

**RFP-RH-23-037 Groundskeeping Materials**

Due: September 19, 2023

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	Harrell's LLC	Ewing Irrigation Products, Inc.
<p><b>Executive Summary</b> - Offeror shall provide an Executive Summary that presents in brief, concise terms, a summary level description of the contents of the Proposal. This summary shall state the Product Categories in which its Proposal is based.</p>	<p>Harrell's LLC proudly submits the following contract proposal to include:</p> <ul style="list-style-type: none"> <li>• A comprehensive product and service offering including granular and liquid fertilizers, plant protectants including but not limited to herbicides, fungicides, insecticides, grass seeds and a balance of lines including materials and supplies.</li> <li>• Free training with CEU credits</li> <li>• Bulk Spreading in certain states</li> <li>• Free Delivery</li> <li>• Free Agronomic Support from our Agronomy Experts</li> <li>• www.myHarrells.com customer web portal</li> </ul>	<p>None provided - cost proposal only.</p>
<p><b>Proposal Profile</b> - The Offeror shall provide a profile of its organization and all other companies who will be providing products and services through a dealer, distribution or subcontractor arrangement with the Offeror.</p>	<p>Harrell's, LLC was established in Lakeland, Florida in 1941 and over the past 82 years has grown into a worldwide producer and distributor of customized, agronomic solutions. This includes nutritional solutions in both granular and liquid form to help your turf, landscape and plants grow and thrive. With 29 locations across the United States, Harrell's has built an infrastructure to ensure timely and efficient shipments to over 40 states coast to coast, and an international network that currently ships to 9 countries on 3 continents. Harrell's corporate office is located at 5105 New Tampa Hwy, Lakeland, Florida. On December 20, 2007 Harrell's became incorporated in the State of Florida, and on September 30, 2016, Harrell's became an employee-owned company through the establishment of Harrell's Employee Stock Ownership Plan (ESOP).</p>	<p>None provided - cost proposal only.</p>
	<p>Harrell's has 390 employees, which includes 119 Territory Managers who specialize in their agronomic field, and 5 Directors of Agronomy who conduct research, product trials, product development, and assist Territory Managers in creating customized solutions for customers to protect against pests, environmental threats, and climate extremes. Harrell's Coating Solutions: Makers of POLYON® fertilizer from Harrell's that has been America's premier controlled release fertilizer for turfgrass and ornamental applications since 1992. Harrell's ProtectMAX®: Broad-spectrum line up of chemistry formulations including contact and systemic fungicides and herbicide. Harrell's SprayMAX®: Complete line of adjuvants, colorants, and essential utility products.</p>	
	<p>Harrell's MAX®: Liquid foliar nutritionals that include over 30 different products with specific engineered formulations for turfgrass and ornamentals Harrell's is an Authorized Distributor for (but not limited to): ENVU (formally Bayer), Syngenta, Nufarm, BASF, Corteva (formally DOW Agrosience), FMC, PBI Gordon, SEPRO, PURE SEED, Mountain View Seed.</p>	
<p>Method of Approach - must answer questions 'a'-'t' per RFP.</p>	<p>a. No other companies will be involved in servicing this account. Harrell's will be doing all the billing, invoicing, and delivery. For small shipments needed overnight, Harrell's reserves right to use FedEx or LTL carrier.</p> <p>b. Harrell's manufacturing and distribution facilities are strategically located across America. With 29 distribution facilities totaling over 550,000 sq ft of warehouse space spread across the country, Harrell's distribution network is designed to be able to reach our customer base swiftly and efficiently.</p> <p>c. Harrell's is not simply a distributor of products. Harrell's offers a team to assist our customers with solutions by assisting with agronomic planning to create a balanced approach for a healthy lawn and landscape. In addition to great customer service and delivery, Harrell's offers a series of tools through MyHarrell's web portal that include quick links to labels, SDS, and calculators to assist any applicator with product requirements. ii. Seed analysis provided in: Attachment C_Seed Tech Sheets</p> <p>iii. Below are links to Harrell's catalogs and website that represent our Plant Health Care product line.</p> <p>d. Generally, fertilizers and plant protectants have a decent shelf life. 2-5 years. The products sold are usually utilized within a year's timeframe of purchase.</p> <p>e. OMNIA Partner Agencies with have the opportunity to participate in yearly Early Order Programs that are offered by our manufacturing partners with exclusive programs offered by Harrell's. Benefits include 10-30% savings on purchases, with complimentary storage and delivery. Extended terms are also offered.</p> <p>f. Every participating agency with be assigned to their personal Territory Manager at Harrell's. Orders can be placed directly with our concierge service via phone, email or text message. Orders, deliveries, and invoice history can be sourced on the Agency's personal account page on <a href="http://www.Harrells.com/MyHarrells">www.Harrells.com/MyHarrells</a>.</p>	<p>None provided - cost proposal only.</p>

	<p>g. All product purchases are fully guaranteed. In addition, OMNIA Partners Agencies have the added option of training, education, and technical support from the support staff at Harrell's that include but are not limited to 5 Ph.D.'s who serve as Directors of Agronomy.</p> <p>h. Describe your delivery commitment:</p> <ul style="list-style-type: none"> <li>i. Case goods purchased are usually delivered in 1-3 business days and palletted products such as seed and fertilizer are delivered in 1-2 weeks from purchase. In special circumstances or emergency need product can be shipped same day or overnight.</li> <li>ii. Harrell's prides itself with customer service. In many cases, Harrell's works with the customer as to how they would like the situation resolved. For example, if a bag was torn but the product integrity was good, we would simply not charge for the unit. In a situation such as a wrong order, Harrell's would make the effort to pick up the purchase at no cost to the customer.</li> </ul> <p>i. Invoices are posted and sent to customers the day after the product is shipped. Invoices are created based on the items received on the original order. Options for receiving invoices are US Postal Service, Email, or Fax. Electronic invoicing is not currently available. Summary invoicing is not currently available. Sample invoice provided in: Attachment D_Sample Invoice.</p> <p>j. POLYON® fertilizer from Harrell's has been America's premier controlled-release fertilizer for turfgrass applications since 1992. In addition, Harrell's EarthMAX® Organic Foliar and Soil Additive is intended for use on trees, shrubs, grass, vegetables, flowers, and crops. Applying this product to in-ground and container plants may aid in micronutrient uptake and increase water retention. EarthMAX® is OMRI certified for organic use.</p>	
	<p>k. POLYON® innovation is a proprietary process that includes multiple monomers to establish a physical bond to the substrate. Using our proprietary POLYGRAPH® program, Harrell's can develop the right prescription for the need. In fact, POLYON® is so predictable its performance can be mapped out and evaluated even before applying the product.</p> <p>l. POLYON® fertilizers do not leach or volatilize into the atmosphere. The controlled release technology is engineered to release a specific amount of nutrients for plant uptake. This eliminates unnecessary leaching into waterways.</p> <p>m. Each Agency will be assigned a Harrell's Territory Manager who will regularly call on the customer updating them of industry news and products. In addition, the Harrell's Marketing team regularly informs our customers of news and product updates through email, industry trade publications and social media platforms.</p> <p>n. The Harrell's Compliance team has a strict policy of tracking sales into states. Products are immediately flagged and locked out by our ordering system if they are not approved to be sold in a particular region. Customers are informed by Harrell's Territory Managers if a product is eligible to be used in a particular market.</p> <p>o. Harrell's can provide:</p> <ul style="list-style-type: none"> <li>• Bulk fertilizer application or services in most states.</li> <li>• Free access to our Directors of Agronomy. Multiple Ph.D.'s who are experts in soil science, horticulture, plant pathology, weed management and plant nutrition.</li> <li>• Free online CEU courses and seminars throughout the country.</li> </ul> <p>p. Harrell's Vice President of Finance, Kevin English will provide a monthly summary on the 15th of each month to the OMNIA contract manager. Sample Report can be found in Attachment E_Sample Report.q. All members will receive Best In Market Pricing. Price lists are monitored monthly, and changes are made when necessary to accommodate the market and industry volatility. If changes are in need, Harrell's will provide an updated price list to the City of Rochester Hills with a detailed explanation of the price change. The price list will show the discounted OMNIA prices</p>	
	<p>r. Harrell's Vice President of Finance, Kevin English will provide a monthly summary on the 15th of each month to the OMNIA contract manager.</p> <p>s. Harrell's procurement and inventory teams work daily to source the best pricing in the market. Purchasing raw materials by the barge load months ahead of actual needs has afforded Harrell's to be in great position for material in stock at a competitive price. Harrell's ordering, dispatch, and invoicing systems are linked together in order to see "real time" inventory and forecasting. This assists the team when ordering truckloads of material and maintaining controlled inventories.</p> <p>t. Harrell's is not simply a distributor for products; Harrell's offers a team to assist our customers with solutions by assisting with agronomic planning to create a balanced approach for a healthy lawn and landscape. In addition to great customer service and delivery, Harrell's offers a series of tools through MyHarrells web portal that include quick links to labels, SDS, and calculators to assist any applicator with product requirements. In addition, our customers have the added option of training, education (including online CEU courses) and technical support from the support staff at Harrell's that include but are not limited to 5 Ph.D.'s who serve as Directors of Agronomy.</p>	

<p>Qualifications and Experience - must answer questions 'a'-h' per RFP.</p>	<p>a. Harrell's, LLC was established in Lakeland, Florida in 1941 and over the past 82 years has grown into a worldwide producer and distributor of customized, agronomic solutions. This includes nutritional solutions in both granular and liquid form to help your turf, landscape and plants grow and thrive. With 29 locations across the United States, Harrell's has built an infrastructure to ensure timely and efficient shipments to over 40 states coast to coast, and an international network that currently ships to 9 countries on 3 continents.</p> <p>b. Gross Sales: 2021: \$397M 2022: \$444M</p> <p>c. Harrell's has 387 employees, which includes 116 Territory Managers who specialize in their agronomic field, and 5 Directors of Agronomy who conduct research, product trials, product development, and assist Territory Managers in creating customized solutions for customers to protect against pests, environmental threats, and climate extremes. Harrell's has 8 Ph.D.'s who are a part of the Agronomy and Compliance Team. We have many team members who have obtained their Master's Degree in Agronomy as well as receiving their certifications as Certified Golf Course Superintendents (CGCS), issued from the GCSAA and Certified Professional Agronomist (CPAg) issued by the American Society of Agronomy.</p> <p>d. Harrell's is a leading producer and distributor of customized, agronomic solutions – not merely “products”. This includes nutritional solutions in both granular and liquid form to help your turf, landscape and plants grow and thrive. We also specialize in delivering solutions to help protect your world from pests, environmental threats, and climate extremes. Harrell's also conducts extensive research trials and studies and invests strongly in product development to bring you the best and most effective solutions possible. References listed.</p>	<p>None provided - cost proposal only.</p>
	<p>e. City of Rochester Hills key personnel: Gregory Nicoll, Vice President of Sales (Primary Contact) Kevin English, Vice President of Finance (Reporting) Andrew Gilroy, Territory Manager, City of Rochester Hills, MI (Sales) Todd Gaynier, Operations Manager, MI (Deliveries). Harrell's became an employee-owned company through the establishment of Harrell's Employee Stock Ownership Plan (ESOP) Each of the employee owners take great pride in making sound fiscal choices for Harrell's to maintain its financial strength.</p> <p>g. Harrell's Core Values are non-negotiable and cover all aspects of what we do, from our employees to our customers, friends and communities. Harrell's is the leading producer and distributor of customized agronomic solutions, but our success is completely dependent on the success of our customers. We want to contribute to your success any way we can, helping you succeed regardless of a sale. These Core Values define us as a company and provide our employees a guide for conducting business with our partners for success:</p> <ol style="list-style-type: none"> <li>1. Serve, Honor and Glorify God</li> <li>2. Take Care of People</li> <li>3. Grow our Financial Strength</li> </ol> <p>h. Harrell's response to the national program is included in Attachment A_OMNIA Partners</p> <p>i. See Exhibit A, Section 2.0 in Attachment A_OMNIA Partners.</p> <p>ii. See Exhibit A, Section 3.0 in Attachment A_OMNIA Partners.</p> <p>iii. Harrell's is prepared to sign Attachment A, Exhibit B, OMNIA Partners Administration Agreement. We have no proposed exceptions to the OMNIA Partners Administration Agreement.</p>	
<p>Prices &amp; Resources - must answer questions 'a'-k'</p>	<p>a. Please see included Price Page.</p> <p>b. Harrell's maintains a cost advantage by being the largest golf distributor in the United States. Our buying power allows us to purchase the latest products at the most competitive prices. Pricing for this contract will be maintained by the Harrell's corporate office and will be consistent nationwide.</p> <p>c. Harrell's offers free delivery to all our customers.</p> <p>d. Pricing is the most favorable offered to local government agencies.</p> <p>e. Pricing is guaranteed for 1 year from the date the bid is awarded.</p> <p>f. Please see additional product pricing in: Attachment G_Harrells Product Catalog</p> <p>g. Harrell's will comply with all federal requirements applicable to the funding including, but not limited to the FEMA Special Conditions section located in the Federal Funds Certification Exhibit.</p> <p>h. OMNIA Partner Agencies with have the opportunity to participate in yearly Early Order Programs that are offered by our manufacturing partners with exclusive programs offered by Harrell's. Benefits include 10-30% savings on purchases, with complimentary storage and delivery. Extended terms are also offered. There are no additional discounts for volume orders or off-season purchases. Harrell's has no minimum purchase requirements, does not offer free goods, and does not maintain annual spending limits.</p> <p>i. Harrell's does not offer discounts for any particular ordering method.</p> <p>j. Net 30 days is our standard payment policy and we do not offer any discounts for early payments.</p> <p>k. Will payment be accepted via commercial credit card? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>a. If yes, can commercial payment(s) be made online? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>b. Will a third party be processing the commercial credit card payment(s)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>c. If yes, indicate the flat fee per transaction \$0.00__ (as allowable, per Section 5.2.E of Visa Operating Regulations).</p> <p>d. If “no” to above, will consideration be given to accept the card? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>Proprietary Information</p>	<p>None</p>	<p>None provided - cost proposal only.</p>
<p>Exceptions</p>	<p>None</p>	<p>None provided - cost proposal only.</p>
<p>Additional Agreements</p>	<p>None</p>	<p>None provided - cost proposal only.</p>
<p>Other Information</p>	<p>None</p>	<p>None provided - cost proposal only.</p>