



## SOLE SOURCE CERTIFICATE AND POSTING NOTICE

A sole source procurement is when you make a request to purchase product(s) and/or service(s) without competition when competition is otherwise required. This means that product/service is unique and that the supplier is the only supplier that can provide the product or service. In accordance with the authority granted under applicable Florida law and UCF Regulation 7.130, the following documentation is submitted in support of this request.

The purchase requisition can be entered into UCF Financials at any point during the process set forth herein; however, doing so does not ensure approval of the sole source.

The completed sole source must be approved in the following order. **Please be sure to obtain all required signatures before submitting the form to Procurement Services.**

- PI/Researcher/Director/Chair
- President/Vice President/Dean
- Procurement Specialist
- Procurement Services Associate Director
- Assistant Vice President for Tax, Payables & Procurement, who will review and provide a recommendation to approve or disapprove the sole source to:
- Chief Financial Officer, who will either directly approve or disapprove the sole source, or forward it to the Provost and Executive Vice President for goods/services related to academia for input prior to making the final decision.

Contingent upon the approval of all the officers/individuals listed, the sole source shall be posted on the UCF Procurement Services website for seventy-two (72) business hours. Upon expiration of said posting period, Procurement Services will process a purchase order upon receipt of the requisition.

Once the completed sole source is received, Procurement Services reviews the documentation provided and determines whether the sole source is valid or if there are additional suppliers that may be able to provide the requested product or service. The sole source review and approval process varies based on the nature of the product/service being requested and the information provided in the requestor's justification, among other factors, so please keep this in mind when submitting the form.

**The usual bidding process shall be conducted if sole source approval is not granted.**



I, the undersigned, hereby concur with the above justification and support a sole source approval for the above product(s) and/or service(s).

See below email for approval

<b>Signature</b>	<b>Printed Name and Title (Procurement Specialist)</b>	<b>Date</b>
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I, the undersigned, hereby concur with the above justification and support the acquisition of the above product(s) and/or service(s) on a sole source basis.

See below email for approval

<b>Signature</b>	<b>Printed Name and Title (Procurement Services Associate Director)</b>	<b>Date</b>
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I, the undersigned, hereby concur with the above justification and authorize the acquisition of the above product(s) and/or service(s) on a sole source basis.

See below email for approval

<b>Signature</b>	<b>Printed Name and Title (Asst. Vice President for Tax, Payables &amp; Procurement)</b>	<b>Date</b>
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I, the undersigned, hereby concur with the above justification and authorize the acquisition of the above product(s) and/or service(s) on a sole source basis.

See below email for approval

<b>Signature</b>	<b>Printed Name and Title (Chief Financial Officer)</b>	<b>Date</b>
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**POSTING NOTICE**

<u>10/28/2024 2:00pm</u>	<u>10/31/2024 2:00pm</u>	<u>2501</u>	<u>Trinh Nguyen</u>
<b>Date/Time Posted</b>	<b>Posting End Date</b>	<b>UCF Control No.</b>	<b>Procurement Specialist</b>

## SOLE SOURCE JUSTIFICATION

Please answer the questions below and attach additional documentation if needed.

1. Describe the product(s) and/or service(s) and anticipated use thereof in layman's language.

Attempts to find other SMEs with senior-level experience of this nature have not been successful, and we continue to search to supplement the limited amount of time the Typography for Good can provide. The most recent search was 1/10. Our search method is as follows: we use broad web searches, focused searches on expert networks such as GLG, AlphaSights, Guidepoint, proSapient and Third Bridge, and reaching out to our extensive network within Adobe and Google. We have to date had only one success in finding and engaging a good source for this vital component of our work: Typography for Good.

Here are three recent leads that are not successes:

- 1) We identified a local individual who seemed to have typography expertise, and understanding of the industry, Caroline Trude-Rede. She was a graphic design specialist, but not fluent in typographical design. Our typography stakeholders had never heard of her. She had not designed any typefaces herself. She did not have connections to the broad industry, and did not have additional experience in business development. She had no scientific research experience. Her rate was \$150/hours.
- 2) Pricia Principale of Miami FL has some experience with typography, and has designed fonts. Our typography stakeholders had never heard of her. She had not designed any typefaces herself. She did not have connections to the broad industry. She had experience in business development, but not with Fortune 500 companies in the typography and design space. She had no scientific research experience. She charged \$250 an hour.
- 3) We identified Stolze Design Firm, in Cambridge, MA. There we found typography experts out stakeholders had heard of, and connections to the broad industry supported by experience in business development. They had no connection to scientific research. They could provide a team of 4 people, costing \$30,000 a month for 10 hours of engagement.

2. State in detail why only this and no other product(s)/service(s) will satisfy the department's requirements.

Typography for Good provides unique expertise. No graphic designer, or typographer, or business development service that we have located has been able to address the full intersection of Typography, scientific research, and business development in the Design and typography industry. Indeed, it was a two year search to find Typography for Good, who was recommended by our major partner in this project, Adobe, after we had failed to find an appropriate partner.

Adobe and Google employ the world's top typographers, and we need individuals on the UCF team able to interact authoritatively with these individuals. Sam Berlow, Owner of Typography for Good, has this experience. He is a renowned typographer: our industry partners know his name for his accomplishments in making fonts and bringing them to market. He is able to comfortably read and write scientific research. We also interact with executive-level members of the design and typography business community. Having an individual who is known and able to authoritatively advise us in this space is a similarly difficult proposition. Those we have identified are generally not very well connected (i.e. our partners have never heard of them) and also extremely expensive.

This important research is working in a space where industry has hired a small group of professionals 'to death', and where business acumen is rare, and scientific research experience yet more rare. Finding all of these together is incredibly rare, and we have found one reliable source

## SOLE SOURCE JUSTIFICATION

3. State why the product(s) and/or service(s) are available from only one source and how that determination was made. Explain the research conducted to support this claim.

Attempts to find other SMEs with senior-level experience of this nature have not been successful, and we continue to search to supplement the limited amount of time the Typography for Good can provide. The most recent search was 1/10. Our search method is as follows: we use broad web searches, focused searches on expert networks such as GLG, AlphaSights, Guidepoint, proSapient and Third Bridge, and reaching out to our extensive network within Adobe and Google. We have to date had only one success in finding and engaging a good source for this vital component of our work: Typography for Good.

Here are three recent leads that are not successes:

- 1) We identified a local individual who seemed to have typography expertise, and understanding of the industry, Caroline Trude-Rede. She was a graphic design specialist, but not fluent in typographical design. Our typography stakeholders had never heard of her. She had not designed any typefaces herself. She did not have connections to the broad industry, and did not have additional experience in business development. She had no scientific research experience. Her rate was \$150/hours.
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- 3) We identified Stolze Design Firm, in Cambridge, MA. There we found typography experts out stakeholders had heard of, and connections to the broad industry supported by experience in business development. They had no connection to scientific research. They could provide a team of 4 people, costing \$30,000 a month for 10 hours of engagement.

4. Provide an explanation to support the belief that the price is fair and reasonable.

Typography for Good provides subject matter expertise from Sam Berlow for \$125/hr, and is able to provide 10 hours of his time each week. As such, a month of this service is \$5000, a year is \$60,000, and engaging Typography for Good for the entire 2 year contract will cost \$120,000.

We have found no other company able to provide an individual with similar experience. Those with less experience, and teams with the same intersections, typically charge the same or more. Indeed, relative to our mission and tech-for-good approach, Typography for Good charges us less than they do other clients. In the above examples, an individual without the skills to help us costs roughly the same, and individual with similar skills in typography but not business management experience with fortune 500 companies costs much more, and a professional firm providing this subject matter expertise costs more than our project could possibly pay.

We are very lucky not only in the capabilities of Typography for Good, but in the cost at which the services are provided.

Please approve us to continue working with them.

**From:** [Gerald Hector](#)  
**To:** [Joel Levenson](#); [Brian Sargent](#)  
**Cc:** [Trinh Nguyen](#)  
**Subject:** RE: C0102032 - Waiver for Typography for Good  
**Date:** Monday, October 28, 2024 11:14:00 AM  
**Attachments:** [image004.png](#)  
[image006.png](#)  
[image007.png](#)

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Joel:

I approve of this sole source award.

Regards,

Gerald L. Hector, CPA  
Senior Vice President  
Administration and Finance  
University of Central Florida  
4635 Andromeda Loop N  
MH384  
Orlando, FL 32816  
Tel: (407) 823-1063  
Email: [gerald.hector@ucf.edu](mailto:gerald.hector@ucf.edu)



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**From:** Joel Levenson <Joel.Levenson@ucf.edu>  
**Sent:** Sunday, October 20, 2024 5:59 PM  
**To:** Brian Sargent <Brian.Sargent@ucf.edu>; Gerald Hector <Gerald.Hector@ucf.edu>  
**Cc:** Trinh Nguyen <Trinh.Nguyen@ucf.edu>  
**Subject:** RE: C0102032 - Waiver for Typography for Good

Good evening Gerald,

I also support this sole source award. The submission does a good job of detailing the research into competitors, which yielded none that would meet the needs of the department. A similar sole source for this supplier was approved in 2022.

If you agree with this sole source, reply all to this email and indicate as such. If you have

additional questions, let us know.

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**From:** Brian Sargent <[Brian.Sargent@ucf.edu](mailto:Brian.Sargent@ucf.edu)>  
**Sent:** Friday, October 18, 2024 10:29 AM  
**To:** Joel Levenson <[Joel.Levenson@ucf.edu](mailto:Joel.Levenson@ucf.edu)>  
**Cc:** Trinh Nguyen <[Trinh.Nguyen@ucf.edu](mailto:Trinh.Nguyen@ucf.edu)>  
**Subject:** FW: C0102032 - Waiver for Typography for Good

Good morning Joel,

I also support this sole source for continuation of work by Sam Berlow. A sole source has been approved in the past for this (2022) and attempts to locate a subject matter expert with the expertise needed for this work has been unsuccessful. The end user researched other firms but they did not meet their requirements and additionally, they were more expensive on an hourly basis.

Please approve/disapprove and let me know if you have any questions.

Regards,  
Brian

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**From:** Trinh Nguyen <[Trinh.Nguyen@ucf.edu](mailto:Trinh.Nguyen@ucf.edu)>  
**Sent:** Tuesday, October 15, 2024 3:56 PM  
**To:** Brian Sargent <[Brian.Sargent@ucf.edu](mailto:Brian.Sargent@ucf.edu)>  
**Subject:** C0102032 - Waiver for Typography for Good

Hi Brian,

I have reviewed the attached waiver and can support it with the following reasons. Can you please also review to see if you agree or not.

Vendor: Sam Berlow from Typography for Good, LLC  
Product: Subject Matter Expert in Typography and Design  
Total Amount: \$120,000  
Dept: IEMS

**Requirement:** The department wants to continue the hiring of Sam Berlow (Owner of Typography for Goods), a subject matter expert in typography and design with expertise in scientific research and business development experience with Fortune 500 industries required for UCF Readability Consortium project funded by Adobe and Google.

**Research Conducted:** Sam Berlow is a renowned typographer and well known for his

accomplishments in making fonts and bringing them to market. The PI confirmed in the below email that to best of her knowledge, nothing has changed in marketplace to allow competition. She emphasized that Sam is the only typographer that's been identified to fully understand the intersection of typography, scientific research and business development in the design and typography industry. This consultant has been approved several times in the past for his subject matter expertise as a sole source.

8/10/2021 TN	IEMS	Liz Stalvey	Ben Sawyer	N/A	\$15,000.00	\$0.00	Subject Matter Expert	Typography for Good	RF00002271
1/18/2022 TN	IEMS	Liz Stalvey	Ben Sawyer	N/A	\$5,000.00	\$0.00	Subject Matter Expert	Typography for Good	RF00002378

2/4/2022 SS	SS	TN	2213 IEMS	Iolanda Guseman Ben Sawyer	Michael Georgiopo	\$120,000.00	\$0.00	Typography of Goods
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**Price is fair and reasonable:**

Sam Berlow's rate is considered fair and reasonable given that there is no other consultant with comparable experience and expertise. His rate of \$125/hr. is reasonable compared to others with less experience. It was noted that Typography for Good charges UCF less than they do other clients.

**GovSpend:** Nothing comes up for this vendor.

Thanks,  
Trinh

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**From:** Hannah Faler <[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)>  
**Sent:** Monday, October 14, 2024 4:16 PM  
**To:** Trinh Nguyen <[Trinh.Nguyen@ucf.edu](mailto:Trinh.Nguyen@ucf.edu)>  
**Cc:** Reyner Martinez <[Reyner.Martinez@ucf.edu](mailto:Reyner.Martinez@ucf.edu)>  
**Subject:** Re: Invoices to be paid- Sam Berlow

Hi Trinh,

To my knowledge nothing in the market has changed sine our last request. Specifically, no other typographers have yet been identified to fully address the intersection of typography, scientific research, and business development in the design and typography industry at a comparable rate as we've found with Typography for Good.

Best,



**Hannah Faler, M.Ed.**

Assistant Laboratory Manager  
The Readability Consortium ([TRC](#))| Virtual Readability Lab ([VRL](#))  
College of Engineering and Computer Science  
University of Central Florida

[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)  
[ucf.edu](http://ucf.edu)

*Please note: Florida has a very broad open records law (F. S. 119). E-mails may be subject to public disclosure.*

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**From:** Trinh Nguyen <[Trinh.Nguyen@ucf.edu](mailto:Trinh.Nguyen@ucf.edu)>  
**Sent:** Monday, October 14, 2024 4:07 PM  
**To:** Hannah Faler <[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)>  
**Cc:** Reyner Martinez <[Reyner.Martinez@ucf.edu](mailto:Reyner.Martinez@ucf.edu)>  
**Subject:** Re: Invoices to be paid- Sam Berlow

Hi Hannah,

To get this waiver approved, can you please confirm if anything has changed in the marketplace since the last sole source approval to allow competition or is Sam Berlow still the only one that can provide the required typography expertise/talent needed for the project?

Thank you,  
**Trinh Nguyen**

Procurement Specialist

**Knights Experience Team (kNEXT)**

University of Central Florida

[Trinh.Nguyen@ucf.edu](mailto:Trinh.Nguyen@ucf.edu)

 407-823-5889

[ucf.edu](http://ucf.edu) ● [kNEXT.ucf.edu](http://kNEXT.ucf.edu) ● [Workday Help](#)

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**From:** Hannah Faler <[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)>  
**Sent:** Thursday, October 3, 2024 10:49 AM  
**To:** Trinh Nguyen <[Trinh.Nguyen@ucf.edu](mailto:Trinh.Nguyen@ucf.edu)>  
**Cc:** Reyner Martinez <[Reyner.Martinez@ucf.edu](mailto:Reyner.Martinez@ucf.edu)>

**Subject:** Fw: Invoices to be paid- Sam Berlow

Hi Trinh,

Here is the email communication I referenced in the recent email to Reyner. I submitted an invoice for Typography for Good in March 2024 and he mentions the approved sole source. We've also been paying him from a supposed approved sole source all year, so I guess that's where my confusion comes from.

Thanks for looking into this!

**Hannah Faler, M.Ed.**

Assistant Laboratory Manager  
The Readability Consortium ([TRC](#))| Virtual Readability Lab ([VRL](#))  
College of Engineering and Computer Science  
University of Central Florida

[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)  
[ucf.edu](http://ucf.edu)

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**From:** Reyner Martinez <[Reyner.Martinez@ucf.edu](mailto:Reyner.Martinez@ucf.edu)>

**Sent:** Thursday, March 7, 2024 4:18 PM

**To:** Hannah Faler <[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)>

**Cc:** Ben D. Sawyer <[sawyer@ucf.edu](mailto:sawyer@ucf.edu)>; Ben Sawyer <[sawyer@inhumanfactors.com](mailto:sawyer@inhumanfactors.com)>; Stephanie Day <[Stephanie.Day@ucf.edu](mailto:Stephanie.Day@ucf.edu)>

**Subject:** RE: Invoices to be paid- Sam Berlow

Good afternoon

The payment was submitted, the is \$5,000 left on the PO want me to add the total of the \$120000 approved on the sole source or a different amount?

Thank you,

**Reyner Martinez**

Travel and Procurement Coordinator

University of Central Florida

L3harris Building

4328 Scorpius St, Suite 345  
Orlando, FL 32816

(407) 823-5361

[ucf.edu](http://ucf.edu) | [kNEXT.ucf.edu](http://kNEXT.ucf.edu) | [Workday Help](#)

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**From:** Hannah Faler <[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)>

**Sent:** Thursday, March 7, 2024 12:31 PM

**To:** Reyner Martinez <[Reyner.Martinez@ucf.edu](mailto:Reyner.Martinez@ucf.edu)>

**Cc:** Ben D. Sawyer <[sawyer@ucf.edu](mailto:sawyer@ucf.edu)>; Ben Sawyer <[sawyer@inhumanfactors.com](mailto:sawyer@inhumanfactors.com)>; Stephanie Day <[Stephanie.Day@ucf.edu](mailto:Stephanie.Day@ucf.edu)>

**Subject:** Invoices to be paid- Sam Berlow

Hi Reyner,

Could you please process the attached invoices for Sam Berlow, to be paid immediately?

Thank you,

**Hannah Faler, M.Ed.**

Assistant Laboratory Manager

The Readability Consortium ([TRC](#))| Virtual Readability Lab ([VRL](#))

College of Engineering and Computer Science

University of Central Florida

[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)

[ucf.edu](http://ucf.edu)

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**From:** Sam Berlow <[samuelberlow@gmail.com](mailto:samuelberlow@gmail.com)>

**Sent:** Thursday, March 7, 2024 11:57 AM

**To:** Hannah Faler <[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)>

**Cc:** Ben D. Sawyer <[sawyer@ucf.edu](mailto:sawyer@ucf.edu)>; Stephanie Day <[Stephanie.Day@ucf.edu](mailto:Stephanie.Day@ucf.edu)>

**Subject:** Re: Fw: Invoice

Enclosed are invoiced for...the 3 missing months in 2023.

and

February 2024

Thanks

On Thu, 1 Feb 2024 at 10:25, Sam Berlow <[samuelberlow@gmail.com](mailto:samuelberlow@gmail.com)> wrote:

Happy New Year everyone

Enclosed is January's invoice

Sam

On Fri, 5 Jan 2024 at 15:22, Hannah Faler <[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)> wrote:

Thank you, Sam. We have sent this over for processing.

Best,

**Hannah Faler, M.Ed.**

Assistant Laboratory Manager

The Readability Consortium ([TRC](#))| Virtual Readability Lab ([VRL](#))

College of Engineering and Computer Science

University of Central Florida

[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)

[ucf.edu](http://ucf.edu)

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**From:** Sam Berlow <[samuelberlow@gmail.com](mailto:samuelberlow@gmail.com)>

**Sent:** Friday, January 5, 2024 1:58 PM

**To:** Hannah Faler <[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)>

**Cc:** Ben D. Sawyer <[sawyer@ucf.edu](mailto:sawyer@ucf.edu)>; Stephanie Day <[Stephanie.Day@ucf.edu](mailto:Stephanie.Day@ucf.edu)>

**Subject:** Re: Fw: Invoice

December Invoice

On Thu, 7 Dec 2023 at 14:19, Hannah Faler <[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)> wrote:

Thank you, Sam. Your invoice has been sent for processing to be paid immediately.

Best,

**Hannah Faler, M.Ed.**

Assistant Laboratory Manager

The Readability Consortium ([TRC](#))| Virtual Readability Lab ([VRL](#))

College of Engineering and Computer Science

University of Central Florida

[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)

[ucf.edu](http://ucf.edu)

*Please note: Florida has a very broad open records law (F. S. 119). E-mails may be subject to public disclosure.*

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**From:** Sam Berlow <[samuelberlow@gmail.com](mailto:samuelberlow@gmail.com)>  
**Sent:** Thursday, December 7, 2023 10:20 AM  
**To:** Ben D. Sawyer <[sawyer@ucf.edu](mailto:sawyer@ucf.edu)>  
**Cc:** Hannah Faler <[Hannah.Faler@ucf.edu](mailto:Hannah.Faler@ucf.edu)>; Stephanie Day <[Stephanie.Day@ucf.edu](mailto:Stephanie.Day@ucf.edu)>  
**Subject:** Re: Fw: Invoice

December invoice

Thanks

Sam

On Mon, 20 Nov 2023 at 15:30, Ben D. Sawyer <[sawyer@ucf.edu](mailto:sawyer@ucf.edu)> wrote:

Got it. Sam, in the future, please cc Hannah and Stephanie Day on these.

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**Dr. Ben D. Sawyer**, Director  
The Readability Consortium ([TRC](#)) • Virtual Readability Lab ([VRL](#))

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**From:** Sam Berlow <[samuelberlow@gmail.com](mailto:samuelberlow@gmail.com)>  
**Sent:** Wednesday, November 1, 2023 11:46 AM  
**To:** Ben D. Sawyer <[sawyer@ucf.edu](mailto:sawyer@ucf.edu)>  
**Subject:** Invoice

Here we go again.

||| Sam