

**AAM SUMMIT 2007 MARKETING ACHIEVEMENT AWARD ENTRY**  
**Category 3. Business Development/Lead Generation A. Proposal, BP America, Inc.**



<b>Name:</b> René Stranghoner	<b>Title:</b> Director of Practice Growth
<b>Organization:</b> Weaver and Tidwell, L.L.P.	<b>Firm Size:</b> More than \$15 million in revenue
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**Objective:**

1. After reviewing the prospect’s needs and concerns, we developed a proposal in which our overall objectives were to:
  - a. Highlight our personnel expertise
  - b. Concisely convey a solution
  - c. Provide easy to follow format and readability
  - d. Present impactful, well-designed materials
  
2. To position Weaver and Tidwell as qualified providers of MPA attestation audit solutions to the energy sector and to position the Firm as the best candidate to perform BP America’s engagement.

**Strategies:**

1. Address specific needs in executive summary.
2. Clearly convey engagement approach and methodology.
3. Utilize two-column format, use white space and select impactful graphics throughout the proposal.
4. Deliver the proposal in a unique service folder that includes our matching corporate brochure for more information on other services. The folder is tabbed and sized to fit a standard file drawer so the prospect can easily file Weaver and Tidwell materials.

**End Result(s):**

Weaver and Tidwell was awarded the \$40,000 engagement.

<b>Quantity:</b> One original proposal and three copies	<b>Intended Target Audience:</b> BP America, Inc.	<b>Cost:</b> Internal marketing production
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**WEAVER  
AND  
TIDWELL**

*L.L.P.*

*proposal to:* **BP AMERICA, INC.**

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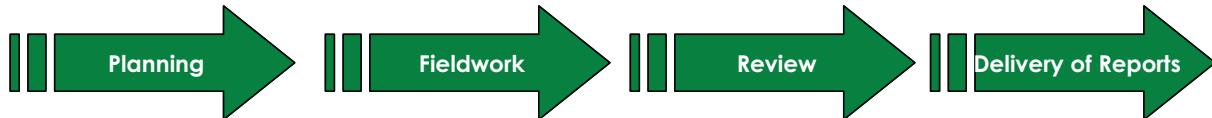
01.02.07 | PARTNER CONTACTS:

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## audit engagement scope



### Audit Scope

We will perform the applicable procedures included in the Annual Dues Information Report for the Calendar Year 2006 Agreed-Upon Procedures and Program (the Procedures) of the Marine Preservation Association's (MPA) August 2001 Dues Procedures for Members Paying Dues Based on Qualified Barrels (the Regulation), as requested by BP America, solely to assist the MPA in evaluating management's assertion about BP America's compliance with the MPA reporting requirements, as described in the Procedures, of the Regulations, for the reporting period ending December 31, 2006.

Our plan to perform the attestation would begin on BP America's timeframe with the distribution of a document request list detailing the specific documentation necessary to begin the attestation procedures. We generally recommend that the documents required for the attestation procedures be forwarded to our offices, rather than incurring the expense of traveling to your facilities. Our experiences have determined this process to be most effective and efficient in performing these attestations and minimize downtime by leveraging all the attestations that we perform; however, as this compliance year would be our first year to work together, we recommend traveling to the Company's corporate offices in Warrenville, Illinois. We believe traveling to your offices for our initial engagement with BP America to perform the attestation provides meaningful, value-added services, including the establishment of relationships with Company personnel, guidance to Company personnel on the necessary attestation documents and an opportunity for us to better understand your operations.

### Timing

We will arrange the timing of our visit as quickly as possible, once engaged, based on the schedules of your personnel, to ensure we meet your internal deadlines as well as the MPA's deadlines for completing the attestation.

We would complete the necessary testwork and draft the report and management representation letter for your review, in an effort to provide you with ample time to completely and accurately review and comment upon such documents. The report would be finalized and forwarded to you shortly after your review and approval, and our receipt of the management representation letter.

### Deliverables

These agreed-upon procedures will be performed in accordance with attestation standards established by the American Institute of Certified Public Accountants. Our report will include a list of the Procedures performed and the related findings with respect to those Procedures.

