



# Softwood Export Council

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10350 N. Vancouver Way #163, Portland, Oregon 97217 ☎: 503-620-5946

## REQUEST FOR PROPOSAL

### Softwood Export Council

## US Softwood Lumber Promotion in Mexico's Pallet Sector

### A. Introduction and Overview:

#### *Softwood Export Council*

The Softwood Export Council functions as the marketing arm of the U.S. softwood industry to promote and encourage increased sales of U.S. value-added softwood products worldwide. The Softwood Export Council (SEC) carries out promotional, policy and research activities for its members and their associated member groups from offices throughout the world.

### B. Proposal for services:

Softwood Export Council is seeking proposals for professional services to lead educational efforts related to US softwood promotion in the Mexico pallet industry.

Two copies of the proposal must arrive by December 31, 2021 and include the following sections:

- A brief description of your firm;
- At least three references, including the names of individual contacts and telephone numbers;
- Proposed budget for outlined work (travel expenses will be reimbursed by SEC).

### C. Scope of Work

#### **Engagement:**

Engagement work will be carried out to expand upon SEC's network of pallet producers and lumber importers in Mexico, strengthen existing relationships, and develop new partnerships with other like-minded institutions in Mexico. All communications must strategically increase brand awareness.

- **Bulletin/Newsletter**  
The Spanish-language newsletter will be published each month and will focus on issues that are of interest to the Mexican wooden pallet and packaging industry. Each newsletter will address relevant and timely industry issues.
- **Online traffic:** Each edition will include embedded links to Spanish language website and LinkedIn account to increase traffic to both sites.

- Repurpose & share content: Please see Social Media section for additional details.
- Email list: Send Spanish emails to convey important updates to larger opt-in pallet and packaging community.

### **Member Outreach**

The primary focus in 2022 will be to continue building personal relationships.

- Email communication: Direct email communications are highly received (open rate above 80%). Use regular emails as a tool to convey information, solicit direct participation, and provide ownership.
- Bi-annual virtual discussion: Create a schedule for 2022 to strategically address pressing issues during online webinars.

### **Inbound Mission Promotion**

Assist with recruiting and lead a trade mission and roundtable discussions with pallet manufacturers from Mexico to participate in the NWPCA fall conference.

### **Social Media (Microsite & LinkedIn) Strategy**

The social media goal for 2022 is to become an online go-to resource for the wooden pallet and packaging, innovation and design, and sustainability communities within Mexico and the greater Spanish-speaking world. To accomplish this goal, it is paramount that our engagement and social media strategy are complementary and overlapping.

### **LinkedIn**

- Social media calendar: Create a detailed content calendar to highlight SEC events/news and announce important product updates in real-time. Posts and content need to be planned out on a monthly basis, as we move from being reactive to proactive content generators.
- Content: Repurpose information from the bulletin and publish on LinkedIn using the “report” function.

### **Ongoing Projects**

The contractor will also be tasked with other pallet related activities in Mexico during 2022.

- IMEXFOR Convention in Mexico (May 2022): The contractor may be requested to attend the conference to interact with lumber importers and pallet producers.
- Events:
  - Monterrey (June/July 2022): Organize a pallet seminar at University of Monterrey during 2022.
  - Expo Ferretera (September 2022) Work with SEC to organize a construction seminar and invite lumber brokers as part of one- or two-day event prior to show.
- Fall Tour (TBD): Use SEC funding to invite Mexican members of the NWPCA to participate in the Fall Tour, as it would be an inbound buying mission. The Mexican producers will engage in face-to-face meeting with sawmills and establish new US softwood lumber sourcing leads.
  - Trip reports are required within 30 days of the conclusion of each travel related activity.

## D. Selection Criteria

Candidates will be evaluated based on how well they demonstrate that they satisfy the general criteria listed below and their ability to provide the services listed. Please provide specific references and examples.

Selection will be made by January 5, 2022. Only those firms meeting the criteria will be considered. All proposals must be received by December 30, 2021 and addressed to:

Softwood Export Council  
Rose Braden  
10350 N. Vancouver Way #163  
Portland, Oregon 97217  
rbraden@softwood.org

Questions regarding this RFP or your proposal submission may be addressed to Ms. Braden at the above email address.

## E. Equal Opportunity Employment

The Softwood Export Council does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: [program.intake@usda.gov](mailto:program.intake@usda.gov). Persons who require reasonable accommodations or alternative means of communication should contact AMSO.

The Subcontractor/Consultant agrees that, during the performance of this Agreement, it shall not discriminate on the basis of race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information. (Not all bases apply to all programs.) The Subcontractor/Consultant agrees that it will fully comply with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances, and regulations, including, but not limited to, Title VII of the Civil Rights Act of 1964; the Americans with Disabilities Act of 1990; the Age Discrimination in Employment Act of 1967; the Equal Pay act of 1963, Executive Order 11246, as amended, etc. Nothing in this section shall require the Consultant to comply with or become liable under any law, ordinances, regulation, or rule that does not otherwise apply to the Subcontractor/Consultant