

EXHIBIT “B”
SAPPHIRE STRATEGIES, INC.
CBFWA PUBLIC RELATIONS CONTRACT
STATEMENT OF WORK
April 1, 2007 – March 31, 2008

DESCRIPTION OF SERVICES-

Deliverables

- A. Develop an enhanced, invigorated CBFWA Public Relations Subcommittee as a means of:
1. Reporting status of ongoing public relations initiatives;
 2. Consulting on future public relations initiatives;
 3. Assessing ongoing public relations initiatives.
- B. With assistance from the CBFWA Public Relations Subcommittee and staff, survey CBFWA Member representatives to determine project success stories by:
1. Embarking on site visits with CBFWA Member representatives to gather information regarding the successful elements of projects;
 2. Determining appropriate format(s) for gathering information of CBFWA Member project successes (e.g. written, photographic, visual, audio);
 3. Organizing information gathered from various site visits into a presentable format.
- C. Assist with the coordination and execution of a Public Relations Summit in September 2007, prior to the Annual Summer Members meeting to:
1. Gather public relations expertise from across the spectrum of CBFWA Member organizations;
 2. Evaluate common messages inherent within the information gathered regarding project success stories;
 3. Determine available resources for further development of success story narratives and for distribution of a common message.
 4. With assistance from and consultation with the CBFWA Public Relations Subcommittee, develop a plan for the appropriate distribution (e.g. community meetings, broadcast radio and/or television, newspapers, website) of messages designed to improve public support for the protection, mitigation and enhancement of fish and wildlife resources.

Deliverables and tasks will be reviewed and may be updated with further detail after October 1, 2007.

CONTRACT REPRESENTATIVE-

Mr. Brian Lipscomb, President, Columbia Basin Fish and Wildlife Foundation will be CBFWF's contract representative for the activity. Ms. Gwen Lankford will be Sapphire Strategies, Inc. Contract Representative for the activity.

COMPENSATION and TRAVEL-

Sapphire Strategies, Inc. will be compensated at \$48 per hour for the first 50 hours per month of services. Hours over 50 require prior approval by the CBFWF Contract Representative and will be billed not to exceed \$65.00 per hour. Travel expenses, including lodging and per diem in compliance with the Federal Travel Regulations, and production costs, are over and above the monthly retainer. Compensation for travel time will be \$35 per hour. Payment will be made in US Dollars.

Contract Total Shall Not To Exceed \$45,000.00. Unexpended funds do not carryover.

**All travel expenses are to be billed on or accompanied by a CBFWF Travel Claim which is found on the CBFWA website at www.cbfwa.org.

All invoices on this contract must be received by April 30, 2008.