



Natural Resources Conservation Service
6013 Lakeside Blvd.
Indianapolis, IN 46278

Subpart B – EXHIBIT 1

May 13, 2010

SUBJECT: INF - Procedure for Personal Purchases Using NRCS Logo

File Code: 260

TO: Indiana NRCS Employees

Indiana NRCS employees may now personally purchase items from L.L. Bean with the NRCS logo. Two logos with specific embroidery thread colors have been approved for your use and must be specified on your order. If you order one to five items with the same logo design, you will pay a \$12 application fee (to embroider the logo) per item in addition to the cost of the item, plus shipping. If you order six or more items with the same logo design, the embroidery application fee is reduced to \$5.50 per item. Please save the attached logos for your use when placing orders with L.L. Bean.

Logo design number 75301 has been approved and may be used for shirts, hats, and other items that you choose where a smaller logo is appropriate. This logo design includes the raindrop with NRCS and Indiana embroidered below the logo. We have used this logo for NRCS shirts in the past.

Logo design number 75344 may be used for shirts or larger items, such as jackets, where the full NRCS logo may be placed. This logo is approximately 3.5” x 1.75” and includes the raindrop with NRCS and Natural Resources Conservation Service in full text.

Employees can choose from the following approved “color ways” for the thread color of the embroidered logo and must be indicated on your order. This gives you some flexibility, depending on the color of the item you are purchasing.

- CW1 Blue/Green (standard logo color)
- CW2 White
- CW3 Cream
- CW4 Navy
- CW5 Black
- CW6 Lt Beige
- CW7 Brown

You can view items and place orders from L.L. Bean's Web site. For your first order, follow these steps.

- Log on to www.llbeanbusiness.com
- Register with appropriate information (creating your account).
- Select product and follow steps to purchase.
- Select "Browse" to upload the appropriate logo (75301 or 75344) attached to this memo.
- Enter "color way" for your embroidery thread in Special Instructions.
- Complete the order process, shipping information, billing information, including credit card number.
- Proceed to check out. The order will reflect a set up fee of \$95. **This fee will be removed when L.L. Bean receives the order. NRCS has already paid for this set up fee.**
- L.L. Bean will send an email with a verification of the correct charges.
- When you have approved the email, the order will be placed and the credit card will be charged the correct amount.

If you place subsequent orders online, you will be able to choose the logo that you used previously. You will only see a logo set up fee of \$95 the first time you choose a logo and not on future orders.

We, as NRCS Indiana, are in no way promoting this company, but simply making it available to you with the logo option. If you have any questions, contact Pam Davidson at pam.davidson@in.usda.gov or 317-290-3200, ext. 322.

/s/

JANE E. HARDISTY
State Conservationist

Attachments