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Mr. Ron Bell
VA Dept. of General Services
1111 E. Broad St.
Richmond, VA 23218

July 1, 2009

Dear Mr. Bell:

I have been following the JLARC review of eVA and wanted to submit my comments for consideration.

Roanoke Stamp & Seal Company is a family-owned small business and service-disabled veteran-owned small business that was founded in 1917 and is located in Roanoke, VA. We are a wholesale manufacturer of custom products (stamps, daters, seals, name badges, office signs, etc.) and do business with dealers across the U.S. We also do direct business with federal, state and local buyers (we have a GSA schedule contract and are a vendor on the Commonwealth of Virginia rubber stamp contract). As part of my sales efforts, I have researched and registered as a vendor with a number of different states and Virginia's eVA system is by far the best system I have encountered.

Through the use of the eVA reporting tools, I was able to identify a large number of state buyers who were purchasing rubber stamps from another vendor in the Mid-West. By specifically targeting my efforts to those buyers, I was able to significantly increase our contract sales to the Commonwealth. The state also benefited by getting lower pricing, much faster turn-around times and by keeping more of our state dollars in Virginia. No other state offers anything close to eVA when it comes to reporting tools and online information.

eVA has simply enabled me to find the buyers for my products much more effectively. I have been able to target my efforts to just those buyers that are interested in my products. In these tight economic times, it has been very helpful to be able to better target our diminished marketing dollars. Through the use of eVA, I have been able to dramatically reduce the number of sales calls I make while still reaching those buyers that are most interested in our products.

As for the fee structure, I find the 1% fee to not be overly burdensome and offset by the clear benefits of having access to the capabilities offered by eVA (reporting, research and quick quotes). We offer fairly low-cost products so we have never had an order where the fee cap applied so I cannot comment on that. For reference, we pay a fee of 0.75% on our GSA schedule orders (but are required to self-report our totals and submit quarterly payments) and the North Carolina procurement systems charges a 2% fee on their orders.

If you have any questions or if I can provide any additional information on our experiences with eVA, please let me know.

Regards,

A handwritten signature in black ink, appearing to read "Frank Freeman", written in a cursive style.

Frank Freeman
President