

Statement of Capabilities

Empowering clients in meeting their publication production/management, editorial and creative services, computer network maintenance, conference support, facilities management, administrative support/staffing and commercial printing needs.

Company Information

General Information

Registered Company Name: Lighty Communications Group, Inc.
Office Telephone: 301.579.9117
Office Fax: 301.579.9116
Email: info@LCGcorp.net
Website: www.LCGcorp.net
D-U-N-S Number: 003703753
EIN Number: 51-0417241
CAGE Code Number: 3C8K5

Business Information

Year Incorporated: 2000
State of Incorporation: Maryland
Number of Years in Business: 10
Number of Years of Experience: 30

Brief Client List

Government – Federal

- U.S. Department of Agriculture
- U.S. Department of Defense
- U.S. Department of Veterans Affairs

Government – State

- Maryland State Lottery Agency
- Maryland Port Administration
- Maryland Department of Health and Mental Hygiene
- Prince George's County Department of Family Services
- Maryland Department of Business and Economic Development

Government Subcontracting/Strategic Partnerships

- ACS Incorporated
- Eisner & Associates
- Macro International
- Noble Steed Associates

Commercial

- APMI Group
- Brand Asset Group, Inc.
- Corporate Counsel Women of Color
- Congressional Black Caucus
- EEI Communications
- Gray Kirk/Vansant Advertising Inc.
- Minority Corporate Counsel Association
- Morgan State University
- Trahan Burden Charles Advertising

Primary Contacts

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- Kevin Lighty
Executive Vice President
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Credit Cards

LCG accepts government credit cards.

Certifications

- U.S. Small Business Administration, 8(a) Woman- and Minority-owned Business, Case Number: 109924
- U.S. Small Business Administration, 8(a) Small Disadvantaged Business, Case Number: 109924
- State of Maryland, Maryland Department of Transportation—Minority Business Enterprise, Certif. Number: MDOT 02-545
- Commonwealth of Virginia, Department of Minority Business Enterprise, Certif. Number: S-5520
- MD/DC Minority Supplier Development Council, Woman- and Minority-Owned Business, Certif. Number: MD1739

Contracting Vehicles

- National Institutes of Health, Blanket Purchase Agreement: Writing and Editing Services; Graphic Arts/Design Services; Signs, Mailings, and Storage, BPA Number: HHSN263200900117B
- GPO Simplified Purchase Agreement 960 (SPA 960)
- U.S. Department of Treasury, Treasury Integrated Printing Procurement System (TIPPS)

Past Performance

- For past performance please contact LCG

NAICS Codes

- 323110
Commercial Lithographic Printing
- 323115
Digital Printing
- 323119
Other Commercial Printing
- 323122
Prepress Services
- 511120
Periodical Publishers
- 511140
Directory/Mailing Publishers
- 518210
Data Processing, Hosting & Related Services
- 541430
Graphic Design Services
- 541511
Custom Computer Programming Services
- 541512
Computer Systems Design Services
- 541513
Computer Facilities Management Services
- 541519
Other Computer Related Services
- 541611
Admin. Mgmt. & General Mgmt. Consulting Services
- 541820
Public Relations Agencies
- 541850
Display Advertising
- 541860
Direct Mail Advertising
- 541990
Professional, Scientific & Technical Services
- 561110
Office Administrative Services
- 561210
Facilities Support Services
- 561311
Employment Placement Agencies
- 561410
Document Preparation Services
- 561439
Other Business Service

Business Model

The LCG business model is built on collaboration with long-standing, trusted partners with whom LCG has worked closely on various projects. LCG strategically forms technical groups tailored to best match each unique assignment, with highly skilled individuals as on-site consultants and off-site contractors. This business model positions LCG to shape the compilation and presentation of technical teams to effectively service specific client needs.

Joint Venture/Strategic Alliances

Since its inception, LCG has developed several key long-term strategic alliances, thus adding value to an array of service offerings. These joint-venture relationships create a unique opportunity for both entities to combine their talents to meet the necessary requirements for new business opportunities.

The U.S. Small Business Administration (SBA) has certified LCG as an 8(a) Minority- and Woman-Owned Business, as well as a Small Disadvantaged Business. As such, LCG has participated in many successful sub-contracting relationships with prime federal and state contractors, allowing them to fulfill their mandated small business participation goals. Through such strategic relationships both parties are empowered to bring together the talent necessary to meet all contractual requirements.

Regardless of which company is the prime or sub-contractor, LCG only establishes alliances with companies that are a great strategic fit. Significant value is placed on the company's past performance, and, most importantly, the ability for both companies to work well together in the interest of the client.

About Us

Lighty Communications Group, Inc. (LCG) is a preeminent communications company located in the Washington, DC metro area, specializing in publication production and management, editorial and creative services, computer network maintenance, conference and meeting support, facilities management, administrative support/staffing and commercial printing.

Certified as a U.S. Small Business Administration 8(a) Minority- and Woman-owned Business and a Small Disadvantaged Business, LCG is a preferred communications resource for federal and state government agencies, corporations, associations and advertising firms.

Serving clients for 10 years, LCG offers turnkey solutions for a wide array of publication management and production services including writing, copyediting, proofreading, graphic design/art direction, and document formatting/desktop publishing. We are experienced in providing conference/meeting support and management; commercial printing including print job management, reprographics/print facilities management, print paper supplier/buyer; scanning/document archival, administrative staffing; and logistical support. Our suite of services also entails direct mail products such as ad placement and bulk mailings; facilities management/supervision; Macintosh computer network support/maintenance, display and out-of-home media services, including creation of display fabrication/trade show booths, outdoor billboards and bus shelters.

A reputable, full-service, communication services enterprise, LCG fulfills clients' most challenging requirements and transforms their ideas into sophisticated finished products in a timely and cost-effective manner.

Our Experts

I. Clayvon Lighty, President

I. Clayvon Lighty, President, earned a degree in journalism and communications studies from Howard University. She has over 16 years of experience in the communications industry, including work with corporations, associations and other small businesses. In fact, many former employers are LCG clients.

She served as the Editor-In-Chief of the bimonthly *Diversity & the Bar* magazine, published by the Minority Corporate Counsel Association for 10 years. After converting the publication from a newsletter to a four-color magazine, she served as chief editor for eight years, managing writers, editors, copy-editors, photographers and support staff. Mrs. Lighty has worked with the communications departments of prominent businesses and Fortune 500 companies, including American Lawyer Media, Bank of America, Coors Brewing Company, Dell Inc., DuPont Company, Gap Inc., Marriott International, Merck & Co., Inc., Microsoft Corporation, Pfizer Inc., Shell Oil Company, Starbucks, Toll Brothers Inc. and Wal-Mart Stores, Inc.

As the Managing Editor of the monthly *ACC Docket*, the only professional peer review journal written by in-house counsel for corporate lawyers, she ensured publication excellence at all times. As a result of Mrs. Lighty's leadership at the Association of Corporate Counsel, several of its 24 publications earned awards during her tenure.

At the Marine Technology Society, she served as the Publications Manager of the *Marine Technology Science Journal*, an international, peer-reviewed publication. In this capacity, Mrs. Lighty was responsible for managing the editorial and review process of original research articles written by professionals working in the areas of ocean science, engineering, technology and policy. She has also served as a consultant to several companies on a wide variety of publication needs.

Well-known and respected in the communications industry, Mrs. Lighty is a member of several industry trade associations including Toastmasters Presidential Chapter. She is also an Advisory Board Member of Best Buddies of Southern Maryland.

Kevin Lighty, Executive Vice President

Kevin Lighty, Executive Vice President, Business Development, has over 30 years of experience in all aspects of commercial printing. As a consultant to several local printing companies, Mr. Lighty specializes in utilizing cutting-edge printing technologies and coordinating the logistics of complex printing projects. He has worked with multiple vendors simultaneously on various projects with back-to-back deadlines while providing seamless delivery.

Mr. Lighty began his career in printing at 3M as a Technical Sales Representative, providing printing film and chemistry to end users in the NYC marketplace. Mastering the 3M MatchPrint off-press, proofing system, Mr. Lighty became an off-press proofing specialist, tailoring the four-color proofing system to match offset press runs.

His knowledge of color theory led him to years of employment with Jaylor Color in NYC as a Senior Account Executive. While servicing the printing needs of NYC advertising agencies and Fortune 500 corporations, he became aware of the opportunities for subcontracting within a niche market. Subsequently, he purchased a printing company in Brooklyn, NY, where he began producing work for companies such as ConEdison, Grey Advertising, HBO, Port Authority of New York & New Jersey, Saatchi & Saatchi and Time Inc.

Years later, he relocated to the Washington, DC metropolitan area and joined Colbert Printing and Graphics and Graphic Color Group (both minority-owned printing companies) as a Senior Executive Sales Representative. During his tenure, Mr. Lighty introduced both companies to the U.S. Small Business Development (8a) program and secured acceptance of each company's applications.

Mr. Lighty is experienced in identifying business opportunities and developing coalitions and joint-venture partnerships to achieve mutually beneficial sales objectives. He has forged subcontracting agreements with prime contractors on federal and state contracts to achieve the small business and/or socio-economic goals stipulated by their clients.

Description of Services

Editorial

Publication

Management/Production

As experts in overseeing the entire publication management/production process, LCG provides full service results, allowing businesses to focus on their core strengths. Production team members assess clients' needs, develop project plans, specify content, assign and manage teams, determine production needs and supervise vendors. Products include customized newsletters, brochures, magazines and reports that are high quality, low-cost and available both online and in print. LCG's client list runs the gamut from small associations to large, sophisticated enterprises. These clients prefer outsourcing to LCG for its publishing expertise and cost-containment experience.

Writing

LCG offers writing services at all stages of copy production, from composing the initial document to a final polish. Company journalists produce documents that are thoroughly researched, logically organized and grammatically correct. The finished product captures the target audience's attention while communicating complex technical concepts.

Because each company and project is unique, LCG journalists create an appropriate voice for each assigned subject matter.

Writers are fluent in scientific, medical and legal terminology and familiar with all major editorial guides, including the *U.S. Government Printing Office Style Manual*, the *Chicago Manual of Style*, and the *AP Stylebook*.

Copyediting

For clients who prefer to create copy in-house, LCG's talented copyeditors provide focus and clarity by developing attention-grabbing and eye-catching leads, improving copy flow and correcting errors in syntax and grammar. All copyeditors are trained to track changes made at every level of the process, allowing clients to evaluate every modification.

Proofreading

Nothing sinks a company's credibility faster than avoidable errors. LCG proofreaders catch small things that weary eyes—and spell-checkers—miss, such as homonym confusion and punctuation mistakes. LCG prides itself on producing quality work, using only the best writers and editors. Each project undergoes three “final” inspections before client delivery.

Most importantly, LCG assumes ultimate responsibility for copy accuracy.

Editing and proofreading consist of reviewing documents for the following:

- Appropriateness of Tone/Intent
- Formatting Concerns
- Grammar Issues
- Paragraph Structure
- Sentence Composition
- Software Quirks
- Spelling Errors
- Typos
- Word Choice

Design

Graphic Design + Art Direction

LCG works closely with companies to develop a look that conforms to clients' organizational identity. Our award-winning designers' past performances include creating innovative and original annual reports, direct mail pieces, identity packages, logos, magazines, newsletters and technical reports. Clients meet with LCG designers to articulate overall goals. For clients with existing brands, LCG uses their current graphic standard to design a more contemporary identity. Designers provide several unique comprehensive layouts for client review.

After receiving client feedback, LCG produces an exceptional final design.

Document Formatting/ Desktop Publishing

LCG's design team specializes in translating original files into high-quality, printed deliverables. With advanced knowledge of software, hardware, imaging, imposition and PDF creation, company experts ensure that nothing is compromised between the initial electronic files and the printing presses. LCG utilizes InDesign® and many other sophisticated software programs to produce high volume projects such as academic and reference publications, as well as other large-scale, complex projects. LCG best practices support customized workflows, seamless production and comprehensive project management, resulting in documents that are published on-time and within budget.

Computer Maintenance

Computer Network Repair and Support

We service networks and servers of many different designs and specifications. Our professional Apple Certified Technical Coordinators (ACTC) and Apple Certified System Administrators (ACSA) have hands-on experience planning, maintaining and integrating Mac OS X workstations and solutions using Mac OS X Server and other Apple technologies into a variety of network environments. They also have the skills, tools and knowledge to implement and maintain networks that include Microsoft Windows XP platforms as well.

Having qualified and capable support technicians is a critical component to any server installation and maintenance program. With our staff of leading technical experts, coupled with our

experience in preventative maintenance, we keep a close eye on our clients' hardware. Hence, we can track their performance, monitor the health of your network and provide preventive maintenance to address problems in advance.

Additionally, we provide a 24-hour network hotline to report computer issues with help desk support to resolve minor issues. Our technicians install and upgrade a variety of Commercial Off-The-Shelf (COTS) software and consult with Government counterparts on the integration of custom or specialized solutions.

Our business model is structured so that clients can have technicians onsite who troubleshoot while at the client's location (as our employees) on a full or part-time basis. We find that the use of onsite technicians provide the best overall maintenance service, with the ability to manage in place warranty claims and preventive service, thus providing the greatest value in terms of costs.

To ensure the security and continuity of your network, we provide secured backup solutions for individual workstations or complete networks. These facilities are located over 250 miles outside of the Washington DC metropolitan area and are in compliance with the National Archives and Records Administration (NARA) requirements for storage of electronic Government records and data. Access to archival records can be accomplished through an email request for hard copy, electronic scan or actual retrieval of your documents. In case of disaster, access can be obtained via the internet to encrypted servers that

maintain your complete records for as many personnel as required.

Conferences

Meeting Support and Management

We specialize in planning and large and small corporate events. Whether you are planning a medical conference, a panel discussion of legal experts or scientific training workshops, LCG has the resources and expertise to make your next corporate event a success.

Our team can either work with your internal staff or we can plan the entire conference for you. We work closely with our clients to create a realistic budget, develop a theme, select a venue and then coordinate all logistics. Take a look at our suite of services:

- Onsite conference, panel meetings, workshops, symposium and other event planning and management services
- Provide guidance and project planning
- Outline logistical, administrative, research and data collection
- Prepare realistic timeline schedule and checklist with milestones
- Facilitate Planning Committee meetings
- Review goals and objectives with client or planning committee
- Quality control plan development
- Site inspection, selection and reservations
- Contract negotiations with vendors
- Food and beverage selections

- Onsite meeting support and facility requirements
- Travel arrangements
- Housing and hotel management
- Registration management and services
- Distribution of registration material
- Operation of registration desk
- Online registration via website with Section 508 compliance
- Electronic and web-based multimedia support, teleconferencing, recordings and audiovisual installation services
- Sign language interpreters
- Computer and IT Support with database updating
- Conference call services
- Meeting summarizations
- Materials management
- Quality control assistance and management
- Disbursement of reimbursements
- Knowledge of FastLane electronic proposal submission system
- Speaker recruitment development
- Security
- Post-event activities
- Conference evaluation

Printing

Commercial Printing

With more than 30 years of experience in the printing industry, LCG manages the entire reprographics and production process from prepress to delivery. LCG offers an impressive range of printing solutions, products and services, including one- to eight-color heatset/non-heatset web, sheet-fed, finishing, bindery and die-cutting work. The company serves as a sole supplier

for purchasing paper, pre-media, print and logistics materials.

LCG provides superior pricing and state-of-the-art concepts and technologies through alliances with top printers throughout the country that expands the company's geographic reach.

These partnerships duplicate the size, scale and scope of a major regional printer while maintaining customized and personal services that unique and complex projects require.

Printing with LCG empowers clients to:

- Improve the quality of printed communications and products.
- Reduce the production time required to complete projects.
- Decrease the cost of operations.
- Increase revenue by reaching new customers and markets.

Print Job Management

An understanding of printing requires in-depth industry knowledge to ensure appropriate printer selection, accuracy, quality and timely delivery. LCG has more than three decades of experience printing projects of every scale and has coordinated thousands of complex printing assignments. LCG works with printing clients on a partnership level or independently, allowing clients to focus on other priorities. No project is too large or small.

The process starts with a kick-off meeting, where clients formulate goals and project requirements. LCG then determines the optimal strategy to meet these objectives. Knowledgeable team members guide clients through the process, explain terminology, review

equipment options and consult on optimal paper stock, bindery and direct mail options for use of variable data. LCG takes responsibility for all press proof reviews, in-person press checks and quality control.

LCG manages printing for the following types of projects:

- Annual Reports
- Billboards
- Brochures
- Catalogs
- Direct Mail
- Variable Data
- Brand Identity Packages
- Journals
- Magazines
- Newsletters
- Newspapers
- Publications
- On-demand Printing
- Scratch-offs

Reprographics/Print Facilities Management

Organizations with significant business imaging demands may require a staffed, on-site reprographic facility. LCG provides experienced, trained managers to staff clients' on-site operations. Production center staffing is a stand-alone service that is not linked to equipment placement. LCG's mission is to provide custom-fit solutions that support large enterprise clients. This methodology has proven successful in substantially reducing operating costs for several government agencies. Integration of electronic data management systems, such as DocuShare®, can further streamline the agency's information processing challenges and automate the task of information retrieval and storage. To determine client needs, LCG performs a market analysis of the

potential quality and personnel cost benefits, evaluating current equipment and operations. Recommendations are then given for process and staffing improvements. LCG identifies, vets and hires experienced personnel who can immediately manage the site, eliminating transitional downtime or interruptions in output. Assigned personnel can operate as private service contract employees, consultants or LCG employees. LCG adheres to the established and approved rates set by the Defense Contract Audit Agency (DCAA).

LCG is a proud member of the Printing & Graphics Association Mid-Atlantic, and observes the standards of excellence and best practice guidelines created by this reputable trade organization.

Print Paper Supplier/Buyer

LCG acts as a single point-of-contact to print buyers with diverse printing requirements. By offering stock control options, on-time deliveries and countless resources to print buyers, LCG has become a one-stop, supplemental printing department and sole print supplier to many organizations. For clients who have already forged a strong relationship with an advertising agency, LCG works with that firm to produce the final project in a cost-effective and timely manner.

Scanning

Scanning/Document Archival

As experts in document scanning services, LCG pays close attention to all aspects of the process to guarantee accuracy and consistency. A component of LCG's scanning and archival

solutions is seamless integration into the federal government's Document Automation and Production Service (DAPS) program. Using the latest software and technology, LCG can effortlessly convert thousands of sheets of paper into digital images. All files are archived onto a CD-ROM or server. If desired, a backup copy is kept at LCG's offices, allowing subsequent reproduction at a later date. These services can be performed at the client's office or off-site.

Administrative Staffing

Personnel

LCG is a provider of technical and administrative support staff. We specialize in placing highly-qualified personnel in contractual and permanent positions at corporations and government agencies. LCG's seasoned professionals have excellent communication skills, strong work ethics, and work-hour flexibility. We always screen, test and present only the best candidates. Our overall goal is to ensure that customers are able to maintain a consistent workflow at all times. Thus, we act fast by immediately presenting candidates to our customers. Our compensation packages are competitive and we keep our employees' skills up-to-date by providing ongoing training.

Logistical Support

Project Management

When things become hectic, let us assist by becoming an extension of your operation's department. If important details are starting to fall between the cracks, LCG can provide the added support to help you effectively manage your project.

Our services are tailored individually to specifically meet each customer's support requirements. Our staff is able to work closely with you or independently to put things back on track. Additionally, if desired, we can identify new sources of supply to address your specific subcontracting requirements.

Direct Mail

Advertising Placement

Using our advertising services is the most efficient way to run a multiple-state newspaper campaign. You do not need to spend countless hours pricing rates. We place display ads, inserts and online ads in various periodicals and websites. LCG will help you identify the best buy for your advertising dollar. All you have to do is send us your ad and we will place them in any combination of newspapers. As a bonus, we can also design the ad and develop the list. Additionally, LCG always provide proof that your ad ran along with tear sheets.

Bulk Mailings

LCG is a turnkey solution for all types of direct mailings, including newsletters, catalogs, direct mail cards, magazines, newspaper inserts, journals or bulk printing. With an excellent reputation for on-time delivery, LCG manages the process from printing to mail house, where all distribution details are carefully monitored. LCG uses cutting-edge mailing equipment, which ensures quality and accuracy while providing tracking results, maximum postal penetration and postage discounts.

Facilities

Management/Supervision

Mailrooms, Janitorial,
Maintenance, Warehouse

From janitorial services or assembling furniture to mailroom supervision or setting up the board room, LCG only provide facilities management services that incorporates industry-wide best practices. Our array of services is setup so that our clients are able to work with a single provider.

The overall result of our experience is that our clients are able to spend their time focusing on their core competencies. We preserve, maintain and improve our clients' infrastructure by offering an array of services in the most cost-effective manner without sacrifice to quality.

LCG provides quick answers, tailored solutions and innovative concepts because we understand the importance of giving the highest level of service. We also only hire the best staff to keep

clients' facilities up and running—day and night. Our staff understands that they are not just simply assembling furniture, managing the mailroom or cleaning your office. All employees are aware that they are being entrusted in areas that keep the entire company up and running. And to us, that's very important!

Displays and Out-of-Home Media Services

Display Fabrication/Trade
Show Booths

LCG works closely with its strategic partners to design and construct innovative and complex displays and trade show booths. By focusing on the specific needs of each client, LCG's expert designers create original displays that are unique, compelling and reflective of the client's corporate brand.

Supervising the project from start to finish, LCG manages the production schedule and logistical requirements. Working with the

best award-winning, full-service display and exhibit companies, LCG ensures that clients' displays and booths are ready to show.

Outdoor Billboards/Bus Shelters

LCG specializes in out-of-home media services, producing specialty outdoor products such as airport displays, commuter rail displays, wallscapes, mobile displays, transit bus displays and shelters. The company handles all components necessary to run a successful outdoor advertising campaign, including project management, graphic design, delivery and installation. With decades of industry experience, production knowledge and expertise in state-of-the-art digital plotters, LCG can digitally image a banner that reinforces clients' marketing concepts or erect a 30-sheet billboard featuring clients' products.

LCG has established the necessary long-term relationships required to successfully accomplish any project.

As a result of these joint venture alliances with a host of companies in various states, LCG clients have a variety of options to fulfill diverse requirements.

Memberships

- Member of Printing & Graphics Association Mid-Atlantic (PGAMA), and Printing Industries of America (PIA/GATF)
- International Facilities Management Association (IFMA)
- Society of National Association Publications (SNAP)
- American Independent Writers (AIW)
- Conference Support Network (CSN)

LCG adheres to all printing trade practices as outlined by the Printing Industries of America and Graphic Arts Technical Foundation.