

August 14, 2009

National Shiba Club of America
Lynda Beam
Chair – Database Committee

Laura Payton
Sub-Chair – Database Committee

Dear Lynda and Laura,

Thank you for inviting Genus Data Integration Solutions, LLC to respond to your Request For Proposal. We are excited to have the opportunity to provide a data solution for the National Shiba Club of America.

As you know, GDIS was originally formed for the sole purpose of exploring the idea of providing the National Shiba Club of America with a database. Since that time, our staff have determined that this project (and indeed the very idea) is not only something that would be of use to your club, but could be of benefit to many different animal club types across the world.

We therefore, over a year ago, changed our mission and decided to create a standard that would allow the creation of a suite of products that is customer-focused and fully customizable. Drawing on our love of animals and on our decades of experience in the Information Systems industry, we designed a highly-sophisticated database structure that accomodates not only different clubs and animals, but data sizes from the very small to very large.

We have used Open Source systems, standards and practices in order to lower costs and provide the highest level of technological innovation. It is a guiding principle that our designs be focused on the customer's ability to tailor the product to their specific needs. Therefore, we value the assistance and advice that NSCA has given us in the past and hope to continue that relationship as we strive to provide unmatched quality and price in data integration and management products.

Sincerely,

Jeffery L. "JT" Vogt
President, Genus Data Integration Solutions, LLC
A Unit of UniServe, a Jeffery L. Vogt Consulting Inc. Company

Commitment to Continuity

General Philosophy:

Genus Data Integration Solutions, LLC (GDIS) was initially formed to explore a database solution for a single dog breed club. During the exploration process, the core engineering group realized that no good solution existed for any animal organization. Research through various animal fanciers and market research supported this conclusion. GDIS therefore decided to create a solution that could be tailored to the needs of any group, breed or rescue, or any animal fancier and would pull together, "integrate", data from many different sources.

Since that time, GDIS has expanded its expert engineering staff, none of which has less than 30 years' experience in Data Processing and Software Development, and has added a marketing department. It is our intent to bring our low-cost, highly-customizable solution to market in the next fiscal year.

GDIS, its engineering and marketing teams, are committed to producing, enhancing and continuing to provide not only the CANID product, but have already announced plans for the FELID, EQUID and AVES products. Each member of our team has been involved in Fortune 100 industry as well as in the development and support of software and hardware products whose lifetimes span decades. GDIS has made it a part of its mission to apply those same skills, experience and commitment to our products and services.

Further, we rely on our users and, in particular, our Development Partners to help us to continue to improve and innovate our products. Development Partners, therefore, have direct involvement in the future enhancements, developments, products and services we offer. Our company, and our products are customer driven. We strive to meet our customer's needs so long as our customers can benefit from our products and services.

Specific Plans for the CANID Product:

GDIS has several enhancements already planned for the CANID product. One of the benefits of a Development Partner is that they can receive any of these enhancements (called "modules") free of charge. Currently-planned additional modules include:

- Free-form Report Generation
- n-Level Customizable Pedigree Generation
- eCommerce Functionality for Club Revenue Generation
- DNA Profile Decoding and Searching

Fee Proposal

National Breed Clubs

Initial Software Purchase	\$3,500.00
Support	
Data Importing (per data source per year)	\$400.00
Web/DB Hosting (per year)	\$300.00
CANID Administration (per hour)	\$10.00
Bugs Fixing (per hour)	\$10.00
Enhancement Requests (per hour)	\$10.00
Module Upgrades (per year)	\$500.00

Development Partner Package

		<i>Versus Normal Price</i>
Software	\$3,500.00	\$3,500.00
Data Importing (assume 3 sources)	\$0.00	\$1,200.00
Web/DB Hosting (2 yrs)	\$0.00	\$600.00
CANID Administration (100 hrs/2 yrs)	\$0.00	\$2,000.00
Bug Fixing (100 hrs/2 yrs)	\$0.00	\$2,000.00
Enhancement Requests (100 hrs/2 yrs)	\$0.00	\$2,000.00
Module Upgrades (2 yrs)	\$0.00	\$1,000.00
Annual Cost	\$0.00	\$5,000.00
Total Cost (2 years)	\$3,500.00	\$17,300.00

As a National Breed Club, the National Shiba Club of America would be considered for the Software and Support costs as in the first part, above for the CANID product -- our product to track data on pure breed dogs.

However, Genus Data Integration Solutions is proposing that the National Shiba Club of America be a Development Partner. This would lower the cost of the product for the National Shiba Club of America and give GDIS valuable information and suggestions to improve their CANID product. It also provides the Partner access to products and services that are unavailable or available at a chargeable rate to other customers.

The line items are explained as follows:

Software: This is the one-time cost of purchasing the non-exclusive right to use the CANID software.

Data Importing: This is for the one-time importation of any existing data that the club may maintain in a format (Excel, Access) that may be "exported" electronically. It also includes the importation of data from sources such as AKC and OFA. It is the club's responsibility to maintain memberships, pay any fees associated with the acquiring of these data sources and arrange for their delivery to GDIS. Importation may be performed up to four (4) times per year.

Web/DB Hosting: This is the fee for hosting the GDIS database and CANID software and making these available via the Internet and includes any operating system and hardware upgrades and maintenance required for those servers and services.

Canid Administration: This fee covers the backup and restoration of database itself (independent of server backups) to and from secure storage and database management activities. This is not the day-to-day management of the club's data but instead the management of the database software itself (MySQL, Postgress, Oracle, DB2, etc.) collectively referred to as "DBA activities". Management of the club's data is the responsibility of the club itself through Data Operators and Moderators.

Bug Fixing: This fee covers programmatic errors that occur which are outside of the scope of the accepted performance. That is, errors which are not cosmetic in nature but are preventing accepted and requested functionality due to programming mistakes.

Enhancement Requests: These are requests to add, change or update functionality or make cosmetic changes that are specific to the club.

Module Upgrades: This item includes any new functionalities or releases that are developed or announced outside of the club's Enhancement Requests. For example, these would include any of the "planned enhancements" as listed at the end of the "Commitment to Continuity" section of this proposal. The club has the right, as a Development Partner, to use any of these without additional fee.

Development Partners of Genus Data Integration Solutions enjoy two years of these Support Services as shown, above. At the end of that term, the club can decide to continue receiving support at current GDIS pricing levels or they may elect to contract as a continuing member of the Development Partner Program.

Since the club has purchased the software, they may also elect to move and/or maintain and enhance the software on their own under the GNU Public License or other software licensing agreements (as granted by GDIS) that allow non-exclusive right to use and prohibit resale.

Ownerships and Licensing

Genus Data Integration Solutions retains the exclusive right to sell or distribute the products it develops. The specific code instance (herein "Software") purchased by the club under the preceding section, any enhancements or modifications made during the contracted period as well as any data, other than tabular pre-installed data (for example, lists of applicable animal diseases) are the exclusive property of the club. This includes any reports derived from that data with the exception of Database Administrative (row counts, table sizes, etc.) required to perform DBA Activities as outlined above.

As stated earlier, the Software is licensed under a GNU Public License or other software licensing agreements (as granted by GDIS) that allow non-exclusive right to use and prohibit resale.

Security and Propriety

Genus Data Integration Solutions maintains separate databases and employs database security measures to insure, to the best of its ability, that its customer's data remains proprietary. Backups and dumps are stored securely and are not accessible outside of GDIS. GDIS employs and maintains industry-standard security measures to attempt to insure data and systems security to the best of its ability.

Delivery Schedule, Requirements and Obligations

Genus Data Integration Solutions has been developing its CANID product based on the insights and recommendations of a number of people over the last year. The database structure already addresses all of the requirements of this Request For Proposal.

In 2009 we increased our engineering staff and have begun work on pre-release version 0.5 -- a complete rewrite of the software portion of our product in a Java-based client-server system. This allows us to use the latest technology to address issues that have been brought to us, including partial name completion, drop-down selections and the customization of "business rules" by each individual club.

Due to this effort, we can deliver a solution which meets and exceeds your specifications in a shorter time frame than development "from scratch". As a Development Partner, your club would then be eligible to take advantage of the enhancements we continue to make at no further charge while being able to meet your current requirements.

Genus Data Integration Solutions proposes the following delivery schedule:

10/01/09 - Acceptance of Development Partner Program by National Shiba Club of America
This is a notice of intent to participate in the Development Partner Program as well as the establishment of formal links and communications channels to be used during the Program period.

Requirements of NSCA

Letter of Intent to participate as a Development Partner

Nomination of a Test and Review Committee of two (2) to four (4) members of NSCA to conduct testing and ongoing review of CANID

Limited data set from National Shiba Club of America for testing, including data from all sources to be imported

Nomination of one (1) or two (2) members of NSCA who will act as authorized representatives of NSCA for this project, through whom any and all bug reports, enhancement requests, opinions and suggestions must be made to GDIS

\$500 deposit

05/01/10 - Pre-Production Release

This is a release of the CANID product which meets or exceeds the specifications as set forth in the Request For Proposal to which this letter responds.

Requirements of NSCA

Full initial data set from all data sources

List of initial Data Operators and Moderators, including all information to enable creating of logins

Payment of \$1500

11/01/10 - Production Release

This marks the formal start of the two (2) year Development Partner program period.

Requirements of NSCA:

Final payment of \$1500