

Local Union 487 + Nehlsen Creative

Local 487 Brand Refresh (*optional, but recommended phase 1*)

To strengthen the position of Local 487 and better reflect the professionalism and value of the local, Nehlsen recommends beginning with a branding exercise. This effort will support organizing, recruitment and internal campaigns by laying the foundational communication pieces for social media, email and any future promotional materials.

During this branding phase, we will explore new themes and visual examples for branded graphics and other design elements. Investing in this work up front allows us to thoughtfully and strategically develop the visual identity of Local 487 and see "real world" branding examples before producing final materials.

Nehlsen will build these brand exploration pieces until we've met the agreed-upon budget. Once that has been reached, we'll schedule a meeting to present our progress. Further edits, additions, vendor coordination and final production of branded materials will be billed at our standard hourly rate of \$190/hour once the "identity" has gained Local 487's approval.

The brand refresh will begin with the creation of a new logo for Local 487. You may also select **up to three** of the following materials to better visualize your new brand during this first phase:

- Billboard concept (x1)
- Pull-up banner concept (x1)
- Letterhead and business card concept (x1)
- Postcard concept (cover)
- Folder concept (x1)
- Brochure concept (cover x1)
- Brochure concept (inside spread x1)
- T-shirt, water bottle, coffee mug concept (x1)
- Hard hat sticker concepts (x2)
- Vehicle wrap concept (x1)
- Social media post graphic concepts (x3)
- Pennant concept (x1)
- Email layout concept (x1)

Estimated investment: \$3,000-\$4,000

Agency Hours

To truly make Nehlsen Creative an extension of Local 487 and your marketing team, we recommend a monthly content planning session to create a communication roadmap and outline any deliverables necessary for each month (with a vision toward future objectives). Agency hours reduce our hourly rate from \$190/hour to \$150/hour. Retainer hours guarantee your hourly obligation per

month and can be adjusted as time goes on and we both gain a better understanding of how to best utilize us as your marketing agency.

Retainer hours can be used throughout any arm of the agency, including (but not limited to): graphic design, content writing, social media management, email marketing, public relations, photography, website edits (if a Nehlsen Creative-produced site), etc. Should a need arise outside the monthly planning session, hours can be easily transferred and used on the service(s) most in need. We diligently track our hours and will report back to you to let you know where we stand on the monthly budget. Hours must be used each month and cannot roll over. Overages will not occur without prior approval.

Hours served under the retained services agreement cannot be used on "hard costs" such as advertising spend, website development, printing services, etc.

Based on our conversation and clients of similar scope/need, we estimate Local 487 will need between 12-15 hours per month. Of course, you reserve the right to tell us if you'd like to enter our relationship with more or less.

Estimated investment: \$1,800/mo. - \$2,250/mo. (12-15 hours/mo.)

One-page Website

To best position the local, Nehlsen Creative recommends creating an interactive landing page that will reflect the updated brand messaging and to serve as the landing location for any recruitment or organizing outreach campaigns. This one-page website will focus on showcasing the opportunities available at the local and will focus on generating leads through a short online form.

The new landing page will be designed with modern layout and built in MODX, an easy-to-use content management system. It will be built with a responsive layout that adjusts to fit all desktop and mobile browsers.

If Local 487 would like to explore a full website, Nehlsen will need to have a secondary meeting to ensure all objectives are being met prior to producing an estimate for the investment.

Estimated cost for one-page website design, development and launch: \$6,000 - \$7,000.

Website hosting: \$200/quarter

Website Building Process:

- Nehlsen creates and presents mockups for the new website templates.
- Once mockups are approved, Nehlsen will build custom templates.
- Nehlsen works with Local 487 for content and image development.
- Nehlsen provides a full test for the new landing page.
- Once test link is approved, Nehlsen will schedule the new website for launch.

Digital Advertising

After a both a brand and a viable landing location for the advertisement have been established (either pre-existing or new), Nehlsen recommends using a mix of digital advertising tactics to spread awareness and aide in the recruitment and/or organizing efforts of the local.

It is always preferred (but not required) to launch campaigns in three-month increments to see change percentages and record data to better inform the return on investment.

Video is accounted for but without a solid video to promote, we won't recommend for utilization at this time.

The following estimates are offered a la carté, meaning any of the below advertising tactics can be mixed and matched between categories to best support your goals.

OPTION 1

Targeted Display: (41,666 impressions) \$700/mo.

Geo-Recency: (33,333 impressions) \$700/mo.

Social Media Ads: (171-560 clicks per month) \$700/mo.

Pre-Roll: (20,000 impressions) \$700/mo.

YouTube: (6,500 views per month) \$910/mo.

All tactics: \$3,710/mo. (\$11,130 for 3 months)

NO VIDEO tactics: \$2,100/mo. (\$6,300 3 months)

OPTION 2

Targeted Display: (62,500 impressions) \$1,050/mo.

Geo-Recency: (50,000 impressions) \$1,050/mo.

Social Media Ads: (257-840 clicks per month) \$1,050/mo.

Pre-Roll: (30,000 impressions) \$1,050/mo.

YouTube: (8,500 views per month) \$1,190/mo.

All tactics: \$5,390/mo. (\$16,170 for 3 months)

NO VIDEO tactics: \$3,150/mo. (\$9,450 3 months)

OPTION 3

Targeted Display: (83,333 impressions) \$1,400/mo.

Geo-Recency: (66,667 impressions) \$1,400/mo.

Social Media Ads: (342-1,120 clicks per month) \$1,400/mo.

Pre-Roll: (40,000 impressions) \$1,400/mo.

YouTube: (10,000 views per month) \$1,400/mo.

All tactics: \$7,000/mo. (\$21,000 3 months)

NO VIDEO tactics: \$4,200/mo. (\$12,600 3 months)

PLANTATION FORD

Company: So Fla Oper Eng Apprenticeship & Training Trust Email: mike@luoe487.org

Primary Contact:

Phone: (785) 226-2596

Sales Manager:

Sales Person: Gary Turner

DMS Number:

* All lease payments are plus tax, title and license. All payments are based on approved credit.

New 2025 Ford F 150 STX

Stock:

VIN: 1FTEW2KP0SKD63111

Odometer:

Color: White

Engine:

Transmission:

MPG:

Style: Pickup Truck

CASH DETAILS

Retail Price	\$ 53,000.00
Discount	(\$ 4,500.00)
Rebates and incentives	(\$ 2,550.00)

NET SELLING PRICE \$ 45,950.00

Bedliner	\$ 799.00
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TOTAL VALUE ADDS \$ 799.00

ADJUSTED SALES PRICE \$ 46,749.00

Predelivery Service	\$ 999.00
License Fee	\$ 400.00
Lien/Elec Filing Fee	\$ 299.00
Agency Fee	\$ 10.00
Additional Fees	\$ 8.50

TOTAL FEES \$ 1,716.50

SALES SUB TOTAL \$ 46,749.00

FINAL PRICE \$ 48,465.50

YOU'RE SAVING \$7,050.00

\$4,500.00 off MSRP

\$2,550.00 off with Rebates/Incentives

X

Customer Signature

X

Sales Signature



Ben Gibson, *Chair*
Ryan Petty, *Vice Chair*
Members
Esther Byrd
Grazie P. Christie
Daniel P. Foganholi, Sr.
Kelly Garcia
MaryLynn Magar

April 24, 2025

Michael Smith
Apprenticeship Director
South Florida Operating Engineers
19700 SW 68th Court
Pembroke Pines, FL 33332

Dear Mr. Smith,

It is my pleasure to inform you that the South Florida Operating Engineers Preapprenticeship Program (P-155) has been approved to participate in the State of Florida's Apprenticeship System and to thank you for your commitment to ensuring Florida continues to produce well trained, highly skilled electricians.

Workforce education is a top priority for Governor Ron DeSantis and the Florida Department of Education with the goal of being number one in the nation by 2030. We rely on local organizations with a vested interest in student success to supplement the tremendous work taking place throughout Florida's education system and provide ongoing world- class education opportunities.

South Florida Operating Engineers, and by extension its preapprenticeship program, plays a pivotal role in securing Florida's future. We greatly appreciate your interest in helping to make Florida #1 in the nation for workforce education. Ms. Valvery Hillsman will serve as your Region 8 Apprenticeship Training Representative and will be in touch with you in the coming weeks to assist you with any support you or your team may need.

If you have any questions or need additional assistance, please contact me at (850) 245-9038 or Kathryn.Wheeler@fldoe.org.

Sincerely,

Kathryn Wheeler
Director Apprenticeship

FAC Conference meeting December 11-13, 2025 Ocean Reef Club - Key Largo FL	TOTAL AMOUNT
HOTEL	
Ocean Reef Room \$329.00 night	\$987.00
FOOD	
\$50.00 daily allowance	\$150.00
	\$1,137.00

Institute for Apprenticeship Training & Education Programs January 11 - 14, 2026 San Juan Puerto Rico		TOTAL AMOUNT
Registration Fee (before December 2, 2025)		
Member \$1,795.00 Non-Member \$2,125.00		\$1,795.00
HOTEL		
Caribe Hilton (\$350.00 per night/+ \$25. resort fee/night & taxes		\$1,125.00
AIRFARE		
Jet Blue Airlines		\$260.00
FOOD		
\$75.00 daily allowance		\$300.00
Total		\$3,480.00

Fwd: Michael, You Are Invited to the Institute for Apprenticeship, Training and Education Programs

7/30/2025 8:35

from Michael Smith <mike@iuoe487.org>

Dear Michael,

We are excited to announce the **2026 Institute for Apprenticeship, Training and Education Programs**. Mark your calendar for January 12-14, 2026 and plan to join us at the Caribe Hilton in San Juan, Puerto Rico.

This conference provides effective, crucial education on trust fund management and best practices in United States and Canadian apprenticeship programs.

Our committee of industry experts recently met to plan the conference, and we cannot wait to share more details with you as we finalize sessions and speakers.

You can expect to see these sessions:

- Digital Strategies to Recruit and Retain Apprentices
- Participant Showcase: Survey of Success Stories
- Collective Bargaining Workshop
- Preconference Session: Engaging Your Apprentices in Health and Financial Literacy
- And more.

Can't make it to Puerto Rico? **Register to join us virtually.**

We strongly encourage you to attend this beneficial conference designed for those who work with and instruct for apprenticeship, JATC, training and education programs. If you have any questions, contact the International Foundation at (888) 334-3327, option 2.

We look forward to seeing you there!

Sincerely,



Tom DeRoche

Director, Educational Programs

International Foundation of Employee Benefit Plans



Bradley R. Bauter

Director, Educational Programs

International Foundation of Employee Benefit Plans

Apprenticeship, Training and Education Committee

Gene Kent Jr.

Committee Chair

Director

IBEW-NECA Technical Institute
(IN-Tech)

J'Amey Bevan

Director of National Training

Boilermakers' National Training
Trust Fund

David D. Daquelente

Executive Director

Master Builders Association of
Western Pennsylvania, Inc.

Renee Leona Dozier

Business Agent/Trustee

International Brotherhood of
Electrical Workers (IBEW) Local
103 Trust Funds

Martha M. Henrickson, CEBS

Attorney

Management Guidance, LLP

Ron Johnson

Executive Director

Interior Systems Contractors
Association of Ontario (ISCA)

Richard Lyall

President

Residential Construction Council
of Ontario (RESCON);
President, Metropolitan Toronto
Apartment Builders Association

Jamie McMillan

Professional Keynote Speaker

Aaron Slaughter

Partner

Withum

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International Foundation of Employee Benefit Plans
18700 W. Bluemound Road, Brookfield, WI 53045

Caribe Hilton San Juan

Caribe Hilton San Juan

For hotel questions, contact the Registration Department at (888) 334-3327, option 2 or edreg@ifebp.org.

Reservation Deadline: Monday, December 8, 2025

Rate: US\$350 Single/Double Occupancy (Additional \$25/person per night for a 3rd and/or 4th guest)

Taxes & Fees: 9% Room Tax, \$5.51/person Portage Fee (10.5% state tax and 1% municipality tax applied to fee) and \$0.50/person per day Room Attendant Fee (10.5% state tax and 1% municipality tax applied to fee)

Resort Fee: \$25/room per night

Resort Fee Includes:

Complimentary Fitness Center Access

Access to the Tropical Gardens

Complimentary Beach Chair and Umbrella use

1-hour Complimentary use of Monica Puig Tennis Courts (upon availability)

Access to Islita Sundeck (upon availability)

Daily Outdoor Recreational Activities (bingo, yoga, etc.)

Pina Colada Tasting at Bagua Pool Bar

Hotel Cancel Policy: Hotel deposit forfeited for reservations cancelled within 72 hours prior to arrival.

To add details for your reservation, you must click on the "Enter Hotel Details" button on your confirmation page following the checkout process.

Note: Hotel Room availability is not guaranteed outside of scheduled program dates.

Continuing Education Credit for Professional Licenses and Designations

Credit may be available for an insurance license, attorney license, CPA license, HR designation, etc.

To request Continuing Education Credit for your attendance, you must click on the "Request CE Credit" button on your confirmation page following the checkout process.

Hotel Details

Please indicate if a reservation is required.

Caribe Hilton San Juan

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Roundtrip flight

1 ticket: 1 adult

Fort Lauderdale (FLL) to San Juan (SJU)

Jan 11, 2026

2:21pm - 5:55pm (2h 34m)

custom air icon JetBlue Airways 353

San Juan (SJU) to Fort Lauderdale (FLL)

Jan 14, 2026

5:20pm - 7:19pm (2h 59m)

custom air icon JetBlue Airways 1754

Your price summary

Traveler 1: Adult\$260.00

Total: \$260.00

\$260.00

All prices quoted in US dollars.



Attachment G



VISITOR ON SITE EQUIPMENT USAGE

DATE/TIME	NAME	Registration #	Email	Phone#	EQUIPMENT
8/20	Bruce Casar		Brucebruce36@yahoo	186-488-5640	
8/24/25	Socrate Aranz			786 825 8117	
8/24/25	Nathan Nindh		N.Nindh@Motor.com	914-604-9512	
8/25/25	Bruce Casar		BruceBrace36@yahoo	186-488-5640	
8/26/25	Mayano Rodriguez		usamayane1@gmail.com	754-306-7797	
8/26/25	Ryan Archer		RyanJames.Archer@gmail.com	561-7974784	
8/26/25	MICHAEL PETEN		MR.PETER5705@gmail.com	305-927-3495	
8/27/25	Donald Whittier			786-6	
8/27/25	Jun (Rodriguez)		Jun.rodriguez440@gmail.com	305-525-6224	
8/27/25	Jeremy McNeill Jr		Jeremy.McNeill29@gmail.com	954 716 4799	
8/28/25	Guillermo Gonzalez		970NR0606@gmail.com	786 821 7146	
8/28/25	Gabriel Felles		Sellesgabriel@yahoo.es	786-24459811	
8/28/25	Robert H. Wynn		rivercayrob16@gmail.com	786-354-9472	
8/28/25	Thomas Munoz		Thomas.Munoz5@gmail.com	305-302-6344	
8/29/25	Lance Nanton				
8/30/25	Justin Coe		Justin.Coe15@gmail.com	407-276-1691	Kobelco
8/31/25	Jorge Acosta			954 903 8336	
8/31/25	Ruperto Caso		alegacaso@yahoo.com	786 676 4921	
8/31/25	Justin Coe			407-276-1691	Kobelco
8/31/25	Jean StFort		STFortJean477@gmail.com	913-9526347	
8/31/25	Justin Coe			407-276-1691	Kobelco
8/31/25	Socrate Aranz		AraulScb50@gmail.com	786 825 8117	Forre gran
8/31/25	Jason Lewis		Masler-Jay25@yahoo.com	954 557-5217	
8/31/25	Rebecca Thendner				Magnifi
8/31/25	Justin Coe			407-276-1691	Kobelco



VISITOR ON SITE EQUIPMENT USAGE

	DATE/TIME	NAME	Registration #	Email	Phone#	EQUIPMENT
1	04/15/25	DANNY HAMBY		DannyHamby17@gmail.com	786 665-9735	Link-Belt
2	05/15/25	ALYANCO CASO		aledcaso@yahoo.com	786-626-4922	bill of lading
3	4/16/25	Yaimel Tejillo		DANNYHAMBY17@gmail.com	305 924 2035	RT
4	4/16/25	DANNY HAMBY		DANNYHAMBY17@gmail.com	786 665-9735	Link-Belt
5	4-16-25	JUMAINE THOMAS		JUMAINE.THOMAS@comcast.net	954 867 8672	
6	4-17-25	FERRICK ALEXANDER		F.M. NORRIS CONSULTING	305 986 0095	Test
7	4-28-25	Javier Lehera		Javier.Lehera3@gmail.com	561-946-8838	practice
8	4-29-25	Kenn B Brown		KennWied1@Comcast.net	303-929-8923	Pit
9	5-1-25	Michael Pierant		Kkaka11999@gmail.com	754-366-9488	Link-Belt
10	5-1-25	Josh McGrawdy		Toshmcgraw815@gmail.com	561 816-9121	
11	5-3-25	Rudy Sanchez			561 291 4105	
12	5-6-25	Ken Brown		KennWied1@Comcast.net		RT
13	5-13-25	Marvin Aaron		MAARON@MATRANSPORTS.COM	954 520 6010	backhoe
14	5-17-25	Shannon Williams		W.Shannon15@yahoo.com	786 702 2770	Kobalt
15	5-19-25	Ken Brown		SPAIN	303-929-8923	RT
16	5-21-25	Alex Alpiraz		alpirazalex5@gmail.com	305-439-1914	Kobalt
17	05-27-25	Wayne Hogan			561-324-3750	
18	05-28-25	Jose Martinez	-	Consolatorjesjula@gmail.com	(786) 560-7541	Fork-lift
19	05-29-25	Jase Martinez	-	Consolatorjesjula@gmail.com	(786) 560-7541	Min. scissor
20	025Jun	Ken Brown			303 929 8923	LB TLL
21	12 Jun	Gerardo Castano		gerardomilencio@gmail.com	754 268 8430	
22	16 JUNE	Ethan Garcia		ethanvgarcia@gmail.com	786 305-332-4306	liebherr
23	6/23/25	Dyon Newman		DyonNewman123@gmail.com	409-608-6121	skid steer
24	6/24/25	SANDNER HALE		SANDNER HALE@att.net	754 307 8122	backhoe
25	6/24/25	W. Alex				