting RFP and guidance requirements, and codifying ideas from the group into coherent text.

Her experience as the CEO of Four Points Editing, a Florida-registered business, includes leading teams of freelance writers and editors across the country, managing multiple projects with tight deadlines, and always meeting or exceeding expectations. She works effectively with all levels of staff and is a strong communicator and organizer.

She has excellent writing skills with an ability to quickly adapt and develop high-quality content about client products/services. One of her key assets is her ability to defuse the tensions of clients and end staffers working to tight deadlines.

Lynne Paeno is a part time employee of Maberry Consulting & Evaluation Services LLC.

Laura Rodman, PhD
Technical Specialist/Research Assistant

As the lead technical specialist for Maberry Consulting & Evaluation Services, Dr. Laura Rodman specializes in writing and research in the technology and science arenas. She offers extensive experience writing operating grant proposals and technical evaluation reports for clients in education, healthcare and social and human services. As a former research scientist
working in engineering R&D, Dr. Rodman successfully authored research proposals to federal agencies to fund her own research projects, including NASA and the Department of Defense (Army, Air Force and Navy). Rodman will serve as the lead technical writing on the project and will work in tandem with the content expert.

Rodman’s qualifications include:

- A bachelor’s degree from Massachusetts Institute of Technology and a doctoral degree from Stanford University
- Proposal writer with a professional background in science and technology research.
- Over twenty years’ experience in developing, writing, and editing proposals, technical papers, and research publications for both an internal and an external audience.
- Strong writing and editing skills, with special attention to organization, point of view, clarity, and conciseness.
- Ability to take an outline of technical concepts and to expand it into a narrative.
- Ability to merge material from multiple source documents to create a single cohesive manuscript.
- Extensive experience writing and editing peer-reviewed journal articles, conference papers, white papers, proposals, and technical reports.
- Experience editing scientific manuscripts for non-native English speakers.

Dr. Laura Rodman is a contractual worker for Maberry Consulting & Evaluation Services LLC.

**Stephanie Padilla**  
*Lead Technical Specialist/Writer*

As a grants specialist for Maberry Consulting & Evaluation Services, Stephanie Padilla offers extensive experience in writing grant proposals and for clients in education, social and human services, agriculture, and the arts. Padilla will serve as a lead grant writer on the project and will work in tandem with the content expert.

Padilla’s qualifications include:
• A bachelor’s degree from the University of New Mexico and a master’s degree from the University of California at Berkeley
• Proposal writer with a professional background in social and human services, education, and the arts.
• Over thirty years’ experience in program and proposal development, proposal writing and editing, for community organizations, educational institutions and university faculty.
• Strong writing, editing, and organizational skills and ability to convey program content with clarity and conciseness.
• Ability to merge material from multiple source documents to create a single cohesive manuscript.
• Ability to work with individuals from multiple disciplines to create a cohesive and convincing program narrative

Stephanie Padilla is a contractual worker for Maberry Consulting & Evaluation Services LLC.
Support Staff Members

Mike Marcinkowski
Quality Control Supervisor/Survey Designer

Mike is the Quality Control Supervisor for MCES. He proofreads and edits forms, surveys, grant proposals, and evaluation reports to ensure that all documents fully address funders’ criteria.

He also assists with the design and processing of online and paper surveys to help the evaluation division determine the success of funded programs, and assists with progress reports for funded programs. His efforts in Web site maintenance, brochure design, and copy writing market MCES and its clients.

He has extensive experience in journalism, including reporting, writing, photography, proofreading, editing, and graphic design. Since joining MCES in 2008, Mike has received training in survey design and serves as our lead online designer. He also has received training in the Scantron software suite. He annually updates his human subjects’ certification with NIH.

Mike Marcinkowski is a full time benefited employee of Maberry Consulting & Evaluation Services LLC.

Paige Warren
Administrative Assistant/Grant Researcher

Paige has been the administrative assistant for MCES for more than nine years. Her duties include initial client assessment; client referral; non-profit development including mission statement guidance, board member selection and development, creation of bylaws, state and federal filings; funding research; provides guidance on CCR and grants.gov registration; and maintains fiscal controls and provides necessary documentation to accountants on a monthly basis.

Her duties for this project include funding research, data collection and record-keeping. She annually updates her human subjects’ certification with NIH.

Paige Warren is a full time benefited employee of Maberry Consulting & Evaluation Services LLC.
Joshua Boivin  
*IT Specialist/SharePoint Manager*

Boivin has served as the IT Specialist for MCES for the last ten years. Most recently Boivin was responsible for the installation of the Windows Small Business Server/Dell SharePoint server for MCES. MCES hosts its own email server; Boivin maintains both on- and off-site data backup operations and provides technical support to all MCES staff for computer and software applications.

Joshua Boivin is a contractual worker for Maberry Consulting & Evaluation Services LLC.

Thomas Martinez Maberry  
*Spanish Translation Specialist*

Thomas holds a Master’s degree in Communication Disorders: Speech Language Pathology from Stephen F. Austin State University in Texas. His Bachelor’s degree, also in Communication Disorders is from Southern Illinois University – Edwardsville. He has a minor in Spanish language. He has provided Spanish translation for school based and community evaluation projects for the past five years.

As a part time employee of MCES, Thomas’ services are on an as needed basis. In addition to his part time work with MCES, Thomas is a full time bi-lingual Speech Language Pathologist.

Allison Johnson, MS  
*Evaluation Assistant*

Allison joined MCES in October 2010 as an evaluation assistant. She holds a Master of Health Administration from Louisiana State University and a Bachelor of Arts in Political Science. Working primarily with our southern clients, Allison conducts site visits, facilitates group surveying and focus groups as well as data analysis and report preparation.

She annually updates her human subjects’ certification with NIH.

Allison Johnson is currently attending Mississippi College School of Law and remains a part time employee of Maberry Consulting & Evaluation Services LLC.