

Walsworth Publishing Company, Contract # W-57-12smc
Yearbook Services: Middle and High Schools
Contract Cover Sheet

Contractor	Walsworth Publishing Company 903 East 104 th St. Suite 700, Kansas City, MO 64658 See Below for Rep. Contact Information		
Contact Information	<u>Contacts</u> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> Mr. Brian Flamm, Sales Representative 1708 Clay Drive Crozet, VA 22932 Office: 434-989-4529 brian.flamm@walsworth.com </td> <td style="width: 50%; vertical-align: top;"> Rhonda O’Dea, Area Mgr. Richmond VA 703-868-2159 rhonda.o’dea@walsworth.com Alicen Wright, Cust. Serv. Brookfield MO 800-972-4698 Ext. 4080 alicen.wright@walsworth.com </td> </tr> </table>	Mr. Brian Flamm, Sales Representative 1708 Clay Drive Crozet, VA 22932 Office: 434-989-4529 brian.flamm@walsworth.com	Rhonda O’Dea, Area Mgr. Richmond VA 703-868-2159 rhonda.o’dea@walsworth.com Alicen Wright, Cust. Serv. Brookfield MO 800-972-4698 Ext. 4080 alicen.wright@walsworth.com
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Pricing, options and incentives/scholarships:	See attached contract		
Contract Term:	May 21, 2012 – May 21, 2015, plus two (2) one-year renewals		
1st Renewal:	May 22, 2015 – May 21, 2016		
2nd Renewal:	May 22, 2016 – May 21, 2017		
Principal’s Choice:	<p>Although initial contract term is for a three-year period, school choice occurs during the spring or summer of each year for the following school year, based on school schedule/preference. Select from the awarded Contractors for the appropriate school level; negotiate yearbook agreement based on contract option pricing and incentives. Principals may sign annual agreement confirming their yearbook selection which MUST contain the following statement: <i>“This Agreement is signed in accordance with the terms and conditions of Contract # W-57-12smc, which will supersede over any conflicting terms contained herein.”</i></p>		
Additional Proposal Details:	<p>A PDF copy of the Walsworth proposal response, along with a copy of the original RFP and Addendum # 1, is available from the Procurement Division upon e-mail request to susan.monaco@fauquiercounty.gov</p>		
School/Principal Responsibilities:	<ul style="list-style-type: none"> • Meet with Contractor to discuss and verify scheduling for all yearbook related activities, set deadlines and expectations, schedule camp attendance, sign the coming school year’s agreement based on all of the details and requirements discussed. • Ensure that any Agreement signed, has the bold italicized disclaimer noted above on the document. • Contact Procurement with any additions made to the contract, to add via official contract modification so that all schools are aware of new options • Contact Procurement in writing to report any serious violations or breach of contract, or if any contract interpretation/clarification is needed 		

FAUQUIER COUNTY GOVERNMENT AND PUBLIC SCHOOLS
PROCUREMENT DIVISION
320 Hospital Drive, Suite 23
Warrenton, Virginia 20186
Phone: (540) 422-8348 Fax: (540) 422-8355
susan.monaco@fauquiercounty.gov

June 6, 2016

Walsworth Publishing Company Attn: Mr. Brian Flamm
903 East 104th St, Suite 700
Kansas City MO 64658

RE: Contract # W-57-12smc, Yearbook Services for Middle and High Schools

Dear Mr. Flamm:

Fauquier County Government and Public Schools wishes to exercise its option to renew the above referenced contract for next one-year renewal option. The period of the renewal will be from **May 22, 2016 through May 21, 2017**.

It is understood and agreed that all terms, conditions, and prices of the original contract remain the same during the contract renewal period, *unless you require price adjustments, which should be made according to Section 6.4, Contract Period/Price Adjustment, in the original RFP/ Contract document. If price adjustments are desired, please submit justification according to this section to my office via fax or e-mail immediately. I will forward your request for consideration, and if accepted, will issue a renewal-extension modification to the contract.*

If this is agreeable with your firm and price adjustments are not required, please sign this letter in the space provided below and return it to this office within five (5) days. A fully executed copy will be returned to you.

Sincerely,

Susan R. Monaco, CPPO, CPPB Procurement
Manager

Walsworth Publishing Company

Fauquier County Gov't/Public Schools

By:

By: Susan R. Monaco, CPPO, CPPB

Title: Sales Representative

Title: Procurement Manager


Date: June 6, 2016

Date: 6/7/2016


Contract # W-57-12smc, Walsworth Publishing Company,
Middle and High School Yearbook Services

*Note: any Walsworth Agreement will have the following noted conspicuously prior to any Principal's signature:
"This agreement is signed in accordance with the terms and conditions of Contract # W-57-12smc, which will supersede over any conflicting terms contained herein"*

MAY 10 INTERVIEW
**FAUQUIER COUNTY
SCHOOLS**

1. DETAILED PRICING LIST

Offerors shall include the following details, at a minimum, in this yearbook pricing section of the proposal response:

• Copy

UNLIMITED USE OF FONTS AND COPY

• Color; almost all yearbooks, all levels, are color, but creative mix suggestions are welcome

FULL COLOR INCLUDED

• Proofs; as noted in 3.1.4, Owner schools expect at least one no-charge proof

PROOFS AT NO CHARGE – NO LATE FEES ASSOCIATED WITH PROOFS

• Photographs

UNLIMITED USE

• Graphics

UNLIMITED USE

• Paper stock; Offerors shall outline the parameters of adding pages, i.e., at the elementary level, pages added in groups of four sheets/eight pages.

CAN BE ADDED AT ANY NUMBER OF PAGES COST:

\$775 PER 4 PAGE INCREASE (\$150 Blank Page Credit)

•Type styles and sizes

UNLIMITED FONT SIZES

OVER 300 FONT CHOICES

• Cover material and components; Offerors shall outline the difference in costs of providing stock Contractor design covers and Owner school designed, custom covers

4-COLOR CUSTOM LITHO PRINT INCLUDED

ALL STOCK COVERS INCLUDED

CREATIVE SERVICES ART TIME \$50 PER HOUR

UPGRADED MATERIALS RANGE \$1.50-\$2.00 PER BOOK

COVER APPLICATION CHARGE RANGE \$.75-\$5.00 PER BOOK

CUSTOM COVER DIES, SPECIAL QUOTE -APPROX RANGE \$1-\$5per

• End sheet stock

STANDARD 115# STANDARD WHITE INCLUDED

SPECIALTY STOCKS RANGE \$.50-\$1.20per

• Binding; currently most middle and high school level yearbooks are Smyth sewn, while elementary and some middle schools may use saddle stitching

ALL BOOKS SMYTH SEWN INCLUDED

**Contract # W-57-12smc, Walsworth Publishing Company,
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MAY 10, INTERVIEW
**FAUQUIER COUNTY
SCHOOLS**

- Trim sizes; currently, Owner elementary level yearbooks (and a few middle school yearbooks) are 8 ½ X 11 but as noted in the hypothetical scenario, Owner schools are open to alternate trim sizes such as 8 X 10 if cost savings can be realized through this change
ODD SIZES ARE AVAILABLE – SPECIAL QUOTE APPLIES
- Alteration charges; as noted in 3.1.4 via corrections and changes
\$30 TO UN-SUBMIT OR REQUEST PLANT-ALTERATION OF A SPREAD THAT HAS NOT YET BEEN PRINTED
- Packaging
INCLUDED
- Delivery (inside delivery required, with 72 hours advance notice); in order to budget and price yearbooks accurately, Owner schools require examples of shipping charges for quantities of yearbooks within their level. Shipping is a major cost for larger yearbook orders; while the Owner considered requiring Offerors to include shipping within the yearbook unit pricing, we realize it will likely benefit both parties to only pay for the actual cost of shipping, not any overestimation of that cost. Delivery/shipping must be broken out on every invoice for Owner review and authorization. The Owner will also consider an alternate method of shipping cost as an agreed-upon, contract percentage of that year's yearbook cost; Offerors are welcome to list that percentage within their Yearbook Pricing information for Owner review and evaluation.
SEE HYPOTHETICAL PRICING
- Option costs; current events section, autograph pages, personalized yearbook with names in color or in gold/silver, etc.
NAME STAMP PER LINE - \$4.50
ICON - \$4.00
BOOK PROTECTOR - \$2.00
AUTOGRAPH SUPPLEMENT - \$2.00
YEAR-IN-REVIEW INSERT - \$2.00
NAME PLATES AVAILABLE AT THE SAME PRICING AS STAMPING
- Bundling option: if the Offeror is already an Owner contracted School Photographic Services provider, and wishes to offer a discount for the bundling of photography and yearbook services, they shall include this information in their yearbook pricing section. Bundled service discounts must be listed as a separate discount in the event one or the other contract is not renewed, as these are two separate contracts.

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MAY 10, INTERVIEW
FAUQUIER COUNTY
SCHOOLS

WALSWORTH IS STRICTLY A YEARBOOK COMPANY THOUGH WE OFFER COMPETITIVE DISCOUNTS AS WELL

• Offeror's ability and willingness to provide a minimum of five (5) FREE yearbooks to the Owner school with each annual commitment/order (note: at the Elementary level, Offerors can provide three (3) free yearbooks rather than five).

AGREED

2. FREE YEARBOOKS

THIS SECTION MUST HAVE BEEN OVERLOOKED - WALSWORTH IS IN AGREEMENT WITH PROVIDING SAID FREE COPIES

3. INCENTIVES

NEW CUSTOMER SIGNING BONUSES WERE DESIGNED SPECIFICALLY AS INCENTIVES TO BRAND NEW WALSWORTH CUSTOMERS.

THOUGH THESE LISTED INCENTIVES WERE DESIGNED FOR THE CURRENT PROPOSAL, I NEGOTIATE NEW AND CREATIVE INCENTIVES WITH CUSTOMERS ON A REGULAR BASIS - THESE ARE ARRANGED BETWEEN THE CUSTOMER AND SALES REP ON AN INDIVIDUAL BASIS, BUT CAN ALSO BE PUT OUT TO A LARGER GROUP. THE IDEA IS TO CREATE A MUTUALLY BENEFICIAL ARRANGEMENT

SIGNING INCENTIVES HAVE BEEN PROVIDED FOR FAUQUIER HS EACH YEAR WE HAVE CONTRACTED TOGETHER IN ORDER TO BEST SERVE THE FHS PROGRAM

4. SCHOLARSHIPS

After meeting and discussing their needs, the evaluation committee is looking for a commitment from all Offerors under consideration for scholarships for two (2) middle school students plus one (1) middle school advisor, and four (4) high school students plus one (1) high school advisor to attend workshops or camps each year. Can Walsworth meet this desired commitment?

YES WALSWORTH AGREES TO THE ABOVE

5. MIDDLE SCHOOL PRICING

FREIGHT MAY HAVE BEEN ESTIMATED HIGH

PRICING HAS BEEN UPDATED AND SUBMITTED TO OFFER MORE COMPETITIVE OPTIONS

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FAUQUIER COUNTY
SCHOOLS

ADDITIONAL QUESTIONS FROM INTERVIEW

1. ONLINE ORDERING FEES ARE AS FOLLOWS:

BOOK ORDERS USING STANDARD OPTIONS FORM - \$1
BOOK ORDERS WHEN SCHOOLS CUSTOMIZE OPTIONS FORM - \$2

PARENT AD SERVICE FEES:

UPLOAD YOUR CONTENT - \$5
CREATE YOUR OWN AD - \$10
WALSWORTH CREATES ADS - \$5 PER AD PLUS \$50 PER PAGE

2. BUNDLE PACKAGES ARE AVAILABLE

Deluxe package includes Namestamp with one line of text and three icons and a Clear Book Protector

Basic package includes Namestamp with one line of text, one icon and a Clear Book Protector

Contract # W-57-12smc, Walsworth Publishing Company,
Middle and High School Payment Plan Information

3.1.8.1 Payment Plans:

- Offerors shall include paper and electronic order form information in this section of the proposal response, for Owner review and evaluation.

Schools are NOT required to make deposit payments should they sell year-books through our website. In this case, schools will set their own price to charge for books. The amount charged to the purchaser will be applied toward the balance owed to Walsworth. Fauquier High School has taken advantage of this plan successfully for several years running.

Schools will have the option of making direct deposit payments on a schedule of 30% October, 30% February, and final balance upon delivery. This will save the school 2% of the contract amount if the schedule is met on time.

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YEARBOOK PROPOSAL

**FAUQUIER COUNTY
SCHOOLS**

Signing Bonus and Incentives

The following items are exclusive offers for Fauquier County Schools:

High Schools:

New Customer Signing Bonus includes:

6 Scholarships to Walsworth East Summer Workshops

3 Digital SLR Cameras

1 Adviser iPad

Renewal Incentives Includes:

Prior to December 31 of each year:

General Technology Credit \$1,500 or \$1,000 with the iPad

Prior to March 15 of each year:

Additional Cover Application or \$500 Technology Credit

Middle and Elementary Schools:

New Customer Signing Bonus includes:

1 Scholarships to Walsworth East Summer Workshops

1 Adviser iPad or Digital SLR Camera (applies to contracts above 10k)

Renewal Incentives Prior to December 31 Include:

General Technology Credit of \$500

Annual Renewal Scholarships for both Middle and High:

Scholarships for two (2) middle school students plus one (1) middle school advisor, and four (4) high school students plus one (1) high school advisor to attend workshops on camps each year.