

Company Profile, History and Location

Founded in 1984, AMS Printing started as a full service printing company with in-house design services, pre-press, printing and a full bindery department. Through its vast knowledge of printed materials and manufacturing capabilities customers began to request that AMS Printing produce high quality labels, index tabs, tags, datasheets, mailing pieces, publications, and other identification products. Through its use of in house printing and manufacturing capabilities, AMS Printing was able to produce these products with unparalleled quality and fast turn-around. Creating a complete line of labels, tags, index tabs, mailers, corrugated cartons, envelopes, signs, laser/inkjet labels, and index end tab folder, printed documentation services, postcards, newsletters and other publications and design services. These products helped production facilities and offices to identify and organize their workplace as well as advertise products and services in a efficient and cost effective manner.

About Ron Shmargad

Upon graduating with a degree in Mass Communications from University of California Berkeley, he embarked on a career that took him through several areas of the mass communications industry. I learned the skills required to run my own business in 25 years at AMS Printing, dealing with management, public relations, pre-press and printing production. The goal for the past 25+ years has been to learn hands-on as much as possible. This meant getting my hands dirty and doing the work rather than hiring others to do it at times. It meant wearing many hats and often working long hours; and, it always meant keeping my eye on the long term goal. That goal: Creating solutions for my clients that gets the job done on time, in line with the bottom line and with the best quality.

Company is located at

335d Convention Way
Redwood City, CA 94063
Phone: 650.298.9330
www.amsprinting.com

History and Experience

AMS Printing has provided print and design services for many municipalities including:

City of San Carlos
City of Foster City
City of Redwood City
City of San Mateo
City of Half Moon Bay

We are well versed with the need of municipalities need for quick, clear and effective communications.

Project Team Members

Dr. Mike Shmargad – Project Lead (30 Years experience, resume attached)

Mr. Ron Shmargad – Project Manager (25 Years experience)

Mrs. Marit Shanzer – Admin Assistant

Applicable Client References

- 1) City of San Carlos, Contact Name: Tyler Muela, email: tmuela@cityofsancarlos.org
Phone # 650-802-4130 (Projects: Mailing Piece, Design Jobs and Posters)
- 2) City of San Carlos, Contact Name: Nicole Scott, email: NScott@cityofsancarlos.org
Phone # 650-802-4204 (Projects: Mailing Pieces, Design Jobs and Posters)
- 3) City of San Carlos, Contact Name: Brian Cary, email: BCary@cityofsancarlos.org
Phone # 650-802-4218 (Projects: Mailing Pieces, Design Jobs and Posters)
- 4) City of San Carlos, Contact Name: Tamara Shapero, email: tshapero@cityofsancarlos.org
Phone # 650-802-4194 (Projects: Mailing Pieces, Design Jobs and Posters)

Identify any Suggested Modification to the Scope of Services

We plan to use the latest technologies and software programs to design and print these projects. This will make any changes or modifications easy in the future. We will be more than happy to do a kick off meeting when the project starts with the relevant team members.

With over 25 years of hands on experience in printing and using the standard industry software programs, we are able to produce everything from brochures, datasheets, newsletters, postcards, boxes, websites, banners and more. Popular software programs we use include:

- Adobe Creative Cloud including Photoshop CC, Illustrator CC, InDesign CC, Dreamweaver CC, Fireworks CC, Flash CC and Acrobat XI
 - Microsoft Office including Excel, Word and Powerpoint
 - Cloud software such as Squarespace and Wordpress for Web design.
- We have also created artwork and posting for client Facebook, Google Plus and Twitter pages.

Fee Proposal

AMS Printing Billable rate is \$95.00 per hour. Each project will be estimated based on customer specifications and quantity. No project will begin without clients written approval.

Travel Expenses

We are local so we do not see any need for travel expenses.

Incremental Costs:

We do not see any incremental costs based on the projects we estimate. If the project changes scope we bill at \$95.00 per hour. No additional charges will be added to projects unless written approval is received.

Insurance:

We acknowledge that an insurance certificate will be issued naming the City of San Carlos as additionally, insured and meeting the insurance requirement in Exhibit A if the contract is awarded.

City's Standard Professional Services Agreement (Attachment A):

We acknowledge the City's standard Professional Services Agreement is acceptable as written.

Dr. Mike A. Shmargad
335-D Convention Way
Redwood City, CA 94063
ams@amsprinting.com

MANAGEMENT EXPERIENCES

- Managed large-scale printing projects. Including single and multi-color literature, books, and promotional materials.
- Managed and supporting printing projects from design initiation, printing reviews, variable data, and customer interface.
- Managed graphic design teams and managed from the graphic design through the completion of the printing project.
- Providing management and marketing consulting services to businesses in the USA and abroad.
- Program Manager of the development and build of the 5 Armor Multi-Purpose Vehicle (AMPV) variants. In this capacity, I conceived, led, and managed the teams that developed, and promoted the AMPV program; The Medical Evacuation, Medical Treatment, Mortar Vehicle, General Purpose, and the Command and Control vehicle. Led the AMPV vehicle delegation to the national shows such as AUSA in Washington, DC, National Guards events, and made presentations to the Army and foreign attaches at the events.
- Deputy Director of Bradley Derivative, and MLRS. In this position, I planned the product development activities, manage the budget, develop the marketing campaign, interface with the customers (all levels), interfaced with production and vendors, managed shows, and planed future business development avenues and activities to capture the business.
- Initiated strategic plans and road map to have exclusive distribution rights for BAE Systems for products in the USA market. One of the initial products was the LED Dome Light made by ELTAM. I drafted the business agreement that provided BAE Systems exclusive sales rights throughout the defense industry in the USA. The business was captured and was highly successful.
- Led the initiative to identify potential Unmanned Aerial Vehicle (UAV) Candidate Company to be acquired by UDLP. In this initiative, I was given the task to search the US and other countries for a company that had a UAV platform with significant potential to be a major UAV platform for the US Army and NATO countries.
- Managed the Strategic Business Development group for survivability solutions– developed plans and managed execution of strategic business development activities, including identification of technologies, selection of the products, market segmentation and market penetration. These activities included: contacting potential customers, preparing presentations, presenting data at shows, conduct presentations at customers' sites, such as: Boeing, and Caterpillar, and submitting proposals.
- Managed variety of projects and business activities. Responsibilities included the planning of projects, business initiatives, and management of the personnel; preparing budgets and schedules; evaluating and reporting on projects and employees progress. Business and services includes: proposal preparations, product evaluation, and product design (MMPV Ramp, and other systems), and variety of Integrate Product Teams (IPTs).
- Programs Manager – Evaluated and developed programs schedules and costs, coordinated subcontractors, and manufacturing schedule.
- While working at Technhac LTD., overseas, I managed the market development in the USA for the company's product line and supported other international marketing efforts. This included preparing marketing plans, evaluation of distributors, appointing distributors, and managing orders.

ENGINEERING and ENGINEERING MANAGEMENT EXPERIENCES

- Chief Engineer: Conceived and the managed the design, and modification of the RG33-4X4 vehicle in preparation for AUSA shows. In addition, I managed the road shows for this vehicle across the US.
- The Bradley Engineering Design Manager for more than 11 years. Managed engineering of a main armor carrier, the Bradley fighting vehicle, and the MLRS. Managed the design, material selection, development, schedule, cost, and technical personnel for the system.
- Implemented and used the most advanced design tools, Computer Aided Design – 3D-Modeling, Solid-Modeling. Implemented techniques for performing analysis of mechanical systems and parts.

- Selected material for survivability solutions, including transparent armor, steel, Aluminum, Ti., ceramics, and composites, as well as selections of passive and active protection solutions
- Managed the EMA (Electro-Magnetic-Armor) solutions for the armored vehicles. Worked with ARL and other Gov. agencies to develop and test the EMA.
- Pioneered and implemented the use of a new manufacturing technique in steel casting known as the Lost Foam Casting Process – for armor solution. Switching to the new manufacturing technique was considered unattainable, since the process had never been used on steel before. I managed an organization of technical personnel that designed and produced a product utilizing this casting method within budget and on schedule. The plan, the execution, and the quality were superior and it became the preferred method of manufacturing.
- All the projects I managed have been designed and implemented with Total Quality Management (TQM) in mind from inception through planning and execution.

TEACHING EXPERIENCES

- At the request of BAE Systems' training center, I became a part-time instructor for the employees delivering courses on material selection techniques. I prepared the lesson plans as well as taught the classes. The classes were such a great success that the training center requested that I deliver the class several more times.
- Taught advanced mathematics for MBA program at The National University in San Jose, CA. This was a successful teaching assignment and I received positive evaluation feedback from both the students and the administration.

EXPERIENCE

Business Consulting and Printing/Graphics Manger	2015-Present
Program Manager	2010 - 2015
Deputy Director Bradley Derivative (AMPV) BAE Systems	2007 - 2010
Manager of Strategic Business Development BAE Systems	2005 - 2007
Program Manager UAV Program United Defense L.P.	2003 - 2005
Senior Engineering Manager United Defense L.P.	1992 - 2003
Business Lecturer The National University, San Jose, CA (while working at UDLP/BAE Systems)	1992 - 1992
Technical Trainer (BAE Systems)	1987 - 1989
Engineering and Engineering Supervisor United Defense L.P.	1984 - 1992
Project Manager Applied Material Inc.	1983 - 1984
Mechanical Design Engineer United Pump Company	1981 - 1983
Marketing Manager & Market Development	1973 - 1977

Technohac Ltd.

Engineering & Sales Support
Technohac Ltd.

1970 - 1973

EDUCATION

Doctor of Business Administration
Concentration – Management

Golden Gate University

Masters of Business Administration
Concentration – Marketing

Golden Gate University

B.S. Mechanical Engineering

California State University, Sacramento

PATENTS

Holds 3 US Patents

LANGUEGES

- English (read, write, speak)
- Hebrew (read, write, speak)

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

American Society of Mechanical Engineers (ASME)
National Defense Industry Association (NDIA – Life Member)

HONORS

Dean's List
Warrel Engineering Award
Graduated With Honors – Doctor of Business Administration

1978
1978
2001

INSTRUCTOR CREDENTIAL

**Board of Governors of The California Community Colleges
Instructor Credential No. 360813**

Issued by The Board of Governors of The California Community Colleges
Subjects Authorized to Teach: Business, Management, and Engineering
Issued date: October 24, 1989

Validation: Valid For Life

AMS Systems, Inc

PO BOX 4190

Foster City, CA 94404

Phone: 1-800-427-5585

email: ams@amsprinting.com

Estimate

Date	Estimate #
2/6/2024	61766E

Name / Address
City of San Carlos Brian Cary 600 Elm Street San Carlos, CA 94070-1309

Project

Description	Qty	Cost	Total
Stock Type: 80 # gloss paper (text Stock) Custom Printing: Brochures/Newsletters 6 pager (page Size: 8.5" x 11") Bindery: Trifold Ink: 4cp + aq. varnish * I quoted this on 80 # gloss paper (TEXT) since Req for quote did not specify if it was (Text) or (Cover) Stock.	500	1.398	699.00T
Create initial concepts for client to approve. AMS Printing will send client a few design ideas and client can choose template design they like as the concept design template to use. Price includes edits to refine template to clients approval. AMS Printing will study the City's design guidelines to make sure all rules and design guidelines are followed.	1	1,200.00	1,200.00
Layout and Design production of subsequent newsletters	1	1,200.00	1,200.00
Sales Tax San Carlos		9.375%	65.53
		Total	\$3,164.53

Customer Signature _____

AMS Systems, Inc

PO BOX 4190

Foster City, CA 94404

Phone: 1-800-427-5585

email: ams@amsprinting.com

Estimate

Date	Estimate #
2/6/2024	61767E

Name / Address
City of San Carlos Brian Cary 600 Elm Street San Carlos, CA 94070-1309

Project

Description	Qty	Cost	Total
Stock Type: 80 # gloss cover (cover stock) Custom Printing: Brochures/Newsletters 6 pager (page Size: 8.5" x 11") Bindery: Trifold Ink: 4cp + aq. varnish * I quoted this on 80 # gloss paper (COVER) since Req for quote did not specify if it was (Text) or (Cover) Stock.	500	1.71	855.00T
Create initial concepts for client to approve. AMS Printing will send client a few design ideas and client can choose template design they like as the concept design template to use. Price includes edits to refine template to clients approval. AMS Printing will study the City's design guidelines to make sure all rules and design guidelines are followed.	1	1,200.00	1,200.00
Layout and Design production of subsequent newsletters	1	1,200.00	1,200.00
Sales Tax San Carlos		9.375%	80.16
		Total	\$3,335.16

Customer Signature _____