

**FAUQUIER COUNTY SCHOOL BOARD**  
**a political subdivision of the Commonwealth of Virginia**  
**Contract # COOP WAL-159-24jc**  
**Yearbook Services**  
(Rider, Prince William County Public Schools R-SF-21010)

This Agreement is made and entered into this 1<sup>st</sup> day of July 2024, by the Fauquier County School Board, a political subdivision of the Commonwealth of Virginia, referred to as "Owner" and **Walsworth Publishing Company, Inc.**, having its principal place of business at 5363 Ashlar Avenue, Crozet, Virginia 22932, hereinafter referred to as "Contractor".

**WITNESSETH** that the Contractor and the Owner, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

**SCOPE OF SERVICES:** The Contractor shall provide Yearbook Services for Elementary, Middle and High Schools as set forth in the Contract Documents. NOTE: Contractor is advised to clearly reference Contract **COOP WAL-159-24jc** on their standard Publication Agreement, as the terms of this Contract will supersede any terms on the Contractor's standard Publication Agreement that conflict.

**COMPENSATION:** The Owner will pay and the Contractor will accept in full consideration for the performance during the contract term the fees and pricing as outlined in their proposal response and updated/attached hereto.

**CONTRACT PERIOD:** July 1, 2024 through June 30, 2026, with two (2) two-year renewal options if mutually agreed by both parties.

The contract documents shall consist of **and are listed in order of priority:**

- (1) This signed form inclusive of Pricing Summary and Insurance Checklist;
- (2) Prince William County Public Schools (PWCPs) RFP R-SF-21010, to include addenda, which is incorporated herein by reference;
- (3) Contractor's Best and Final Offer response dated June 21, 2021 and resulting PWCPs Contract #R-SF-21010, which is incorporated herein by reference.

**IN WITNESS WHEREOF**, the parties have caused this Contract to be duly executed intending to be bound thereby.

**Walsworth Publishing Company, Inc.**

**Fauquier County School Board,  
a political subdivision of the Commonwealth  
of Virginia**

By: Brian J. Flamm

Title Sales Representative

Date: 7/29/2024

By: Jeffrey Campbell  
Jeffrey Campbell

Title: Procurement Manager  
Officer III

Date: 7/30/24



Date: June 25, 2021 brian.shelby@walsworth.com

Contractor: Walsworth Publishing Company  
5363 Ashlar Avenue  
Crozet, VA 22932

Attention: Mr. Brian Flamm

Reference: **R-SF-21010, Yearbook Services (Elementary, Middle, and High School)**

Dear Mr. Flamm:

**Acceptance Agreement**  
**R-SF-21010-06**

This Acceptance Agreement indicates a contract award to Walsworth Publishing Company, herein referred to as Contractor. Contractor shall provide as needed necessary services to provide any and all supervision, labor, materials, equipment, documentation, training, technical support and supplies necessary to provide professional yearbook services as may be required to support Prince William County Public Schools in accordance with the following documents, and are hereby incorporated by reference in and made part of this Agreement.

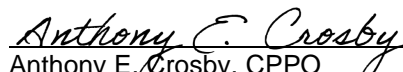
The initial term of this Agreement shall be from the date of the award to June 30, 2026, with the option to renew for two (2) additional two-year periods, two years at a time, upon mutual written consent of the parties to the contract. Proposed prices shall remain firm for the initial one-year of the six (6) year term of the contract. Price adjustments shall be submitted, in writing, to the Contract Administrator at PWCS for review no later than June 1st annually. There shall be no multiple year Contractor Yearbook Sales Agreement issued to PWCS locations. Contractor shall provide the Annual Cost Report for Yearbook Services to the Contract Administrator no later than June 15th of each year.

In the event of a conflict, the PWCS RFP No. R-SF-21010 shall take precedence over the Contractor proposal response and negotiation response. The contract documents shall consist of the following:

1. This Acceptance Agreement;
2. The Prince William County Public Schools Request for Proposal Number R-SF-21010 dated April 8, 2021;
3. Contractor's Request for Proposal submittal dated April 28, 2021;
4. Contractor's Negotiation for Best and Final Offer submittal dated June 19, 2021;
5. Addition of Term for Force Majeure Event – If an event that is beyond the reasonable control of a Party and cannot be prevented with reasonable care of the affected Party, including but not limited to natural disasters, war and riot, provided that, any shortage of credit, capital or finance shall not be regarded as an event beyond the reasonable control of a Party. In the event the occurrence of a Force Majeure Event delays or prevents the performance of this Agreement, the affected Party shall not be liable for any obligations hereunder only for such delayed or prevented performance. The affected Party who seeks to be exempt from the performance obligation under this Agreement or any provision hereof shall inform the other Party, without delay, of the exemption of obligation and the approaches that shall be taken to complete performance.

All questions regarding this Agreement should be directed to the Contract Administrator, Sheila D. Farmer, at (703) 791-8737, or via email at farmersd@pwcs.edu or designee.

Sincerely,

  
Anthony E. Crosby, CPPO  
Acting Supervisor of Purchasing

**PURCHASING OFFICE**



June 16, 2021

Re: Negotiations for Best and Final Offer, RFP #: R-SF-21010  
YEARBOOK SERVICES: Elementary, Middle, and High School

Dear Offeror,

Thank you for your patience and considerations during our review and evaluations of the yearbook services Request for Proposal, RFP # R-SF-21010, submittals. Your proposal submittal has been evaluated by the Prince William County Public School's (PWCS) Evaluation Committee for the yearbook services, and I am pleased to advise that your company has been selected as a finalist to begin negotiations for the above-referenced Request for Proposal for Yearbook Services, Elementary, Middle, and High School. This is your notice that Prince William County Public Schools is requesting a response to the Negotiation for Best and Final Offer (BAFO) for the BAFO Pricing Schedule, Attachment A, attached.

You are encouraged to make any improvements, enhancements, and pricing amendments you consider appropriate as part of your response to negotiations. You are encouraged to submit an amended Negotiations for BAFO Pricing Schedule. Negotiation for BAFO Instructions are attached and the BAFO Pricing Schedule shall become part of the RFP contract file.

The Negotiation for Best and Final Offer (BAFO) submission is **due to my attention, farmersd@pwcs.edu, no later than 21, 2021 at 11:00 a.m.**

If you have any questions concerning the content of this notification letter or the requirements of the Negotiation for Best and Final Offer request, submit by e-mail directly to my attention at farmersd@pwcs.edu.

Sincerely,

Sheila D. Farmer, CPPB  
Senior Buyer

**Attachments:**

- *Negotiation for BAFO Instructions*
- *Attachment A: BAFO Pricing Schedule*

**RFP No. R-SF-: R-SF-21010: Offeror to complete the BAFO Pricing Schedule, Attachment A.**



## **Negotiation for Best and Final Offer - INSTRUCTIONS**

**RFP #: R-SF-21010**

**YEARBOOK SERVICES: Elementary, Middle and High School**

- A. You are encouraged to submit a response to the Negotiation for Best and Final Offer, BAFO Pricing Schedule, Attachment A. Your company response and **submissions are due no later than June 21, 2021 by 11:00 a.m.** All responses shall be e-mailed to farmersd@pwcs.edu. All responses received after June 21, 2021 by 11:00 A.M, may not be considered. Offerors are responsible for ensuring that the Purchasing Office representative receives the negotiation submission by the deadline indicated. The time the negotiation response is received shall be determined by the e-mail date and time to the Purchasing Office representative. Negotiation responses received after the stated due date and time may not be considered.
- B. PWCS has attached your Proposed Pricing Schedule document as provided in your proposal response and requesting that you review your submitted Proposed Pricing Schedule and submit with any adjustments to the BAFO Pricing Schedule, Attachment A. This will be deemed as your Best and Final Offer for Pricing. You are required to complete the BAFO, Attachment A, in its entirety, do not leave any fields blank and do not alter the BAFO Pricing Schedule template. If you are not amending your Proposed Pricing Schedule, you are still required to complete the attached BAFO Pricing Schedule and return.
- C. **Negotiation for BAFO:** Please complete the following offeror responses. You may add additional pages if necessary.
- D. Offerors are encouraged to make any improvements, enhancements, pricing amendments in this negotiation response you consider appropriate.
- E. Offerors are reminded that each improvement, correction, deletion, clarification, edit and change of any kind, compared to what is contained in the initial written proposal submittal, must be included explicitly in writing at this time.
- F. Offerors understand that your response to the Negotiation for BAFO will be evaluated by the Evaluation Selection Committee to establish the single highest ranked offeror submittal under this RFP No. R-SF-21010.
- G. Pricing is not considered proprietary information in your negotiation response, and a redacted copy is not required.
- H. PWCS will not be responsible for any expense incurred by any offeror in preparing and submitting this response to the Negotiation for BAFO.
- I. Nothing herein is intended to exclude any responsible offeror or in any way restrain or restrict competition.
- J. For your information, at this point in time, our expectation concerning the general elements and chronology of the remaining evaluation and negotiation process is as follows:
- 1) Submission of offeror Negotiation for BAFO to the Purchasing Office, farmersd@pwcs.edu.
  - 2) Evaluation and ranking of negotiation responses from offerors by the Selection Committee.
  - 3) Recommendation for Contract Award.
- K. The PWCS Purchasing Office reserves the right to change, or delete, any portion of the process described above in the discretion of the PWCS.

In compliance with this request for Negotiation for BAFO, and all the conditions imposed therein, the undersigned offers and agrees to furnish the goods/services in accordance with the original proposal submission, negotiation response and BAFO, or as mutually agreed upon by subsequent negotiations. By my signature below, I certify that



Prince William County

PUBLIC SCHOOLS

Providing A World-Class Education

I am authorized to bind the offeror in all negotiations and/or contractual matters relating to this RFP. Sign and type or print requested information.

My signature certifies that this firm or individual has no business or personal relationships with any other companies or persons that could be considered as a conflict of interest or potential conflict of interest to PWCS, and that there are no principals, officers, agents, employees, or representatives of this firm that have any business or personal relationships with any other companies or person that could be considered as a conflict of interest or a potential conflict of interest to PWCS, pertaining to any and all work or services to be performed as a result of this request and any resulting contract with PWCS.

**THIS NEGOTIATION RESPONSE IS SUBMITTED BY:**

Full Legal Name of Company/Offeror: Walsworth Publishing Company

Mailing Address:

5363 Ashlar Ave.

Crozet, VA 22932

Phone: 434-989-4529

Email Address: brian.shelby@walsworth.com

Tax Identification (FIN/SSN#): 43-0718484

Typed/Printed Name: Brian Flamm

Date: June 19, 2021

Remittance Address (If Different):

\_\_\_\_\_

Fax: \_\_\_\_\_

Contact Person: Brian Flamm

Signature: 

Negotiations for Best and Final Offer, RFP #: R-SF-21010  
YEARBOOK SERVICES: Elementary, Middle, and High School



# Prince William County

PUBLIC SCHOOLS

*Providing A World-Class Education*

## ATTACHMENT A: Negotiations for Best and Final Offer, RFP #: R-SF-21010

### YEARBOOK SERVICES: Elementary, Middle, and High School

#### **BAFO - PRICING SCHEDULE**

**PRICING EVALUATION:** The Offeror shall submit a Best and Final Offer (BAFO) for the costs for the services being offered.

The Offeror shall submit (attach) a separate comprehensive, itemized schedule/list of all proposed pricing for **all** of the products and services being offered, including applicable cost to support applications, sales programs, correction costs, costs for missing deadlines, etc., for a basic full-color yearbook for elementary, middle and high schools, per **Attachment A**.

In addition, for the purpose of evaluating BAFO costs, the Offeror(s) shall use the yearbook specifications, estimated page counts and estimated quantity of books identified below for a basic full-color yearbook for elementary, middle, and high schools to calculate pricing. Offeror shall complete each section in the BAFO Pricing Schedule by entering **the cost of the books base on the number of pages and estimated quantity**. PWCS will utilize this information for scoring and evaluating purposes only. DO NOT ALTER THE BAFO.

HIGH SCHOOL BASIC FULL-COLOR YEARBOOK (HARD COVER)				
Trim size:	9" x 12"			
Paper Stock:	100 lb. paper matte or gloss			
Binding:	Smyth sewn by signature, rounded, and backed with headbands and footbands			
Cover:	160 lb. binding board – 120 pt. or 150 pt. Choice of school-designed process color litho laminate or school-designed silkscreen with two (2) applied colors. All standard materials. Cover proof			
Endsheets:	100 lb. stock offered in various colors. Include two (2) applied inks on front, school-designed. Back endsheet not printed			
Color:	Process Color			
Final Submission:	Last Monday in March (or as mutually agreed upon)			
Book Delivery:	Third Friday in May (or as mutually agreed upon)			
Shipping:	Included			
<b>BAFO PRICING SCHEDULE</b> - Offeror shall use the yearbook specifications above to complete the chart below. Enter the Total Cost based on the quantities and pages in each space provided.				
Quantities	240 pages	288 pages	320 pages	<b>Total Costs</b>
200 books	\$20,995.00	\$25,412.50	\$28,737.50	\$75,145.00
500 books	\$34,100.00	\$37,762.50	\$41,895.00	\$113,757.50
1000 books	\$40,945.00	\$48,212.50	\$54,957.50	\$144,115.00
<b>Grand Total</b>				<b>\$333,017.50</b>
Yearbook overages as a result of the printing process will be provided at the average cost per book per quantity/page count ordered. Company Name/Initials: <u>40% off of per-copy price / Walsworth Publishing / BJB SKF</u>				
Yearbook overages are provided to the school at no additional charge. Company Name/Initials: <u>Walsworth Publishing / BJB SKF</u>				





<b>MIDDLE SCHOOL BASIC FULL-COLOR YEARBOOK (HARD COVER)</b>				
Trim size:	8-1/2" x 11"			
Paper Stock:	80 lb. paper matte or gloss			
Binding:	Smith sewn by signature, square backed			
Cover:	120 lb. binding board Choice of: Vendor or School-designed process color litho laminate or Vendor-designed silkscreen with one (1) applied silkscreen color, choice of base material. Cover proof			
Endsheets:	100 lb. stock offered in variety of colors. Include one (1) applied ink on front, school-designed. Back endsheet not printed.			
Color:	Full Color			
Final Submission:	Last Monday in April (or as mutually agreed upon)			
Book Delivery:	Third Friday in May (or as mutually agreed upon)			
Shipping:	Included			
<b>PROPOSED PRICING SCHEDULE</b> - Offeror shall use the yearbook specifications above to complete the chart below. Enter the Total Cost based on the quantities and pages in each space provided.				
Estimated Quantities	80 pages	96 pages	112 pages	<b>Total Costs</b>
200 books	\$ 7,600.00	\$ 8,630.75	\$ 9,770.75	\$ 26,001.50
400 books	\$ 9,025.00	\$ 10,055.75	\$ 11,195.75	\$ 30,276.50
600 books	\$10,592.50	\$ 11,637.50	\$12,777.50	\$35,007.50
<b>Grand Total</b>				<b>\$ 91,285.50</b>
<b>Write Grand Total Amount in Words:</b> <u>Thirty-Five Thousand Seven Dollars and Fifty Cents</u>				
<p>Yearbook overages as a result of the printing process will be provided at the average cost per book per quantity/page count ordered. Company Name/Initials: <u>40% off of per-copy price / Walsworth Publishing / BJB SKF</u></p> <p>Yearbook overages are provided to the school at no additional charge.            Company Name/Initials: <u>Walsworth Publishing / BJB SKF</u></p>				

**ATTACHMENT A: Negotiations for Best and Final Offer, RFP #: R-SF-21010**  
**YEARBOOK SERVICES: Elementary, Middle, and High School**  
**BAFO - PRICING SCHEDULE**



ELEMENTARY SCHOOL BASIC FULL-COLOR YEARBOOK (SOFT COVER)				
Trim size:	7-3/4" x 10-1/2"			
Paper Stock:	80 lb. paper matte or gloss			
Binding:	Saddle stitched or perfect bound			
Cover:	100 lb. four-color lithograph cover, school or vendor designed			
Endsheets:	100 lb. endsheet stock (choice of color); No printing front or back			
Color:	Full Color			
Final Submission:	Last Monday in April (or as mutually agreed upon)			
Book Delivery:	Third Friday in May (or as mutually agreed upon)			
Shipping:	Included			
<b>PROPOSED PRICING SCHEDULE</b> - Offeror shall use the yearbook specifications above to complete the chart below. Enter the Total Cost based on the quantities and pages in each space provided.				
Estimated Quantities	48 pages	64 pages	96 pages	<b>Total Costs</b>
200 books	\$ 2,280.00	\$ 3,230.00	\$ 5,130.00	\$10,640.00
400 books	\$ 4,180.00	\$ 5,130.00	\$ 7,030.00	\$16,340.00
600 books	\$ 5,747.50	\$ 6,697.50	\$ 8,597.50	\$21,042.50
<b>Grand Total</b>				<b>\$ 48,022.50</b>
<b>Write Grand Total Amount in Words:</b> <u>Forty-Eight Thousand Twenty-Two Dollars and Fifty Cents</u>				
Yearbook overages as a result of the printing process will be provided at the average cost per book per quantity/page count ordered. Company Name/Initials: <u>40% off of per-copy price / Walsworth Publishing / BJF SKF</u>				
Yearbook overages are provided to the school at no additional charge. Company Name/Initials: <u>BJF SKF</u>				

**OFFEROR NAME (PRINT):** Brian Flamm and Shelby Flamm

**Offeror signature:** 

**Date:** June 19, 2021

**ATTACHMENT A: Negotiations for Best and Final Offer, RFP #: R-SF-21010**  
**YEARBOOK SERVICES: Elementary, Middle, and High School**

**BAFO - PRICING SCHEDULE**