Letter B Capabilities Statement

Capabilities

Letter B LLC is a minority-owned small business providing high impact, high value technology and business solutions to government and commercial organizations. Established in November of 2008, Letter B is focused on providing new and innovative ways of using information technologies to meet our clients' unique business needs. Having eclipsed two years of business operation, Letter B currently pursues both 8(a) and SDB Certification.

We specialize in human/computer interactions using our experience in accessibility compliance-based application design, usability testing, and distance learning software development. Letter B employs a pool of software engineers providing business analysis, software design and development, and web-based forms and graphic design. Our staff has past experience working with several higher education institutions and State and Federal government agencies, including the Departments of Defense, Education, Labor, and Homeland Security. Current clients include Vangent and Community Colleges for International Development (CCID).

Expertise

Information Technology

User Experience (UX) Design
Distance Learning
Software Engineering & Application Development
Iterative Design Methodology
Learning Management System Design & Integration
Document Management Integration
Content Management

Strategic Communication

Strategic Marketing Plans
Instructional Design
Web Site Development & Maintenance
Publication Planning & Production
Multimedia Design & Development
Blog Design
Social Network Development

Project / Program Management

Needs Assessment
Strategic Planning
Workflow Optimization
Administrative Support

Compliance and Testing

Customer Acceptance Testing
Test Plan Creation
Software Usability Testing
Web Usability Testing
Section 508 Compliance Application

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Key Personnel

Trevor Bollers, President

Trevor Bollers is an innovative information technology professional with 14 years experience designing, developing and managing IT projects and personnel. In addition to being an expert in User Experience Design, usability testing and Section 508 Accessibility compliance, Trevor is also very experienced in the design, development and management of distance learning products. Trevor was a three time academic all Big Ten football player while obtaining a BBA in Marketing and Management Information Systems from The University of Iowa. He holds a Masters of Science in Information Technology, and a Masters Certificate in Human Computer Interaction from Missouri University of Science and Technology.

Jennifer Bollers, Director of Training

Jennifer Bollers is an expert trainer who has directed, developed, and delivered mission critical training. As Director of Training for Letter B, Jennifer's management, vision, and design helps trainees exceed expectations and service standards. Jennifer has extensive experience providing training for the banking industry and for higher education. She previously served as director for the training department of Hong Kong Shanghai Banking Centers (HSBC) Rapid Refund Call Center, where she developed, designed, and assessed the training and 'train the trainer' materials used to prepare Customer Service Representatives for tax season. Her degree is in Workforce Education and Training from Southern Illinois University.

Troy Miller, Director of Operations

Troy Miller's 14 years of entrepreneurial endeavors focus largely on technology start-ups and education. After serving as a specialist in the Engineering office of start-up VoiceStream Wireless in Denver Colorado, he returned to Iowa and became a State of Iowa Certified teacher prior to teaching two years. Troy later launched innovative Naomi's Kitchen before creating the Development Department for Heritage Christian School and presiding over the non-profit's successful $3.5 million building campaign. Troy also served as Director of Investor relations for software start-up Green Team Technologies which secured over $800,000 in private equity. Troy has a BA in English from Buena Vista University and Teacher Certification from the University of Iowa.

Laura Harms, Graphic Designer

Laura Harms is proficient in web design principles (including adherence to Section 508 compliance requirements), page layout, typography, print design and identity systems. She has completed certification in accessible website standards and design. Laura received her BFA with an emphasis on Graphic Design from The University of Iowa, where she completed an invitation-only studio course collaborating with local non-profit organizations to fulfill their design needs.

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Advisors

As a new small business seeking government contracts, Letter B LLC has engaged three advisors to help establish appropriate policies and procedures and to support excellent delivery to clients:

Dennis Scott

Dennis Scott is a seasoned executive with 35 years experience in large scale project management whose past experience includes leading the growth of a business from $5M to $100M a year and directing contract operations for business with two federal agencies, nine state government agencies, private corporations and numerous post secondary institutions.

Pat Struve

Pat Struve has 27 years experience in progressively responsible program management positions and is a Subject Matter Expert in operational effectiveness. She has directed the development and implementation of paper to electronic forms solutions, including FAFSA on the Web, which revolutionized the way America's students apply for Federal Student Financial Aid.

Mary Westbrook

Mary Westbrook is a Senior Executive with 30 years experience in Federal and State government business where she successfully bid, implemented, and operated over $2 billion in education, health care, and other government programs. Throughout her career, she mentored people, developed leaders, and established business and communication practices that led to a successful, committed organization with high customer satisfaction.

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NAICS Codes

NAICS Codes and Description		**NAICS Codes and Description**	
541512	Computer Systems Design Services	**519130**	Internet Publishing and Broadcasting and Web Search Portals
541511	Custom Computer Programming Services	**611420**	Computer Training
541519	Other Computer Related Services	**611430**	Professional and Management Development Training
541430	Graphic Design	**611691**	Adult Learning
511210	Software Publishers	**611710**	Educational Support Services
561990	Other Document Services	**923110**	Administration of Education Programs
518210	Data Processing, Hosting, and Related Services	**454111**	Electronic Shopping

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Key Contact

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