

PD-ABQ-396

CORDOBA INTERNATIONAL CORPORATION

97133

811 Wilshire Blvd , 18th Floor
Los Angeles, California 90017
(213) 895-0224 - ph
(213)895-6677 - fax

VIA AIRBORNE EXPRESS

March 3, 1998

UNITES STATES AGENCY FOR INTERNATIONAL DEVELOPMENT
PPC/CDIE/DI
ATTN ACQUISITIONS
ROOM 206G, SA-18
WASHINGTON, D C 20523-1820

**Re Closeout of USAID/W Contract No PCE-0102-C-00-5013-00
Completion Report**

Dear Mr Sir/Madam

Enclosed is the Contract Completion Report for the above referenced project If you should need any further information or have any questions please let me know

Sincerely,



Maria Mehranian

CONTRACT COMPLETION REPORT
UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT
WEST COAST OUTREACH
CONTRACT NUMBER - PCE - 0102-C-00-5013-00

SUBMITTED TO

USAID
PPC/CDIE/DI
ATTN ACQUISITIONS
ROOM 206G, SA-18
WASHINGTON, D C 20523-1820

TECHNICAL REPRESENTATIVE TO
CONTRACTING OFFICER BARRY S KNAUF
PROCUREMENT SUPPORT DIVISION
M/OP/PS/OCC
ROOM 7 08-061 RRB
UNITES STATES AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON D C 20523-7802

SUBMITTED BY

CORDOBA INTERNATIONAL CORPORATION (CONTRACTOR)
811 WILSHIRE, 18TH FLOOR
LOS ANGELES, CA 90017
(213)895-0224 - PHONE
(213) 895-6677 - FAX
AUTHOR/CONTACT PERSON MARIA MEHRANIAN

SUBMISSION DATE

MARCH 3, 1998

USAID PROJECT OFFICE

USAID WCO
GOLDEN WEST COLLEGE
15744 GOLDEN WEST STREET
HUNTINGTON BEACH, CA 92647

PROJECT NUMBER

[NONE]

I REPORT SUMMARY

This completion report for USAID/W Contract No PCE-0102-C-00-5013-00 is submitted by the contractor, Cordoba International Corporation (hereafter "CIC"), in accordance section F 4 (b) of the contract between CIC and the United States Agency for International Development ("USAID") and in response to the closeout documentation request of Mr Barry S Knauf, USAID Contracting Officer (Chief, Procurement Support Division - Office of Procurement) dated February 2, 1998 Pursuant to the reporting requirements of the contract, this report consists of the following

- 1 A project description which includes a discussion of project objectives, focus, related tasks and service area,
- 2 Methods of work,
- 3 Project accomplishments, and
- 4 Recommendations as to project continuation

Because of the nature of the project, there was no unfinished work for which a plan or recommendations could be made by CIC

II PROJECT DESCRIPTION

From September, 1996 through September 1997, CIC provided executive management, overall performance and financial oversight, and contract staff to support the implementation of the West Coast Outreach ("WCO") program of the USAID CIC's on-site activities and management of the program were performed in coordination with USAID's on-site Program Director, Mr Kevin Armstrong

A Objectives

Initiated as a pilot project in 1992, WCO established a local presence in Long Beach, California and Portland, Oregon with the intention of assisting the Western States with the following

- Awareness of U S Foreign assistance policies and programs and the role of USAID,
- Access to USAID procurement solicitation notices, regulations and guidelines,
- Counseling on the emerging markets of developing/transition countries and how to partnership with USAID,
- Linkages with other Federal Agencies, especially member agencies of the Trade Promotion Coordinating Committee, state and local programs, to improve coordination and use of resources by U S entities seeking information on trade, development, and disaster relief in USAID assisted countries

B Strategic Focus

In accordance with the strategic focus delineated by USAID's Program Director, CIC targeted businesses in the following primary areas for its outreach efforts

- Agribusiness
- Information technology
- Medical products and services
- Environment
- Energy
- Disaster Relief
- Democracy
- Education
- Economic Development

C Tasks

When CIC became engaged on the project in 1996, its project manager and staff continued with the on-going efforts to accomplish the existing WCO program objectives. To that end, CIC performed or supported, and monitored the following tasks

- Assessment of the needs of U S business for information on emerging markets and long term economic development prospects, including feedback on the usefulness of USAID information and services in existence at the time CIC took over the project
- Outreach to U S private sector concerns (including for profit companies and non-profit associations) and educational institutions, on a continuing basis to ensure full and open competition on USAID solicitation notices, and to engage more independent U S firms and organizations in the expansion of global markets and social development
- Facilitation of referrals and delivery of services through other federal, state and locally based global trade, development and educational programs, also in cooperation with the international lending institutions and foreign government trade and worldwide procurement initiatives
- Report on methods and results from WCO interventions to facilitate long-term, sustainable economic development between U S and host country counterparts

D Project Service Area

The service area for the WCO program included the territory of the U S Export Assistance Center in Long Beach, California which consists of California, Arizona, Nevada, Oregon, Washington, and Hawaii WCO also provided on-going information and supporting linkage services to state government offices, local organizations and business concerns in other states where USAID has conducted outreach activities

When CIC took over the project there was a substantial demand for follow-up in Texas, Colorado and other Midwestern states As a result, one outreach event was conducted outside of the primary territory in Denver, Colorado As a matter of standard practice, WCO was responsive to all legitimate requests for information, referrals, and appropriate participation in conferences and training seminars in coordination with CTIS/W and CTIS/WCO without reference to the origin of the request CIC made every effort, within its means, to assess and address demands from entities in other regions of the U S and outside of the primary outreach territory

III METHODS OF WORK

When CIC took over the project, it implemented the objectives of the WCO by utilizing the following methods of work in coordination with the Program Director and the CTIS Project Manager

A WCO Offices

CIC maintained offices in Long Beach, California as a part of the U S Export Assistance Center The WCO Long Beach office was the headquarters for the program and all WCO activities were coordinated through that office The Program Director, Mr Kevin Armstrong, was located in this office as well The headquarters were later moved to Huntington Beach, California at Golden West College WCO headquarters maintained the client and potential client database and information materials inventory

CIC also shared an office in Portland, Oregon with the Oregon Department of Agriculture and the Oregon Economic Development Department The Portland office was the local point of contact and coordination for WCO events and activities in the Northwest states of Oregon and Washington

Additionally, CIC's corporate offices in Los Angeles, Irvine, San Francisco were utilized by WCO management and staff

B Management and Administration

Project management to support the contract for the WCO program was the responsibility of the USAID Program Director, Mr Kevin Armstrong. CIC staff supported Mr Armstrong and the Project Officer under the direction of the CIC Executive Director and the CIC Project Manager.

CIC administered and accounted for all funding to support the outreach efforts, including budget tracking, hiring of personnel, purchase of supplies, services, and logistical support. Moreover, CIC executive officers provided program assessment, public and private sector outreach and interface, and performance management above and beyond the efforts of CIC's Executive Director.

C Field Staff

CIC employed field staff with expertise and experience with U.S. government programs and procedures, private sector organizations (for profit and non-profit), information systems, communications skills, and background in international economic development and international relations. Throughout most of the project, CIC provided three field staff, two in Long Beach, and one in Portland. In 1996, Cordoba began utilizing field staff in San Francisco and Los Angeles and eliminated the Portland field staff position in early 1997.

CIC provided the three special staff positions to support the project objectives and needs, including a Special Assistant to the Program Director, an Information Systems Staff Assistant, and a Northwest Coordinator/Portland Office Manager. These three staff positions were responsible for, and did in fact perform, the following tasks throughout the performance of the contract:

Special Assistant to the Program Director (SA) - The SA assisted the Program Director with the day-to-day management of the WCO program and worked closely with the CIC executive officers to coordinate WCO activities and staff tasks. Specifically, the SA performed the following:

(1) Maintained contact with businesses and organizations using the CTIS MIS.

(2) Identified manufacturers, producers, professional service providers, educational institutions, and non-profit associations that had an interest in global economic development and foreign assistance.

- (3) Edited and published a quarterly newsletter while maintaining and updating a database of approximately 12,000 subscribers
- (4) Made informal presentations on USAID outreach services and access to public information
- (5) Developed and maintained information services and materials, including brochures, press releases, articles and other relevant communications for printed materials, electronic data services, speeches, and training seminars that were relevant to the private sector
- (6) Supported the Program Director and CIC executive officers with reports, research, logistics, and consultation to implement the program strategy and achieve the objectives
- (7) Maintained an inventory of USAID and related trade and development information to forward in response to client requests and assisted other federal agencies in the dissemination of their programs
- (8) Handled routine inquires to the office and made appropriate referrals
- (9) Maintained hard and electronic data files

Information Systems Staff Assistant - The Staff Assistant worked under the direct supervision of the SA to assist the Program Director and CIC executive officers and to implement the program's objectives, including the following

- (1) Input and maintained records in the CTIS MIS database and database reports MIS development including utilization of advanced communication and electronic data services
- (2) Assisted with maintaining hard copy files and inventory of information materials
- (3) Assisted with logistical coordination and support of WCO events and activities
- (4) Answered phones, took messages, forwarded communications to the Program Director, SA and CIC executive officers

Northwest Coordinator and Portland Office Manager - The WCO Northwest Coordinator worked closely with the SA and CIC executive officers to support the Program Director to implement the program objectives in the following manner

- (1) Maintained contact with Northwest businesses and organizations
- (2) Identified manufacturers, producers, professional service providers, educational institutions, and non-profit associations that had an interest in global economic development and foreign assistance
- (3) Identified and participated on behalf of USAID in conferences, workshops, and seminars and coordinated scheduling with WCO headquarters in Long Beach Assisted in the coordination and organization of events as necessary
- (4) Handled routine inquires to the office and made appropriate referrals
- (5) Maintained hard and electronic data files
- (6) Made informal presentations on USAID outreach services and access to public information
- (7) Assisted the SA in the development and maintenance of information services and materials, including brochures, press releases, articles and other relevant communications for printed materials, electronic data services, speeches, and training seminars relevant to the private sector
- (6) Coordinated with the SA in the support of the Program Director and CIC executive officers with reports, research, logistics, and consultation to implement the program strategy and achieve the program objectives

IV PROJECT ACCOMPLISHMENTS

Though the efforts of USAID's Program Director and CIC the WCO project was very successful The project generated a quarterly newsletter with 12,000 plus distribution and increased the number and interest level of U S businesses that are inclined to participate in USAID procurement solicitations The USAID project offices fielded a daily average of 50 in-coming phone calls, made referrals as necessary, and provided counseling to all interested parties

CIC organized numerous successful and well attended events in Northern and Southern California, Washington, Oregon, Colorado and Arizona As a follow-up to these events CIC consultants corresponded with attendees in an attempt to facilitate further information requests, to answer questions and make appropriate referrals CIC's also played a role in the procurement of three separate Memoranda of Understanding ("MOU") between USAID and the states of California, Washington and Oregon The MOUs essentially defined the collaborative effort with each of these states to support the goals of USAID WCO In point of fact, the MOU with California led to the re-location of

the WCO Long Beach project office to Huntington Beach at Golden West College, a state supported community college. In sum, CIC's efforts on the contract met or exceeded the expectations of the Program Director, Mr. Kevin Armstrong, and achieved the program objectives of increasing awareness, access, counseling and linkages.

IV PROJECT CONTINUATION RECOMMENDATION

On the basis of CIC's project experience for the life of the contract, it is recommended that USAID's WCO program be continued. Although the contract came to an end in December 1997, CIC believes that the interests of USAID would be well served by continuing efforts to reach the thousands of companies on the West Coast that would otherwise have little or no exposure to USAID activities and solicitations. Moreover, as we have indicated in several conversations and letters in the past, the cost of the WCO program could be shared with other entities who are in need of similar outreach efforts, namely the Overseas Private Investment Corporation ("OPEC").

The project objectives, tasks and methodologies have already been defined and successfully executed by CIC. Therefore, CIC is in a position to continue (or in this case resume) outreach efforts on the West Coast utilizing the same or a similar format with no additional learning curve costs to USAID such as those which would be incurred if the program were re-started and some point in the future with a new contractor.

In the absence of a decision by USAID to continue the WCO program, CIC is prepared to assist USAID with any further effort or documentation that is required to complete the closeout of the WCO project. Any such requests or questions regarding this project and/or the contract should be directed to the attention of Ms. Maria Mehranian at (213) 895-0224.