Suite 401 Pacific News Building 238 Archbishop Flores St. Hagatña, Guam 96910

Ms. Paula M. Blas, Director

Phone: (671) 475-0390 FAX: (671) 472-7951



COVERNMENT OF GUAL RETIREMENT FUND OCT 3 Ozong

OFFICE OF THE PUBLIC



	Government of Guam Retirement Fund Mr. William J. Blair, Esq., Attorney for Appellant ASC Trust Corporation	From:	Doris Flores Brooks, Public Auditor
Agency:		Pages	2 (Including cover)
CC:		Date:	Thursday, Oct. 29, 2009
Fax	475-B922 (GGRF); 472-4250 (W. Blair)	Phone:	475-0390 x 219 (Anne Carnacho); x
			204 (Rodalyn Marquez); x 210 (Lourdes
			Perez)
Re:	OPA-PA-09-010: Notice of Appeal		
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	Rod	alvn Maro	uez x. 204 <u>rmarquez@quamopa.org</u>

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WILLIAM J. BLAIR BLAIR STERLING JOHNSON MARTINEZ & LEON GUERRERO

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TELEPHONE: (671) 477-7857

Appellant's Duly Authorized Representative

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OFFICE OF THE PUBLIC AUDITOR
PROCUREMENT APPEALS

OCT 29 2009

TIME: 3.05 PM BY: R. MARQUEZ

FILE No. OPA-PA - 09-010

OFFICE OF PUBLIC ACCOUNTABILITY PROCUREMENT APPEAL

IN THE APPEAL OF)) APPEAL NO. OPA-PA-09		
ASC TRUST CORPORATION,		ΓΙΟΝ,)	NOTICE OF APPEAL		
	Appellant.)			
APPE	LLANT INFORMATION	<u>v</u>			
Name	: :	ASC Trust Cor	poration		
Mai]	ling Address:	Martinez & L 1008 DNA Buil	p F.C. Flores Street		
Dayt	zime Contact No.	: c/o William (671) 477-7			
APPE.	AL INFORMATION				
<i>P</i>)	Purchasing Age "Fund")	ncy: Governm	ment of Guam Retirement Fund (the		
3)	Identification Number of Procurement: RFP No. GGRF-028-06				
C)	Decision being appealed was made on October 26, 2009 by the Director of the Fund.				
))	the notice of	al is made from Decision on Protest of Award. Copies of notice of protest and the Fund's decision are attached xhibits 1 and 2.			
])	Names of Compet	ting Offerors:	Great-West Retirement Services Lincoln Financial Group/Bank		

DECLARATION RE COURT ACTION

The undersigned party does hereby confirm that to the best of its knowledge, no case or action concerning the subject of this Appeal has been commenced in court. All parties are required to and the undersigned party agrees to notice the Office of Public Accountability within 24 hours if court action commences regarding this Appeal or the underlying procurement action.

STATEMENT OF GROUNDS FOR APPEAL

ASC appeals the denial of its protest of the Fund's award to Great-West Retirement Services ("GWRS") of the contract (the "Contract") to provide certain investment management and administrative services pursuant to RFP No. GGRF-028-06.1

Notice of the award of the Contract was sent to ASC on August 21, 2009. Based on information obtained from the Fund on October 6, 2009, ASC protested the award of the Contract on October 15, 2009. See Ex. 1. ASC's protest was denied on October 26, 2009, by Paula M. Blas, the Fund's Director on the grounds that it was untimely. See Ex. 2.

BACKGROUND FACTS

The RFP. On September 28, 2006, the Fund issued its RFP for investment management and plan administration services for its

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¹ This procurement was the subject of a prior appeal to the OPA by GWRS, Docket No. OPA-PA-07-006. It is requested, pursuant to 2 GAR, Div. 4, section 12108(h), that judicial notice be taken of all filings in that docket.

401(a) defined contribution plan, it 457 deferred compensation plan and its welfare benefit plan.² Three companies responded with proposals—ASC, GWRS, and Lincoln Financial Group/Bank of Hawaii. *Id*.

The RFP documents set forth the evaluation criteria that were to be used in evaluating proposals and the relative weight those criteria would be given. According to the RFP, the price to be charged for the services to be rendered was one of the factors to be evaluated, and it was assigned a weight of 40% of the total evaluation score. Under the applicable procurement regulations, the evaluation factors stated in the RFP were the only permissible basis for evaluating the proposals. 2 GAR, Division 4, section 3114(f)(2). Specifically, the RFP stated:

Based on the [technical] factors above, the proposals will be initially evaluated. Then the price proposals will be incorporated and the price proposals will be incorporated into the evaluation effort. The price proposal will count for 40% of this evaluation and the technical merits will count for 60% of this evaluation. Based on the combination of the scores assigned from the technical merit and pricing, the GGRF will enter into negotiations with the company with the highest combined score. If these negotiations do not result in a successful contract, then the GGRF will enter into negotiations with the next highest ranked company.³

ASC's and GWRS' Price Proposals. ASC and GWRS submitted proposals in November 2006. As required by the RFP, the pricing proposals were submitted separately. GWRS offered two pricing

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² See September 7, 2009 Memorandum of Evaluation and Negotiation (the "Evaluation Memo"), attached hereto as Ex. 3.

³ RFP, Section VI.C.10., p. 29, Ex. 4 attached hereto.

options. See Ex. 5, attached hereto. Under GWRS option one, the fees were:

\$48 per participant per year (pro-rated quarterly, plus: GWRS' actual costs for local staff and communication services, 4 plus a fixed a fixed fee of \$34,000 per year Revenue sharing of 100% of all 12(b)(1) fees paid by mutual fund companies per annum, plus .25% on average fund balances per year

In comparison, ASC's pricing proposal was an annual participant administrative fee of \$16 (payable \$4 quarterly), a custodial/trustee fee of 2.5 basis points (0.025%) per quarter (0.10% annually) and a financial investment advisory services fee of 2.5 basis points (0.025%) per quarter (0.10% annually). Like GWRS, ASC proposed revenue sharing of 100% of all 12(b)(1) fees. See ASC pricing proposal, Ex. 6 attached hereto.

Thus, ASC's pricing proposal called for annual administrative fee of \$16 a year per participant, plus fees equal to 0.20% of trust balances annually. Based on an estimated numbers of participants of 8,700 and the Fund asset balances of \$133,000,000, this resulted in an estimated annualized base administrative fee of \$405,250 (8,700 x \$16 + \$133,000,000 x See, ASC Pricing Analysis, Ex. 6, p. XV-9. same assumptions, GWRS' pricing proposal under option one was

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⁴ The proposal does not provide any estimate of these costs, but in its March 21, 2007 letter to the Fund, which communicated GWRS' best and final offer, GWRS represented that its local "field service cost" was \$334,000. See, Exhibit D to GWRS' Notice of Appeal in Docket No. OPA-PA-07-006. Subtracting the "fixed fee" of \$34,000 in the pricing proposal, this suggests GWRS' assumed local staff and administrative costs, which under its original pricing proposal would have been paid by the Fund, were about \$300,000 a year.

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DIAIR STERLING JOHNSON MARTINEZ & LEON GUERRERO A PROFESSIONAL CORPORATION SUITE 1008 DNA BUILDING 238 ARCHISHOP F.C. F.CORES STREET HAGÁTÑA, GUAM 96910-5205 TELEPHONE: (671) 477-7857

 $$751,600 (8,700 \times $48 + $300,000 + $34,000)$. Under GWRS' option two its fee would have been $$438,900 ($133,000,000 \times 0.0033).5$

ASC's pricing proposal was thus less than either of GWRS' proposals.

The Evaluation Process. The Fund appointed a three-person selection panel, whose members met on February 7, 2007, evaluated the three proposals and rated them. Evaluation Memo., p. Based on the scores given by the three members of the panel, GWRS, with a total score of 22.42, was deemed the best qualified offeror to provide the required services. ASC, with a total score of 21.64, was ranked second.

The Fund commenced negotiations with GWRS. Negotiations. The course and outcome of those negotiations were the Id. subjects of GWRS' prior procurement appeal. briefly summarize, the Fund asked GWRS to accept a lower price that that which it had proposed. The basis asserted by the Fund for seeking a lower cost proposal from GWRS was that proposals of ASC and the third proponent were lower than that of GWRS. Agency Report filed by the Fund on July 6, 2007, in Docket No. OPA-PA-07-006. When GWRS refused to lower its price, the

Under option two, the investment options of Fund participants would have been limited to mutual funds linked to GWRS.

⁶ The Evaluation Memo was provided to ASC on September 15, 2009, in response to ASC's second attempt under the Sunshine Reform Act to obtain information from the Fund regarding the evaluation process.

 $^{^{7}}$ In its Agency Report, the Fund asserted that GWRS was a "qualified, but over-priced competitor" and claimed that the Fund's determination that GWRS' reduced price offer was not fair and reasonable was not arbitrary and

Fund terminated negotiations with it on the basis that its best and final offer was not "fair and reasonable." The Fund then commenced negotiations with ASC as the next qualified firm. Evaluation Memo., pp. 2-3.

GWRS protested the determination that its price proposal was not fair and reasonable and, after the Fund denied that protest, appealed to the OPA on June 22, 2007. Evaluation Memo., p. 3.

The Public Auditor issued a decision sustaining GWRS' appeal on March 12, 2008, later amending it on April 11, 2008. The Fund was ordered to continue negotiating with GWRS. Negotiations regarding GWRS' fees resumed on April 2, 2008 and its reduced fee offer was accepted by the Fund's negotiation panel on August 1, 2008. The Fund then commenced contract negotiations with GWRS on August 28, 2008. Evaluation Memo, pp. 3-4.

A week short of one year later, the Fund signed the Contract with GWRS, with an effective date of August 21, 2009. That same day ASC and the other offeror were given notice of the award of the Contract. *Id.*, p. 4.

ASC's Efforts to Obtain Information Regarding the Evaluation Process. Following the notice of award, ASC filed a request for documents under the Sunshine Reform Act of 1999, Guam's freedom of information act. The Fund provided some documents, but refused to provide documents reflecting the evaluation scoring of

capricious when that offer was compared to "the bids and pricing from the pool of other offerors." Agency Report, p. 6.

ASC's proposal by the individual selection panel members, claiming such information was exempted from production under the Sunshine Act.

On September 10, 2009, ASC retained ASC tried again. counsel to make a renewed Sunshine Act request, specifically asking for the evaluation sheets for ASC's own proposal. "barred" it by the asserted that was response, the Fund procurement law from producing the requested evaluation sheets, because ASC had not been awarded the Contract. See September 15, 2009 letter from Paula Blas, Ex. 7, attached hereto. The Fund did, however, provide the Evaluation Memo.8

ASC tried one more time. Dissatisfied with the September 15, 2009 response of Fund to its request for documents related to the evaluation of its own proposal, ASC made a final demand for the requested evaluation sheets. See September 21, 2009 letter to Paula Blas, Ex. 8 attached hereto. In response, the Fund again stonewalled ASC. See September 29, 2009 letter from Elyze McDonald, the Fund's attorney, Ex. 9 attached hereto, reasserting that the requested information regarding the evaluation of ASC's own proposal was "confidential" and that the Fund was expressly prohibited from disclosing it. It was further asserted that ASC's status as one of the offerors made no difference.

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⁸ Ms. Blas' September 15, 2009 letter represented that the Evaluation Memo, which is dated September 7, 2009, was "finalized" after ASC's FOIA request was received.

ASC was thus forced to go to court to get the information. On October 5, 2009, ASC filed a petition for writ of mandamus from the Superior Court of Guam to obtain the requested information. See, Petition for Writ of Mandate Under Sunshine Reform Act of 1999, Superior Court of Guam Special Proceeding Case No. SP 0193-09, Ex. 10, attached hereto.

The day after ASC filed its writ petition, October 6, 2009, the Fund's attorney provided the requested documents to ASC, ostensibly not under the Sunshine Act, but in light of its capacity as an offeror. See October 6, 2009 letter from Ms. McDonald, Ex. 11, attached hereto.

ASC First Learns the Truth—its Proposal was Not Fairly Evaluated. Despite the fact that ASC's proposed pricing was lower than either of those initially proposed by GWRS, one of the three members of the Fund's selection panel gave ASC a lower evaluation score for its pricing proposal. Specifically, this member of the panel gave ASC a numerical rating of 5 for its lower price proposal and gave GWRS a numerical rating of 9 for its higher ones. There was no rational basis for these ratings. Giving ASC a lower rating for a lower, more favorable price was

The Fund's about face is inexplicable, in view of the fact that it expressly relied on provisions in the procurement law as the grounds for claiming it could not provide to ASC the information it had requested under the Sunshine Act. Indeed, the Fund had previously claimed ASC's status as an offeror made no difference. Compare Ex. 9 with Ex. 11.

See summary evaluation sheets for ASC and summary of results attached to Exhibit 10. It is unknown which of GWRS' higher pricing proposals earned the 9 rating on this member's scorecard.

necessarily arbitrary and capricious. Indeed, it suggests intentional and deliberate manipulation of the evaluation criteria to favor GWRS (or disfavor ASC), to the detriment of the Fund and its members. It goes without saying that a lower price for providing the required services should have resulted in a higher rating on this criterion.

The irrational score by the one member of the selection panel skewed the result of the evaluation process. The total combined score given to ASC by the three members of the panel was 21.64. See evaluation sheets attached to Exhibit 9. The total combined score for GWRS was 22.42. Based solely on the 0.78 point difference between the two combined scores, GWRS was deemed the best qualified to provide the required services and the Fund entered into negotiations with it, which negotiations eventually led to the award of the Contract.

The 5 rating given to ASC on its price proposal by the one panel member resulted in a score of 2.00 on the price criterion (5 \times .40). The 9 rating given to GWRS by the same evaluator on its higher price resulted in a score of 3.60 (9 \times .40). The resulting impact on the difference between ASC's total combined evaluation score and that of GWRS was thus 1.60 (3.60 - 2.00),

ASC believes the scores given to it by the same evaluator on the technical criteria also demonstrate a bias either in favor of GWRS or against ASC, but that was not a basis for its protest or this appeal. ASC focuses solely on the objective criterion of price, under the only possible rational assumption that a lower price proposal would be given a higher rating score than a higher price proposal.

which was more than twice the 0.78 difference between ASC's and GWRS' combined scores. The scoring by this one evaluator thus changed the result. If the evaluator had fairly and rationally applied the price evaluation criterion, ASC would have been given a higher score than GWRS for its price proposals, not a lower one. ASC would have then been determined to be best qualified to provide the required services, not GWRS, and the Fund would have negotiated first with ASC, not GWRS.

ARGUMENT

After working through the obduracy of the Fund to obtain the pieces of the puzzle that showed that the evaluation process was unfair and biased, ASC filed its protest. That protest was summarily denied, not on the merits, but on the grounds that it was time barred.

The Fund claims that ASC was "extremely dilatory" in filing its protest. It says the protest should have been filed no later than 14 days after May 7, 2007, May 11, 2007, July 6, 2007 or, at the latest, September 4, 2009. Ex. 2. Let us examine each of those dates.

May 7, 2007. On May 7, 2007, the Fund sent ASC a letter advising that it was not rated or evaluated to be the best qualified offer. According to the Fund, ASC could have then requested its evaluation sheets, and protested its ratings.

This is sophistry. First, it presupposes that the Fund lawfully could have and voluntarily would have provided ASC with

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BLAIR STERLING JOHNSON MARTINEZ & LEON GUERRERO A PROFESSIONAL CORPORATION SUITE 1000 BINB BUILDING 238 ARCHBISHOP F.C. FLORES STREET HAGĞTÄR, GUAM 96910-5205 TELEPHONE: (671) 477-7857 not only its own evaluation sheets prior to the award of a contract, but also those of GWRS. Given the lengths to which the Fund has gone to avoid having to provide this information, it is patently unreasonable to assume that ASC would have been provided the information, if only ASC had thought to ask. Second, the raw scores would have meant nothing unless ASC was also provided with GWRS' pricing proposals, which the Fund clearly was not permitted by law to make available at that time. ASC would have had no basis to know that the scoring had been slanted to favor GWRS on the pricing criteria.

Finally, it is beyond ridiculous when one considers that on May 7, 2007, the Fund had terminated negotiations with GWRS and was negotiating with ASC. What exactly would have been ASC's grounds for a protest at that time?

The next date the Fund says triggered the 14 May 11, 2007. That was the day the Fund day protest period was May 11, 2007. issued a "Stay of Procurement" and suspended its negotiations with ASC in light of the protest by GWRS. See Evaluation Memo, According to the Fund, ASC should have learned that GWRS That was no secret. had been initially rated higher than it. its question why the time to at reason no had Price was not the only less than GWRS. evaluation score was knowledge that its price evaluation criterion, and ASC had no The Fund could not have proposal was less than that of GWRS. provided ASC with any information related to GWRS' proposal at

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Moreover, as of May 11, 2007, the Fund had already that time. terminated negotiations with GWRS, and its negotiations with ASC Again, were stayed only as the result of GWRS' what appeal. exactly would ASC have protested?

On this date, the Fund filed its Agency July 6, 2007. Report in the GWRS procurement appeal, wherein the Fund appeared to concede or admit that GWRS' price proposal was higher than fact, That what? the other two proponents. So either of standing alone, did not mean or even suggest that the scoring on ASC' pricing proposal by one panel member had been arbitrary and Rather, ASC rightfully could only have 12 capricious, if not worse. 13 assumed that GWRS had been rated much higher than it on 14 technical evaluation criteria which accounted for 60% 15 total score, and that GWRS' higher technical scores offset 16 competitive advantage ASC' lower cost proposal might have given 17 ASC had no reason at that time to believe the integrity of 18 the procurement process had been compromised, as has now been 19 20 established was the case.

Moreover, as of July 6, 2007, no contract had been awarded to GWRS. GWRS' appeal had not yet been sustained. The Fund had not yet been ordered to resume negotiations with GWRS. had been negotiating with ASC, not GWRS. If the Fund's position in the appeal had been upheld, then the Fund would have resumed negotiations with ASC, not GWRS. What was there to protest at this point in time?

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Lastly, the Fund asserts that the 14 day August 21, 2009. protest period commenced, "at the latest," on August 21, the date ASC was advised the Contract had been awarded to GWRS. Fund claims that ASC knew it had been lower-rated than GWRS should have protested. More it 2007, SO back as correctly, the Fund seems to be saying that ASC should have asked for the evaluation sheets at this time so it could have learned 8 the true facts and then filed a timely protest, all within 14 10 days.

The Fund's position entirely misses or deliberately avoids the point of ASC's protest. ASC did not protest simply because it was initially ranked lower than GWRS, as the Fund's denial of knew this course ASC its protest seems to assume. Of Rather, ASC's protest is based on why it was rated lower, truth about which was not learned until October 6, 2009. The evaluation criterion related to price was objective weight assigned to the criterion was fixed by the RFP. lower, however, that would not ASC's price proposal was necessarily meant that its total score, when the other criteria were considered, should have been higher than GWRS. Only when you have the actual scores is the skewing and its effect on the It was those very scores which the total scores made apparent. ASC did not Fund vigorously fought against having to disclose. get those scores until October 6, 2009, after it had been forced to file a writ proceeding in the Superior Court.

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There are no facts that would support any assertion that ASC "knew or should have known" that one selection panel member arbitrarily and capriciously, if not deliberately, misapplied the evaluation criteria in violation of the RFP and Guam law. The Fund cannot actively seek to conceal the truth and then claim ASC should have learned it sooner. This would make a mockery of the procurement laws and the protest process.

SUMMARY

ASC appreciates the fact that this particular procurement has dragged on for years due to the prior procurement appeal and the Fund's subsequent year long negotiation process with GWRS. That does not take away from the fact that information only recently revealed by the Fund in the face of a Sunshine Act writ petition establishes that the procurement process was flawed. As a consequence, the award of the Contract to GWRS was made in violation of the letter and spirit of the procurement laws of Guam, the integrity of which the Public Auditor is charged with upholding.

in ASC's bid protest letter, in the the Fund noted quite correctly, that appeal asserted, **GWRS** encourage is designed to itself process procurement competition among providers so that the Government of Guam can get the most value for its dollar."12 That did not happen here.

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Fund's Rebuttal to Appellant's Comment on Agency Report, filed on July 23, 2007, in Docket No. OPA-PA-07-006, In the Appeal of Great-West Retirement Services, p. 3.

perverted by the arbitrary process was The procurement capricious action of one member of the Fund's selection panel. If the evaluation criteria set forth in the RFP had been fairly rationally applied, ASC would have been rated the first Fund would have The GWRS. qualified proponent, not negotiated with ASC, not GWRS, and, given that ASC had originally made a lower price proposal than GWRS, it is fair to assume there was a reasonable likelihood that ASC would have successfully negotiated a contract with the Fund-all back in 2007.

The Fund attempts to avoid dealing with the merits of ASC's have protested sooner. should claiming that ASC by finally awarded in August, ASC However, once the Contract was promptly sought to obtain from the Fund information relating to the evaluation process, information that the Fund could not The Fund stonewalled ASC in lawfully have provided any earlier. needed information to its efforts, thus denying to it the determine if there were any grounds to protest. Finally, in the face of ASC's writ petition, the Fund provided the information on That is the date ASC first gained knowledge of October 6, 2009. the facts on which its protest was based and the date the 14 day ASC's protest was thus timely, the protest period commenced. Fund's desire to avoid facing it notwithstanding.

REQUESTED RULING

The Contract has improperly been awarded to GWRS. ASC has no reason to believe that GWRS itself has acted improperly.

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procurement remedies available under the the Thus, Pursuant to 5 GCA 5452(a), the award of the Contract limited. should be set aside and the Contract terminated. The Fund should be ordered to then enter into negotiations with ASC or else issue a new RFP for the services needed by it. be 5452(e), ASC to 5 GCA pursuant addition, awarded its reasonable costs incurred in connection with the RFP 8 ASC should have been determined the best qualified 9 and protest. offeror and there is a reasonable likelihood that it would have capricious arbitrary and 11 for Contract but been awarded the 12 the contravention of direct proposal in ASC's of scoring 13 evaluation criteria set forth in the RFP. 14 SUBMITTED this day of October, 2009. 15

BLAIR STERLING JOHNSON MARTINEZ & LEON GUERRERO A PROFESSIONAL CORPORATION

BY:

WILLIAM J. BLAIR

Appellant's Duly Authorized Representative

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ENCLOSURES:

NOTICE OF PROTEST EXHIBIT 1: 21

DECISION ON PROTEST EXHIBIT 2:

SEPTEMBER 7, 2009 MEMORANDUM OF EVALUATION AND NEGOTIATION EXHIBIT 3: 22 RFP EXCERPT RE VALUATION CRITERIA

EXHIBIT 4:

GWRS NOVEMBER 2006 COST PROPOSAL EXHIBIT 5: 23

ASC NOVEMBER 2006 COST PROPOSAL EXHIBIT 6:

SEPTEMBER 15, 2009 LETTER FROM PAULA BLAS EXHIBIT 7: 24

SEPTEMBER 21, 2009 LETTER TO PAULA BLAS EXHIBIT 8:

SEPTEMBER 29, 2009 LETTER FROM ELYZE MCDONALD, THE FUND'S ATTORNEY EXHIBIT 9: 25

PETITION FOR WRIT OF MANDATE UNDER SUNSHINE REFORM ACT OF 1999 EXHIBIT 10:

OCTOBER 6, 2009 LETTER FROM MS. MCDONALD EXHIBIT 11:

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VERIFICATION

ISLAND OF GUAM) ss: .
CITY OF HAGÅTÑA)

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I, DAVID JOHN, being first duly sworn, do state that I am the Duly Authorized Representative for ASC TRUST CORPORATION; that I have read the foregoing NOTICE OF APPEAL and that the same is true of my own knowledge, except as to those matters which are stated on information and belief, and as to those matters, I believe them to be true.

DAVID JOHN

SUBSCRIBED AND SWORN to before me this day of

NCTOBER, 2009, by DAVID JOHN.

NOTARY PUBLIC

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TRUST CORPORATION.DOC

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BLAIR STERLING JOHNSON MARTINEZ & LEON GUERRERO A PROFESSIONAL CORPORATION SUME 1008 DNA BULDING 23B ARCHESISTO FC. FLORES STEA HAGÁTNA, GUAM 96910-5205 TELEPHONE. (671) 477-7857 JENNIFER D.S. MENDIOLA NOTARY PUBLIC

In and for Guam, U.S.A.

My Commission Expires: Apr. 13, 2013

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