



**CALCASA Website Proposal**  
**July 19<sup>th</sup>, 2004**





**CONTENTS**



Background	3
The Team	5
Our Plan	6
Project Timeline	8
Project Costs	9
Contract Addendum	10
Portfolio	11
References	17
Contact Information	18



Crystal Clear Designs, LLC was founded in 1999 by Steven Thiel and Brent Weaver. Our mission was to create innovative web solutions for small businesses and organizations. Today, with over five years of business experience, CCD continues to innovate beyond clients' expectations.

In our first year, we began making splash pages (websites giving only basic information about companies) for small businesses. We were unsatisfied. Our belief was that the internet could provide much more benefit to our clients and their users. After creating our first e-commerce system that managed orders, payments, and deliveries we realized that we could create powerful tools to change organizations.

Our first major partnership was with a golf company in Plano, Texas that developed innovative products for their customers. This partnership gave us a platform to put our development skills to the test. In the two years that we worked with them, we created a wholesale and retail order management system that gave them the ability to conduct business entirely online. In addition, we saved them thousands by taking on their marketing responsibilities which, prior to our involvement, were completely outsourced.

In the summer of 2002, it came to our attention that this firm was practicing unethical business methods. Our company came to a crossroads, and we were forced to end our relationship with them. While we held no resentment towards the company, we decided that working for any organization whose sole motive was profit, was not enough. We wanted to be able to share a vision with our clients.

That year we began a special project with a client, Elena Madden – a successful, self-represented artist from Savannah, Georgia. Initially, we developed a website for her that simply gave basic information about her gallery and provided an online portfolio. Then we took the website a step further by creating a “self managed gallery system” that allowed her to update and maintain her own content and galleries. By including an e-commerce system we gave the artist a true and unique presence on the internet without the dependence on webpage designers. Thus, eArtStudios was born.

With the creation of eArtStudios, Crystal Clear Designs has given self-representing artists, at any level, the ability to have a professional website. Our online portfolio manager allows clients to add, edit, and delete all works in their web portfolio. Furthermore, the package comes with a website manager – giving artists the ability to manage and update their websites' look and content without having to know any programming. With built-in e-commerce, we have developed a one-stop low cost solution for artists to better promote their works.

Last month at a local coffee shop, we ran into one of our newest eArtStudios clients, Karl Manteuffel. Karl is a recently graduated student of photography from the University of Colorado at Boulder. Karl approached with a smile from ear to ear. He explained that a couple of days prior, he had sold his first photograph from his eArtStudio website. He kept saying how cool it

was that he had received money for one of his photo creations; that his investment paid off in the first month; and that we helped him realize his dreams. These are the moments we work for – these moments make our mission.

As a small company, we pride ourselves on accepting only one project at a time. This allows us to devote our full creative and productive energy into each project. The internet is our passion and we are committed to quality website development for individuals, small companies and non-profit organizations. It would be our pleasure to take CALCASA to the next step and make your organization part of our life's accomplishments.



Name: Brent Weaver  
Position: Partner  
Responsibilities: System architecture and design. Database and website programming. Public relations.  
Relevant Skills: ASP, PHP, MySQL, Visual Basic, C/C++, HTML, and Windows Server Administration (IIS, Exchange, Active Directory). Sales for eArtStudios.

Name: Steven Thiel  
Position: Partner  
Responsibilities: System architecture and design. Database and website programming.  
Relevant Skills: ASP, PHP, MySQL, Visual Basic, HTML, Windows Server Administration (IIS, Exchange, Active Directory).

Name: Andrew Cotter  
Position: Design specialist  
Responsibilities: Website design and layout. Graphic implementation.  
Relevant Skills: Bachelor of Arts in Graphic Design from the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill

Name: Erick Stubbs  
Position: Server Administrator  
Responsibilities: Administering website server. Follow tight maintenance schedule along with manage system and database backups.  
Relevant Skills: Windows and Linux server platforms. IIS, Exchange, and Active Directory. PHP, MySQL, and C/C++.

Equipment: 1 Windows server connected to ultra-high speed internet backbone  
6 Development level computer workstations  
Nikon Coolpix 5000  
Sony Mini-DV Digital Handycam



We believe in content. We have learned through working with artists that our clients’ talents will carry their websites much farther than our own. Our goal with CALCASA is to provide a framework that highlights your abilities, services, and resources. We will accomplish this through a clean design, a streamlined navigation system, and a powerful content engine.

We recognize the importance of providing leadership, vision, and resources to educators, professionals, rape crisis centers, and most of all – those who have been assaulted. We understand your mission to be two-fold. First, to provide information to those sexually assaulted. Second, to ensure that all California rape crisis centers are effectively delivering resources to those in need. We will design your website to meet these objectives.

For those seeking help, your website will act as a first impression. CALCASA is about people and the client must feel instantly comfortable with your organization. Our design will ensure this through intuitive navigation and a strong emphasis on people by integrating comforting photographs within a relevant page layout.

For rape crisis organizations, CALCASA must set the industry standard in providing the proper resources to the right people. Furthermore, this website will stand as a model for other rape crisis websites. In order to accomplish this goal, our design will be based entirely on content. Services, news updates, publications, and legislative information will be laid out in a clear manner. Not only will information on your services be provided, but the website will become a tool for crisis centers to easily access and effectively deliver these services.

To accomplish these objectives, we will build a content engine for you. This content engine will be customized to your organization and will place the control into your own hands. You will be able to constantly add, expand, change, and update sections of the website based on new events, articles, and feedback.

The architecture will be as follows:

- A “front-end” website, which the general public will see.
- A secure administrative section which will be accessible only to CALCASA staff. This will have two levels.
  - The first level allows authorized employees to manage web content that pertains to them and make any necessary submissions.
  - The second level, managed by the CALCASA’s website publisher, will review first level submissions and approve the content to go live.
  - Neither user level will require any programming experience.

The keystone of the content engine, which allows for no programming experience, will be a “What You See Is What You Get” editor (WYSIWYG). This will allow CALCASA employees to create content, links, and images without coding. Once a page is submitted, the content engine will format and integrate the page to fit seamlessly into the CALCASA.org website. Each page

will be rich in information. This information, coupled with general and specific keywords attached to each page, will index CALCASA.org with search engines to increase recognition.

In the administrative section, publisher level users will be able to manage the navigation structure. The design will be formatted to support a three level navigational scheme: Members > Member Agencies > Links to listservs. The publisher will have the ability to add, edit, and delete elements of the structure as necessary.

From the beginning we will plan for the integration of **net:Forum** and **Spectrum**. After speaking with Josh Waxman, Account Manager in Sales and Marketing at Avectra, we are confident that we can provide optimum integration of net:Forum. Crystal Clear Designs currently hosts the CALCASA.org website and earlier this year we implemented the Spectrum Catalog into the current website. It will be our pleasure to work with Avectra and Sagebrush corporations through and beyond the life of the contract.

People love multimedia. Crystal Clear Designs has experience with webpage image gallery software. We have created our own suite of components to ensure that image galleries run efficiently and are presented seamlessly. We will include this in our services should CALCASA wish to include future photo galleries.

Events such as training sessions and workshops require more than pictures. To support such activities, we will build a multimedia manager as part of the content engine providing CALCASA with the flexibility to add and remove video and audio on the web. Organizations are often restricted in the amount of multimedia they can have on their site, however Crystal Clear Designs will ensure that CALCASA.org is never limited in size. We stand by our guarantee to provide unlimited web space and transfer bandwidth.

We will also integrate **Rehabilitation Act 508** and **ADA Standards** into the site design and content engine. The **Bobby™** website scan will allow Crystal Clear Designs to constantly test for compatibility during the entire development phase. We have designated a thorough Beta testing period in which we will utilize the local Colorado Center for the Blind. This is to confirm compatibility for the visually impaired. In addition, a text-only version of the website will be included. This will not only assist people with disabilities, but also serve as a low-bandwidth option for users on slow connections or portable devices with small screens.

Crystal Clear Designs will create a scalable design structure for future expansion and integration of additional components. For years to come, CALCASA.org will have the capacity to meet any new requirements such as multi-lingual access points, a rape crisis center locator, and web-based training. This will be accounted for in the planning stages; their incorporation in a later phase will be seamless.

This critical project creating the structure of the website would conclude in December. We believe this website will help you maintain your leadership position, as well as elevate standards for all CASA informational sites.

The logo for "PROJECT TIMELINE" features the text in a bold, sans-serif font, centered between two stylized, overlapping blue swooshes that resemble a timeline or a path.

- 08/2/2004 Project Begins
- Initial planning and discussion
  - Design and visual elements planning
  - Site architecture and navigation planning (Content engine)
  - Site control and management planning
  - Design and visual element creation
  - Site architecture and navigation creation (Content engine)
- 09/15/2004 Initial Monthly Progress Report to CALCASA
- Design and visual element creation refined
  - Site architecture and navigation creation continued (Content engine)
  - Insert current content into system
- 09/30/2004 Present design, visual elements, and navigation to CALCASA
- Revisions to be discussed
  - Integrate new content into system
  - Integrate third party content and software (net:Forum, Spectrum)
- 10/15/2004 Monthly Progress Report to CALCASA
- Integrate content (continued)
  - Integrate third party content and software (continued)
  - Administrative site control and management creation
- 11/15/2004 Monthly Progress Report to CALCASA
- Site control and management creation (continued)
  - Complete miscellaneous tasks
  - Initial Beta testing
  - Thorough compliancy testing
  - System revisions
- 12/15/2004 Final Progress Report to CALCASA
- User testing
  - Disability testing
  - Final testing
  - Final system revisions
- 12/30/2004 CALCASA.org System activated



**Contract Amount(\*)** **\$50,850**

***Components***

Design and Layout	<b>\$11,400</b>
• Stock Photos	\$1,000
• Design for layout and navigation	\$8,200
• Graphics for site content	\$1,800
• Graphics for internal content engine	\$400
Content Engine and Website	<b>\$35,000</b>
• Front-end web design	\$12,000
• Database and System Programming	\$12,000
• Back-end system	\$9,000
• Third party software integration	\$2,000
Server and Database Administration	<b>\$3,600</b>
• Weekly system backups	\$1,600
• Database creation and maintenance	\$2,000
Website Testing	<b>\$850</b>
• General users	\$200
• Disability compliancy	\$650

(\*)Terms to be negotiated



Crystal Clear Designs strives to establish long lasting relationships with clients, and CALCASA is an organization that we would highly value. The following is an optional addendum that would provide one to two years of technical support, maintenance, and system improvements for CALCASA.org.

**Contract Addendum**

1 Year Maintenance and System Improvements	<b>\$10,000</b>
• Includes 50 hours/month	
2 Year Maintenance and System Improvements	<b>\$15,000</b>
• Includes 50 hours/month	



Elena Madden



[Home](#) [Gallery](#) [Artist Bio](#) [Artist Statement](#) [Contact](#) [Email List](#)



Affection



Untitled 1



River Lights



Willow Golden



Wet Street



Two Red Trees



Time



Spring Moon

Page 8 of 11

[Back](#) [ [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) ] [Next](#)

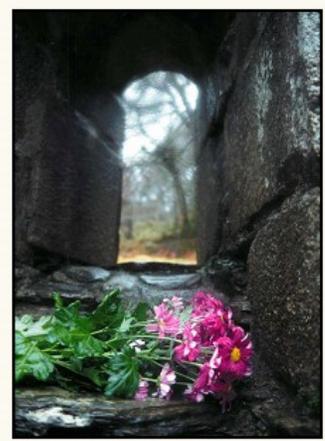
# Visions of Contrast

 search

- Site Menu**
- Home
- Biography
- Statement
- Contact
- Portfolio Menu**
- All Works
- Ocean Views
- Spiritual
- Sand Dunes
- Mountains
- Contrast
- Waterfalls
- Civilization
- Wildlife
- Abstrakt
- Desert

### Item Details

**Title:** Monistary Flowers  
**Artist:** Karl Manteuffel  
**Dimensions:** 13 x 19 (in)  
**Price:** \$55.00  
**Availability:** For Sale  
**Comments:** These flowers rest silently on a old stone monistary window sill in Ireland. The feeling of peace from this scene radiates from the photo.



### Purchase Inquiry

**Name:**   
**Phone:**   
**Email:**   
**Message:**

**Portfolio Search**

1 of 11





Sunday, July 18, 2004

[Home](#) | [Products](#) | [Photo Gallery](#) | [About Us](#) | [Contact](#) | [Shopping Cart](#)



### Welcome to Crooks Bros. Game Calls

Our website has been designed with you in mind and we hope you enjoy our unique custom duck call products. Each call we make has a rich history of over 100 years in family design and tradition. Dating back to the late 1800's, the Crooks Family began making duck calls, goose calls and decoys for no other reason than to use for the next hunting trip. When friends would use the product, they would often place a request for their own call. Our late Grandfather, Dan H. Crooks made duck calls since the early 1900's and many of his calls can be found around the country today. Therefore, what started as a basic need for the sport of duck hunting, has now gathered a dedicated following of callers who know the Crooks design and quality of work. Through today's technology and yesterday's basic hunting needs, we are now able to offer our quality game calls to you on-line. Family game calls since 1890...

Thank you for viewing our site and hope you too will enjoy our quality products as well as our history of duck call making.

"Our work is dedicated in loving memory of our late Father, Blanchard Dan Crooks and all of our supporting family."

Kevin L. Crooks  
Bradley D. Crooks

### Duck Calls



"Dan H. Crooks" Limited Edition Replica



The Crooks Brothers "CB Special"

[Home](#) | [Products](#) | [Photo Gallery](#) | [About Us](#) | [Contact](#) | [Shopping Cart](#)

©Copyright 2004 Crooks Brother Game Calls, LLC All Rights Reserved.

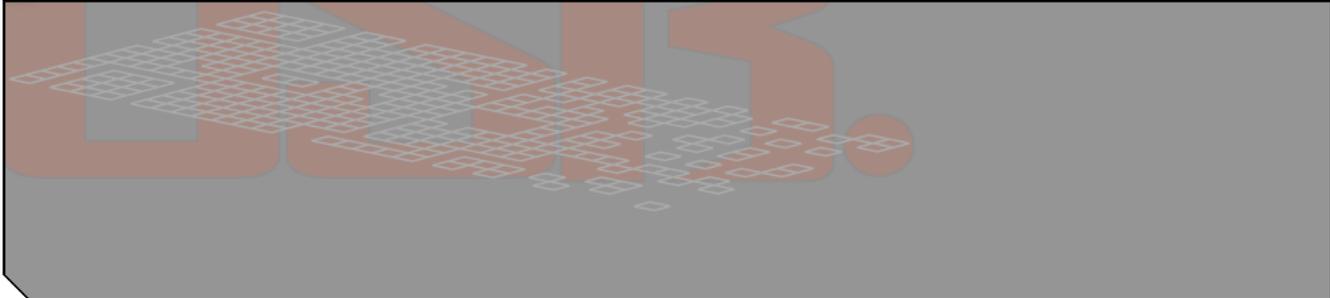


[Links](#)

# Urban Street Beats.



[home](#) [newsletter](#) [events](#) [venues](#) [photos](#) [videos](#) [music](#) [about](#)





**ANYTHINGS POSSIBLE**  
WHEN YOU PLAY THE GAME

**FREE GIVE-A-WAY !!**  
Every week Anything's Possible  
is giving away free products.



WELCOME

BUY AT WHOLESALE

SHOPPING BAG

CONTACT

»» PRODUCT LINE

FIXIT TOOL  
GOLF BAG COOLER  
WEATHER RADIO  
HAT SAVER



FIXIT TOOL  
GOLF BAG COOLER  
HAT SAVER  
GOLFERS WEATHER RADIO

**FIXIT Tool**  
A high quality, low priced switchblade repair  
tool. Available in Clear as well as Black, Blue,  
Green, and Red.

<b>RP Marketing</b>	
<b>NEWS AND UPDATES</b>	<b>CLIENT LOGIN</b>
<p><b>03/25/2002:</b> RPMarketing introduces the new FIXIT. A high quality, low priced switchblade repair tool. Available in Clear as well as Black, Blue, Green, and Red.</p> <p><b>01/28/2002:</b> Thank you to everyone that visited RPMarketing at this</p>	<p>Email <input type="text"/></p> <p>Password <input type="text"/></p> <p style="text-align: center;"><input type="button" value="Submit"/></p>
<p>→ <b>PRODUCT LINE</b>                      → <b>MAIN MENU</b></p>	<b>FIXIT TOOL</b>
<div style="border: 1px solid black; padding: 5px;">  </div>	<p><b>PICTURE GALLERY</b></p> <ol style="list-style-type: none"> <li>1. Still Action Shot</li> <li>2. How It Works</li> <li>3. <b>Available Colors</b></li> <li>4. Custom Ballmarkers</li> <li>5. Point Of Sale Unit</li> </ol> <p style="text-align: center;">◀ ▶</p> <p style="text-align: center;">Enlarge Picture</p>
	<p>The FIXIT Tool is a switchblade style divot tool for repairing greens. The FIXIT fits comfortably into your pocket, and is available in an assortment of colors: Black, Red, Green, Blue, and Clear.</p> <p>Ideal for gifts or as a promotional product at your next event, meeting or tournament; the FIXIT may be personalized with name, logo or company image.</p> <p>Point of sale display small footprint only</p>



**REFERENCES**



Removed for privacy



Brent Weaver  
2802 Sundown Ln. #310  
Boulder, CO 80303

Phone: 720.839.8615  
Email: [brent@ccdmail.com](mailto:brent@ccdmail.com)