



May 2, 2012

Request for Proposal

Automated Business Process – Online Branded Application

2WO26

The Organization

Southern United States Trade Association (SUSTA) is a non-profit international trade development organization which combines federal, state, and industry resources for export market development. SUSTA member states include Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Oklahoma, Tennessee, Texas, Virginia, West Virginia and the Commonwealth of Puerto Rico. SUSTA allies with the Departments of Agriculture in each of these states and territories to carry out programs aimed at increasing U.S. agricultural exports from the southern U.S. region. The state marketing staffs of the 16 states help implement SUSTA's marketing programs.

Background

Most of SUSTA's promotional activities are funded by the Market Access Program (MAP), which is administered by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS). MAP funds are designed to develop overseas market awareness and demand for U.S. agricultural and food products and must be utilized according to federal regulations outlined by USDA. USDA also requires that SUSTA objectively evaluates the effectiveness of its activities, including an analysis of market constraints and performance measures.

Within the MAP program, SUSTA conducts two types of activities – "Branded" promotion and "Generic" promotion. Branded promotion assists individual companies carry out their own marketing activities internationally by reimbursing them for 50% of eligible promotional expenses. Companies must be small according to the Small Business Administration guidelines or be a farm cooperative to participate. Products to be promoted must be of at least 50% US agricultural origin, be marketed under a brand name, and be labeled and promoted as "Product of the USA" or "Made in USA". Eligible companies include regional processors, manufacturers, distributors, packers and producers. Products promoted on a branded basis have been as diverse as alligator hides, catfish, snack foods and hot sauce. Budgets are approved on a fiscal year basis, but recruiting for the branded program takes place year-round.

Generic promotions are industry-wide projects managed by SUSTA staff and marketing specialists from the association's member State Departments of Agriculture. A generic activity benefits two or more companies, or a commodity that is not represented by another promotion organization. Any company or cooperative with products of 50% or more U.S. agricultural origin by weight is welcome to participate in SUSTA's generic activities. Types of activities include:

- Trade missions
- Reverse (or buyer's) trade missions
- Trade shows
- In-store promotions
- Foreign language marketing material
- Chef seminars
- Chef culinary training
- Hotel and restaurant promotions

Scope of Work

SUSTA is seeking a consultant to create an online application interface for the Branded program. This module would allow companies to submit funding application forms online and would provide an online interface for SUSTA staff to review and update information pertaining to each company's application.

The time-frame for the contract will be June 1, 2012-December 31, 2012.

Specific responsibilities strategy for the initiative would include:

1. Structure of project: The consulting firm would create an application interface for companies and reviewer interface for SUSTA staff to be used for the 2013 Branded application season and beyond. Specifications for the application and reviewer interface are attached to this request for proposal document. The time frame for the contract includes delivery for testing, and would include changes to both modules as SUSTA staff and the project manager are able to test them and identify issues to address. All issues should be addressed and **final delivery of the product should take place no later than August 1, 2012.**
2. Implementation: The contractor would carry out programming and testing of the Branded application modules and provide weekly status updates on the project. The project should follow the specifications set forth in the attached specifications, and any revisions to these specifications must be discussed with and approved by SUSTA prior to programming changes.
3. Deliverables: The consulting firm will be responsible for ensuring that SUSTA receives the following deliverables by the dates listed below:
 - a. Branded Module delivered for testing – July 15, 2012

- b. Go Live date for Branded module – August 1, 2012
- c. Additional work as needed – until December 31, 2012

Activity Background

The online Branded application will streamline the process by which companies apply to SUSTA for funding, and increase efficiency of SUSTA internal review processes, thereby increasing participation in the MAP Branded program.

Sufficiency of Response

Each proposal will be scored on the following measurements:

- Description of proposed activities and relevancy
- Measurable results of previous, similar projects managed by the respondent
- Approach to managing the activity
- Cost
- References (minimum of 3)

Proposals should be concisely written to respond to this RFP. Elaborate attachments are not necessary.

Acceptance of Proposal

The successful bidder's proposal will be the basis of a contract executed with SUSTA to perform all services at the specified costs contained in the bidder's proposal. SUSTA retains the right to negotiate with the successful bidder prior to final contract execution.

Subcontractors

If any service is to be performed by someone other than the contractor's permanent staff, all subcontractors and their addresses must be included in the proposal. These will be subject to approval by SUSTA.

Conflict of Interest

Each bidder must disclose any non-competition or other agreement or obligation that might prevent it from marketing, promoting or otherwise representing or advancing the interests of SUSTA or any SUSTA product. Further, the successful bidder will be required to warrant and represent that throughout the time period when the contract is in effect, no conflict of interest or other circumstance prevents it from marketing, promoting or otherwise representing or advancing the interests of SUSTA or any of SUSTA's products.

Deadline for Proposal

All proposals from bidders must be submitted by **May 16, 2012 at 4:30 P.M. (CST)**. The successful bidder will receive notification by **May 25, 2012**. The planned commencement of the project is **June 1, 2012**. Proposals may be emailed to marybeth@susta.org or submitted to the following:

SUSTA
Attn: Mary Beth Wesdock, Marketing and Communications Director
701 Poydras Street
Suite 3725, One Shell Square
New Orleans, Louisiana 70139-7774
USA
marybeth@susta.org

Questions

All questions in regard to this RFP should be directed to:

Mary Beth Wesdock, Marketing and Communications Director
701 Poydras Street
Suite 3725, One Shell Square
New Orleans, Louisiana 70139-7774
USA
marybeth@susta.org

Rejection of Proposals

SUSTA retains the right to reject all proposals submitted in response to this RFP.

The Southern United States Trade Association (SUSTA) does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, and marital or family status.

**SUSTA Program Pre-Qualification &
MAP Branded Application**

Table of Contents

Project Summary.....	3
Go Live Date	3
Platform, Database, Language & Legacy System	3
Permissions	3
Browser Compatibility	3
SSL Certificate	3
Session Time Outs.....	4
Process Flow Chart: Program Pre-Qualification.....	4
Accessing the Pre-Qualification	4
Pre-Qualification > Select Program Year.....	5
Pre-Qualification > Step 1	6
Pre-Qualification > Step 2	9
Pre-Qualification > Auto Email.....	11
Pre-Qualification > Print-Friendly form	11
Pre-Qualification > Confirmation	12
Process Flow Chart: Branded Application.....	13
Accessing the Branded Application.....	13
Branded Application > Select Program Year	14
Branded Application > Company Information	16
Branded Application > Products & Sales.....	20
Branded Application > Select Countries	22
Branded Application > International Marketing Plan	24
Branded Application > USA Marketing Plan	28
Branded Application > Budget Summary	30
Branded Application > Brand Owner Permission	33
Branded Application > Private Label Agreement.....	36
Branded Application > Certification Statement.....	39
Branded Application > Confirmation	40

Auto Emails	41
Admin Interface	41
Admin > Branded > Admin tab (set program year & submit dates)	42
Admin > Branded > Companies tab	44
Correspondence.....	45
Correspondence > Pre-Qualification Assessment.....	46
Correspondence > Pre-Qualification Approval	48
Correspondence > Pre-Qualification Rejection.....	48
Correspondence > Application Assessment.....	49
Correspondence > Application Approval	51
Correspondence > Application Rejection	52
Correspondence > Contract Template.....	53
Correspondence > Invoice Template	55
Correspondence > Amendment Assessment.....	57
Correspondence > Amendment Approval	58
Correspondence > Amendment Rejection.....	59
Admin > Branded > Pre-Qualifications tab	61
Admin > Branded > Branded Application > Applicant Info	64
Admin > Branded > Branded Application > Products	67
Admin > Branded > Branded Application > Countries	69
Admin > Branded > Branded Application > USA	72
Admin > Branded > Branded Application > PLA.....	74
Admin > Branded > Branded Application > BOP	76
Admin > Branded > Branded Application > Budget Summary	78
Admin > Branded > Reports.....	79
WYSIWYG site manager	82
Custom Search & Display	83
Data Pre-Population from Prior Application.....	83
Changes to Existing System.....	83
User Registration > Revised to collect mailing address	84

Project Summary

Create an online application interface for the Branded program (hereafter the “Branded Module”). This Branded Module will allow companies to submit funding application forms online and provide an online interface for SUSTA staff to review, edit and export information pertaining to each company’s application.

The contractor would be responsible for developing, testing and launching the Branded Module, including uploading to SUSTA’s server and ensuring that it is compatible with SUSTA’s existing database and websites.

Go Live Date

The project would be delivered for testing by July 15, 2012. The Go Live date would be no later than August 1, 2012.

Platform, Database, Language & Legacy System

The specifications described in this document will build on the existing database and websites using PHP and MySQL and will need to be compatible with the existing SUSTA database and websites.

The SUSTA website consists of www.susta.org and <http://directory.susta.org>.

The subdomain directory.susta.org has been created on a Linux platform.

The database is MySQL 5.0.51a with phpMyAdmin

The pages hosted on directory.susta.org are created using PHP/Cake.

Permissions

Every company record in SUSTA’s existing database is assigned a Company Type and every individual and company record is assigned a Status of Active or Inactive. The Company Type and Status are associated with certain view/edit permissions. The Branded Module will build on the existing permissions such that:

- 1) Only users associated with Company Type: U.S. Supplier will be allowed to submit a Pre-Qualification form or Application form.
- 2) Only users associated with Company Type: SUSTA will be allowed to edit a submitted Pre-Qualification/Application form or access the Admin Interface described in this document.
- 3) In addition, the user and company must have an Active status in order to submit/view/edit/export the Pre-Qualification or Application.

Browser Compatibility

Site will be compatible with Windows Internet Explorer, Firefox and Chrome.

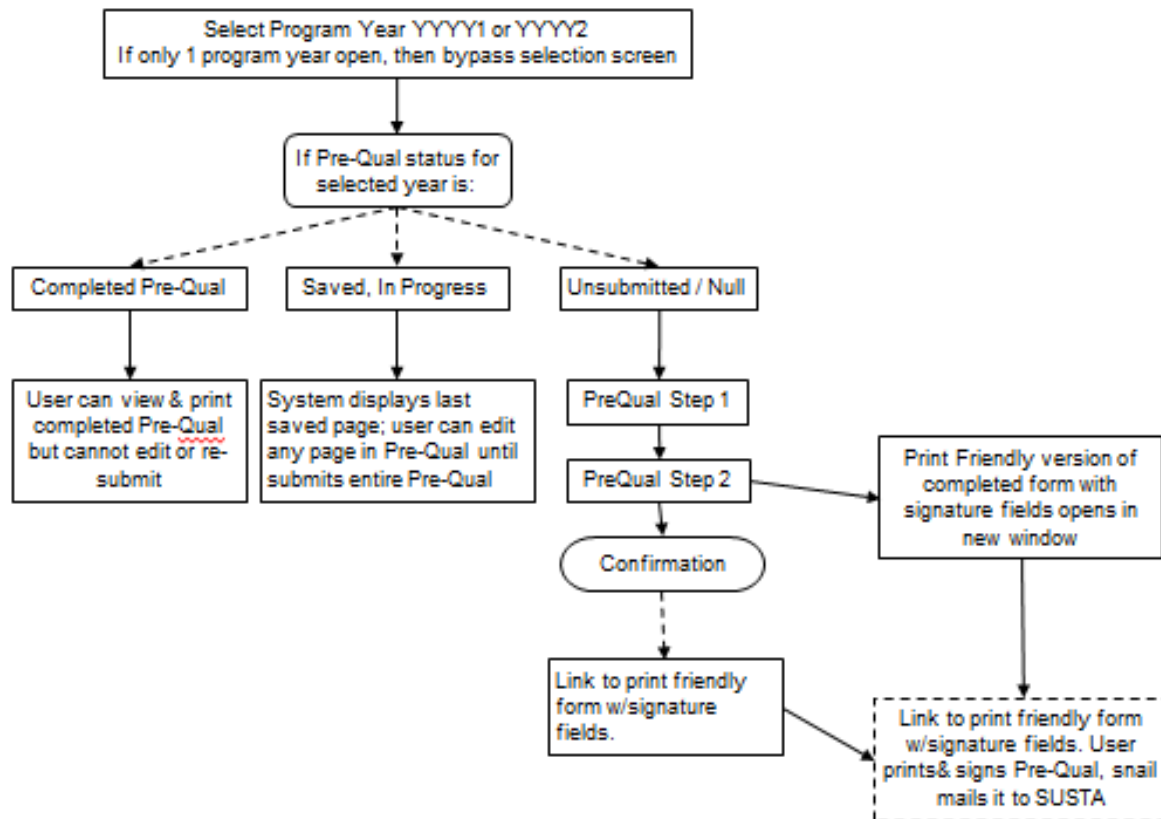
SSL Certificate

Will need an SSL certificate and will need to move to HTTPS site as the Pre-Qualification and Branded Application contain sensitive company and financial information.

Session Time Outs

User sessions should last a minimum of two hours before the session times out and the user is required to login again.

Process Flow Chart: Program Pre-Qualification



Accessing the Pre-Qualification

Users access the Program Pre-Qualification form by selecting Branded Program > Pre-Qualification submenu. Companies can submit a Pre-Qualification only during the Pre-Qualification Submission Dates, which are set by SUSTA via the Admin Interface described elsewhere in this document. Companies cannot complete a Pre-Qualification for the Program Year until the Pre-Qualification Start Date and cannot submit it after the Pre-Qualification End Date has passed. Outside of these dates, the company cannot view or complete the Pre-Qualification for that program year.

There can be 1 or more Pre-Qualifications open at once or there can no Pre-Qualifications open.

If Pre-Qualifications are being accepted for only 1 program year, and the applicant belongs to Company Type: U.S. Supplier, and the applicant company has not yet submitted a Pre-Qualification for the open program year, then the Pre-Qualification form automatically displays when the user clicks the Pre-Qualification submenu and the user does not have to select a Program Year. If the user has already submitted their Pre-Qual, the user can view, but not edit, the submitted Pre-Qual.

If Pre-Qualifications are open for more than 1 program year, then the user must select a program year before continuing to the Pre-Qualification form, as illustrated in the following screen shot. If the user has already submitted their Pre-Qual, the user can view, but not edit, the submitted Pre-Qual, by selecting the program year and clicking Go button.

A company can submit only 1 Pre-Qualification per program year.
The program year corresponds to the calendar year (January 1 – December 31).

Pre-Qualification > Select Program Year

The screenshot shows the SUSTA (Southern United States Trade Association) website interface. At the top, there is a header with the SUSTA logo and a banner image of various fruits. Below the header, a navigation bar contains links: "BRANDED PROGRAM", "MY EVENTS", "UPDATE MY PROFILE", "RESEARCH CENTER", and "BACK TO MAIN SITE". On the left side, there is a vertical menu with links: "Logout", "About", "Pre-Qualification", and "Application". The main content area is titled "Program Pre-Qualification" and contains the following text: "Complete a Pre-Qualification form to determine if your company is eligible to apply to the MAP Branded program or participate in SUSTA Generic events." and "Select the program year in which you would like to participate." Below this text, there is a "Program Year:" label followed by two radio button options: "<yyyy1>" and "<yyyy2>". To the right of these options is a red "Go" button.

This page is visible only to registered users belonging to Company Type: U.S. supplier if Pre-qualifications are being accepted concurrently for 2 program years.

Program Year fields auto-populates with years that are currently open (accepting Pre-Qualifications) and company does not have an approved Pre-Qualification for either year. If company has not submitted a Pre-Qual for either year (and SUSTA is accepting application for both years), then user must select year for which they will submit a Pre-Qual.

If company has submitted one or both Pre-Quals and has not been approved for either Application, then user must select Program Year because until the Application is approved, the user may need to Print or view the submitted Pre-Qual.

Pre-Qualification > Step 1

SUSTA
Southern United States Trade Association

BRANDED PROGRAM | MY EVENTS | UPDATE MY PROFILE | RESEARCH CENTER | BACK TO MAIN SITE

Logout
About
Pre-Qualification
Application

Program Pre-Qualification - Step 1

Company: <Company name>
Program Year: <YYYY>

1. I am applying for

Applying for
☒ Branded Program
☒ Generic Events
☐ Additional Information - Contact Me

2. Company Name (as listed with Secretary of State) Calhoun Mills

3. State Where Registered Select

4. Contact First Name John

5. Contact Last Name Williams

6. Job Title International Sales Manager

7. Physical Address Line 1 The Mill Building

8. Physical Address Line 2 1 Main Street, Suite 4400

9. City Birmingham

10. State Alabama

11. Zip Code +4 70065 - 1122

12. Phone 1-800-555-2000

13. Email johnw@test.com

14. Website http://www.calhounblendtestcompa

15. Does your company have at least \$100,000 in total annual sales? ☒ Yes ☐ No

16. Does your company have affiliates? ☒ Yes ☐ No

17. Are you owned by a parent company? ☒ Yes ☐ No

18. Parent company name? ABC Corp

19. Where is the parent company located? Atlanta, GA

Save & Continue

This is the first page of the Pre-Qualification form. Only Company Type: U.S. Supplier can complete a Pre-Qualification. (The form is not available to any other Company Type.)

Fields at top of page:

- Company Name: System populates Company Name with name of the applicant company as listed in the database. User cannot edit.
- Program Year: System populates Program Year with program year that user selected in Select Program Year page. User cannot edit.

Q-1, I am applying for: Required multi-select; user must select at least Branded or Generic. If user selects "Generic events" then Q-11 on Prequalification Step 2 appears. If user selects "Branded Program" then Q-12 on Prequalification Step 2 appears.

Q-2, Company Name (as listed with Secretary of State): Required text field. User must enter company name as listed with the Secretary of State.

Q-3, State Where Registered & Q-10, State: Required single-select drop down menu. Use Branded states for drop down list (e.g. does not contain "International" as an option).

Q-4, Contact First Name: System auto-populated with first name of user who is logged in. User can't overwrite.

Q-5, Contact Last Name: System auto-populated from login with last name of user who is logged in. User can't overwrite.

Q-6, Job Title: Auto-populate from user login with user's Job Title. User can edit field. This is a required text field.

Q-7, Physical Address Line 1: Required alpha-numeric text field. Don't auto-populate. User's entry in this field overwrites company physical address line 1 stored in database

Q-8, Physical Address Line 2: Optional alpha-numeric text field. Don't auto-populate. Overwrite company physical address line 2 stored in database

Q-9, City: Required text field. Don't auto-populate. Overwrite company physical address > city stored in database

Q-10, State: Required single-select drop down menu. Don't auto-populate. Use Branded states for drop down list (e.g. does not contain "International" as an option). Overwrite company physical address > state stored in database

Q-11, Zip Code +4: Zip Code is a required numeric field with maximum 5 characters. +4 is an OPTIONAL numeric field with a maximum of 4 characters. Don't auto-populate. Overwrites company physical address > zip code stored in database.

Q-12, Phone: Required numeric field. Don't auto-populate. Overwrites company > phone stored in database

Q-13, Email: Validate for email address. Required field. Auto-populate with member's email (email of user who logged in). User can edit field.

Q-14, Website: Optional text field. Auto-populate with website. User can edit. Overwrites company > website stored in database

Q-15, Does your company have at least \$100,000 in total annual sales: Required radial

Q-16, Does your company have affiliates: Required radial. Conditional branching; If user selects YES radial button, then system displays the following question: Are you owned by a parent company?

Q17, Are you owned by a parent company: Required radial. Q-17 appears only if user selected YES from Q-16. Q-17 uses conditional branching; If user selects YES radial from Q-17, then system displays Q-18, Where is the parent company located?

Q-18: Parent company name: Q-18 appears ONLY if user selects YES from Q-17. If Q-18 appears, it is a required text field.

Q-19: Where is the parent company located: Q-19 appears ONLY if user selects YES from Q-17. If Q-19 appears, then Q-19 is a required text field.

ADDITIONAL VALIDATION

If user fails to complete a required question, system will display an error message asking user to complete the required question.

Save & Continue button

If user clicks Save & Continue button, system takes user to Pre-Qualification Step 2 and saves data on this page (Pre-Qualification Step 1) so that user can continue with Pre-Qualification Step 2 at a later time, if necessary.

User cannot submit form until all required questions are complete. If user fails to complete a required question, then when user clicks Save & Continue button, system will display an error message asking user to complete the required question.

Pre-Qualification > Step 2

SUSTA
Southern United States Trade Association

BRANDED PROGRAM MY EVENTS UPDATE MY PROFILE RESEARCH CENTER BACK TO MAIN SITE

Logout
About
Pre Qualification
Application

Program Pre-Qualification - Step 2

Company: <Company name>
Program Year: <YYYY>

- Dun & Bradstreet #
(visit www.dnb.com to obtain your DUNS #)
- North American Industry Classification System (NAICS) 6-digit code & description.
(Can be found on your D&B report.)
NAICS Code
NAICS Description
- Total Number of Employees
- Total Annual Receipts
- Is your company a farm cooperative? ☐ Yes ☐ No
- Products Being Promoted
- Brand Names Being Promoted
- Is there a brand identified on packaging/label? ☐ Yes ☐ No
- Are your products grown in the U.S., or if processed, contain at least 50% U.S. agricultural origin by weight (excluding added water and packaging)? ☐ Yes ☐ No
- How did your company hear about SUSTA programs? (select all that apply)
☐ A Company that Participates Foreign Agricultural Service (FAS)
☐ U.S. Department of Commerce
☐ Other
Other
- SUSTA Generic events in which I would like to participate
- I certify that my company:
☐ Is a U.S.-owned company and located in the SUSTA region (AL, AR, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV or Puerto Rico)
☐ Agrees to pay the program non-refundable application fee of \$250 when submitting application
☐ Agrees to pay the program non-refundable administrative fee (6% of requested budget) after receiving contract
☐ Agrees to pay for proposed promotions before claiming reimbursements
☐ Agrees to provide detailed descriptions and documentation of promotional activities, expenses, and export sales
☐ Agrees to provide an end-of-year required Branded program evaluation and success story
- ☐ I hereby certify that the information on this worksheet is correct and that all the statements are true.

Print & Submit

Program Year page. User cannot edit.

Q-1, Dun & Bradstreet number: Optional field. Only whole numbers accepted, no letters or dashes. Validate so that D&B # must contain 9 numeric digits exactly.

Q-2, North American Industry Classification System (NAICS) 6-digit code & description:

NAICS Code: Required numeric field. Validate to allow only numbers.

NAICS Description: Required text field.

Q-3, Total Number of Employees: Required numeric field. Validate to allow only numbers.

Q-4, Total Annual Receipts: Required field. Validate to allow only numbers. Apply currency format.

Q-5, Is your company a farm cooperative: Required radial.

Q-6, Products Being Promoted: Required text field.

Q-7, Brand Names Being Promoted: Required text field.

Q-8, Is there a brand identified on packaging/label: Required radial.

Q-9, Are your products grown in the U.S., or if processed, contain at least 50% U.S. agricultural origin by weight (excluding added water and packaging): Required radial.

Q-10, How did your company hear about SUSTA programs: Required multi-select. User must select at least one option. If user selects "Other" then text field appears below multi-select and user must enter a description.

Q-11, SUSTA Generic events in which I would like to participate: Conditional text field; this question appears & is required ONLY if user selects "Generic events" checkbox from Pre-Qualification Step 1 > Q-1, I am applying for.

Q-12, I certify that my company: Conditional question; this question appears ONLY if user selects "Branded Program" checkbox from Pre-Qualification Step 1 > Q-1, I am applying for. All checkboxes in Q-12 are required.

Q-13, I hereby certify that the information on this worksheet is correct and that all the statements are true: Required checkbox.

Print & Submit button

If user clicks Print & Submit button, system saves form data and takes user to Pre-Qualification Confirmation page. Print-friendly version of form opens in a new window.

User cannot submit form until all required questions are complete. If user fails to complete a required question, then when user clicks Print & Submit button, system will display an error message asking user to complete the required question.

Clicking Print & Submit will send a system-generated, auto-email to prequalification@susta.org advising SUSTA that a user has submitted a Pre-Qualification and listing the applicant company name and program year.

Pre-Qualification > Auto Email

Pre-Qualification Received: When a Pre-Qualification form is submitted, the system will send an auto email to prequalification@susta.org.

Text for Auto Email:

Subject: Pre-Qualification Submitted

Message:

<Company Name> has submitted a <Program Year> Pre-Qualification for **<answer(s) to multi-select question from Pre-Qualification Step 1: Q-1, "I am applying for." Appears in bold text and concatenated with comma separator>**.

For example, "ABC Inc. has submitted a 2013 Pre-Qualification for **Branded Program, Generic Events.**"

Pre-Qualification > Print-Friendly form

Print-friendly version of completed form contains blank Signature field and Date field for user to sign and date printed form. Print-friendly version of form also contains Name & Title field, which are auto-populated from database with the name of user who logged in.

Pre-Qualification > Confirmation

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Southern United States Trade Association

BRANDED PROGRAM MY EVENTS UPDATE MY PROFILE RESEARCH CENTER BACK TO MAIN SITE

Logout
About
Pre-Qualification
Application

Program Pre-Qualification - Confirmation

Company: <Company name>
Program Year : <YYYY>

Thank you for submitting the Pre-qualification.

[Print](#) your Pre-Qualification form, sign it, and mail the signed form to SUSTA at 701 Poydras Street Suite 3725, New Orleans, LA 70139

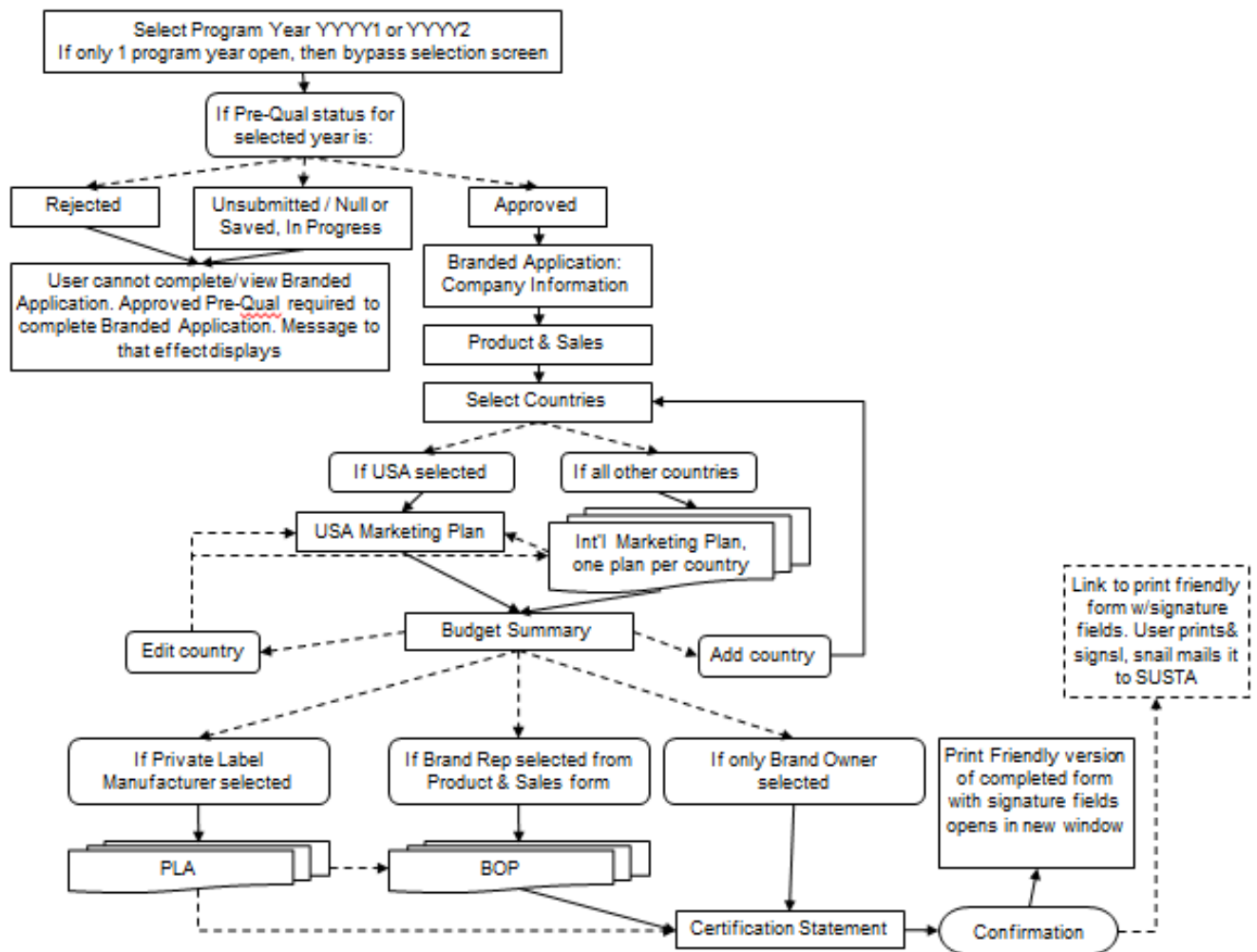
Documentation is reviewed on a first-come, first-served basis. If applying for the Branded program, you will be notified whether you can proceed with the full Branded application once SUSTA has reviewed your Pre-Qualification. If applying for Generic events, you will be notified whether you can proceed with your activities after SUSTA has reviewed your Pre-Qualification. Please contact susta@susta.org with any questions.

All statements made in this Pre-Qualification worksheet are subject to investigation. Any false or dishonest answer to any question may be grounds for denial or subsequent revocation. SUSTA retains the sole and exclusive authority to reject applicants if, in the sole opinion of SUSTA, it does not comply with MAP or FAS regulations, any laws of the United States, if there is an outstanding question regarding its validity, or otherwise not deemed in accordance with its construction of its purpose.

- Company Name: System populates Company Name with name of the applicant company as listed in the database. User cannot edit.
- Program Year: System populates Program Year with program year that user selected in Select Program Year page. User cannot edit.

System sends email to prequalification@susta.org advising that a Pre-Qualification has been submitted. If user clicks printer icon or Print link, then print-friendly version of completed form opens in a new window. Print-friendly version of completed form contains blank Signature field and Date field for user to sign and date printed form. Print-friendly version of form also contains Name & Title field, which are auto-populated from database with the name of user who logged in.

Process Flow Chart: Branded Application



Accessing the Branded Application

Users access the Branded Application by selecting Branded Program > Application, provided the following conditions have been met: Application is open (Application Start Date has begun and Application End Date has not yet passed) and user has an approved Pre-Qualification for the program year.

There can be 1 or more Applications open at once or there can no Applications open.

If SUSTA has not yet opened the Branded Application for at least one program year, then the Application submenu is not visible.

If Applications are being accepted for only 1 program year and the user has an approved Pre-Qualification for the open program year, then the Application form automatically displays when the user clicks the Application submenu and the user does not have to select a Program Year.

If Applications are open for more than 1 program year, then the user must select a program year before continuing to the Application as illustrated in the following screen shot.

Branded Application > Select Program Year

The screenshot shows the SUSTA website interface. At the top is the SUSTA logo with the text 'Southern United States Trade Association'. Below the logo is a navigation bar with links: 'BRANDED PROGRAM', 'MY EVENTS', 'UPDATE MY PROFILE', 'RESEARCH CENTER', and 'BACK TO MAIN SITE'. On the left side, there is a vertical menu with links: 'Logout', 'About', 'Pre-Qualification', and 'Application'. The main content area is titled 'Branded Application - Select Program Year'. It contains the following text: 'Select the Branded Program Year in which you would like to participate. You must have an approved Pre-Qualification for that year before you can apply to the Branded Program.' Below this text are two radio button options: 'Program Year: ☐ <yyyy1> ☐ < yyyy2>'. To the right of these options is a red 'Go' button. At the bottom of the page, there is a disclaimer: 'Disclaimer | mailto:webmaster@susta.org' and copyright information: 'Copyright © 2012 by the Southern United States Trade Association. All rights reserved. Contact SUSTA - Tel: (504) 568-5986 - Fax: (504) 568-6010 - susta@susta.org'.

This page is visible only to registered users belonging to Company Type: U.S. supplier if Branded Applications are being accepted for more than one program year. Users access this page by selecting Branded Program > Application.

The Program Year fields auto-populate with the program years for which SUSTA is currently accepting Branded Applications, as specified by the Application Start & End Dates that SUSTA sets in the Admin Interface. The program year displays from the Application Start Date and stops after the Application End Date has passed.

If the user selects a Program Year for which they do not have an approved Pre-Qualification, then the system displays an error message on page advising user that: "You must have an approved Pre-Qualification before you can complete the Branded Application. Complete a Pre-Qualification [here](#)."

If Applications are being accepted for only 1 program year and the user has an approved Pre-Qualification for the open program year, then the Application form automatically displays when the user clicks the Application submenu and the user does not have to select a Program Year.

If SUSTA has not yet opened the Branded Application for at least one program year, then the Application submenu is not visible.

If the user selects a Program Year for which they do not have an approved Pre-Qualification, then the system displays an error message on page advising user that: "You must have an approved Pre-

Qualification before you can complete the Branded Application. Complete a Pre-Qualification [here](#).”
(contains a link to the Pre-Qualification submenu).

If the user has already submitted their Application, the user can view, but not edit, the submitted Application, by selecting the program year and clicking Go button.

Branded Application > Company Information

The screenshot shows the 'Branded Application - Company Information' page of the SUSTA website. The page has a blue header with the SUSTA logo and navigation links: 'Branded Program', 'My Events', 'Update My Profile', 'Research Center', and 'Back to Main Site'. A left sidebar contains links for 'Logout', 'About', 'Pre-Qualification', and 'Application'. The main content area contains a form with the following sections:

- Company:** Branded Program Year: <Company name> <Year>
- 1. COMPANY'S PHYSICAL ADDRESS:**
 - Address Line 1: The Mill Building
 - Address Line 2: 1 Fake Boulevard, Suite 4000
 - City: Birmingham
 - State: Select
 - Zip Code (4): 70005 - 70077
 - Company Phone: 1-800-555-2000
 - Web site: http://www.calhounclendtestcomps
- 2. MAILING ADDRESS:**
 - Same as Physical Address? ☐ Yes ☒ No
 - Address Line 1: PO Box 230
 - Address Line 2:
 - City: Birmingham
 - State: Select
 - Zip Code (4): 70005 - 70077
- 3. COMPANY OWNER:**
 - Prefix: Mr. [v]
 - First Name: John
 - Last Name: Williams
 - Job Title: President
 - Phone: (504) 555-1232 Ext. 34
 - Fax #: (504) 555-2000
 - Email Address: johnw@test.com
- 4. PERSON COMPLETING APPLICATION:**
 - Applicant: Select one [v]
 - Prefix: Mr. [v]
 - First Name: John
 - Last Name: Williams
 - Job Title: President
 - Phone: (504) 555-1232 Ext. 34
 - Fax #: (504) 555-2000
 - Email Address: johnw@test.com
- 5. Person authorized to sign & bind company to a contract with SUSTA:** Select one [v]
- 6. Business type (select all that apply):**
 - Export Rep/Agent/Broker/Trading Company [v]
 - Grower [v]
 - Manufacturer/Processor [v]
- 7. Is your company minority/women-owned? (optional question):** ☐ Yes ☒ No
- 8. Year company was founded:** [text box]
- 9. Has your company ever exported?** ☐ Yes ☒ No
Number of years exported: [text box]
- 10. Did company participate in NAIP Branded in previous years?** ☐ Yes ☒ No
- 11. Will your company or any affiliated company receive funds from any other state or federal programs or any NAIP funds from another commodity organization or State Regional Trade Group (SRTG) that will be used to promote the products in this application?** ☐ Yes ☒ No
If yes, please describe: [text box]

A red 'Save & Continue' button is located at the bottom right of the form.

This is the first page of the Branded Application. Users can view and complete the Branded Application ONLY when BOTH of the following conditions are met: 1) user has an approved Pre-Qualification for the

selected Program Year and 2) SUSTA is accepting applications, as specified by the dates selected by SUSTA in the Admin Interface.

If Applications are being accepted for only 1 program year and the user has an approved Pre-Qualification for the open program year, then the Application form automatically displays when the user clicks the Application submenu and the user does not have to select a Program Year.

If both of the above conditions are not met, then the user cannot complete a Branded Application. If the user clicks on the Application submenu and they do not have an approved Pre-Qualification and/or the Application is not yet open, the system will display the following message: You must have an approved Pre-Qualification before you can submit a Branded Application.

Fields at top of page:

- **Company Name:** System populates Company Name field with Company Name as listed with Secretary of State (as per Prequalification Step 1 > Q-2).
- **Program Year:** System populates Program Year with program year that corresponds to the approved Pre-Qualification for the selected Program Year. If only Program Year is open, then user does not select.

Q-1, Company's Physical Address: Although the company's physical address is in the database, these fields will NOT pre-populate. Furthermore, data entered by the user in these fields will update the company's physical address already stored in database.

- **Address Line 1** – required text field
- **Address Line 2** – optional text field
- **City:** required text field
- **State:** required single select drop down menu. Use Branded states for drop down list options (does not include International and does include certain U.S. territories.)
- **Zip Code + 4:** required text field
- **Company Phone #:** required numeric field
- **Web site:** optional text field

Q-2, Mailing Address

- **Same as Physical Address:** required radial with conditional branching so that if user selects "No," then the following address fields appear. If user selects "Yes," then system saves Mailing Address same as Physical Address in database.
 - **Address Line 1** – require text field
 - **Address Line 2** – optional text field
 - **City:** required text field
 - **State:** required single select drop down menu. Use Branded states for drop down list options (does not include International and does include certain U.S. territories.)

- **Zip Code + 4:** required text field

Q-3, Company Owner

- **Prefix:** required single-select drop down menu with the following options: Mr., Ms., Mrs., Dr.
- **First Name:** required text field
- **Last Name:** required text field
- **Job Title:** required text field
- **Phone:** required text field
- **Ext:** optional numeric field
- **Fax #:** optional numeric field
- **Email Address:** required text field. Validate for email address

Q-4, Person Completing Application

- **Applicant:** Required single-select drop down menu with the following options: Same as Above, Other Employee, Other: Contractor/Consultant, Etc. If “Same as above” is selected, then system populates the fields in Q-4 with the data supplied in Q-3.
- **Prefix:** required single-select drop down menu with the following options: Mr., Ms., Mrs., Dr.
- **First Name:** required text field
- **Last Name:** required text field
- **Job Title:** required text field
- **Phone:** required text field
- **Ext:** optional numeric field
- **Fax #:** optional numeric field
- **Email Address:** required text field. Validate for email address

Q-5, Person authorized to sign & bind company to a contract with SUSTA: Required single-select drop down menu with the following options: Company Owner, Person Listed Above

Q-6, Business type: Required multi-select. User must select at least one of the following options: Export Rep/Agent/Broker/Trading Company; Grower; Manufacturer/Processor; Packer; Wholesaler; Other.

Q-7, Is your company minority/woman-owned: Optional yes/no radial.

Q-8, Year company was founded: Required numeric field with a maximum of 4 characters. Validate to accept only numerals so that year must be entered as yyyy.

Q-9, Has your company ever exported: Required radial with yes/no options. If “yes” selected, then the following question appears immediately below:

- **Number of years exported:** required, conditional numeric field that appears only if “yes” is selected in Q-9. Validate to allow only numbers.

Q-10, Did company participate in MAP Branded in previous years: Required radial with yes/no options.

Q-11, Will your company or any affiliated company receive funds from any other state or federal programs or any MAP funds from another commodity organization or State Regional Trade Group (SRTG) that will be used to promote the products in this application: Required radial with yes/no options. If “yes” selected, then the following question appears immediately below:

- If yes, please describe: required text field which appears only if user selects “Yes” from Q-11

Save & Continue button:

Clicking "Save & Continue" saves form data so that user can continue completing saved/in progress application at a later time. Form data will not save until all required fields on this page are completed. If user clicks “Save & Continue” without completing all required fields, alert message will appear advising user to complete missing field(s).

Save & Continue links to Products & Sales page.

Branded Application > Products & Sales

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BRANDED PROGRAM MY EVENTS UPDATE MY PROFILE RESEARCH CENTER BACK TO MAIN SITE

Logout
About
Pre-Qualification
Application

Branded Application - Products & Sales

Company: <Company name>
Branded Program Year : <YYYY>

Product Table		
Brand Name/ Private Label Name	Product Description	I am the: (Select One)
Claude's Sauces	bbq sauce	Brand Owner
Clebbie Girl	baking powder	Brand Representative
Magic	breakfast cereal	Private Label Manufacturer
		Select
		Select
		Select
		Select
		Select
		Select
		Select

Add More Products

Sales Table			
Calendar Year	Total Sales Value - US\$ Domestic & Export Sales Combined for All Company Products	Total Sales Value - US\$ Export Sales for All Company Products Exports	Total Sales Value - US\$ Export Sales for Products (listed above)
2009 (Actual)	\$	\$	\$
2010 (Actual)	\$	\$	\$
2011 (Projected)	\$	\$	\$
2012 (Projected)	\$	\$	\$

If sales have declined or are not increasing in any portion of the above table, please explain:

Back Save & Continue

- **Company Name:** System populates Company Name field with Company Name as listed with Secretary of State (as per Prequalification Step 1 > Q-2).
- **Program Year:** System populates Program Year with program year that corresponds to the approved Pre-Qualification for the selected Program Year. If only Program Year is open, then user does not select.

Product Table

- **Brand Name/Private Label Name:** Required text field. User must complete at least one Brand Name/Private Label Name field.
- **Product Description:** Required text field. User must complete 1 Product Description for every Brand Name/Private Label Name field completed.
- **I am the:** Required single-select drop down menu. User must select one option for every Brand Name/Private Label Name field completed. Drop down menu contains the following options: Brand Owner; Brand Representative; Private Label Manufacturer
 - **If Brand Representative selected, then user must complete a Brand Owner Permission (BOP) form for that product.**
 - **If Private Label Manufacturer is selected, then user must complete a Private Label Agreement (PLA) form for that product.**
 - **If Brand Owner is selected, then user does not have to complete a BOP or PLA for that product.**
- **Add More Products button:** If user clicks this button, another row appears in table allowing user to enter another product/brand name, etc.

Sales Table

- **Calendar Year:** System populates years in this column according to the following rules.
 - **<yyyy-3> Actual Export Sales:** Populated with Program Year – 3 years so that if the selected Program Year is 2012, then <yyyy-3> Actual Export Sales is 2009.
 - **<yyyy-2> Actual Export Sales:** Populated with selected Program Year -2 years so that if applying for the 2012 Program Year, then <yyyy-2> Actual Export Sales is 2010. This is because the applicant usually applies 1 year prior to the Program Year so the last known sales would be 2 years prior to the Program Year.
 - **<yyyy-1> Projected Export Sales:** Populates with Program Year minus 1 year, so that if applying for the 2012 Program Year, then <yyyy-1> displays with 2011. This is because the applicant usually applies 1 year prior to the Program Year so the sales are not yet known.
 - **<yyyy> Projected Export Sales:** Populates with Program Year so that if applying for the 2012 Program Year, <yyyy> would be 2012.
- **Total Sales Value – US\$ Domestic & Export Sales Combined for All Company Products:** Required numeric field; validate to allow only numbers
- **Total Sales Value - US\$ Export Sales for All Company Products Exports:** Required numeric field; validate to allow only numbers
- **Total Sales Value - US\$ Export Sales for Products (listed above):** Required numeric field; validate to allow only numbers
- **If sales have declined or are not increasing in any portion of the above table, please explain:** optional text box

Back button – takes user back to previous page (Company Information), where user can edit form.

Save & Continue button:

Clicking "Save & Continue" saves form data so that user can continue completing saved/in progress application at a later time. Form data will not save until all required fields on this page are completed. If user clicks "Save & Continue" without completing all required fields, alert message will appear advising user to complete missing field(s).

Save & Continue links to Select Countries page.

Branded Application > Select Countries

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BRANDED PROGRAM MY EVENTS UPDATE MY PROFILE RESEARCH CENTER BACK TO MAIN SITE

Logout
About
Pre-Qualification
Application

Branded Application - Select Countries

Company: <Company Name>
Branded Program Year : <YYYY>

Select all countries that you will target with MAP Branded funds during <yyyy>.

1.

Your Export Markets

Country Name	Click to Delete Country
Costa Rica	Delete
France	Delete
Germany	Delete
Turkey	Delete
Uruguay	Delete
Western Samoa	Delete

This is the third page of the Branded Application. Users arrive at this page by clicking Save & Continue from the Products & Sales page.

Fields at top of page:

- **Company Name:** System populates Company Name field with Company Name as listed with Secretary of State (as per Prequalification Step 1 > Q-2).
- **Program Year:** System populates Program Year with program year that corresponds to the approved Pre-Qualification for the selected Program Year. If only Program Year is open, then user does not select.

Q-1, Select all countries that you will target with MAP Branded funds during <yyyy>:

System populates <yyyy> with Program Year.

User is required to select a country from the single-select country drop down menu, which contains Branded approved country list (list supplied by SUSTA).

Adding a Country

When user selects country and clicks the Add button, the selected country appears in the “Your Export Markets” table. Countries appear in ascending alphabetical order (A to Z) by country name under the “Country Name” column.

Click to Delete a Country

User can delete a country from the table by clicking Delete from the “Click to Delete a Country” column. If user clicks Delete, alert message will ask, "Are you sure you want to delete this country?"

Add validation message so that if user clicks Save & Continue without selecting at least one country, the following message appears: "You must select at least one country."

- **USA** – If USA is selected, then user must complete the USA Marketing Plan
- **All other countries** – User must complete an International Marketing Plan for any country other than USA. A separate International Marketing Plan is required for each foreign country. International Marketing Plans appear in ascending alphabetical order by country name.

Back button – takes user back to previous page (Products & Sales page), where user can edit form.

Save & Continue button:

- Clicking "Save & Continue" saves form data so that user can continue completing saved/in progress application at a later time. Form data will not save until all required fields on this page are completed. If user clicks “Save & Continue” without completing all required fields, alert message will appear advising user to complete missing field(s).
- Save & Continue links to:
 - International Marketing Plan (one per country) if a country/countries other than USA were selected, or
 - USA Marketing Plan if USA was selected.
 - If both USA and other country/countries are selected, then International Marketing Plan(s) are presented first, followed by USA Marketing Plan

International Marketing Plans appear in ascending alphabetical order by country name.

Branded Application > International Marketing Plan

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Log out: About: Pre Qualification: Application:

Branded Application - International Marketing Plan

Country: <Country name>
Company: <Company name>
Branded Program Year: <YYYY>

1. How many previous years in this market?

2. Has your company conducted any prior promotional activities in this market? ☐ Yes ☐ No

3. Has your company received reimbursement(s) in this market? ☐ Yes ☐ No
Number of years you received reimbursement(s)

4. What constraints does your company face in the market? (select all that apply)

- ☐ Consumer product awareness
- ☐ Import restrictions
- ☐ Labeling restrictions
- ☐ Distributor's product knowledge
- ☐ Foreign competition
- ☐ U.S. competitors
- ☐ Knowledge of importers and distributors
- ☐ Knowledge of import regulations
- ☐ Knowledge of how your product may be used
- ☐ Domestic competition in export market

5. List your export sales to this country.

2009 Actual Export Sales	2010 Actual Export Sales	2011 Projected Export Sales	2012 Projected Export Sales
\$	\$	\$	\$

6. If sales have declined or are not increasing in any portion of the above table, please explain:

☐ Required Packaging/Label Changes

☐ Temporary Displays

☐ Temporary Part Time Contractors Hourly Wages

☐ Travel Expenses

☐ Other:

8. Enter your financial contribution and MAP Branded budget request for this country only.
MAP Branded is a cost share 50% reimbursement program. Company requesting \$5,000 in MAP Branded funds must spend a total of \$10,000

A	B	C	D
MAP BRANDED FUNDS	APPLICANT FUNDS B = C + A	IMPORTER/DISTRIBUTOR (FOREIGN THIRD PARTY) FUNDS	COUNTRY TOTAL A + B + C = D
Ex: \$5,000	Ex: \$2,500	Ex: \$2,500	Ex: \$10,000
\$	\$	\$	\$ <System Auto-Calculated>

9. Does your company have an importer for this market? ☐ Yes ☐ No

10. IMPORTER/DISTRIBUTOR(s) for this MARKET

Third Party Company Name:

Physical Address:

City:

State:

Province:

Zip Code:

Country:

First Name:

Last Name:

Job Title:

Phone:

Fax #:

Email Address:

Website:

☐ Add Another Importer/Distributor

Application. The applicant company must
/ERY country that the user selected on the Select

alphabetical order by country name.

if the USA is selected, then user must complete
tional Marketing Plans are completed).

- **Company Name:** System populates Company Name field with Company Name as listed with Secretary of State (as per Prequalification Step 1 > Q-2).
- **Program Year:** System populates Program Year with program year that corresponds to the approved Pre-Qualification for the selected Program Year.

Form Fields & Validation

Q-1, How many previous years in this market: Required numeric text field. Validate to allow only whole numbers.

Q-2, Has your company conducted any prior promotional activities in this market: Required Yes/No radial.

Q-3, Has your company received reimbursement(s) in this market: Required Yes/No radial with conditional branching so that if user selects Yes, then the following question dynamically appears beneath Q-3: **Number of years you received reimbursement(s).**

Number of years you received reimbursement(s): Required numeric text field. Validate to allow only whole numbers. This question appears and is required only if user selects Yes from Q-3.

Q-4, What constraints does your company face in this market: Required multi-select. User must select at least one check box.

Q-5, List your export sales to this country. (Export Sales for Country Market table)

- **Calendar Year:** System populates years in this column according to the following rules.
 - <yyyy-3> Actual Export Sales: Populated with Program Year – 3 years so that if the selected Program Year is 2012, then <yyyy-3> Actual Export Sales is 2009.
 - <yyyy-2> Actual Export Sales: Populated with selected Program Year -2 so that if applying for the 2012 Program Year, then <yyyy-2> Actual Export Sales is 2010. This is because the applicant usually applies 1 year prior to the Program Year so the last known sales would be 2 years prior to the Program Year.
 - <yyyy-1> Projected Export Sales: Populates with Program Year minus 1 year, so that if applying for the 2012 Program Year, then <yyyy-1> displays with 2011. This is because the applicant usually applies 1 year prior to the Program Year so the sales are not yet known.
 - <yyyy> Projected Export Sales: Populates with Program Year so that if applying for the 2012 Program Year, <yyyy> would be 2012.
- Fields in Export Sales for Country Market table are required numeric text fields. Validate to allow only whole numbers (no decimals)

Q-6, If sales have declined or are not increasing in any portion of the above table, please explain: Text area box. Required if sales have declined in any year. In other words, required if <yyyy> sales or <yyyy-2> or <yyyy-1> sales are less than <yyyy-3>. For example, required if any of 2010/2011/2012 sales <2009

Q-7, What activities do you plan to conduct in this market: Required multi-select. User must select at least one check box.

- If “Approved International Trade Missions” is selected, then user must complete at least one “Name” and “Date” fields.
- If “Approved International Trade Shows” is selected, then user must complete at least one “Name” and “Date” fields.
- If “Other” is selected, then user must enter a description in the Other text field.

Q-8, Enter your financial contribution and MAP Branded budget request for this country only. All fields in this table are required. Validate to allow only whole numbers.

- **A, MAP Branded Funds:** Required numeric text field. Validate to allow only whole numbers (no decimals).
- **B, Applicant Funds:** Required numeric text field. Validate to allow only whole numbers (no decimals).
- **C, Importer/Distributor Funds:** Required numeric text field. Validate to allow only whole numbers (no decimals). Validate for $B+C=A$. If $B+C$ does not equal A, then error message advises that $B+C$ must equal A. User cannot submit International Marketing Plan until $B+C=A$.
- **D, Country Total <System Auto-Calculated>:** System auto-calculates the sum of $A+B+C$ and populates total in Column D. User cannot complete or edit this field.

Q-9, Does your company have an importer for this market: Required Yes/No radial with conditional branching so that if user selects “Yes” then Q-10 appears dynamically beneath Q-9.

Q-10, IMPORTER/DISTRIBUTOR(s) for this MARKET: If user selects Yes from Q-9, then Q-10 appears dynamically.

- **Third Party Company Name:** Required text field
- **Physical Address:** Required text field
- **City:** Required text field
- **State:** Required single-select drop down menu containing states & territories listed in User Registration form (e.g. includes “International”)
- **Province:** Required text field
- **Zip Code:** Required text field
- **Country:** Required single-select drop down menu containing only countries from Branded approved countries list
- **First Name:** Required text field
- **Last Name:** Required text field
- **Job Title:** Required text field
- **Phone:** Required text field
- **Fax #:** Optional text field
- **Email Address:** Required text field
- **Website:** Optional text field
- **Add Another Importer/Distributor:** optional check box with conditional branching so that if user selects check box, another Importer/Distributor set of questions appear with all of the fields from Q-10 except for “Add Another Importer/Distributor” check box.

Back button – takes user back to previous page, where user can edit form.

Save & Continue button:

- Clicking "Save & Continue" saves form data so that user can continue completing saved/in progress application at a later time. Form data will not save until all required fields on this page are completed. If user clicks "Save & Continue" without completing all required fields, alert message will appear advising user to complete missing field(s).

- Save & Continue links to:
 - International Marketing Plan (one per country) if additional country/countries other than USA were selected, OR
 - USA Marketing Plan if USA was selected, OR
 - Budget Request Summary if above forms have been completed or do not apply

Branded Application > USA Marketing Plan

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Logout
About
Pre-Qualification
Application

Branded Application - USA Marketing Plan

Country: USA
Company: <Company name>
Branded Program Year: <YYYY>

1. Has your company received reimbursement(s) in this market? ☐ Yes ☐ No
Number of years you received reimbursement(s)

2. Complete only to exhibit at approved U.S. trade shows. Companies exhibiting for the first time in 3 or more years may apply for funding for U.S. trade shows. A returning company that received Branded funding for approved show(s) can continue to receive funding for five consecutive years.

My USA Trade Show Plan

Approved Trade Show Name	Exhibited at Show in Last 3 Years?	MAP Branded Funds Used?
Select Show	☐ Yes	☐ Yes
Select Show	☐ Yes	☐ Yes
Select Show	☐ Yes	☐ Yes
Select Show	☐ Yes	☐ Yes
Select Show	☐ Yes	☐ Yes
Select Show	☐ Yes	☐ Yes
Select Show	☐ Yes	☐ Yes
Select Show	☐ Yes	☐ Yes
Select Show	☐ Yes	☐ Yes
Select Show	☐ Yes	☐ Yes
Select Show	☐ Yes	☐ Yes

3. List your export sales to this country.

EXPORT SALES FOR COUNTRY MARKET TABLE

2009 Actual Export Sales	2010 Actual Export Sales	2011 Projected Export Sales	2012 Projected Export Sales
\$	\$	\$	\$

4. If sales have declined or are not increasing in any portion of the above table, please explain:

5. Enter your financial contribution and MAP Branded budget request for this country only. The minimum request is a total of \$2,500. **MAP Branded is a cost share 50% reimbursement program: Company requesting \$5,000 in MAP Branded funds must spend a total of \$10,000**

PROMOTIONAL BUDGET FOR THIS COUNTRY MARKET TABLE

A	B	C	D
MAP BRANDED FUNDS	APPLICANT FUNDS B + C = A	IMPORTER/DISTRIBUTOR (FOREIGN THIRD PARTY) FUNDS	COUNTRY TOTAL A + B + C = D
Ex: \$5,000	Ex: \$2,500	Ex: \$2,500	Ex: \$10,000
\$	\$	\$	\$ <System Auto-Calculated>

and if an applicant selects
Marketing Plan does not

Name as listed with

corresponds to the
approved Pre-Qualification for the selected Program Year. If only Program Year is open, then
user does not select.

Form Fields & Validation

Q-1, Has your company received reimbursement(s) in this market: Required Yes/No radial with conditional branching so that if user selects Yes, then the following question dynamically appears beneath Q-1: **Number of years you received reimbursement(s).**

Number of years you received reimbursement(s): Required numeric text field. Validate to allow only whole numbers. This question appears and is required only if user selects Yes from Q-1.

Q-2, My USA Trade Show Plan:

- **Approved Trade Show Name:** Applicant is required to select at least one trade show (and is able to select up to 10 shows) from single-select drop down menu containing list of approved USA trade shows (SUSTA will supply list). List of approved trade shows changes every year, so SUSTA needs ability to upload new list via admin interface.
- **Exhibited at Show in Last 3 Years:** Optional check box.
- **MAP Branded Funds Used:** Optional check box.

Q-3, List your export sales to this country. (Export Sales for Country Market table)

- **Calendar Year:** System populates years in this column according to the following rules.
 - **<yyyy-3> Actual Export Sales:** Populated with Program Year – 3 years so that if the selected Program Year is 2012, then <yyyy-3> Actual Export Sales is 2009.
 - **<yyyy-2> Actual Export Sales:** Populated with selected Program Year -2 so that if applying for the 2012 Program Year, then <yyyy-2> Actual Export Sales is 2010. This is because the applicant usually applies 1 year prior to the Program Year so the last known sales would be 2 years prior to the Program Year.
 - **<yyyy-1> Projected Export Sales:** Populates with Program Year minus 1 year, so that if applying for the 2012 Program Year, then <yyyy-1> displays with 2011. This is because the applicant usually applies 1 year prior to the Program Year so the sales are not yet known.
 - **<yyyy> Projected Export Sales:** Populates with Program Year so that if applying for the 2012 Program Year, <yyyy> would be 2012.
- Fields in Export Sales for Country Market table are required numeric text fields. Validate to allow only whole numbers (no decimals)

Q-4, If sales have declined or are not increasing in any portion of the above table, please explain: Text area box. Required if sales have declined in any year. In other words, required if <yyyy> sales or <yyyy-2> or <yyyy-1> sales are less than <yyyy-3>. For example, required if any of 2010/2011/2012 sales <2009

Q-5, Enter your financial contribution and MAP Branded budget request for this country only. All fields in this table are required. Validate to allow only whole numbers.

- **A, MAP Branded Funds:** Required numeric text field. Validate to allow only whole numbers (no decimals).
- **B, Applicant Funds:** Required numeric text field. Validate to allow only whole numbers (no decimals).

- **C, Importer/Distributor Funds:** Required numeric text field. Validate to allow only whole numbers (no decimals). Validate for $B+C=A$. If $B+C$ does not equal A , then error message advises that $B+C$ must equal A . User cannot submit International Marketing Plan until $B+C=A$.
- **D, Country Total <System Auto-Calculated>:** System auto-calculates the sum of $A+B+C$ and populates total in Column D. User cannot complete or edit this field.

Back button – takes user back to previous page, where user can edit form.

Save & Continue button:

- Clicking "Save & Continue" saves form data so that user can continue completing saved/in progress application at a later time. Form data will not save until all required fields on this page are completed. If user clicks "Save & Continue" without completing all required fields, alert message will appear advising user to complete missing field(s).
- Save & Continue links to Budget Request Summary

Branded Application > Budget Summary

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BRANDED PROGRAM | MY EVENTS | UPDATE MY PROFILE | RESEARCH CENTER | BACK TO MAIN SITE

Logout
About
Pre-Qualification
Application

Branded Application - Budget Request Summary

Company: <Company Name>
Branded Program Year: <YYYY>

Below is the budget summary of the countries in your Market Access Program (MAP) Branded application for <yyyy>. Select country to edit.

PROMOTIONAL BUDGET SUMMARY TABLE					
	A	B	C	D	
COUNTRY	MAP BRANDED FUNDS	APPLICANT FUNDS $B + C = A$	IMPORTER/DISTRIBUTOR (FOREIGN THIRD PARTY) FUNDS	COUNTRY TOTAL $A + B + C = D$	Delete Country
<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<System Auto-Calculated>	Delete
<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<System Auto-Calculated>	Delete
<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<System Auto-Calculated>	Delete
<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<System Auto-Calculated>	Delete
TOTAL PROMOTIONAL BUDGET FOR ALL COUNTRIES (sum of column D)				\$<System Auto-Calculated>	
MAP BRANDED BUDGET TOTAL (sum of column A)				\$<System Auto-Calculated>	

[Add Another Country to your Application](#)
To edit a country, click on country name.

[Back](#) [Save & Continue](#)

The Budget Request Summary page is part of the Branded Application but is completely auto-calculated and auto-populated by the system.

Fields at top of page:

- **Company Name:** System populates Company Name field with Company Name as listed with Secretary of State (as per Prequalification Step 1 > Q-2).
- **Program Year:** System populates Program Year with program year that corresponds to the approved Pre-Qualification for the selected Program Year. If only Program Year is open, then user does not select.
- **<yyyy>:** Populated with the program year that corresponds to the approved Pre-Qualification for the selected Program Year (e.g., program year that corresponds to the is application).

PROMOTIONAL BUDGET SUMMARY TABLE

User cannot edit any field on this table.

- **Country:** Auto-populated with each country selected from Select Countries page. Each country is hyperlinked so that if user clicks on link, user is taken back to the either the International Marketing Plan for that country, or the USA Marketing Plan if applicable, where users can edit the forms. Countries in table appear in ascending alphabetical order by country name.
- **A, MAP Branded Funds:** System populated with the value entered by the applicant on:
 - International Marketing Plan > Q-8, column A, MAP Branded Funds for that country, or
 - USA Marketing Plan > Q-5, column A, MAP Branded Funds
 - Value displayed in currency format with comma separator (to separate thousands - e.g. \$1,000). User cannot edit this field.
- **B, Applicant Funds:** System populated with the value entered by the applicant on:
 - International Marketing Plan > Q-8, column B, Applicant Funds for that country, or
 - USA Marketing Plan > Q-5, column B, Applicant Funds
 - Value displayed in currency format with comma separator (to separate thousands - e.g. \$1,000). User cannot edit this field.
- **C, Importer/Distributor Funds:** System populated with the value entered by the applicant on:
 - International Marketing Plan > Q-8, column C, Importer/Distributor Funds for that country, or
 - USA Marketing Plan > Q-5, column C, Importer/Distributor Funds
 - Value displayed in currency format with comma separator (to separate thousands - e.g. \$1,000). User cannot edit this field.
- **D, Country Total <System Auto-Calculated>:** System auto-calculates the sum of A+B+C and populates total in Column D. Value displayed in currency format with comma separator (to separate thousands - e.g. \$1,000). User cannot edit this field.
- **TOTAL PROMOTIONAL BUDGET FOR ALL COUNTRIES:** System auto-calculated value (sum of column D). Value displayed in currency format with comma separator (to separate thousands - e.g. \$1,000). User cannot edit this field.
- **MAP BRANDED BUDGET TOTAL:** System auto-calculated value (sum of column A). Value displayed in currency format with comma separator (to separate thousands - e.g. \$1,000). User cannot edit this field.

The applicant can review & edit their completed International Marketing Plan(s)/USA Marketing Plan by clicking on the name of the Country, which links to Marketing plan for that country.

Deleting a Country

Applicant can delete a country clicking "Delete". This will cause the International Marketing Plan/USA Marketing Plan for the selected country to be deleted as well.

If user clicks Delete, alert message asks, "Are you sure you want to delete this country? This will also delete the Marketing Plan." User must click OK/Cancel to continue.

Adding a Country

Applicant can add another country by clicking "Add Another Country" link. Selecting this link takes the user to the Select Countries page, where user can add another country. If user adds a country, user must complete an International Marketing Plan for that country (except if country is USA, in which case user must complete USA Marketing Plan).

Back button – takes user back to previous page, where user can edit form.

Save & Continue button:

- Clicking "Save & Continue" saves form data so that user can continue completing saved/in progress application at a later time.
- Save & Continue links to one of the following.
 1. BOP, if company selected "Brand Representative" for any product on the Products & Sales page
 2. PLA, if item #1 does not apply and company selected "Private Label Manufacturer" for any product on the Products & Sales page
 3. Certification page, if items #1 and #2 do not apply

Branded Application > Brand Owner Permission

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Logout
About
Pre Qualification
Application

Branded Application - Brand Owner Permission

Company: <Company Name>
Branded Program Year: <YYYY>

Complete this form for all products for which you do not have an exclusive right to promote in the market. This form must be signed by the brand owner.

Attention Brand Owners: Signing this form does not create an exclusive right to sell the product in the market(s) listed below. This document certifies that the U.S. applicant will be the only company using MAP Branded funding to promote product(s) in the market(s) listed below.

1. Brands You Don't Own

Products:

Brand Name	Product Description	Delete
Kroger	salad dressing	Delete
Kroger	Sauces/Vinegars/Sweeteners: Pizza, Taco, Spaghetti, Soy, Steak, Tartar, Worcester, Chili, BBQ, Cocktail, Salsa	Delete
Miracle Whip	mayonnaise	Delete
Pocari Sweat	soft drink	Delete
Puppy Love	pet food	Delete

2. Countries

I hereby certify that the MAP Branded Applicant is authorized to promote the above brand(s) and product(s) in the following market(s).

Country:

Country	Delete
France	Delete
Germany	Delete
India	Delete
South Georgia & the South Sandwich Islands	Delete
United Kingdom	Delete

3. Brand Owner for these Products

Brand Owner Company Name:

Physical Address:

City:

State:

Province:

Zip Code:

Country:

Phone:

Fax #:

Email Address:

Website:

4. Signatures

This form must be signed by the brand owner and applicant company.

Brand Owner Signature:

First Name:

Last Name:

Job Title:

Date:

Applicant Company Name: <auto-populated>

Applicant Signature:

First Name:

Last Name:

Job Title:

Date:

OP is completed only if the
Products & Sales page.
t complete separate forms,

any Name as listed with

at corresponds to the
gram Year is open, then

Form fields:

Q-1, Brands You Don't Own

Products: The single-select drop down menu contains a concatenated list of Brand Name + Product Description of the products from the Products & Sales page that are marked as “Brand Representative.” User must select at least one product from the Products drop down menu and click the Add button to add them to the Brands You Don’t Own table. Products are listed in ascending alphabetical order by brand name. When the user adds a product to the table, the product disappears from the drop down menu.

Q-2, Countries

Country: The single-select drop down menu contains only the countries that the user selected in the Select Countries page. User must select at least one country from the Country drop down menu and click the Add button to add it to the Countries table. The Countries table lists the countries where the applicant has permission to promote the brands that they do not own. Countries are listed in ascending alphabetical order by country name.

Delete

User can delete a product or country from the table by clicking on the Delete hyperlink in the tables.

Q-3, Brand Owner for these Products

- **Brand Owner Company Name:** Required text field
- **Physical Address:** Required text field
- **City:** Required text field
- **State:** Required single-select drop down menu containing states & territories listed in User Registration form (e.g. includes “International”)
- **Province:** Required text field
- **Zip Code:** Required text field
- **Country:** Required single-select drop down menu containing only countries from Branded approved countries list
- **Phone:** Required text field
- **Fax #:** Optional text field
- **Email Address:** Required text field
- **Website:** Optional text field

Q-4, Signatures

- **Brand Owner Signature:** Blank line for signature
- **First Name:** Required text field
- **Last Name:** Required text field
- **Job Title:** Required text field
- **Date:** Blank line for date signed

- **Applicant Company Name:** System populated with Company Name as listed with Secretary of State (as per Prequalification Step 1 > Q-2)
- **Applicant Signature:** Blank line for signature
- **First Name:** Required text field
- **Last Name:** Required text field
- **Job Title:** Required text field
- **Date:** Blank line for date signed

Back button – takes user back to previous page, where user can edit form.

Save & Continue button:

- Clicking "Save & Continue" saves form data so that user can continue completing saved/in progress application at a later time. Form data will not save until all required fields on this page are completed. If user clicks "Save & Continue" without completing all required fields, alert message will appear advising user to complete missing field(s).
- Save & Continue links to either:
 - BOP if applicant has more products for which they selected "Brand Representative" on the Products & Sales page, or
 - PLA if applicant has products for which they selected "Private Label Manufacturer" on the Products & Sales page, or
 - Certification Statement if neither of the above apply

Branded Application > Private Label Agreement

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BRANDED PROGRAM MY EVENTS UPDATE MY PROFILE RESEARCH CENTER BACK TO MAIN SITE

Logout
About
Pre-Qualification
Application

Branded Application - Private Label Agreement

Company: <Company Name>
Branded Program Year: <YYYY>

Complete this form for the products that you are manufacturing or packing for private label. This form must be signed by the retailer/owner of the brand(s).

This form certifies the applicant is the exclusive supplier for the following private label(s) and product(s) in the market(s) listed below. This confirms that the private label item(s) promoted by the NAP Branded applicant are at all times manufactured with product(s) from the USA.

1. Products for Private Label Brands

Products:

Brand Name	Product Description	Delete
Kroger	Salsa dressing	Delete
Kroger	Sauces/Vinegars/Sauces: Pesto, Taco, Spaghetti, Soy, Steak, Tartar, Worcester, Chili, BBQ, Cocktail, Salads	Delete
Miracle Whip	Mayonnaise	Delete
Pocari Sweat	Soft drink	Delete
Puppy Love	Pet food	Delete

2. Countries

I hereby certify that the NAP Branded Applicant is the sole supplier for the private label(s) and product(s) and the product is of US origin.

Country:

Country	Delete
France	Delete
Germany	Delete
India	Delete
South Georgia & the South Sandwich Islands	Delete
United Kingdom	Delete

3. Brand Owner for these Products

Brand Owner Company Name:
Physical Address:
City:
State:
Province:
Zip Code:
Country:
Phone:
Fax #:
Email Address:
Website:

4. Signatures

This form must be signed by the brand owner and applicant company.

Brand Owner Signature:
First Name:
Last Name:
Job Title:
Date:

Applicant Company Name: <auto-populated>
Applicant Signature:
First Name:
Last Name:
Job Title:
Date:

user does not select.

ication. The PLA is completed only if the
e products on the Products & Sales page.
urer relationship with more than one
a separate PLA for each company.

d with Company Name as listed with
rogram year that corresponds to the
ar. If only Program Year is open, then

Form fields:

Q-1, Products for Private Label Brands

Products: The single-select drop down menu contains a concatenated list of Brand Name + Product Description of the products from the Products & Sales page that are marked as “Private Label Manufacturer.” User must select at least one product from the Products drop down menu and click the Add button to add them to the table. Products are listed in ascending alphabetical order by brand name. When the user adds a product to the table, the product disappears from the drop down menu.

Q-2, Countries

Country: The single-select drop down menu contains only the countries that the user selected in the Select Countries page. User must select at least one country from the Country drop down menu and click the Add button to add it to the Countries table. The Countries table lists the countries where the applicant has permission to promote the private label products. Countries are listed in ascending alphabetical order by country name.

Delete

User can delete a product or country from the table by clicking on the Delete hyperlink in the tables.

Q-3, Brand Owner for these Products

- **Brand Owner Company Name:** Required text field
- **Physical Address:** Required text field
- **City:** Required text field
- **State:** Required single-select drop down menu containing states & territories listed in User Registration form (e.g. includes “International”)
- **Province:** Required text field
- **Zip Code:** Required text field
- **Country:** Required single-select drop down menu containing only countries from Branded approved countries list
- **Phone:** Required text field
- **Fax #:** Optional text field
- **Email Address:** Required text field
- **Website:** Optional text field

Q-4, Signatures

- **Brand Owner Signature:** Blank line for signature
- **First Name:** Required text field
- **Last Name:** Required text field
- **Job Title:** Required text field
- **Date:** Blank line for date signed

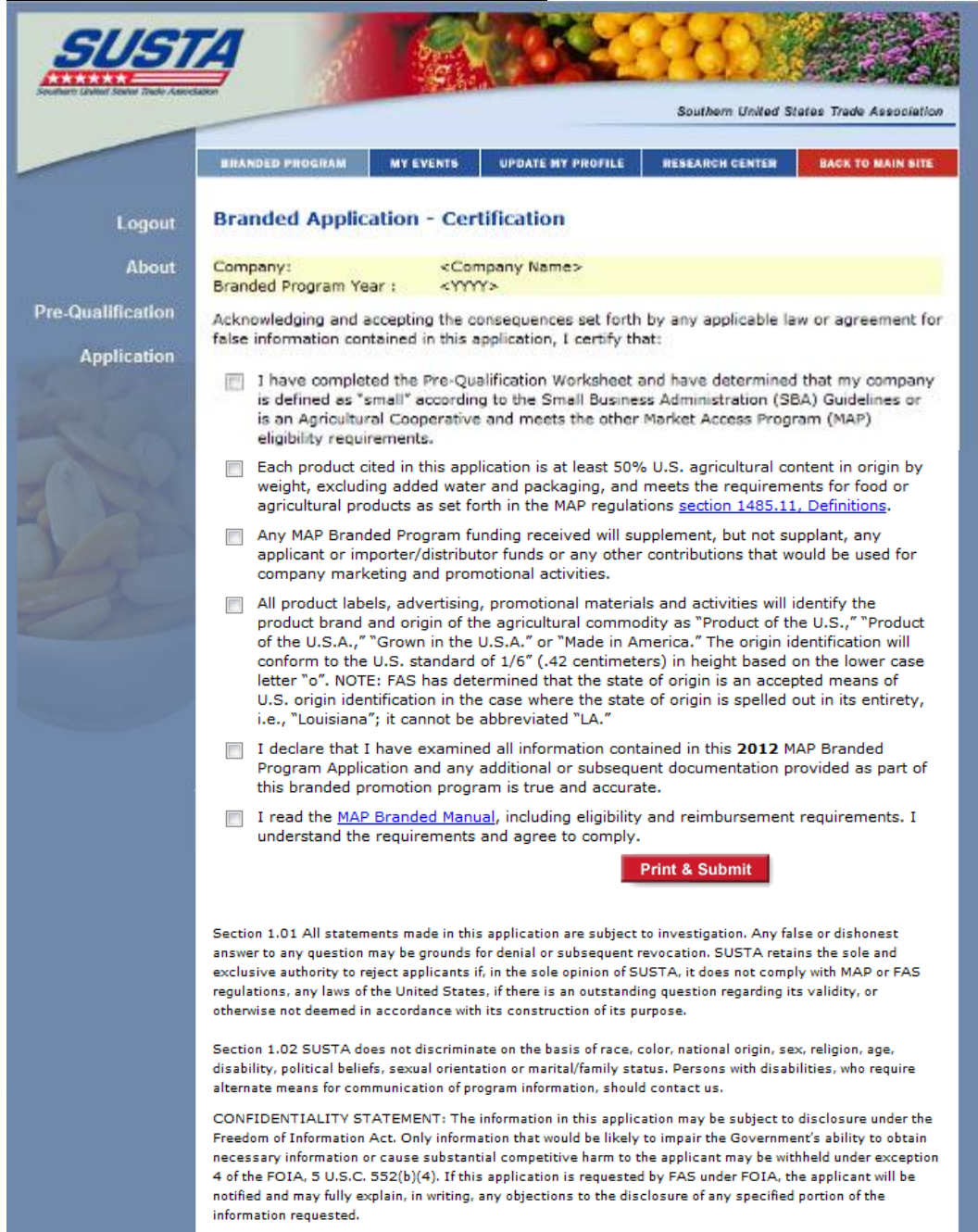
- **Applicant Company Name:** System populated with Company Name as listed with Secretary of State (as per Prequalification Step 1 > Q-2)
- **Applicant Signature:** Blank line for signature
- **First Name:** Required text field
- **Last Name:** Required text field
- **Job Title:** Required text field
- **Date:** Blank line for date signed

Back button – takes user back to previous page, where user can edit form.

Save & Continue button:

- Clicking "Save & Continue" saves form data so that user can continue completing saved/in progress application at a later time. Form data will not save until all required fields on this page are completed. If user clicks "Save & Continue" without completing all required fields, alert message will appear advising user to complete missing field(s).
- Save & Continue links to either:
 - Another PLA if applicant has more products for which they selected "Private Label Manufacturer" on the Products & Sales page, or
 - Certification Statement if above does not apply

Branded Application > Certification Statement



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BRANDED PROGRAM MY EVENTS UPDATE MY PROFILE RESEARCH CENTER BACK TO MAIN SITE

Logout
About
Pre-Qualification
Application

Branded Application - Certification

Company: <Company Name>
Branded Program Year : <YYYY>

Acknowledging and accepting the consequences set forth by any applicable law or agreement for false information contained in this application, I certify that:

- ☐ I have completed the Pre-Qualification Worksheet and have determined that my company is defined as "small" according to the Small Business Administration (SBA) Guidelines or is an Agricultural Cooperative and meets the other Market Access Program (MAP) eligibility requirements.
- ☐ Each product cited in this application is at least 50% U.S. agricultural content in origin by weight, excluding added water and packaging, and meets the requirements for food or agricultural products as set forth in the MAP regulations [section 1485.11, Definitions](#).
- ☐ Any MAP Branded Program funding received will supplement, but not supplant, any applicant or importer/distributor funds or any other contributions that would be used for company marketing and promotional activities.
- ☐ All product labels, advertising, promotional materials and activities will identify the product brand and origin of the agricultural commodity as "Product of the U.S.," "Product of the U.S.A.," "Grown in the U.S.A." or "Made in America." The origin identification will conform to the U.S. standard of 1/6" (.42 centimeters) in height based on the lower case letter "o". NOTE: FAS has determined that the state of origin is an accepted means of U.S. origin identification in the case where the state of origin is spelled out in its entirety, i.e., "Louisiana"; it cannot be abbreviated "LA."
- ☐ I declare that I have examined all information contained in this 2012 MAP Branded Program Application and any additional or subsequent documentation provided as part of this branded promotion program is true and accurate.
- ☐ I read the [MAP Branded Manual](#), including eligibility and reimbursement requirements. I understand the requirements and agree to comply.

Print & Submit

Section 1.01 All statements made in this application are subject to investigation. Any false or dishonest answer to any question may be grounds for denial or subsequent revocation. SUSTA retains the sole and exclusive authority to reject applicants if, in the sole opinion of SUSTA, it does not comply with MAP or FAS regulations, any laws of the United States, if there is an outstanding question regarding its validity, or otherwise not deemed in accordance with its construction of its purpose.

Section 1.02 SUSTA does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation or marital/family status. Persons with disabilities, who require alternate means for communication of program information, should contact us.

CONFIDENTIALITY STATEMENT: The information in this application may be subject to disclosure under the Freedom of Information Act. Only information that would be likely to impair the Government's ability to obtain necessary information or cause substantial competitive harm to the applicant may be withheld under exception 4 of the FOIA, 5 U.S.C. 552(b)(4). If this application is requested by FAS under FOIA, the applicant will be notified and may fully explain, in writing, any objections to the disclosure of any specified portion of the information requested.

st complete the

- **Company Name:** System populates Company Name field with Company Name as listed with Secretary of State (as per Prequalification Step 1 > Q-2).
- **Program Year:** System populates Program Year with program year that corresponds to the approved Pre-Qualification for the selected Program Year. If only Program Year is open, then user does not select.

Form fields

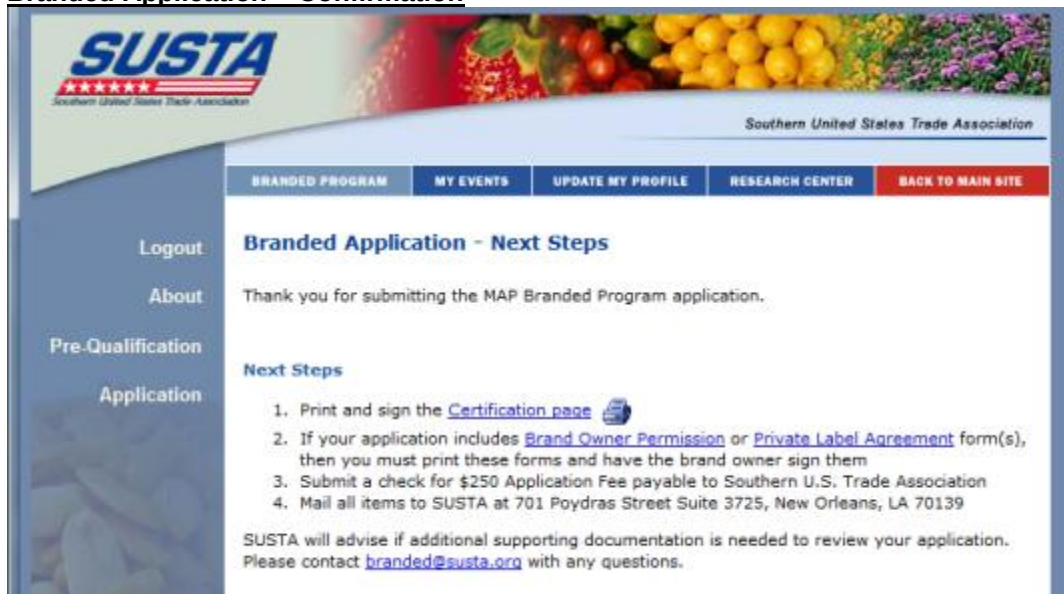
All check boxes are required. User must select all check boxes in order to submit application.

Back button – takes user back to previous page, where user can edit form.

Print & Submit button:

- Print & Submit links to Confirmation page.
- If user clicks "Print & Submit" without completing all required fields, alert message will appear advising user to complete missing field(s).
- Clicking "Print & Submit" saves form data, submits the application, and launches printer-friendly version of the completed application in a new window so that the applicant can print and sign it.
- Printer-friendly version of the application will contain the following fields on the Certification Statement page: Authorized Signature, Print Name, Job Title, Date and Company Name. The Company Name field is auto-populated with the Company Name as listed with Secretary of State (as per Prequalification Step 1 > Q-2)
- Clicking Print & Submit will send a system-generated, auto-email to branded@susta.org advising SUSTA that a user has submitted a Branded Application and listing the applicant company name and program year.

Branded Application > Confirmation



The Confirmation page contains links to launch printer-friendly versions of the completed Certification Statement, BOP & PLA (if applicable) so that user can print and sign.

Printer-friendly version of the application will contain the following fields on the Certification Statement page: Authorized Signature, Print Name, Job Title, Date and Company Name. The Company Name field is

auto-populated with the Company Name as listed with Secretary of State (as per Prequalification Step 1 > Q-2)

Auto Emails

The system will send the following auto-emails.

- **Pre-Qualification Received:** When a Pre-Qualification form is submitted, the system will send an auto email to prequalification@susta.org.

Text for Auto Email:

Subject: Pre-Qualification Submitted

Message:

<Company Name> has submitted a <Program Year> Pre-Qualification for **<answer(s) to multi-select question from Pre-Qualification Step 1: Q-1, "I am applying for." Appears in bold text and concatenated with comma separator>**.

For example, "ABC Inc. has submitted a 2013 Pre-Qualification for **Branded Program, Generic Events.**"

- **Application Received:** When a Branded Application is submitted, the system will send an auto email to branded@susta.org.

Text for Auto Email:

Subject: Branded Application Submitted

Message:

<Company Name> has submitted a <Program Year> Branded Application.

Admin Interface

The Admin Interface is accessible only to SUSTA staff. To access the Admin Interface, SUSTA logs into the My SUSTA website at <http://directory.susta.org/members/login> and after login, clicks on Branded Program.

The Admin Interface consists of the following:

- **Branded > Companies tab:** contains Pre-Qual & Application status (allows SUSTA to mark a Pre-Qual and Application as approved), company notes and links to the following correspondence forms, which are partially auto-populated by the database.
- **Branded > Pre-Qualifications tab:** allows SUSTA to view/edit/export submitted Pre-Quals
- **Branded > Branded Application tab:** allows SUSTA to view/edit/export submitted Applications by program year. Contains the following tabs: Applicant Info, Products, Countries, USA, PLA, BOP, Budget Summary
- **Branded > Reports:** allows SUSTA to view and export canned reports to CSV format
- **Branded > Admin:** allows SUSTA to edit or create a new program year and set Application submission start and end dates.

Admin > Branded > Admin tab (set program year & submit dates)

The screenshot displays the SUSTA (Southern United States Trade Association) web application interface. At the top, the SUSTA logo is visible, followed by a navigation bar with buttons for 'Branded', 'Members', 'Companies', 'Activities', 'Events', and 'Search'. Below this, the 'Branded' section is active, showing sub-tabs for 'Companies', 'Pre-Qualifications', 'Branded Application', 'Reports', and 'Admin'. The 'Admin' tab is selected, revealing two main sections: 'Add/Edit Branded Program Year' and 'Set Application Submission Dates'. The 'Add/Edit Branded Program Year' section includes a dropdown menu for 'Edit Program Year' (with a 'Select' button and 'OR' text) and a text input field for 'Add Program Year'. The 'Set Application Submission Dates' section contains two date pickers: 'Application Start Date' and 'Application End Date'. Below these sections is a 'Set Pre-Qual Submission Dates' section with 'Pre-Qual Start Date' and 'Pre-Qual End Date' date pickers. A red 'Save' button is positioned at the bottom center of the form area. At the very bottom of the page, a copyright notice states: 'Copyright © 2007-2012 by the Southern United States Trade Association. All rights reserved. Contact SUSTA - Tel: (504) 568-5986 - Fax: (504) 568-6010 - susta@susta.org'.

The Branded > Admin tab allows SUSTA to create or edit a Branded Program year and set the date period during which users can submit a Pre-Qualification and Branded Application for that program year. (The user must also have an approved Pre-Qualification for the program year in order to submit a Branded Application).

Step 1: Add/Edit Branded Program Year

To edit the application submission dates for an existing program year, SUSTA must first select a program year from the Edit Program Year menu. The Edit Program Year drop down menu contains all of the program years already in the database.

To create a new program year, SUSTA must enter a 4-digit year in the Add Program Year field.

Step 2: Set Pre-Qualification Submission Dates

After selecting a program year to edit or entering a new program year in Step 1, SUSTA selects an Pre-Qual Start Date and Pre-Qual End Date from the calendar date picker.

The Pre-Qual Start Date defines the earliest date that an applicant can complete and submit the Pre-Qualification form for the selected program year.

The Pre-Qual End Date defines the last date that an applicant can complete and submit the Pre-Qualification for the selected program year. In addition to valid application start/end dates, a user must belong to Company Type: U.S. Supplier and both company and user must have a status of Active in order to submit a Pre-Qualification.

If user selects a program year to edit in Step 1, the system will display the current Start/End Dates, which user can edit by selecting a new date from the Date Picker.

Step 3: Set Application Submission Dates

After selecting a program year to edit or entering a new program year in Step 1, SUSTA selects an Application Start Date and Application End Date from the calendar date picker.

The Application Start Date defines the earliest date that an applicant can complete and submit a Branded Application for the selected program year.

The Application End Date defines the last date that an applicant can complete and submit a Branded Application for the selected program year. In addition to valid application start/end dates, a user must have an approved Pre-Qualification for the selected program year in order to complete a Branded Application and the user must belong to Company Type: U.S. Supplier and both company and user must have a status of Active in order to submit an Application.

If user selects a program year to edit in Step 1, the system will display the current Application Start/End Dates, which user can edit by selecting a new date from the Date Picker.

Admin > Branded > Companies tab

Branded

Companies | Pre-Qualifications | Branded Application | Reports | Admin

Program Year: Select
Company: Select

Application Status

Pre-Qualification Approved ☐
Date Pre-Qual Approved

Application Approved ☐
Date Application Approved

Allocation
Withdrawn ☐
Date Withdrawn

Ineligible ☐

Notes for Company

Notes

Correspondence

- [Pre-Qualification Assessment](#)
- [Pre-Qualification Approval](#)
- [Pre-Qualification Selection](#)
- [Application Assessment](#)
- [Application Approval](#)
- [Application Rejection](#)
- [Contract Template](#)
- [Invoice Template](#)
- [Amendment Assessment](#)
- [Amendment Approval](#)
- [Amendment Rejection](#)

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The Branded > Companies tab lists a company's Pre-Qualification & Application status and allows SUSTA to mark a Pre-Qualification and Application as approved. This page also contains company notes and links to correspondence forms, which are partially auto-populated by the database.

The Branded > Companies page is accessible to SUSTA users only via the Admin Interface of the My SUSTA website.

About the fields on this page:

The Program Year menu contains all program years in database and is required field. When the user selects a program year, the Company drop down menu populates with all of the companies that submitted a Pre-Qualification for the selected program year.

When the user selects a company from the Company drop down menu, the Application Status and Notes for Company table populate with any data previously entered for that company for that program year.

Application Status table

SUSTA can edit any of the following fields.

- **Pre-Qualification Approved:** After reviewing the Pre-Qualification, SUSTA selects this check box if the Pre-Qualification for the company is approved. The applicant company can submit a Branded Application ONLY if the Pre-Qualification Approved check box is selected and the Application submission dates are open.
- **Date Pre-Qual Approved:** SUSTA selects the date the Pre-Qual is approved via a date picker.

- Application Approved
- **Date Application Approved:** SUSTA selects the date the Application is approved via a date picker.
- **Allocation:** SUSTA enters the amount of money/funding allocated to the company for the selected program year.
- **Withdrawn:** SUSTA selects the Withdrawn check box if the company drops out of the Branded Program for the selected program year.
- **Date Withdrawn:** Using a date picker, SUSTA selects the date the company withdrew from the Branded Program. (This field will be used only if the company has withdrawn)
- **Ineligible:** SUSTA selects the Ineligible check box if SUSTA determines that the company is not eligible to participate in the Branded Program. Companies marked as Ineligible will not be able to submit a Branded Application for the selected program year.

Notes

SUSTA enters any notes about the company for the selected program year.

Clicking Save will save any data entered in the fields.

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Branded Members Companies Activities Events Search

Branded

Companies Pre-Qualifications Branded Application Reports Admin

Program Year: Select
Company: Select

Application Status

Pre-Qualification Approved ☐
Date Pre-Qual Approved: [Date Picker]
Application Approved ☐
Date Application Approved: [Date Picker]
Allocation: [Text Field]
Withdrawn ☐
Date Withdrawn: [Date Picker]
Ineligible ☐

Notes for Company

Notes: [Text Area]
Save

Correspondence

- [Pre-Qualification Assessment](#)
- [Pre-Qualification Approval](#)
- [Pre-Qualification Rejection](#)
- [Application Assessment](#)
- [Application Approval](#)
- [Application Rejection](#)
- [Contract Template](#)
- [Invoice Template](#)
- [Amendment Assessment](#)
- [Amendment Approval](#)
- [Amendment Rejection](#)

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Correspondence

The Correspondence section contains links to the following correspondence forms/email templates, which are partially auto-populated by the database.

- Pre-Qualification Assessment
- Pre- Qualification Approval
- Pre- Qualification Rejection
- Application Assessment
- Application Approval
- Application Rejection
- Contract Template
- Invoice Template
- Amendment Assessment
- Amendment Approval
- Amendment Rejection

All of the above correspondence items will be sent via email EXCEPT for Contract Template and Invoice Template, which are letter templates that will open as a Word document.

Clicking on an email template will open an email in the email client that is auto-populated by the system as follows.

Subject line will auto-populate with “SUSTA Branded <<template name>>” (i.e., SUSTA Branded Application Approval, SUSTA Branded Pre-Qualification Assessment, SUSTA Branded Amendment Rejection, etc.).

The To: field will auto-populate with the email address of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > Email Address field.

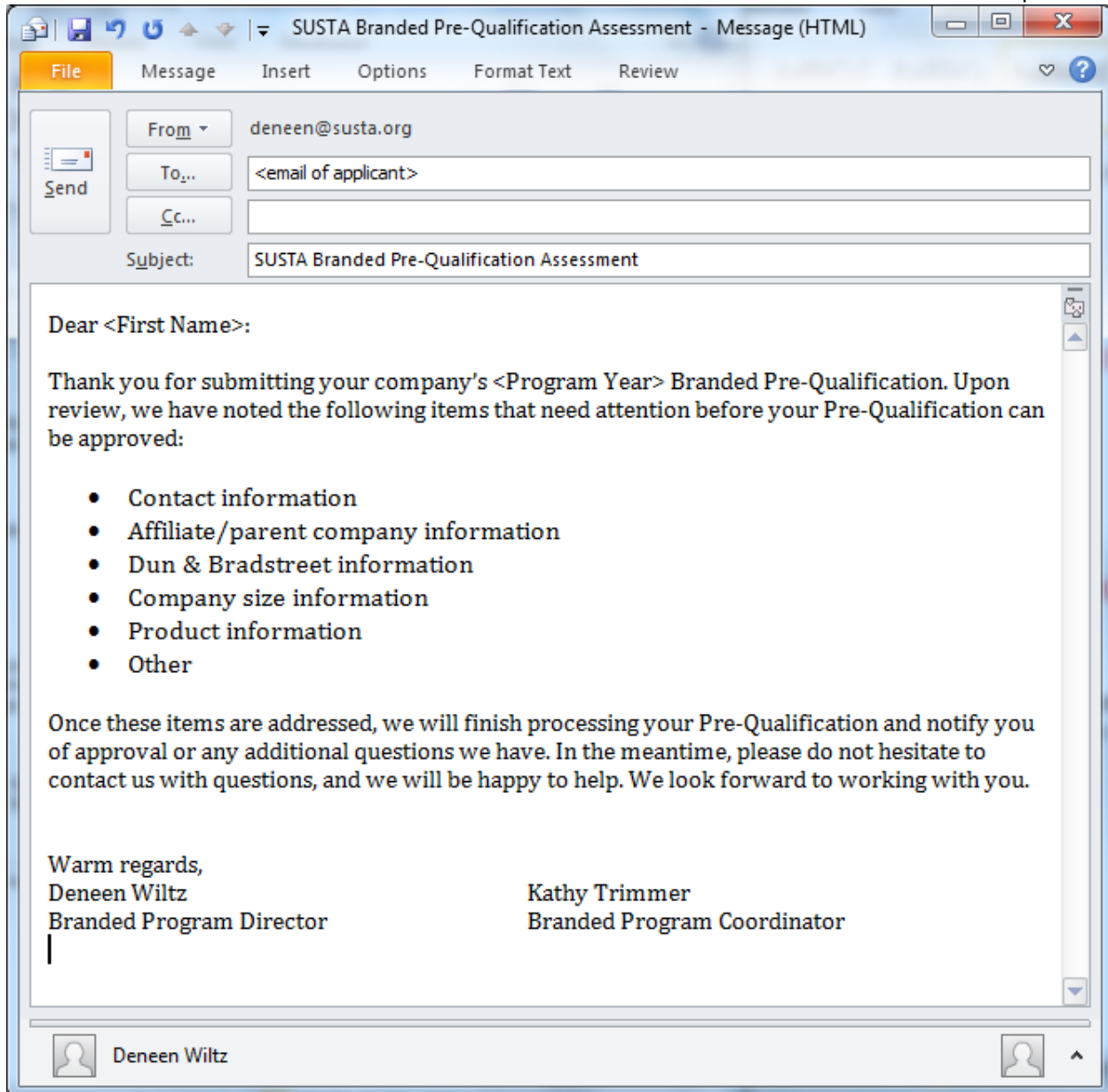
The From: and Reply to: should populate with deneen@susta.org

The body of the email message will be auto-populated by the system as specified in the Correspondence Template section of this document.

Clicking on a **letter template** (e.g., Contract Template or Invoice Template) will open the template as Word document which will be auto-populated by the system as specified in the **Correspondence Template** section of this document.

Correspondence > Pre-Qualification Assessment

The Pre-Qualification Assessment is sent via email. Clicking on Pre-Qualification Assessment link from the admin interface > Branded > Companies sub tab > Correspondence section will cause an email to open in the user’s email client. The email Subject line, To & From fields will be auto-populated by the system as described in the above Correspondence section of this document. The email message body will be system auto-populated as follows.



The system will populate the message body as illustrated above. The system will auto-populate the following fields as follows.

<First Name> field is populated with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Program Year> will populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

Correspondence > Pre-Qualification Approval

The Pre-Qualification Approval is sent via email. Clicking on Pre-Qualification Assessment link from the admin interface > Branded > Companies sub tab > Correspondence section. The email Subject line, To & From fields will be auto-populated by the system as described above. The email message body will be system auto-populated as follows.



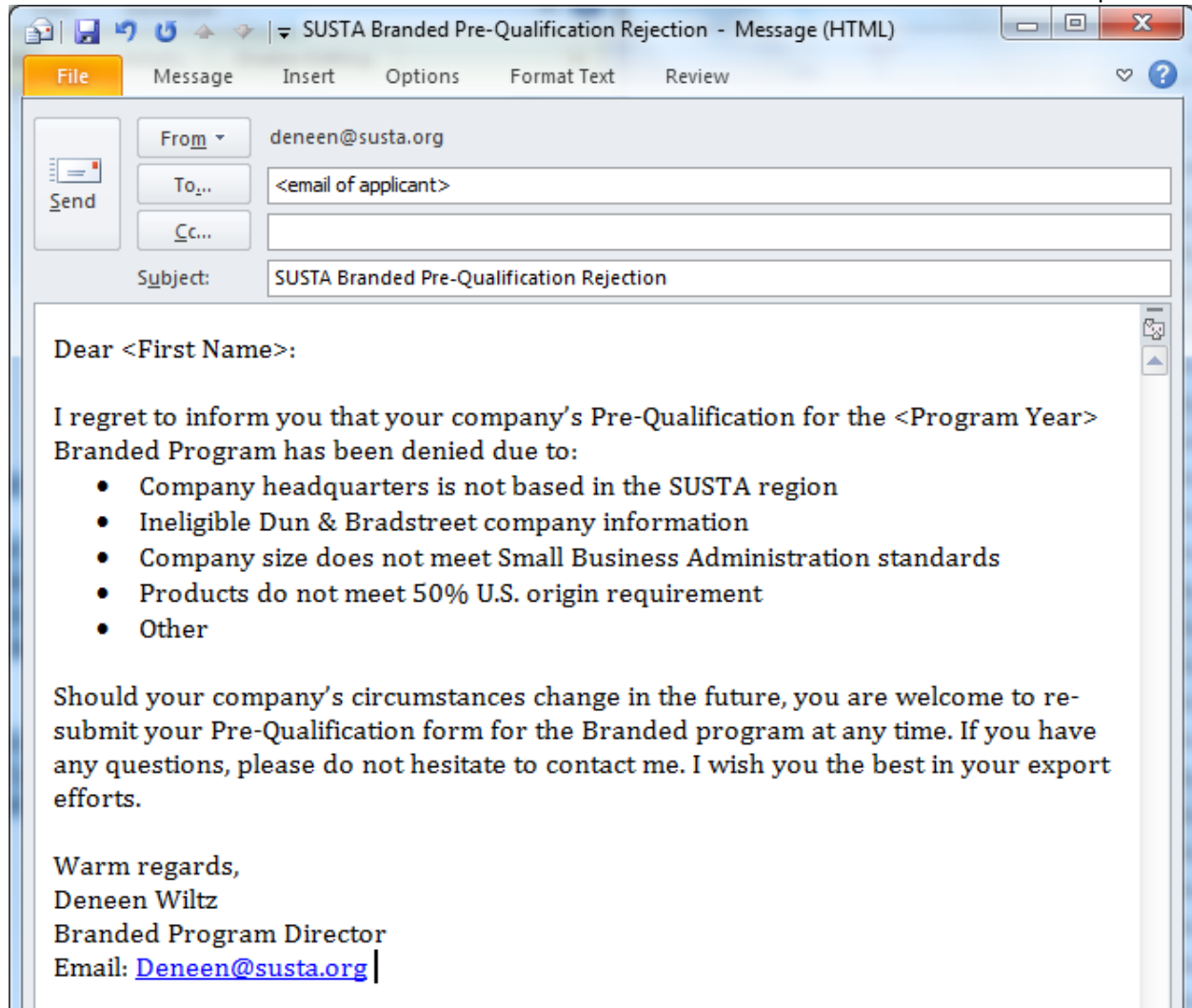
The system will populate the message body as illustrated above. The system will auto-populate the following fields as follows.

<First Name> field is populated with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Program Year> will populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

Correspondence > Pre-Qualification Rejection

The Pre-Qualification Rejection is sent via email. Clicking on Pre-Qualification Rejection will cause an email to open in the user's email client. The email Subject line, To & From fields will be auto-populated by the system as described above. The email message body will be system auto-populated as follows.



The system will populate the message body as illustrated above. The system will auto-populate the following fields as follows.

<First Name> field is populated with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Program Year> will populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

Correspondence > Application Assessment

The Application Assessment is sent via email. Clicking on Application Assessment link from the admin interface > Branded > Companies sub tab > Correspondence section will cause an email to open in the user's email client. The email Subject line, To & From fields will be auto-populated by the system as described in the above Correspondence section of this document. The email message body will be system auto-populated as follows.

The screenshot shows an email client window with the following content:

From: deneen@susta.org
To: <email of applicant>
Subject: SUSTA Branded Application Assessment

Dear <First Name>:

Thank you for submitting your company's <Program Year> Branded application. Upon review, we have noted the following items that need attention before your application can be approved:

- Company information
- Product information
- Brand information
- Country Marketing Plan
- USA Marketing Plan
- Budget Request
- Brand Owner Permission
- Private Label Agreement

Once you are able to provide this information, we will finish processing your application and notify you of approval or any additional questions we have. In the meantime, please do not hesitate to contact us with questions, and we will be happy to help. We look forward to working with you.

Warm regards,
Deneen Wiltz
Branded Program Director

Kathy Trimmer
Branded Program Coordinator

The email client interface includes a menu bar (File, Message, Insert, Options, Format Text, Review), a toolbar with icons for Send, Reply, Forward, etc., and a status bar at the bottom showing the sender's name and a profile picture.

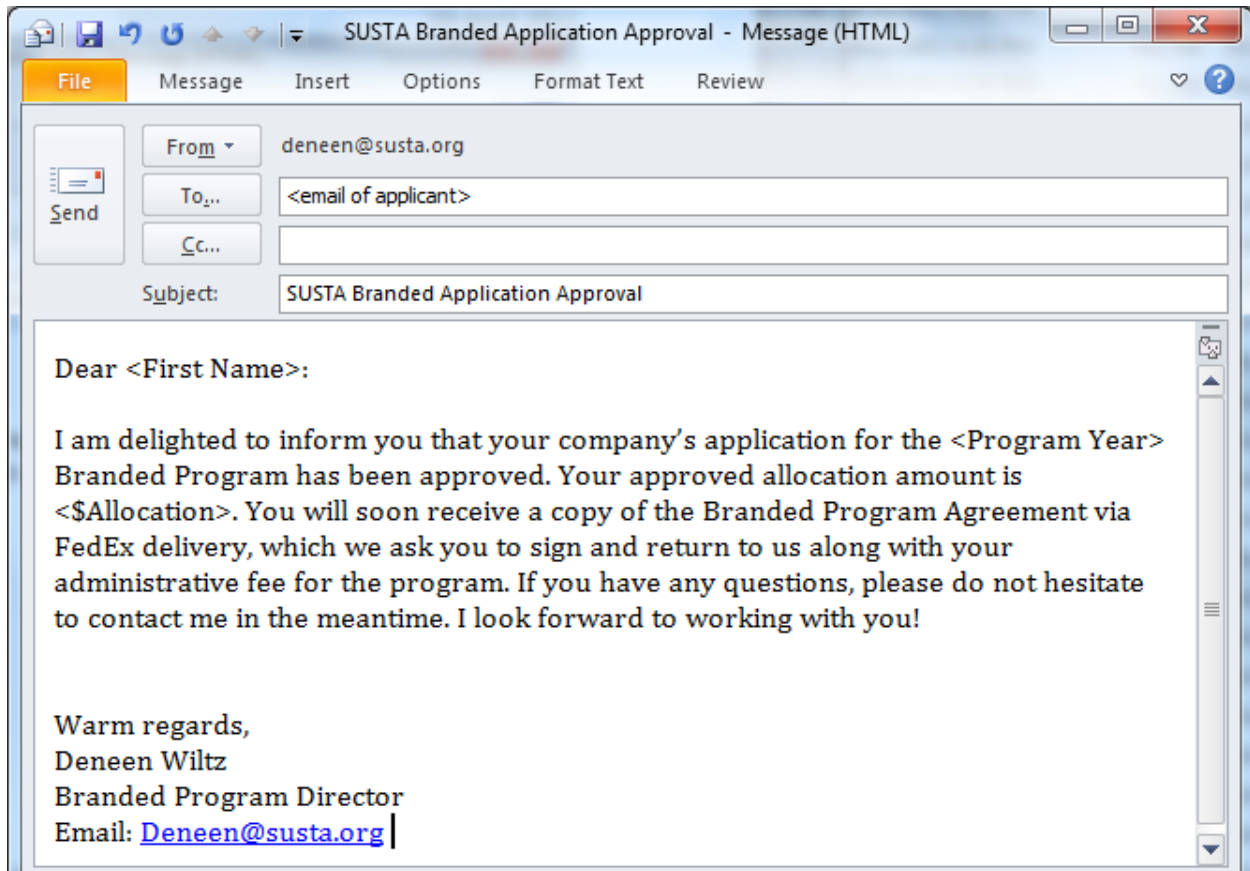
The system will populate the message body as illustrated above. The system will auto-populate the following fields as follows.

<First Name> field is populated with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Program Year> will populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

Correspondence > Application Approval

The Application Approval is sent via email. Clicking on Application Approval link from the admin interface > Branded > Companies sub tab > Correspondence section will cause an email to open in the user's email client. The email Subject line, To & From fields will be auto-populated by the system as described in the above Correspondence section of this document. The email message body will be system auto-populated as follows.



The system will populate the message body as illustrated above. The system will auto-populate the following fields as follows.

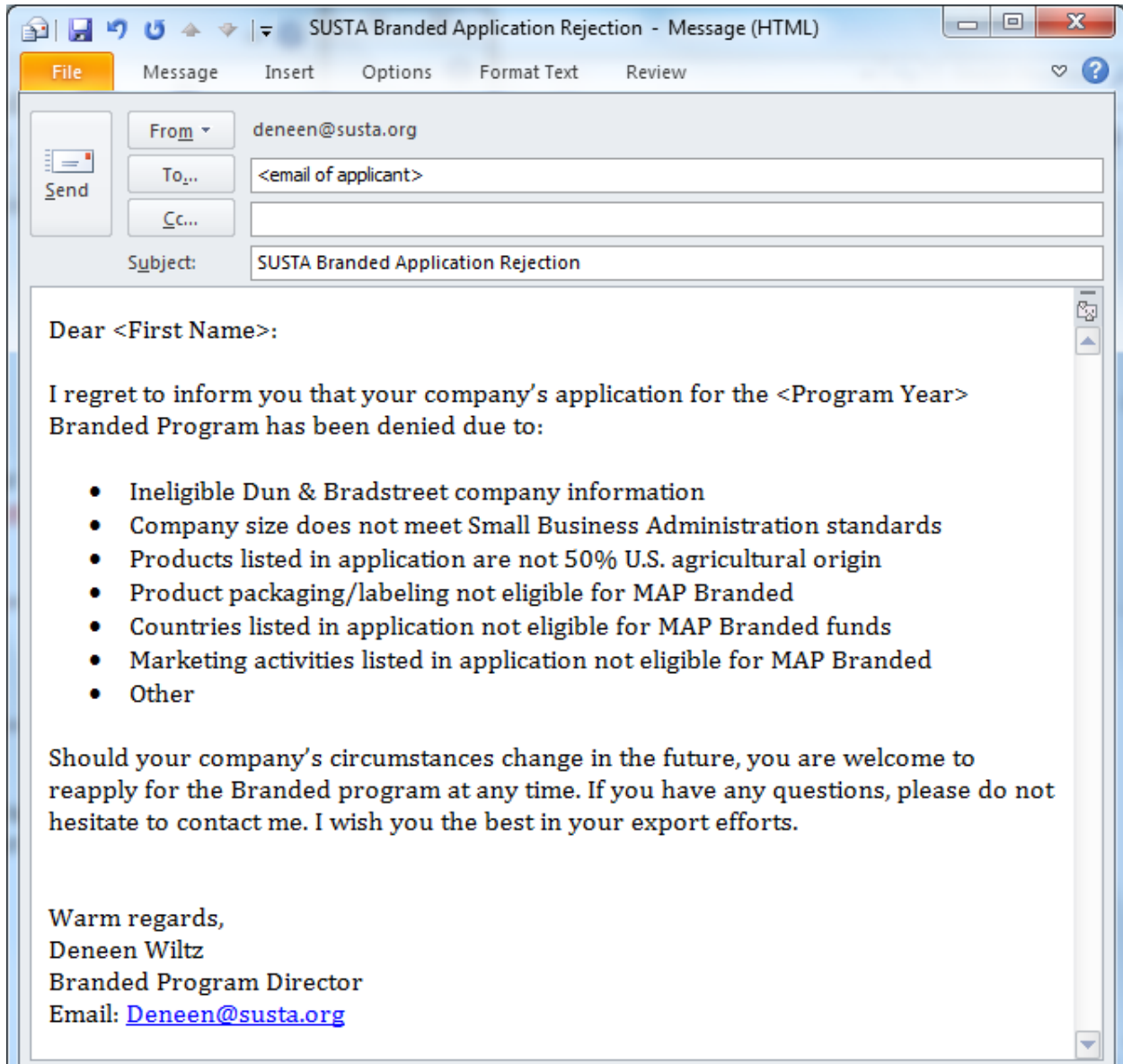
<First Name> field is populated with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Program Year> will populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

<\$Allocation> is populated with the amount entered in the admin interface > Branded > Companies sub-tab > Application Status section > Allocation field. System will apply CURRENCY format to the field.

Correspondence > Application Rejection

The Application Rejection is sent via email. Clicking on Application Rejection link from the admin interface > Branded > Companies sub tab > Correspondence section will cause an email to open in the user's email client. The email Subject line, To & From fields will be auto-populated by the system as described in the above Correspondence section of this document. The email message body will be system auto-populated as follows.



The system will populate the message body as illustrated above. The system will auto-populate the following fields as follows.

<First Name> field is populated with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Program Year> will populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

Correspondence > Contract Template

The Contract Template is sent via mailed letter. Clicking on the Contract Template link from the admin interface > Branded > Companies sub tab > Correspondence section will cause the letter template to open as a Word document, as illustrated below.



The system will auto-populate the following fields in the Contract letter template as follows.

<Date>: populate with today's date

<Prefix>: populate with the Prefix (e.g., Mr., Ms., etc.) of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > Prefix field.

<First Name>: populate with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Last Name>: populate with the Last Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > Last Name field.

<Job Title>: populate from the Branded Application > Company Information form > Q-4, Person Completing Application > Job Title field.

<Address 1>: populate from the Branded Application > Company Information form > Q-2, Mailing Address > Address Line 1.

<Address 2>: populate from the Branded Application > Company Information form > Q-2, Mailing Address > Address Line 2. If NULL, then omit this field.

<City>: populate from the Branded Application > Company Information form > Q-2, Mailing Address > City.

<State>: populate from the Branded Application > Company Information form > Q-2, Mailing Address > State. Populate with 2 letter abbreviation for state.

<Zip Code>: populate from the Branded Application > Company Information form > Q-2, Mailing Address > Zip Code.

<Program Year>: populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

<Due Date>: populate with today's date + 30 days

Correspondence > Invoice Template

The Invoice Template is sent via mailed letter. Clicking on the Invoice Template link from the admin interface > Branded > Companies sub tab > Correspondence section will cause the letter template to open as a Word document, as illustrated below.

Contract: <#>

Date: <Date>

TO: <Prefix> <First Name> <Last Name>
<Job Title>
<Address 1> <Address 2>
<City>, <State> <Zip Code>

INVOICE <#>

RE: Administrative dues based on 6% of FY<Program Year> <\$Fee Due>
MAP Funds Allocation of <\$Allocation>

TOTAL DUE: <\$Fee Due>

TERMS: Due on or before <Date + 30 days>

Please make check payable to:
SUSTA
Attn: Branded Program
701 Poydras Street, Suite 3725
New Orleans, LA 70139

Please contact us at 504-568-5986 with any questions. Thank you!

Southern United States Trade Association | 701 Poydras Street | Suite 3725 | New Orleans, LA 70139
Phone: 504-568-5986 | Fax: 504-568-6010 | Email: branded@susta.org

Page: 1 of 1 Words: 79 English (U.S.) 65%

The system will auto-populate the following fields on the Invoice Template as follows.

<Date>: populate with today's date

<Prefix>: populate with the Prefix (e.g., Mr., Ms., etc.) of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > Prefix field.

<First Name>: populate with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Last Name>: populate with the Last Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > Last Name field.

<Job Title>: populate from the Branded Application > Company Information form > Q-4, Person Completing Application > Job Title field.

<Address 1>: populate from the Branded Application > Company Information form > Q-2, Mailing Address > Address Line 1.

<Address 2>: populate from the Branded Application > Company Information form > Q-2, Mailing Address > Address Line 2. If NULL, then omit this field.

<City>: populate from the Branded Application > Company Information form > Q-2, Mailing Address > City.

<State>: populate from the Branded Application > Company Information form > Q-2, Mailing Address > State. Populate with 2 letter abbreviation for state.

<Zip Code>: populate from the Branded Application > Company Information form > Q-2, Mailing Address > Zip Code.

<#>: auto-generate in ascending order from 1

<Program Year>: populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

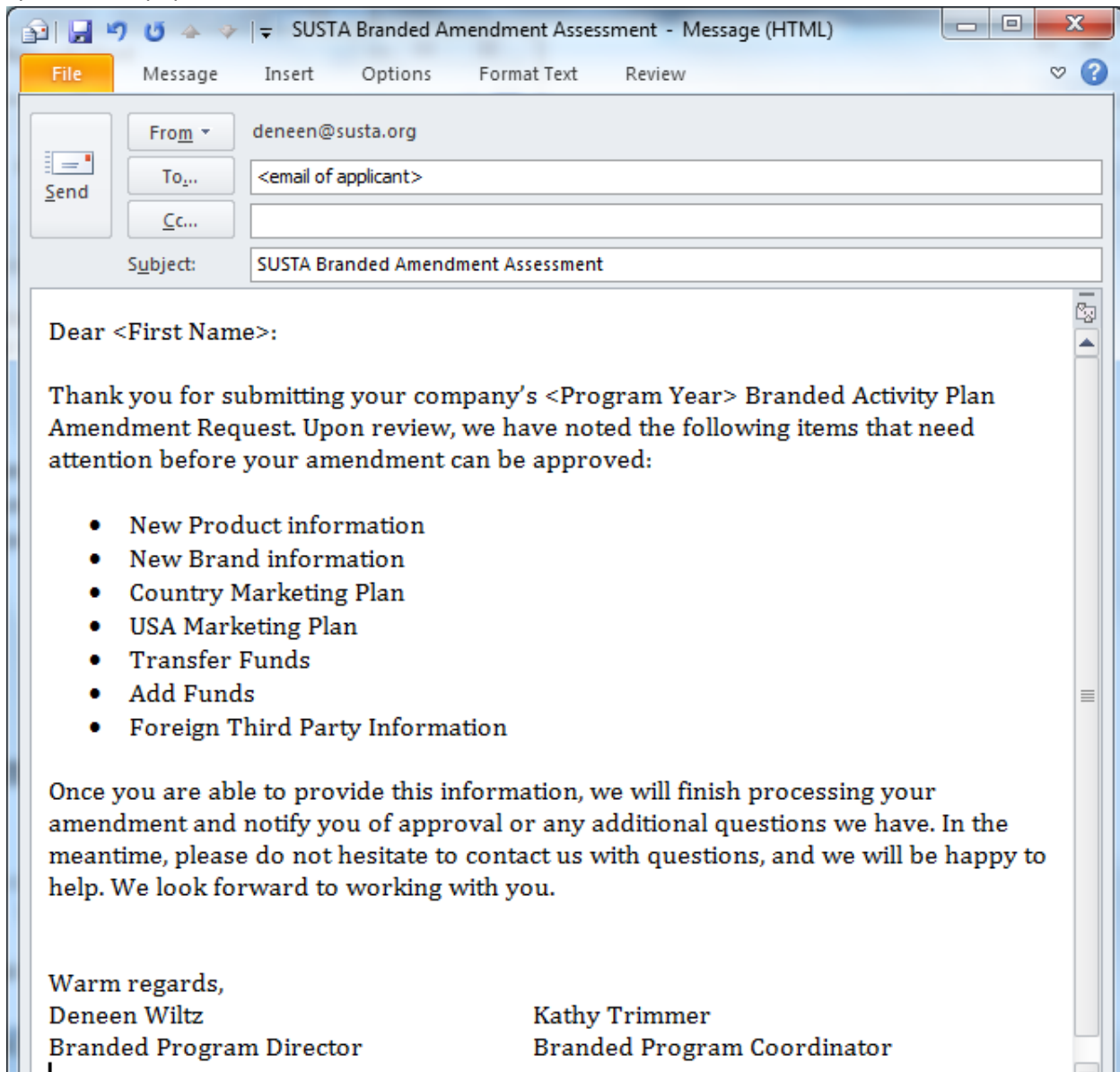
<Allocation>: populate with Admin Interface > Branded > Companies > Application Status section > Allocation field and apply currency format.

<\$Fee Due>: populate with the system auto-calculated value of Allocation * .06 and apply currency format to total.

< Date + 30 days>: populate with today's date + 30 days

Correspondence > Amendment Assessment

The Amendment Assessment is sent via email. Clicking on Amendment Assessment link from the admin interface > Branded > Companies sub tab > Correspondence section will cause an email to open in the user's email client. The email Subject line, To & From fields will be auto-populated by the system as described in the above Correspondence section of this document. The email message body will be system auto-populated as follows.



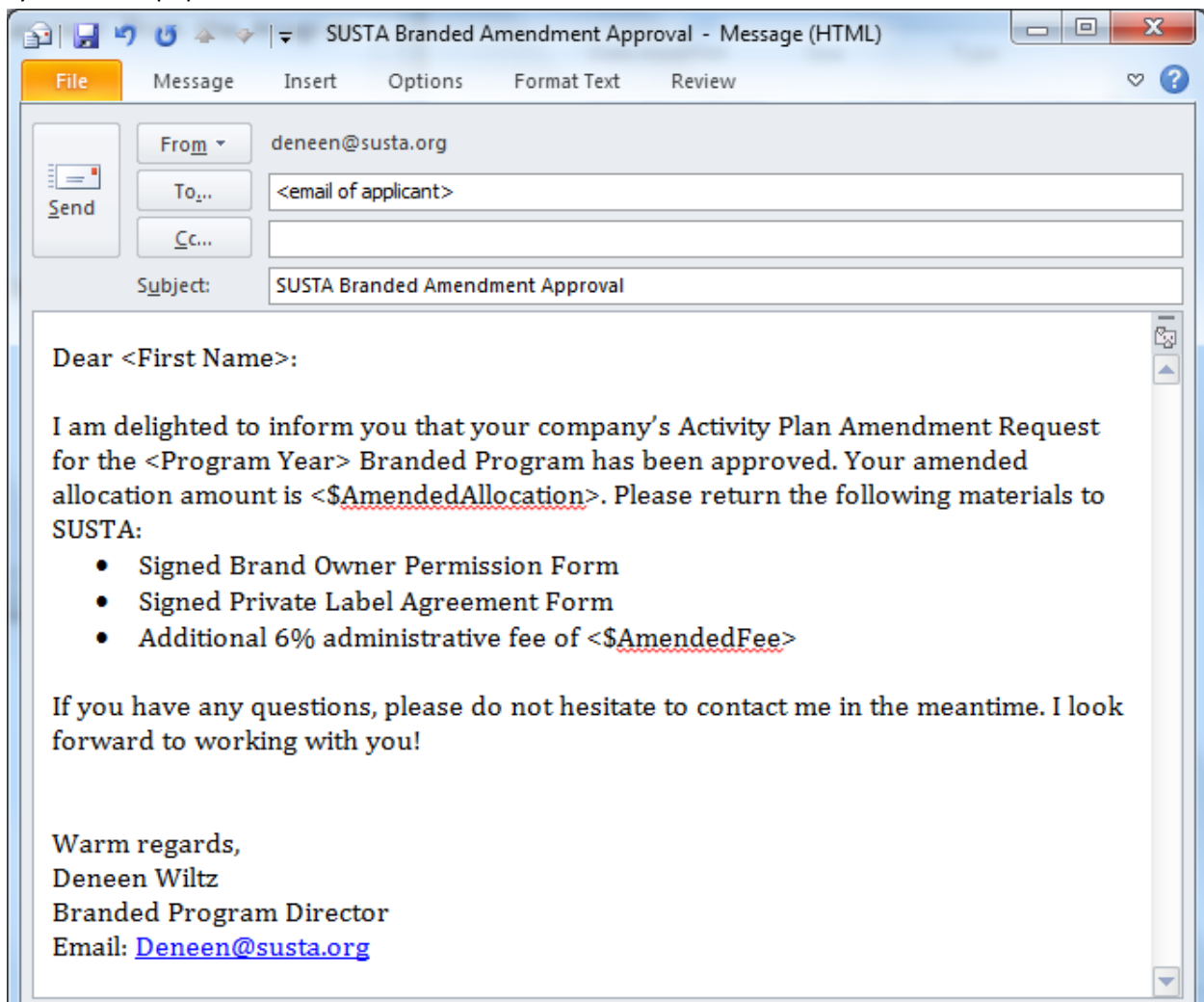
The system will populate the message body as illustrated above. The system will auto-populate the following fields as follows.

<First Name> field is populated with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Program Year> will populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

Correspondence > Amendment Approval

The Amendment Approval is sent via email. Clicking on Amendment Approval link from the admin interface > Branded > Companies sub tab > Correspondence section will cause an email to open in the user's email client. The email Subject line, To & From fields will be auto-populated by the system as described in the above Correspondence section of this document. The email message body will be system auto-populated as follows.



The system will populate the message body as illustrated above. The system will auto-populate the following fields as follows.

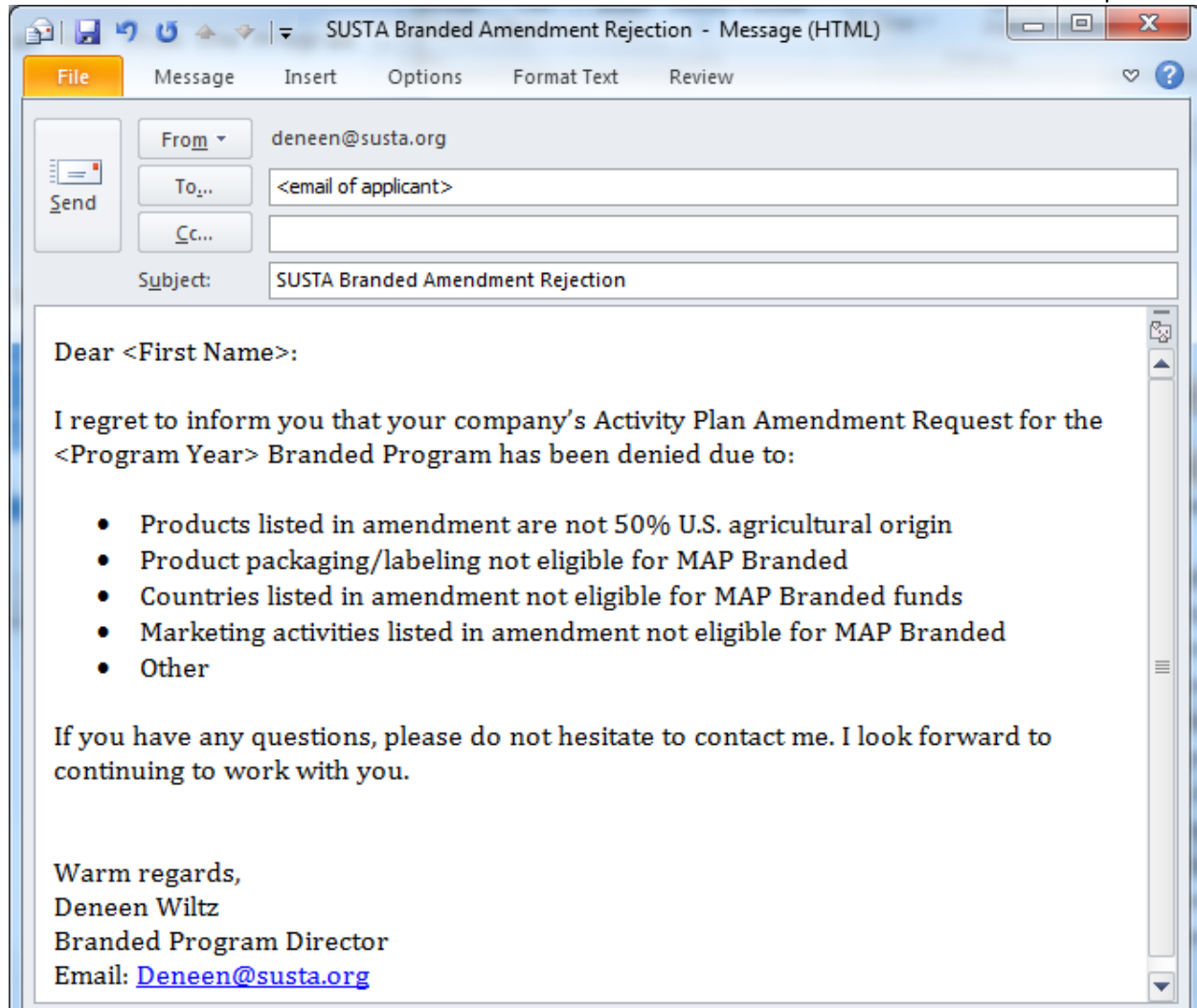
<First Name> field is populated with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Program Year> will populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

<\$AmendedAllocation> and <\$AmendedFee>: list fields as a placeholder in the email but do not auto-populate. (Cannot auto-populate because currently not collecting/storing these fields in the database.)

Correspondence > Amendment Rejection

The Amendment Rejection is sent via email. Clicking on Amendment Rejection link from the admin interface > Branded > Companies sub tab > Correspondence section will cause an email to open in the user's email client. The email Subject line, To & From fields will be auto-populated by the system as described in the above Correspondence section of this document. The email message body will be system auto-populated as follows.



The system will populate the message body as illustrated above. The system will auto-populate the following fields as follows.

<First Name> field is populated with the First Name of the person completing the Branded application as listed on the Branded Application > Company Information form > Q-4, Person Completing Application > First Name field.

<Program Year> will populate with the program year selected on the Admin Interface > Branded > Companies > program year menu (e.g. Program Year corresponding to the Application submitted).

Admin > Branded > Pre-Qualifications tab

The screenshot shows the SUSTA Branded Pre-Qualifications tab. At the top is the SUSTA logo (Southern United States Trade Association). Below it is a navigation bar with tabs: Branded, Members, Companies, Activities, Events, and Search. The Branded tab is active. Below the navigation bar is a sub-navigation bar with tabs: Companies, Pre-Qualifications, Branded Application, Reports, and Admin. The Pre-Qualifications tab is active. The main content area contains a form with the following sections:

- Program Year:** A dropdown menu labeled "Select".
- Company:** A dropdown menu labeled "Select".
- Export:** A red button.
- Contact Details:** A section with fields for Company Name, State Where Registered (dropdown), Contact First Name, Contact Last Name, Job Title, Physical Address Line 1, Physical Address Line 2, City, State (dropdown), Zip +4 (with a hyphen), U.S. Congressional District, Phone, Email, and Website.
- Sales Info:** A section with checkboxes for Annual Sales at least \$100K, Affiliates, Owned by Parent, and At least 50% US ingredients. It also includes fields for Parent Name, Parent Location, DUNS#, NAICS Code, NAICS Description, #Employees, Total Annual Receipts, Farm Coop, Products Promoted, Brands Promoted, and Brand on Label.
- Communication:** A section with a dropdown for "Heard about SUSTA from" (options: Outreach Seminar, State Department of Agriculture, SUSTA's Website/Newsletter, Trade Show Organizer), a text field for "Describe Other", and a text field for "Generic Events Interested In".

At the bottom of the form is a red "Save" button.

This page is accessible to SUSTA users only via the Admin Interface of the My SUSTA website. After signing into the Admin Interface, SUSTA users access this page by clicking Branded > Pre-Qualifications tab.

The Program Year menu contains all program years in database. When user selects a program year, the Company drop down menu populates with all of the companies that have a partially completed Pre-Qualification or have submitted a Pre-Qualification for the selected program year (will list companies with incomplete, unreviewed, approved and/or rejected Pre-Quals).

User MUST select a program year first before selecting a company.

When the user selects a company from the Company drop down menu, the Contact Details, Sales Info and Communication sections populate with the Pre-Qual data submitted for that company and program year.

SUSTA can export the data to CSV by clicking the Export button.

SUSTA can edit any field and click “Save” button to save changes.

Contact Details section

- **Company Name:** text field populated with Pre-Qualification, Step 1 form > Q-2, “Company Name (as listed with Secretary of State)”.
- **State Where Registered:** single-select drop down populated with Pre-Qualification, Step 1 > Q-3, “State Where Registered”
- **Contact First Name:** text field populated with Pre-Qualification, Step 1 > Q-4, “Contact First Name”
- **Contact Last Name:** text field populated with Pre-Qualification, Step 1 form > Q-5, “Contact Last Name”
- **Job Title:** text field populated with Pre-Qualification, Step 1 form > Q-6, “Job Title”
- **Physical Address Line 1:** text field populated with Pre-Qualification, Step 1 form > Q-7, “Physical Address Line 1”
- **Physical Address Line 2:** text field populated with Pre-Qualification, Step 1 form > Q-8, “Physical Address Line 2”
- **City:** text field populated with Pre-Qualification, Step 1 form > Q-9, “City”
- **State:** single-select drop down menu populated with Pre-Qualification, Step 1 > Q-10, “State”
- **Zip +4:** numeric text field populated with Pre-Qualification, Step 1 > Q-11, “Zip Code +4”
- **U.S. Congressional District:** this field is not collected in the Pre-Qual/Application. SUSTA will manually enter the information.
- **Phone:** populated with Pre-Qualification, Step 1 > Q-12, “Phone”
- **Email:** text field populated with Pre-Qualification, Step 1 > Q-13, “Email”
- **Website:** text field populated with Pre-Qualification, Step 1 > Q-14, “Website”

Sales Info section

- **Annual Sales at least \$100K:** Check box is selected if user selected Yes radial from Pre-Qualification Step 1, Q-15: “Does your company have at least \$100,000 in total annual sales?”
- **Affiliates:** Check box is selected if user selected Yes radial from Pre-Qualification Step 1, Q-16: “Does your company have affiliates?”
- **Owned by Parent:** Check box is selected if user selected Yes radial from Pre-Qualification Step 1, Q-17: “Are you owned by a parent company?”
- **Parent Name:** Text field populated from Pre-Qualification Step 1, Q-18: “Parent company name”
- **Parent Location:** Text field populated from Pre-Qualification Step 1, Q-19: “Where is the parent company located”
- **DUNS#:** Numeric text field populated from Pre-Qualification Step 2, Q-1, “Dun & Bradstreet #”
- **NAICS Code:** Numeric text field populated from Pre-Qualification Step 2, Q-2, “NAICS Code”
- **NAICS Description:** Text field populated from Pre-Qualification Step 2, Q-2, “NAICS Description”
- **#Employees:** Numeric text field populated from Pre-Qualification Step 2, Q-3, “Total Number of Employees”

- **Total Annual Receipts:** Numeric text field populated from Pre-Qualification Step 2, Q-4, “Total Annual Receipts”
- **Farm Coop:** Check box is selected if user selected Yes radial from Pre-Qualification Step 2, Q-5, “Is your company a farm cooperative?”
- **Products Promoted:** Text field populated from Pre-Qualification Step 2, Q-6, “Products Begin Promoted”
- **Brands Promoted:** Text field populated from Pre-Qualification Step 2, Q-7, “Brand Names Being Promoted”
- **Brand on Label:** Check box is selected if user selected Yes radial from Pre-Qualification Step 2, Q-8, “Is there a brand identified on packaging label?”
- **At least 50% US ingredients:** Check box is selected if user selected Yes radial from Pre-Qualification Step 2, Q-9, “Are your products grown in the U.S., or if processed, contain at least 50% U.S. agricultural origin by weight?”

Communication

- **Heard about SUSTA from:** Multi-select populated from Pre-Qualification Step 2, Q-10, “How did your company hear about SUSTA programs?”
- **Describe Other:** Text field populated from Pre-Qualification Step 2, Q-10, “Describe Other” text field, which only appears if user selects “Other” from multi-select in Q-10.
- **Generic Events Interested in:** Text field populated from Pre-Qualification Step 2, Q-11, “SUSTA Generic events in which I would like to participate.”

Admin > Branded > Branded Application > Applicant Info

The screenshot shows the SUSTA Branded Application Applicant Info form. At the top is the SUSTA logo (Southern United States Trade Association). Below the logo is a navigation bar with buttons: Branded, Members, Companies, Activities, Events, and Search. The main content area has a sub-navigation bar with buttons: Companies, Pre-Qualifications, Branded Application (selected), Reports, and Admin. Below this, there are dropdown menus for Program Year and Company, followed by an Export button. A secondary navigation bar includes buttons: Applicant Info (selected), Products, Countries, USA, PLA, BOP, and Budget Summary. The form is divided into several sections: Physical Address, Mailing Address, Company Owner, Person Completing Application, and Business Info. Each section contains various input fields, dropdown menus, and checkboxes. At the bottom right of the form is a Save button. A copyright notice at the very bottom states: Copyright © 2007-2012 by the Southern United States Trade Association. All rights reserved. Contact SUSTA - Tel: (504) 568-5986 - Fax: (504) 568-6010 - susta@susta.org

Company drop down menu will contain ALL companies that have submitted or partially completed an application (incomplete applications, complete applications, rejected applications, approved applications)

User MUST select a program year first before selecting a company.

When the user selects a company from the Company drop down menu, the Physical Address, Mailing Address, Company Owner, Person Completing Application and Business Info sections populate with the

data submitted on the Branded Application > Company Information page for that company and program year.

SUSTA can export the data to CSV by clicking the Export button.

SUSTA can edit any field and click “Save” button to save changes.

Physical Address section

Contains the following fields, which are populated with the fields of the same name submitted on the Branded Application > Company Information form > Q-1, Company’s Physical Address

- Company Name
- Address Line 1
- Address Line 2
- City
- State
- Zip Code +4: two text fields populated with Branded Application > Company Information form > Q-1, Zip Code +4
- Company Phone
- Website

Mailing Address

- **Same as Physical:** populated with Branded Application > Company Information form > Q-2, “Same as Physical Address?” If user selected Yes radial, then check box is selected and mailing address is the same as physical.
- **Address Line 1:** populated as per Branded Application > Company Information > Q-2, Address Line1
- **Address Line 2:** populated with Branded Application > Company Information form, Q-2 > Address Line 2
- **City:** populated with Branded Application > Company Information form, Q-2 > City
- **State:** populated with Branded Application > Company Information form, Q-2 > State
- **Zip Code +4:** 2 text fields populated with Branded Application > Company Information form, Q-2 > Zip Code +4

Company Owner section

Contains the following fields, which are populated with the fields of the same name submitted on the Branded Application > Company Information form > Q-3, Company Owner

- **Prefix:** single-select drop down menu
- **First Name:** text field
- **Last Name:** text field
- **Job Title:** text field
- **Phone:** text field

- **Ext.:** text field (phone extension)
- **Fax:** text field
- **Email:** text field

Person Completing Application

Contains the following fields, which are populated with the fields of the same name submitted on the Branded Application > Company Information form > Q-4, Person Completing Application

- **Applicant:** single-select drop down menu
- **Prefix:** single-select drop down menu
- **First Name:** text field
- **Last Name:** text field
- **Job Title:** text field
- **Phone:** text field
- **Ext.:** text field (phone extension)
- **Fax:** text field
- **Email:** text field
- **Signing Authority:** single-select drop down menu populated with Branded Application > Company Information form > Q-5, "Person authorized to sign & bind company to a contract with SUSTA"

Business Info

- **Business Type:** Multi-select populated from Branded Application > Company Information form > Q-6, Business type
- **Minority/Woman-Owned:** Check box is selected if user selected Yes radial from Branded Application > Company Information form > Q-7, "Is your company minority/woman-owned?"
- **Year Founded:** Text field populated from Branded Application > Company Information > Q-8, "Year company was founded"
- **Ever Exported:** Check box is selected if user selected Yes radial from Branded Application > Company Information > Q-9, "Has your company ever exported?"
- **#Years Exported:** text field populated from Branded Application > Company Information > Q-9, "Number of years exported"
- **Participated in MAP Branded:** Check box is selected if user selected Yes radial from Branded Application > Company Information > Q-10, "Did your company participate in MAP Branded in previous years"
- **Receive Funds from Other Org:** Check box is selected if user selected Yes radial from Branded Application > Company Information > Q-11, "Will your company or any affiliated company receive funds from any other state or federal programs or any MAP funds from another commodity organization or State Regional Trade Group (SRTG) that will be used to promote the products in this application?"

- **Describe Other Funding:** text field populated from Branded Application > Company Information form > Q-11, “If yes, please describe”

Admin > Branded > Branded Application > Products

SUSTA
Southern United States Trade Association

Branded Members Companies Activities Events Search

Branded

Companies Pre-Qualifications **Branded Application** Reports Admin

Program Year: Select
Company: Select

Export

Applicant Info **Products** Countries USA PLA BOP Budget Summary

Product Table		
Brand Name/ Private Label Name	Product Description	I am the: (Select One)
		Brand Owner
		Brand Representative
		Private Label Manufacturer
		Select
		Select
		Select
		Select
		Select
		Select
		Select
		Select

Sales Table			
Calendar Year	Total Sales Value - US\$ Domestic & Export Sales Combined for All Company Products	Total Sales Value - US\$ Export Sales for All Company Products Exports	Total Sales Value - US\$ Export Sales for Products (listed above)
2009 (Actual)	\$	\$	\$
2010 (Actual)	\$	\$	\$
2011 (Projected)	\$	\$	\$
2012 (Projected)	\$	\$	\$

Save

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SUSTA website. After
nded > Branded

When the user selects a company from the Company drop down menu, the following fields populate with the data submitted for that company and program year.

SUSTA can edit any field and click “Save” button to save changes.

Product Table

Populates with data submitted on Branded Application > Products > Product Table

Sales Table

Populates with data submitted on Branded Application > Products > Sales Table

Calendar Year column lists program years (2 Actual & 2 Projected) as per the date rules for displaying the Calendar Year column described on the Branded Application > Products section of this document.

Admin > Branded > Branded Application > Countries

SUSTA
Southern United States Trade Association

Branded Members Companies Activities Events Search

Companies Pre-Qualifications **Branded Application** Reports Admin

Program Year: Select
Company: Select

Export

Applicant Info Products **Countries** USA PLA BOP Budget Summary

Country - Click to View	Click to Delete Plan
Costa Rica	Delete
France	Delete
Germany	Delete
Turkey	Delete
Uruguay	Delete
Western Samoa	Delete

<Country>

Years in market?
Prior activities in market? ☐
Received reimbursements? ☐
#Years received reimbursements

Export Sales for Country Market

2009 Actual Export Sales	
2010 Actual Export Sales	
2011 Projected Export Sales	
2012 Projected Export Sales	

Explain Any Sales Decline

Budget for Country Market

A - MAP Branded Funds	
B - Applicant Funds	
C - Importer/Distributor Funds	
D - Country Total Funds	

Market Constraints

- ☐ Consumer product awareness
- ☐ Import restrictions
- ☐ Labeling restrictions
- ☐ Distributor's product knowledge
- ☐ Foreign competition
- ☐ U.S. competition
- ☐ Knowledge of importers and distributors
- ☐ Knowledge of import regulations
- ☐ Knowledge of how product may be used
- ☐ Domestic competition in export market

Market Activities

- ☐ Advertising
- ☐ Approved International Trade Missions
- ☐ Direct Mailing to Foreign Buyers
- ☐ Freight
- ☐ In-Store Demonstrations / In Store Displays
- ☐ International Trade Seminars
- ☐ International Trade Shows
- ☐ Point of Sale Materials
- ☐ Promotional Give Away Items
- ☐ Required Packaging/Label Changes
- ☐ Temporary Displays
- ☐ Temp Part Time Contractors Hourly Wages
- ☐ Travel Expenses
- ☐ Other
- Other Description

Importer/Distributor Contact for Market

Company Name
Address
City
State
Province
Zip Code
Country
First Name
Last Name
Job Title
Phone
Fax
Email
Website

Save

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Contact SUSTA - Tel: (504) 568-5986 • Fax: (504) 568-6010 • SUSTA@SUSTA.ORG

This page is accessible to SUSTA users only via the Admin Interface of the My SUSTA website. After signing into the Admin Interface, SUSTA users access this page by clicking Branded > Branded Application tab > Countries sub-tab.

When the user selects a company from the Company drop down menu, the “Country – Click to View” table populate with the data submitted for that company and program year.

SUSTA can edit any field and click “Save” button to save changes.

Country – Click to View table

Table is populated with all countries applicant selected on Branded Application > Select Countries page. Countries are hyperlinked so that if user clicks on a hyperlinked country name, the fields on the Admin > Branded > Branded Application > Countries page populate with the data submitted on the Branded Application > International Marketing Plan for the selected country.

When the user clicks on a country from table, the data submitted on the Branded Application > International Marketing Plan for the selected country appears on the Countries tab page.

User can delete a country (and corresponding data) by clicking Delete. If user clicks Delete, an alert message will appear asking user to confirm delete: “Are you sure you want to delete this Country Marketing Plan? This action cannot be undone.”

<Country>

The <Country> field populates with the country name selected in Country – Click to View table. The following fields populate with the data submitted for that country.

- **# Years in market?:** Text field populated from Branded Application > International Marketing Plan > Q-1, “How many previous years in this market?”
- **Prior activities in market?:** Check box is selected if user selected Yes radial from Branded Application > International Marketing Plan > Q-2, “Has your company conducted any prior promotional activities in this market?”
- **Received reimbursements?:** Check box is selected if user selected Yes radial from Branded Application > International Marketing Plan > Q-3, “Has your company received reimbursement(s) in this market?”
- **# Years received reimbursements:** Text field populated from Branded Application > International Marketing Plan > Q-3, “Number of years you received reimbursement(s)”

Export Sales for Country Market

Populated with data entered on Branded Application > International Marketing Plan > Q-5, Export Sales for Country Market table. Fields from this table consist of:

- <yyyy-3> Actual Export Sales
- <yyyy-2> Actual Export Sales
- <yyyy-1> Projected Export Sales
- <yyyy> Projected Export Sales
- As described earlier in this document, the system populates the above years <yyyy-3>, <yyyy-2>, <yyyy-1> and <yyyy> according to the following rules.
 - <yyyy-3>: Program Year – 3 years so that if the selected Program Year is 2012, then <yyyy-3> Actual Export Sales is 2009.

- <yyyy-3> Actual Export Sales: Populated with Program Year – 3 years so that if the selected Program Year is 2012, then <yyyy-3> Actual Export Sales is 2009.
- <yyyy-2> Actual Export Sales: Populated with selected Program Year -2 so that if applying for the 2012 Program Year, then <yyyy-2> Actual Export Sales is 2010.
- <yyyy-1> Projected Export Sales: Populates with Program Year minus 1 year, so that if applying for the 2012 Program Year, then <yyyy-1> displays with 2011.
- <yyyy> Projected Export Sales: Populates with Program Year so that if applying for the 2012 Program Year, <yyyy> would be 2012.
- **Explain Any Sales Decline:** Text area box populated with data entered on Branded Application > International Marketing Plan > Q-6, “If sales have declined or are not increasing in any portion of the above table, please explain”

Budget for Country Market

Populated with data entered on Branded Application > International Marketing Plan > Q-8, “Promotional Budget for this Country Market” table. Fields from this table consist of:

- **A – MAP Branded Funds**
- **B – Applicant Funds**
- **C – Importer/Distributor Funds**
- **D – Country Total Funds** (system auto-calculated value from Q-8)

Market Constraints

Multi-select check boxes are populated as submitted on Branded Application > International Marketing Plan > Q-4, “What constraints does your company face in this market?”

Market Activities

Multi-select check boxes are populated as submitted on Branded Application > International Marketing Plan > Q-7, “What activities do you plan to conduct in this market?”

Importer/Distributor Contact for Market

Populated with data entered on Branded Application > International Marketing Plan > Q-10, “Importer/Distributor(s) for this Market”

If “Add Another Importer/Distributor” check box is selected, then a second Importer/Distributor Contact for Market section appears with corresponding fields.

Admin > Branded > Branded Application > USA

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Branded Members Companies Activities Events Search

Companies Pre-Qualifications Branded Application Reports Admin

Program Year: Select
Company: Select

Export

Applicant Info Products Countries USA PLA BOP Budget Summary

USA

Received reimbursements? ☐
#Years received reimbursements

Export Sales for Country Market

2009 Actual Export Sales
2010 Actual Export Sales
2011 Projected Export Sales
2012 Projected Export Sales
Explain Any Sales Decline

Budget for Country Market

A - MAP Branded Funds
B - Applicant Funds
C - Importer/Distributor Funds
D - Country Total Funds

My USA Trade Show Plan

Approved Trade Show Name	Exhibited at Show in Last 3 Years?	MAP Branded Funds Used?
Select Show	Yes ☐	Yes ☐
Select Show	Yes ☐	Yes ☐
Select Show	Yes ☐	Yes ☐
Select Show	Yes ☐	Yes ☐
Select Show	Yes ☐	Yes ☐
Select Show	Yes ☐	Yes ☐
Select Show	Yes ☐	Yes ☐
Select Show	Yes ☐	Yes ☐
Select Show	Yes ☐	Yes ☐
Select Show	Yes ☐	Yes ☐
Select Show	Yes ☐	Yes ☐

Save

This page is accessible to SUSTA users only via the Admin Interface of the My SUSTA website. After signing into the Admin Interface, SUSTA users access this page by clicking Branded > Branded Application tab > USA sub-tab.

When the user selects a company from the Company drop down menu, the information that the company submitted on the USA Marketing Plan populates in the fields below.

SUSTA can edit any field and click “Save” button to save changes.

USA

The following fields populate with the data submitted on the USA Marketing Plan.

- **Received reimbursements?:** Check box is selected if user selected Yes radial from Branded Application > USA Marketing Plan > Q-1, “Has your company received reimbursement(s) in this market?”
- **# Years received reimbursements:** Text field populated from Branded Application > USA Marketing Plan > Q-1, “Number of years you received reimbursement(s)”

Export Sales for Country Market

Populated with data entered on Branded Application > USA Marketing Plan > Q-3, Export Sales for Country Market table. Fields from this table consist of:

- <yyyy-3> Actual Export Sales
- <yyyy-2> Actual Export Sales
- <yyyy-1> Projected Export Sales
- <yyyy> Projected Export Sales
- As described earlier in this document, the system populates the above years <yyyy-3>, <yyyy-2>, <yyyy-1> and <yyyy> according to the following rules.
 - <yyyy-3>: Program Year – 3 years so that if the selected Program Year is 2012, then <yyyy-3> Actual Export Sales is 2009.
 - <yyyy-3> Actual Export Sales: Populated with Program Year – 3 years so that if the selected Program Year is 2012, then <yyyy-3> Actual Export Sales is 2009.
 - <yyyy-2> Actual Export Sales: Populated with selected Program Year -2 so that if applying for the 2012 Program Year, then <yyyy-2> Actual Export Sales is 2010.
 - <yyyy-1> Projected Export Sales: Populates with Program Year minus 1 year, so that if applying for the 2012 Program Year, then <yyyy-1> displays with 2011.
 - <yyyy> Projected Export Sales: Populates with Program Year so that if applying for the 2012 Program Year, <yyyy> would be 2012.
- **Explain Any Sales Decline:** Text area box populated with data entered on Branded Application > USA Marketing Plan > Q-4, “If sales have declined or are not increasing in any portion of the above table, please explain”

Budget for Country Market

Populated with data entered on Branded Application > USA Marketing Plan > Q-5, “Promotional Budget for this Country Market” table. Fields from this table consist of:

- **A – MAP Branded Funds**
- **B – Applicant Funds**
- **C – Importer/Distributor Funds**
- **D – Country Total Funds** (system auto-calculated value from Q-5)

My USA Trade Show Plan

Populated with data entered on Branded Application > USA Marketing Plan > Q-2, “My USA Trade Show Plan” table.

Admin > Branded > Branded Application > PLA

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Branded Members Companies Activities Events Search

Branded

Companies Pre-Qualifications Branded Application Reports Admin

Program Year: Company:

Export

Applicant Info Products Countries USA PLA BOP Budget Summary

Products

Brand Name	Product Description	Delete
Kroger	salad dressing	Delete
Kroger	Sauces/Vinegars/Sweetener: Pizza, Taco, Spaghetti, Soy, Steak, Tartar, Worcester, Chili, BBQ, Cocktail, Salsa	Delete
Miracle Whip	mayonnaise	Delete
Pocari Sweat	soft drink	Delete
Puppy Love	pet food	Delete

Countries

Country	Delete
France	Delete
Germany	Delete
India	Delete
South Georgia & the South Sandwich Islands	Delete
United Kingdom	Delete

Brand Owner

Company Name
Physical Address
City
State
Province
Zip Code
Country
Phone
Fax
Email
Website

Signatures

Brand Owner First Name
Last Name
Job Title
Date Signed

Applicant First Name
Last Name
Job Title
Date Signed

Save

This page is accessible to SUSTA users only via the Admin Interface of the My SUSTA website. After signing into the Admin Interface, SUSTA users access this page by clicking Branded > Branded Application tab > PLA sub-tab.

When the user selects a program year and company from the Company drop down menu, the following fields populate with the data submitted for that company and program year.

SUSTA can edit any field and click “Save” button to save changes.

Products table

Displays “Products for Private Label Brands” table from Branded Application > Private Label Agreement > Q-1. If user clicks Delete to delete a product from table & PLA form, alert message will ask user to confirm delete before proceeding.

Countries table

Displays “Countries” table from Branded Application > Private Label Agreement > Q-2. If user clicks Delete to delete a country from this table (and from PLA form), alert message will ask user to confirm delete before proceeding.

Brand Owner

Fields in this section are populated with data entered on Branded Application > Private Label Agreement > Q-3, “Brand Owner for these Products”

Fields in this section include:

- **Company Name:** text field
- **Physical Address:** text field
- **City:** text field
- **State:** single-select drop down menu
- **Province:** text field
- **Zip Code:** text field
- **Country:** single-select drop down menu
- **Phone:** text field
- **Fax:** text field
- **Email:** text field
- **Website:** text field

Signatures

Fields in this section are populated with data entered on Branded Application > Private Label Agreement > Q-4, “Signatures”

Fields in this section include:

- **Applicant First Name:** text field populated
- **Last Name:** text field
- **Job Title:** text field
- **Date Signed:** text field with calendar date picker
- **Brand Owner First Name:** text field populated
- **Last Name:** text field
- **Job Title:** text field
- **Date Signed:** text field with calendar date picker

Admin > Branded > Branded Application > BOP



BrandedMembersCompaniesActivitiesEventsSearch

Branded

CompaniesPre-QualificationsBranded ApplicationReportsAdmin

Program Year: Select
Company: Select
Export

Applicant InfoProductsCountriesUSAPLA BOPBudget Summary

Brand Name	Product Description	Delete
Kroger	salad dressing	Delete
Kroger	Sauces/Vinegars/Sweetener: Pizza, Taco, Spaghetti, Soy, Steak, Tartar, Worcester, Chili, BBQ, Cocktail, Salsa	Delete
Miracle Whip	mayonnaise	Delete
Pocari Sweat	soft drink	Delete
Puppy Love	pet food	Delete

Country	Delete
France	Delete
Germany	Delete
India	Delete
South Georgia & the South Sandwich Islands	Delete
United Kingdom	Delete

Brand Owner

Company Name
Physical Address
City
State
Province
Zip Code
Country
Phone
Fax
Email
Website

Signatures

Brand Owner First Name
Last Name
Job Title
Date Signed
Applicant First Name
Last Name
Job Title
Date Signed

Save

This page is accessible to SUSTA users only via the Admin Interface of the My SUSTA website. After signing into the Admin Interface, SUSTA users access this page by clicking Branded > Branded Application tab > BOP sub-tab.

When the user selects a program year and company from the Company drop down menu, the following fields populate with the data submitted for that company and program year.

SUSTA can edit any field and click “Save” button to save changes.

Products table

Displays “Brands You Don’t Own” table from Branded Application > Brand Owner Permission > Q-1. If user clicks Delete to delete a product from table on this page and Brand Owner Permission form, alert message will ask user to confirm delete before proceeding.

Countries table

Displays “Countries” table from Branded Application > Brand Owner Permission > Q-2. If user clicks Delete to delete a country from this table (and Brand Owner Permission form), alert message will ask user to confirm delete before proceeding.

Brand Owner

Fields in this section are populated with data entered on Branded Application > Brand Owner Permission > Q-3, “Brand Owner for these Products”

Fields in this section include:

- **Company Name:** text field
- **Physical Address:** text field
- **City:** text field
- **State:** single-select drop down menu
- **Province:** text field
- **Zip Code:** text field
- **Country:** single-select drop down menu
- **Phone:** text field
- **Fax:** text field
- **Email:** text field
- **Website:** text field

Signatures

Fields in this section are populated with data entered on Branded Application > Brand Owner Permission > Q-4, “Signatures”

Fields in this section include:

- **Applicant First Name:** text field populated
- **Last Name:** text field
- **Job Title:** text field
- **Date Signed:** text field with calendar date picker
- **Brand Owner First Name:** text field populated
- **Last Name:** text field
- **Job Title:** text field
- **Date Signed:** text field with calendar date picker

Admin > Branded > Branded Application > Budget Summary



Branded
Members
Companies
Activities
Events
Search

Branded

Companies
Pre-Qualifications
Branded Application
Reports
Admin

Program Year: Select

Company: Select

Export

Applicant Info
Products
Countries
USA
PLA
BOP
Budget Summary

PROMOTIONAL BUDGET SUMMARY TABLE					
	A	B	C	D	
COUNTRY	MAP BRANDED FUNDS	APPLICANT FUNDS B + C = A	IMPORTER/DISTRIBUTOR (FOREIGN THIRD PARTY) FUNDS	COUNTRY TOTAL A + B + C = D	Delete Country
<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<System Auto-Calculated>	Delete
<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<System Auto-Calculated>	Delete
<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<System Auto-Calculated>	Delete
<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<auto-pop>	\$<System Auto-Calculated>	Delete
TOTAL PROMOTIONAL BUDGET FOR ALL COUNTRIES (sum of column D)				\$<System Auto-Calculated>	
MAP BRANDED BUDGET TOTAL (sum of column A)				\$<System Auto-Calculated>	

Save

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This page is accessible to SUSTA users only via the Admin Interface of the My SUSTA website. After signing into the Admin Interface, SUSTA users access this page by clicking Branded > Branded Application tab > Budget Summary sub-tab.

When the user selects a program year and company from the Company drop down menu, the following table displays with the data submitted for that company and program year.

SUSTA can click “Save” button to save changes.

Promotional Budget Summary Table

Displays the “Promotional Budget Summary” table from Branded Application > Budget Request Summary page. If user clicks Delete to delete a country from table on this page, it will also delete the corresponding International Marketing Plan/USA Marketing Plan. If user clicks Delete, an alert message will ask user to confirm delete before proceeding and warn that deleting will also delete the corresponding country marketing plan.

Southern U.S. Trade Association

Page **78** of **85**

Admin > Branded > Reports

SUSTA
Southern United States Trade Association

Branded Members Companies Activities Events Search

Branded

Companies Pre-Qualifications Branded Application Reports Admin

Program Year: Select
State: Select
Report: Select

Export

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This page is accessible to SUSTA users only via the Admin Interface of the My SUSTA website. After signing into the Admin Interface, SUSTA users access this page by clicking Branded > Reports tab.

The Reports page enables SUSTA to export canned reports that the programmers will create as part of this project. The Reports drop down menu will allow the user to select the following canned reports. Selecting a report and clicking Export will allow SUSTA to download the report in CSV format.

To select a report, user first selects a Program Year from the Program Year drop down menu. Then, user selects one of the following options from the State drop down menu: All States, Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia, West Virginia. Then, user selects one of the following reports from the Report drop down menu: **State Branded Companies Overview, Company Brands and Countries, Active Pre-Qualifications, Active Applications, Allocation.**

- **State Branded Companies Overview Report** – This report lists all Branded Approved Applicants for selected state and program year. SUSTA also has the option of selecting all states for that program year. To view all states, SUSTA selects “All States” from State drop down menu. (SUSTA approves a company’s Application by selecting the “Application Approved” check box from Branded > Companies > Application Status table.)

Fields in this report include:

- **Program Year, Company Name (as listed with Secretary of State), Company Address Line 1, Company Address Line 2, City, State, Zip Code +4**
 - **U.S. Congressional District:** Report will populate this field with the U.S. Congressional District from Branded Admin interface > Pre-Qualifications tab. U.S. Congressional District is not collected in the Pre-Qualification that the company submits; SUSTA will manually populate this field in company's record via the Branded Admin Interface > Pre-Qualifications tab.
 - **Website, Contact First Name, Contact Last Name, Phone, Email, Brand, Product**
 - **Country (Based on Approved Application/Activity Plan Amendment Request (APAR)):** Report will populate this field with the countries listed in the company's Branded Application. Countries will appear in a concatenated list in one cell, with each country separated by a comma. (SUSTA will manually correct applicant's record to delete any ineligible countries or countries amended via APAR.)
 - **Country (Based on Expenses for Promotional Activities):** this field is not currently collected; Report will export the column title without any information.
 - **Promotional Activities:** Report will export the column title without any information.
 - **Notes:** Report will export the column title without any information.
 - **Allocation:** populate with Allocation field from Branded > Companies > Application Status section
- **Company Brands and Countries Report** – This report lists Branded Applicants for selected state and program year. SUSTA also has the option of selecting all states for that program year. To view all states, SUSTA selects "All States" from State drop down menu. Report includes the following fields:
 - **Company Name** (as listed with Secretary of State)
 - **State:** state where company is located as listed on Branded Application > Company Information > Q-1, Company's Physical Address > State
 - **Brands in Application:** populate with data entered into Brand Name/Private Label Name field from Branded Application > Products page > Product table. Brands should appear in a concatenated list.
 - **Product Descriptions in Application:** populate with data entered into Product Description field from Branded Application > Products page > Product table
 - **Country Markets in Application (including U.S.):** populate with countries selected on Branded Application > Select Countries page. Country names should appear in a concatenated list.
- **Active Pre-Qualifications Report** – This report lists companies with a Pre-Qualification (with any status – e.g. approved, not approved, incomplete) for the selected program year and selected state. SUSTA also has the option of selecting all states for that program year. To view all states, SUSTA selects "All States" from State drop down menu. Report includes the following fields:
 - **Company Name** (as listed with Secretary of State)
 - **City:** populated with city where company is located (physical address)
 - **State:** state where company is located as listed on Branded Application > Company Information > Q-1, Company's Physical Address > State
 - **Zip Code:** populated with company's zip code
 - **Program Year:** Program Year selected by SUSTA when filtering the report

- **Status** field will populate from the Admin Interface > Branded > Companies tab > Application Status > Pre-Qualification Approved check box. If checked, then status is Approved.
- **Active Applications Report** – This report lists companies with a Branded Application (with any status – e.g. approved, not approved, incomplete) for the selected program year and selected state. SUSTA also has the option of selecting all states for that program year. To view all states, SUSTA selects “All States” from State drop down menu. Report includes the following fields:
 - **Company Name** (as listed with Secretary of State)
 - **City**: populated with city where company is located (physical address)
 - **State**: state where company is located as listed on Branded Application > Company Information > Q-1, Company’s Physical Address > State
 - **Zip Code**: populated with company’s zip code
 - **Program Year**: Program Year selected by SUSTA when filtering the report
 - **Status** field will populate from the Admin Interface > Branded > Companies tab > Application Status > Application Approved check box. If checked, then status is Approved.
- **Allocation Report** – This report lists only companies with an APPROVED Branded Application for the selected program year and selected state. SUSTA also has the option of selecting all states for that program year. To view all states, SUSTA selects “All States” from State drop down menu. Report includes the following fields:
 - **Number of New Companies**: populate column header; SUSTA will manually enter data
 - **Batch**: populate column header; SUSTA will manually enter data
 - **Activity Number**: populate column header; SUSTA will manually enter data
 - **DUNS 9-Digit Number**: populate with company’s DUNS# from database (e.g. field appears in Admin interface > Pre-Qualifications tab.
 - **Company** – populate with Company Name (as listed with Secretary of State)
 - **State**: state where company is located as listed on Branded Application > Company Information > Q-1, Company’s Physical Address > State
 - **Number of Companies in State**: populate column header; SUSTA will manually enter data
 - **Applicable Cap**: populate column header; SUSTA will manually enter data
 - **Amount of Funds Requested**: populate with Application > Budget Request Summary > MAP Branded Budget Total (sum of column A)
 - **Utilization Percentages Based on Prior Years’ Performances if Applicable (See Below Chart)**: populate column header; SUSTA will manually enter data
 - **Allocation Percentages Based on Utilization Used in Prior Years if Applicable (See Below Chart)**: populate column header; SUSTA will manually enter data
 - **Allocation**: populate with Allocation field from Branded > Companies > Application Status section
 - **Allocation Request Reduction if Applicable (Based on Prior Years' Performances)**: populate column header; SUSTA will manually enter data
 - **6% Administrative Fee**: populate with product of .06 x Allocation amount from Companies > Application Status > Allocation field.
 - **Reallocation (Additional Funds)**: populate column header; SUSTA will manually enter data

- **Withdrew Funds:** populate column header; SUSTA will manually enter data
- **Notes:** populate column header; SUSTA will manually enter data

To download a report, the user will select the program year, report name, and if applicable, the state and then click the Export button.

The screenshot displays the SUSTA (Southern United States Trade Association) website interface. At the top is the SUSTA logo. Below it is a navigation bar with buttons for Branded, Members, Companies, Activities, Events, and Search. The 'Branded' section is active, showing sub-tabs for Companies, Pre-Qualifications, Branded Application, Reports, and Admin. The 'Branded Application' sub-tab is selected, displaying a form with three dropdown menus: Program Year, State, and Report. The Report dropdown menu is open, showing options: Select, State Branded Companies Overview (highlighted), Company Brands & Countries, Active Pre-Quals, Active Applications, and Allocation. At the bottom, there is a copyright notice and contact information for SUSTA.

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WYSIWYG site manager

Many of the pages of the My SUSTA website consist solely of static content that is not derived from the database. The system must enable SUSTA to update content and make style changes to these pages through a WYSIWYG-style editor. Page updates would include editing static content, uploading new forms to the server and adding links to pages to enable user to download these new forms/files and editing styles using the SUSTA style sheet.

In addition, the system must allow SUSTA to upload documents via a virtual tree for download from the password protected pages.

- Ability to edit content on existing pages
- Ability to upload files/documents to site via virtual tree so that visitors can download file from password protected pages of the site
 - File upload currently is through FTP which requires user to navigate to appropriate folder in system. SUSTA does not want to grant FTP access to users uploading files due to concern that users might accidentally delete an important file or upload a file to the wrong folder.

- SUSTA wants a simplified interface for uploading files to the website that does not require user to navigate to the correct folder.
- Ability to create new pages and site navigation menus
- Apply SUSTA style sheet to pages

Custom Search & Display

SUSTA must be able to search, view and export the data in the database to CSV. Create interface that will allow SUSTA to select one or more fields to search by; select one or more fields to display in the results; and export results to CSV format. The exported data would contain the selected display fields.

Data Pre-Population from Prior Application

Not a requirement. However, in the future, SUSTA may ask that selected fields pre-populate from data submitted in previous Application.

Changes to Existing System

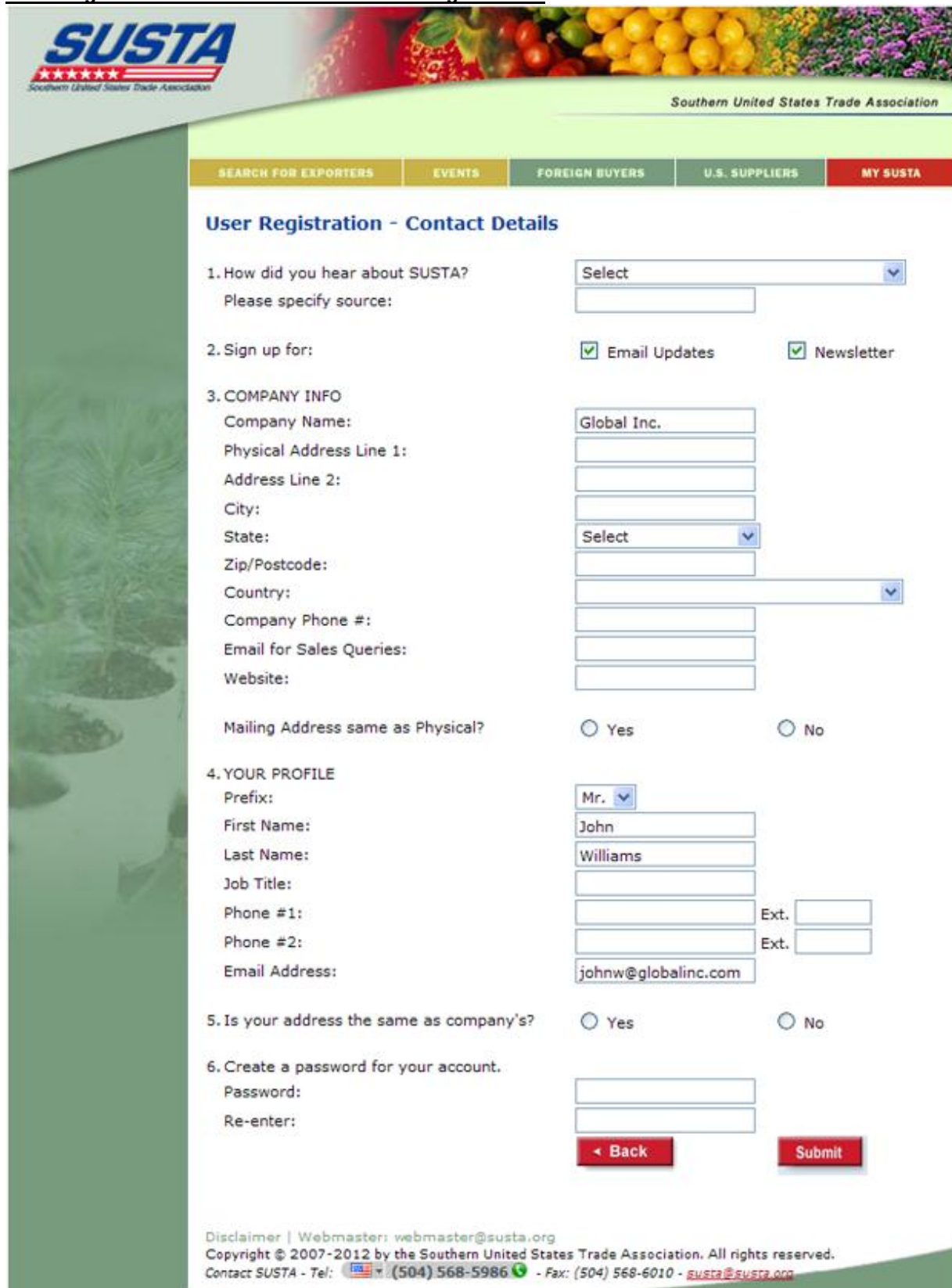
U.S. suppliers create submit an online User Registration form that allows them to access the My SUSTA website, where they can sign up for events and from where they will be able to complete the Pre-Qualification and Branded Application forms.

The existing User Registration form collects a generic address for the company and individual. As part of this project, SUSTA would like to change the User Registration form so that instead of collecting a generic address, the form will collect a Physical Address and a Mailing Address.

In addition, the database will need to be modified to:

- 1) Rename the existing generic address in the database to Physical Address
- 2) Ensure that all existing processes continue to work after renaming address field
- 3) Enable storage of both a Physical & Mailing Address

User Registration > Revised to collect mailing address



SUSTA
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SEARCH FOR EXPORTERS | EVENTS | FOREIGN BUYERS | U.S. SUPPLIERS | MY SUSTA

User Registration - Contact Details

1. How did you hear about SUSTA?
Please specify source:

2. Sign up for: ☒ Email Updates ☒ Newsletter

3. COMPANY INFO

Company Name:

Physical Address Line 1:

Address Line 2:

City:

State:

Zip/Postcode:

Country:

Company Phone #:

Email for Sales Queries:

Website:

Mailing Address same as Physical? ☐ Yes ☐ No

4. YOUR PROFILE

Prefix:

First Name:

Last Name:

Job Title:

Phone #1: Ext.

Phone #2: Ext.

Email Address:

5. Is your address the same as company's? ☐ Yes ☐ No

6. Create a password for your account.

Password:

Re-enter:

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Revise the existing User Registration form to collect mailing address by adding the following fields.

Mailing Address same as Physical: If user selects Yes radial, then mailing address fields is saved in database with the same data as the Physical Address. If user selects No radial, then the following fields appear dynamically beneath question.

Mailing Address Line 1: text field

Mailing Address Line 2: text field

City: text field

State: use same State drop down menu that appears in Q-3 of form.

Zip/Postcode: text field

Country: use same Country drop down menu that appears in Q-3 of form.