

## NOTICE OF SOLE SOURCE PROCUREMENT

Date: June 25, 2009

Vendor/Contractor: **O'Brien Associates**

Contract Amount: \$68,859.16

Description of Services: Instructional materials to support social studies curriculum.

Sole Source Determination: Books are bundled specifically to support social studies curriculum.

Date of Award: TBD

JUN25 09 AM 8:16 VBPB



# VIRGINIA BEACH CITY PUBLIC SCHOOLS

A H E A D O F T H E C U R V E

*Department of Curriculum and Instruction  
Office of Elementary Instructional Services*

## MEMORANDUM

TO: J. Kevin Beardsley, Director  
Office of Purchasing Services

FROM: Christine W. Caskey, Assistant Superintendent  
Department of Curriculum and Instruction

Marie Balen, Director  
Mary Ann Matika, Coordinator  
Office of Elementary Instructional Services

**SUBJECT: SOLE SOURCE REQUEST**

DATE: June 22, 2009

**NAME OF COMPANY: O'Brien Associates**

**REQUISITIONS: INST-09-0103575**

**TOTAL DOLLAR AMOUNTS: \$68,859.16**

### **JUSTIFICATION FOR SOLE SOURCE:**

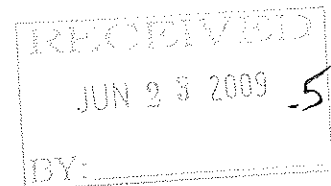
O'Brien Associates is the sole source of the requested materials, customized and bundled specifically for our fifty-six elementary schools. The materials will not be sold to other customers at a lower price. A copy of the quote is attached.

The books align with the Virginia Beach City Public Schools elementary social studies curriculum and support Strategic Plan objective #1.

If you need additional information, please contact Mary Ann Matika at 263-1145 or email [MaryAnn.Matika@vbschools.com](mailto:MaryAnn.Matika@vbschools.com).

/cm

Attachment



APPROVED: J. Kevin Beardsley

DATE: 6/25/09



June 2009

Virginia Beach City Public Schools  
2512 George Mason Drive  
Virginia Beach, VA 23456

To Whom It May Concern:

O'Brien Associates has customized a selection of hard cover and soft cover social studies books to meet the specific needs of the elementary schools in Virginia Beach and to support the District's curriculum framework.

The order will be bundled by school and classroom. This specific bundling of select materials is not available from another known vendor.

Sincerely,

*Mark O'Brien*

Mark O'Brien

2512 Grenoble Road, Richmond, VA 23294  
Telephone 800-340-7323. Fax 804-747-1378

***Encounter by Jane Yolen***

Out-of-stock 'til August;  
978-0-15-201389-9 (paper)  
\$7.00 list. Your price through O'Brien Associates is \$5.25.

***Eleanor and Amelia Go for a Ride***

In stock  
978-0-590-96075-5 (hardcover)  
List price is \$18.00; your price through O'Brien Associates is \$13.50.

***Eleanor Roosevelt (First Biographies) by Lisa Trumbauer***

200 in stock; will need to reprint, will take 4-6 weeks.  
978-0-7368-5561-7 (6-pack)  
6-pack price is \$35.00; your price through O'Brien Associates is \$26.25.

***Virginia Native Peoples by Carla Smith***

200 in stock; publisher will need to reprint, takes 4-6 weeks.  
Single copy 978-1-4034-0585-2 \$8.99 each  
6-pack 978-1-4034-2795-3 \$48.55 each

***Harvest of Hope by Kathleen Krull***

"Harvesting Hope: The Story of Cesar Chavez" is complete title.  
978-0-15-201437-7 (hardcover)  
List price is \$17.00; your price through O'Brien Associates is \$12.75.

***Cesar Chavez by Ginger Wadsworth***

9781575058269  
\$7.00 (paper); your price through O'Brien Associates is \$5.25

***Voting in Elections by Terri DeGezelle***

100 in stock; publisher will need to reprint; takes 4-6 weeks.  
6-pack 978-1-4296-0473-4 List price is \$40.87; your price through O'Brien Associates is \$32.70

***Eleanor by Barbara Cooney***

978-0-14-055583-7  
List price is \$6.99; your price through O'Brien Associates is \$5.25.

## Cindy A. McLendon

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**From:** Mary Ann Matika  
**Sent:** Thursday, June 18, 2009 4:21 PM  
**To:** Cindy A. McLendon  
**Subject:** FW: Textbook Adoption  
**Attachments:** Matika list 060909.doc

Mary Ann Matika  
Elementary Coordinator  
Curriculum and Instruction  
Team 5  
College Park

**From:** O'Brien Associates [mailto:[obrienassociates@obrienassociates.com](mailto:obrienassociates@obrienassociates.com)]  
**Sent:** Tuesday, June 09, 2009 2:58 PM  
**To:** Mary Ann Matika  
**Subject:** Re: Textbook Adoption

Hi Mary Ann. I understand Mark spoke w/ you yesterday afternoon re: your books. Attached is the list with ordering specifics. Please let me know if you have any questions. Will this go out on bid?

Tricia Hicks  
O'Brien Associates  
804-346-2424  
804-747-1378 (fax)  
[tricia@obrienassociates.com](mailto:tricia@obrienassociates.com)

----- Original Message -----

**From:** [Mary Ann Matika](#)  
**To:** [O'Brien Associates](#)  
**Sent:** Friday, June 05, 2009 1:03 PM  
**Subject:** RE: Textbook Adoption

Tricia,

I have already seen these. Thanks.

Mary Ann Matika  
Elementary Coordinator  
Curriculum and Instruction  
Team 5  
College Park

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**From:** O'Brien Associates [mailto:[obrienassociates@obrienassociates.com](mailto:obrienassociates@obrienassociates.com)]  
**Sent:** Friday, June 05, 2009 12:53 PM