



## SERVICE AGREEMENT HIGH SCHOOL YEARBOOKS PRINTING SERVICES

R-19/20-03

This agreement made and entered into this 1st day of May 2020, by and between the Lee's Summit R-7 School District, herein after referred to as the "District". The District is awarding this contract to **Walsworth Yearbooks**, hereafter referred to as "Service Provider", Witnessed, that:

Whereas, Service Provider has offered to provide the services, payment terms and insurance requirements, subject to the General Conditions described in Exhibit A and

Whereas, the District desires to engage Service Provider to perform such services. District staff reserves the right to utilize service from provider in any combination that best suits their needs.

Now, therefore, in consideration of the mutual covenants and considerations herein contained, it is hereby agreed by the parties hereto as follows:

1. District employs Service Provider to perform the services hereinafter set forth.
2. Services: Service Provider represents that it is equipped, competent and able to perform, and that it will perform all services hereinafter set forth in a diligent, competent and workmanlike manner. Service Provider will perform all such services in accordance with the following provisions, incorporated into this Agreement as if set forth in full herein: the Service Provider's Proposal, ("Proposal"); Scope of Services ("Scope"); Pricing; Payment Terms; Insurance Requirements and General Terms and Conditions, attached hereto as Exhibit A.
3. The term of this Agreement shall commence on May 1st, 2020 and expire on April 30th, 2021. Prices shall remain firm for the initial term of this contract. The District may, at its option, renew the Contract for up to four (4) additional one-year contract periods by giving written notice to the supplier.
4. This Contract may be terminated by either party upon thirty (30) days prior notice in writing to the other party. The District may terminate this contract immediately, under breach of contract, if the Service Provider fails to perform in accordance with the terms and conditions as referenced to and incorporated above.
5. This Agreement shall be binding on the parties thereto only after it has been duly executed and approved by the District and the Service Provider.

Lee's Summit R-7 School District:

Title: Interim Superintendent Date: 4/17/20

Walsworth Yearbooks:

Title:

Date



**R-19/20-03**

## **Walsworth Yearbooks**

### **Supplier Response**

#### **Event Information**

Number: R-19/20-03

Title: Printing of High School Yearbooks

Type: Request for Proposal

Issue Date: 2/18/2020

Deadline: 3/10/2020 03:00 PM (CT)

Notes: The Lee's Summit R-7 School District is soliciting proposals for a Yearly Contract for the Printing of Year Books. This contract will include but is not limited to: a yearly contract or possibly multiple contracts with qualified person(s) or firm(s), through competitive negotiation, for the Printing Services of Year Books for all three (3) high schools in the Lee's Summit School District. Lee's Summit R-7 School District (or the "District") is requiring proposers to submit their proposals electronically. Electronic submission help eliminate errors, eliminate unnecessary work, and is more friendly to the environment. Lee's Summit R-7 School District will not accept proposals that are submitted via email or fax machine. The District reserves the right to accept or reject any and all proposals and to waive any formalities or technicalities if deemed in the best interest of the District. It is the responsibility of all respondents to review the entire proposal, seek clarification of any item or requirement that may not be clear, and check all responses for accuracy before submitting a response.

If you are having difficulty submitting electronically, please contact Heather Falls at (816) 986-2195 or email [heather.falls@lsr7.net](mailto:heather.falls@lsr7.net) for instructions.

It is the responsibility of interested firms to check  
<https://lsr7ebid.ionwave.net> for any addendums or notices of information  
prior to the opening date and time of this RFP.

## **Contact Information**

Contact: Heather Falls  
Address: Purchasing  
702 SE 291 Highway  
Lee's Summit, MO 64063-4306

## Walsworth Yearbooks Information

Contact: John C Kelley  
Address: 306 N. Kansas  
Marceline, MO 64658  
Phone: (800) 972-4968  
Email: john.kelley@walsworth.com

By submitting your response, you certify that you are authorized to represent and bind your company.

John C Kelley

*Signature*

*Submitted at 3/10/2020 9:10:57 AM*

john.kelley@walsworth.com

*Email*

## Response Attachments

### Insurance certificate LSSD.pdf

Insurance certificate

### eVerify form.pdf

eVerify form

### Additional References.pdf

Additional References

### Project Narrative Lee's Summit School district 2021 yearbooks.pdf

Project Narrative

## Bid Attributes

### 1 Introduction

The Lee's Summit R-7 School District is soliciting proposals for a Yearly Contract for the Printing of Year Books. This contract will include but is not limited to: a yearly contract or possibly multiple contracts with qualified person(s) or firm(s), through competitive negotiation, for the Printing Services of Year Books for all three (3) high schools in the Lee's Summit School District. Lee's Summit R-7 School District (or the "District") is requiring proposers to submit their proposals electronically. Electronic submission help eliminate errors, eliminate unnecessary work, and is more friendly to the environment. Lee's Summit R-7 School District will not accept proposals that are submitted via email or fax machine. The District reserves the right to accept or reject any and all proposals and to waive any formalities or technicalities if deemed in the best interest of the District. It is the responsibility of all respondents to review the entire proposal, seek clarification of any item or requirement that may not be clear, and check all responses for accuracy before submitting a response.

## 2 Instructions to Respondents

1. All questions regarding this RFP shall be submitted online via the "Questions" tab of this bid opportunity. The District reserves the right to reject any and all proposals, to waive technical defects in proposals, and to select the proposal(s) deemed most advantageous to the District.
2. It is the responsibility of each respondent before submitting a proposal to examine the documents thoroughly and request written interpretation or clarifications soon after discovering any conflicts, ambiguities, errors, or omissions in the proposal documents. Requests for clarification must be submitted online via the "Questions" tab.
3. Changes to the specifications will not be allowed except by written addendum issued by the District through this online procurement system. Oral explanations or instructions given prior to award will not be binding.
4. Respondent shall quote net costs of all goods and services requested and all quotes shall include all transportation to destination and inside delivery.
5. There will be no public opening of the proposals.
6. Acceptance of this proposal or any part thereof, in writing, within ninety (90) days after the closing date, by the District shall constitute a legal and binding agreement; wherein, the vendor shall furnish the services in accordance with the specifications and offeror's proposal on the written order of the District.
7. The District reserves the right to award this contract in its entirety or to split the contract among bidders, whichever is in the best interest of the District. The District may accept any item or group of items of the bid unless qualified by specific limitation of the bidder.
8. To be considered, a firm must have at least three (3) proven clients of similar size to our district.

I have read and understand.

## 3 SELECTION PROCESS

The proposals will be evaluated by a District Selection Committee (DSC) comprised of selected District personnel. The overall process may consist of two steps: the first being a review and evaluation of all responsive proposals and the second being the interview phase for the short list of respondents selected for interview, if applicable.

Minimum qualifications to be considered: a vendor must be a full service printing firm with expertise in the field of Yearbook Design and Printing. The vendor should be able to demonstrate that its previous Yearbook Printing has been successfully implemented and maintained in at least five (5) public school districts of comparable size and scope.

### Evaluation of Proposals

Members of the DSC will review and rate each responsive proposal based on the following criteria:

- a. The firm's experience in providing similar services to school districts or governmental agencies during the past five (5) years.
- b. Key personnel that will be assigned to the District's project, and their experience with similar projects.
- c. Project approach including project schedule and detailed approach to complete this project, familiarity with this project, identification of unique issues related to project, and the process proposed for communications with District staff.
- d. Cost

The Proposal Ranking Sheet for the evaluation of the proposals is included in this RFP. The DSC may request additional submittals.

## 4 Responding to Attributes

There are attributes, including this one, associated with this proposal. Some are notes and require no response, but most have a required response. \*\*Please select each page from the bottom right-hand side of this list of attributes in order to view the next page of Bid Attributes.\*\*

**5 Attachments Required**

Be sure to upload all required documents and forms to the "Response Attachments" Tab.

**6 Purchase Agreements**

Purchase Agreements shall be awarded in accordance with regulations adopted by the Lee's Summit R7 Board of Education and adhere to all applicable purchasing policies. Purchase Agreements will be negotiated with the lowest responsible bidder who meets the qualifications for quality, price, terms of bid, lead time, and determined to be in the best interest of the District. The bid award will be at the sole discretion of the District. The District reserves the right to reject any and all bids in part or in whole, and to accept the bid that is in the best interest of the District.

I have read and understand.

**7 Terms of This Bid**

The terms of this bid shall remain in effect for at least one year from date of award. All prices MUST remain firm during that time period. The District may make additional purchases at the itemized price listed in the bid packet for a period of one (1) year. The District may, at its option, renew the Contract for up to three (3) additional one-year contract periods by giving written notice to the supplier.

I have read and understand.

**8 Bid Pricing**

Prices shall be fixed with minimum adjustments allowed. If the bidder is awarded an agreement under this bid solicitation, the prices proposed by the bidder shall remain fixed for a period of one hundred eighty (180) days after the issuance of an initial purchase order or District Mastercard P-Card purchase, regardless of market conditions. After this period, the vendor may submit a price adjustments to the District based on a Manufacturer's Revised Published Price List. The request MUST contain a written notification from the manufacturer to the supplier or vendor of price increases. The Revised Published Price List or manufacturer's notification shall be submitted to the District at least thirty (30) calendar days prior to the effective date of the new price to be charged to the District. It shall be understood that such price adjustments shall not exceed the amount passed onto the supplier or vendor by the manufacturer. It shall be further understood that the District reserves the right to reject any price adjustments submitted by the bidder and/or to terminate the contract with the bidder based on such price adjustments.

The successful bidder(s) must agree to accept the District's Purchase Order or the District's Mastercard P-card for the work order. These purchases are tax exempt.

The Lee's Summit R7 School District will review all bid submissions with regards to pricing, product performance, equipment features, references and experience. The District plans to award the bid within 60 days after the bid opening.

Purchase Agreements shall be awarded in accordance with regulations adopted by the Lee's Summit R7 Board of Education and adhere to all applicable purchasing policies. Purchase Agreements will be negotiated with the lowest responsible bidder who meets the qualifications for quality, price, terms of bid, and service, and determined to be in the best interest of the District. The RFP award will be at the sole discretion of the District. The District reserves the right to reject any and all bids in part or in whole, and to accept the proposal that is in the best interest of the District.

The terms of this RFP shall remain in effect for at least one year from date of award. All prices MUST remain firm during that time period.

I have read and understand.

**9 Communications Statement**

Communications: Contact between vendors and Lee's Summit R7 personnel during the proposal process or evaluation process is prohibited. Any attempt by vendors during the proposal process to contact Lee's Summit R7 personnel may result in disqualification. All communication shall go through the Procurement and Contracts Department during this competitive process. All questions received and the corresponding answers will be distributed to all bidders. No verbal responses will be provided. The deadline for questions about this proposal is stated in the Bid Activities and the district will not respond to questions after this time and date. Response to questions will be posted in the form of an addendum to this proposal. The vendors will be responsible for checking the website for any posted addenda.

I have read and understand.

**1 0 General Terms and Conditions**

I have downloaded and read the General Terms and Conditions from the ATTACHMENTS tab. By selecting this box, I agree to to the terms and conditions.

I have read and agreed to the T&C

**1 1 Scope of Services**

**SCOPE OF SERVICES**

Walsworth Yearbooks proposes to print, bind and deliver the yearbooks for all 3 high school in the Lee's Summit School District to the specification listed in the RFP. In addition to the printing of the yearbooks Walsworth will also provide the most experienced yearbook representative in the region, John Kelley, to provide in-school service calls. During those calls John will provide training to the yearbook advisers and staff, troubleshoot software issues, marketing support, feedback to the staff regarding their work and any other required support the schools need.

**Specific Requirements of RFP**

1. Evaluation: It is the intent of the District that this contract be awarded to possibly more than one service provider based on all relevant considerations including, but not necessarily limited to: staffing, experience, pricing, technology and support software, educational resources, marketing resources, general support, quality of product, completeness of proposal and any other evaluative aspect which may impact this contract. An example of the evaluation score sheet is attached to this RFP for your reference.
2. To be considered, respondent must include 3 comparable yearbooks for evaluation by the committee. Samples must be in color with at least 280 pages, using state of the art software and digital imaging. Samples must be from high school with a population of at least 1,700 students. Two or three of the examples shall be from the surrounding KC area and the other books preferred to be from other Missouri high schools. The advisor's name and contact phone number must be submitted for reference contact. Yearbooks may be picked up ten (10) days after the awarded company has been announced. If not picked up, the District will recycle them, per District policy.  
Address to send yearbook examples:  
Attn: Heather Falls  
702 SE 291 Hwy  
Lee's Summit, MO 64063
3. Respondent submitting the proposal must be the one that serviced the yearbook samples submitted.
4. Respondent shall include references and sample yearbooks from other school districts and/or projects of similar size.
5. The successful respondent must provide Certificate of Insurance in accordance with all requirements shown in the insurance requirements section of this document prior to awarding the contract.
6. The Department of Homeland Security, U.S. Citizenship and Immigration Services, (USCIS) in partnership with the Social Security Administration (SSA) operate an FREE internet-based program called E-Verify that allows employers to verify the employment eligibility of their employees, regardless of citizenship. Based on information provided by employees on their Form I-9, E-Verify checks the information electronically against records contained in DHS and Social Security Administration databases. There are penalties for employing an unauthorized alien, including suspension of the vendor's business license, termination of the agreement, and debarment from work for a period of three years or permanently, and withholding 25% of the total amount due the selected respondent.

I have read and understand.



## Scope of Services

1. Each High School shall have the flexibility to set their own delivery date (spring or fall delivery). Books expected to be delivered by firm one week prior to the designated delivery date.
2. Each high school must retain the ability to have exclusive right and control over the design of their yearbook. The desire is not to have cookie cutter books and give each school the freedom to put its own identity into their project. Each school will work independently with the chosen firm.
3. Firm must have the flexibility to accommodate software needs of all three high schools. Software must include the ability to work with the MAC/Adobe software and the company must have plug-ins that accommodate the newest version of all Adobe products. Adviser must be able to send in pages on PDF creation rather than using a mail service. Software used by the firm must also include access to an online platform that uses HTML.
4. The chosen firm must be able to use a portrait flow program and index flow program. The company may use a CD of photos from the photographer for the portrait images.
5. The cover of the books shall be custom, 4-color litho hard cover Binder's board. LSW & LSN are size 9 books. LSHS is a size 8 book but may possibly become a size 9 book based on pricing. A full color cover proof shall be provided for approval from adviser at no additional cost with needed changes/improvements made.
6. Front and back end sheets shall be 4-color custom. The end sheets may be different at no additional cost. Full color end sheet proofs shall be provided for approval from adviser at no additional cost with needed changes/improvements included. A full color mock shall be provided at no additional cost for approval from adviser.
7. Paper Stock shall be 100# glossy or matte finish.
8. Binding shall be Smyth sewn.
9. Book shall be 4 color throughout and if black/white is used, the chosen firm shall credit the school for the use of those pages.
10. Proofs shall be in color for every page, including the cover, for staff edits. There shall be no charge for corrections made by the school that are resubmitted by the proof deadline time.
11. The selected firm must work the deadlines around the school year including vacation dates and last day of seniors. School yearbook adviser must be consulted on all deadlines set by the rep and the firm.
12. The selected firm must provide a representative, solely working on the school account with unlimited visits and/or communication to the schools at no additional cost, as well as have the ability to come to the school to assist, when needed, without an appointment.
13. Offeror shall provide information in their proposal of any additional services they would provide.
14. Damages and Errors:
  - Chosen firm shall credit the school at the end of the process for any damaged yearbooks, binding problems or misprints. Yearbook adviser shall be able to utilize the credit according to his/her discretion i.e. contests or allow firm to use for examples, etc.
  - If errors or any serious problems occur in printing process, the firm must reprint the yearbooks at no cost to the school or District and there shall be no delay in delivery.
  - The District has the right to cancel this contract with a 30 day written notice, if the chosen firm does not uphold the contract specifications agreed to in this RFP.
15. Offeror shall provide option for usage of digital content platform.
16. The chosen firm must include at least four (4) hours of creative artist time free of charge in addition to a cover workshop in the Kansas City area free of charge or provide time and transportation for a cover artist to work with students at the school.
17. The following--at a minimum--cover specifications must be included in the contract price: at least two applications (embossing, foil, silkscreen or grain) or a vinyl material with one applied silkscreen color or one hot-foil color.
18. Provider must have online book and ad sales that allow parents and community members to purchase ads and yearbooks directly from the company. Ad purchases also must include the option to upload photos and copy to the company site and be easily obtained by adviser.
19. The selected firm must provide a stipend for the yearbook advisers to travel to and attend national journalism conventions.
20. The selected firm must offer workshops for students and the advisers to attend. Preference may be given to firms who can offer students scholarships/adviser discounts.

I have read and understand.

**1**  
**4** **Schedule of RFP Process**

Timeline for RFP Process:

The timeline listed below is the District's estimation of time required to complete the RFP process. All efforts shall be made to abide by this schedule; however, it is subject to change due to different circumstances.

- RFP Notification: 2/18/2020
- Receive Proposals: 3/10/2020
- Meet to review: Week of 3/23/2020
- School Board Meeting: 4/16/2020

The District desires the execution of the contract to meet the following dates: Services need to begin after 3/30/2020.

**1**  
**5** **No Deviations or Exceptions**

Bidders are expected to bid on the items as listed on the Equipment Specifications List, or Scope of Work. If there are any deviations from the specifications or scope of work listed, the bidder is expected to make note, along with a brief description in the next below. The District reserves the right to determine the successful bidder and will make that decision based on the best interest of the District.

I have read and agree.

**1**  
**6** **Deviations and Exceptions**

If your company intends to deviate from the Specifications listed in the attached documents, all such deviations and exceptions must be listed here, with complete and detailed conditions and information included. The District will consider any deviations or exceptions in its bid award decisions. The District reserves the right to accept or reject any proposals based upon any deviations indicated below.

If none, please enter N/A (Not Applicable).

NA

**1  
7** Cooperative Procurement with Other Jurisdictions

This section is optional; it will not affect the agreement.

1) Sales will be made in accordance with the prices, terms, and conditions of the Request for Proposals and any subsequent term agreement.

2) There shall, however, be no obligation under the cooperative procurement agreement for any organization represented by MACPP or MARC to utilize the proposal or agreement unless they are specifically named in the Request or Proposals as a joint respondent.

3) All sales to other jurisdictions will be made on purchase orders issued by that jurisdiction. All receiving, inspection payments and other agreement administration will be the responsibility of the ordering jurisdiction.

4) Each jurisdiction that is a party to the joint proposal has authority to act as Administrative Contracting Officer with responsibility to issue purchase orders, inspect and receive goods, make payments and handle disputes involving shipment to the jurisdiction.

If the District awarded you the proposed agreement, would you sell under the prices and terms of this agreement to any public school district or any other non-profit organization having membership in the Mid-America Council of Public Purchasing (MACPP) or Mid-America Regional Council (MARC) and located within the greater Kansas City metropolitan trade area? (All deliveries shall be F.O.B. Destination and there shall be no obligations on the part of any member of said Council to utilize this agreement).

No

**1  
8** Project Narrative

Use this space to provide a detailed project approach OR upload a response in the response attachments section. Including but not limited to:

1. Project schedule and detailed approach is reasonable/responsive to District's needs for each high school.
2. Describe Design & Printing Services offered for both online design and Adobe design.
3. List warranties offered.
4. List any and all proven techniques and opportunities for training.
5. Roles of all involved parties clearly identified.
6. Familiarity with project location as evidenced by proposal/interview (if applicable)
7. Identify/recognize critical or unique issues specific to the project and unique approaches used elsewhere.
8. Proposed timeline for delivery of Yearbooks per school.
9. Identify software and/or other tools provided for our District Staff and Student to Utilize.
10. Describe communication process during both normal working hours and after-hours.
11. List any additional services provided.
12. List any additional inclusions.

See Project Narrative included with attachments

**1  
9** Consultant Profile

**CONSULTANT PROFILE**

**2  
0** Lead Consultant Name

Enter the Lead Consultant Firm(s) (or Joint Venture) name.

Walsworth Yearbooks

<b>2</b> <b>1</b>	<p><b>Lead Consultant Address</b></p> <p>Enter the Lead Consultant Firm(s) (or Joint Venture) address. street city, state zip</p> <p>Walsworth Yearbooks 306 N. Kansas Ave. Marceline, MO 64658</p>
<b>2</b> <b>2</b>	<p><b>Lead Consultant Provider</b></p> <p>Please designate the service area provided by the lead consultant.</p> <p>National</p>
<b>2</b> <b>3</b>	<p><b>Year Provider Firm Established</b></p> <p>Please enter the year the provider's firm was established.</p> <p>1937</p>
<b>2</b> <b>4</b>	<p><b>Years of Experience</b></p> <p>Please enter the number of years of experience providing this service.</p> <p>83</p>
<b>2</b> <b>5</b>	<p><b>Licensed in Missouri</b></p> <p>Are you licensed to do business in the State of Missouri?</p> <p>Yes</p>
<b>2</b> <b>6</b>	<p><b>Principal Contact</b></p> <p>Please provide name, title, telephone number and email address of Principal contact</p> <p>John Kelley Yearbook Representative (816)805-1622 john.kelley@walsworth.com</p>
<b>2</b> <b>7</b>	<p><b>Address of Office to Perform Work</b></p> <p>Please provide address of office to perform work if different than Lead Consultant Firm address.</p> <p>306 N. Kansas Ave. Marceline, MO 64658</p>
<b>2</b> <b>8</b>	<p><b>Number of Persons Committed to District's Project</b></p> <p>Please list the number of persons by discipline that your Firm/Joint Venture will commit to the District's project</p> <p>1200</p>
<b>2</b> <b>9</b>	<p><b>Joint Venture Areas of Responsibility</b></p> <p>If submittal is by Joint Venture or utilizes subcontractors, list participating firms/providers and outline specific areas of responsibility (including administrative and technical) for each firm.</p> <p>NA</p>
<b>3</b> <b>0</b>	<p><b>Has This Joint Venture Previously Worked Together?</b></p> <p>Has This Joint Venture Previously Worked Together?</p> <p>No</p>

3 1	<b>Key Outside Consultants</b>
	<b>Key Outside Consultants</b>
With Walsworth you will not work with any outside consultants. All personnel working on your yearbook will be Walsworth employees.	

3 2	<b>Subcontractor #1 Name</b>
	Please provide name of Subcontractor. <input type="text" value="NA"/>

3 3	<b>Subcontractor #1 Address</b>
	Please provide address of Subcontractor. <input type="text" value="NA"/>

3 4	<b>Specialty/Role with this Project</b>
	Provide Subcontractors Specialty/Role with this Project. <input type="text" value="NA"/>

3 5	<b>Worked with Lead Firm Before?</b>
	Worked with Lead Firm Before? <input type="text" value="No"/>

3 6	<b>Year Firm Established</b>
	Year Firm Established <input type="text" value="No response"/>

3 7	<b>Years of Experience</b>
	Please provide number of years experience providing this service. <input type="text" value="No response"/>

3 8	<b>Subcontractor #2 Name</b>
	Please provide name of subcontractor #2. <input type="text" value="NA"/>

3 9	<b>Subcontractor #2 Address</b>
	Please provide address of subcontractor #2 <input type="text" value="NA"/>

4 0	<b>Specialty/Role with this Project</b>
	Please provide subcontractors specialty/role with this project <input type="text" value="NA"/>

4 1	<b>Worked with Lead Firm Before?</b>
	Has this Subcontractor worked with the lead firm before? <input type="text" value="No"/>

4 2	<p><b>Year Firm Established</b></p> <p>Please provide year Subcontractors firm was established.</p> <p><input type="text" value="No response"/></p>
4 3	<p><b>Years of Experience</b></p> <p>Please provide subcontractors number of years of experience.</p> <p><input type="text" value="No response"/></p>
4 4	<p><b>Resume of Key Personnel</b></p> <p style="text-align: center;"><b>Resume of Key Personnel</b></p> <p><input type="text" value="No response"/></p>
4 5	<p><b>Name of Key Personnel</b></p> <p>Provide name of key persons, specialists, or certified staff that shall be assigned to the District's project.</p> <p><input type="text" value="John Kelley, Mona Walters, Mike Taylor and Jim Jordan"/></p>
4 6	<p><b>Title of Key Personnel</b></p> <p>Provide job title of key personnel assigned to District's project.</p> <p><input type="text" value="John Kelley, Yearbook Sales Representative; Mona Walters, Customer Service Representative; Mike Taylor, National Accounts Representative; Jim Jordan, Key Accounts Consultant"/></p>
4 7	<p><b>Assignment</b></p> <p>Experience of Key Personnel: Provide previous or current assignment of key personnel related to this service.</p> <p><input type="text" value="John Kelley - Yearbook Sales Representative for 31 years&lt;br/&gt;Mona Walters - Yearbook Customer Service Representative for 15 years&lt;br/&gt;Mike Taylor - National Accounts Representative for 20 years&lt;br/&gt;Jim Jordan - Key Accounts Consultant for 3 years"/></p>
4 8	<p><b>Name of Firm with which Associated</b></p> <p>Experience of Key Personnel: Provide name of firm which assignment was/is associated with.</p> <p><input type="text" value="John Kelley has been a sales representative for Walsworth Yearbooks for 31 years. Mona Walters has been a customer service representative with Walsworth Yearbooks for 15 years. Mike Taylor has been a key account representative with Walsworth for 8 years. Prior to that he was a key accounts representative for Balfour Yearbooks for 12 years. Prior to that he was a high school journalism teacher for 13 years. Jim Jordan has been a key accounts representative with Walsworth for 3 years. Prior to that he was a high school journalism teacher for 37 years."/></p>
4 9	<p><b>Years of Experience with this Firm</b></p> <p>Please provide assigned key personnel's experience with this firm.</p> <p><input type="text" value="57"/></p>
5 0	<p><b>Years of Experience with Other Firms</b></p> <p>Please provide assigned key personnel's experience with other firms.</p> <p><input type="text" value="12"/></p>
5 1	<p><b>Education</b></p> <p>Degree(s) or Certification(s)/Year/Specialization</p> <p><input type="text" value="See education and certifications of Key Personnel in Project Narrative"/></p>

<b>5 2</b>	<p><b>Current Registration(s)</b></p> <p>Please provide current registration(s)</p> <p>See registrations of Key Personnel in Project Narrative</p>
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<b>5 3</b>	<p><b>Other Experience &amp; Qualifications</b></p> <p>Please provide other Experience &amp; Qualifications relevant to the proposed project</p> <p>See experience &amp; qualifications of Key Personnel in Project Narrative</p>
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<b>5 4</b>	<p><b>PROPOSAL SCORING CRITERIA</b></p> <p><b>PROPOSAL SCORING CRITERIA</b></p>
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<b>5 5</b>	<p><b>Evidence of Experience &amp; References with Similar Accounts (Ref &amp; Exp)</b></p> <p><b>Evaluation Criteria</b></p> <p><b>Evidence of Experience &amp; References with Similar Accounts (Ref &amp; Exp)</b></p> <p>The District will review and evaluate any/all proposals for the references and experience with similar sized school districts as indicated on the references form attached to RFP.</p> <ul style="list-style-type: none"> <li>• Reliability of the firm, based on references given</li> <li>• Experience with other similar sized projects &amp; other school districts</li> <li>• Methods used are effective and have been proven elsewhere</li> <li>• Appropriately staffed to meet District scheduling</li> </ul>
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<b>5 6</b>	<p><b>Approach and Understanding of Scope</b></p> <p><b>Evaluation Criteria</b></p> <p><b>Approach and Understanding of Scope</b></p> <p>Evaluate the provider's approach to and understanding of the scope of services required in the RFP as evidenced by the vendor's proposal:</p> <ul style="list-style-type: none"> <li>• Consider quality of three (3) sample yearbooks provided, as requested in this RFP</li> <li>• Consider if firm provides an online platform and creative Adobe suite</li> <li>• Consider flexibility in purchasing needs for each high school</li> </ul>
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<b>5 7</b>	<p><b>Qualifications &amp; Certifications of Staff</b></p> <p><b>Evaluation Criteria</b></p> <p><b>Qualifications &amp; Certifications of Staff:</b></p> <ul style="list-style-type: none"> <li>• Does the firm have a qualified representative dedicated to oversee the District's projects?</li> <li>• Does the firm state the amount of visits the qualified representative will provide the District?</li> <li>• Does the firm possess the technology and support software required in this RFP?</li> <li>• Does the firm provide an adequate number of visits and support to each of the three (3) high schools?</li> </ul>
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<b>5 8</b>	<p><b>Cost Evaluation Criteria</b></p> <p><b>Cost</b></p> <p>Determination of cost and pricing data:</p> <ul style="list-style-type: none"> <li>• Consider quality of product and services at cost provided</li> <li>• Consider average price increase per year, if applicable</li> <li>• Consider price flexibility and cost breakdown for each schools needs</li> </ul>
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<b>5 9</b>	<p><b>References</b></p> <p style="text-align: center;"><b>REFERENCES</b></p> <p>Walsworth is the only yearbook company to work with 19 of the 27 Greater Kansas City Suburban conference schools. References are listed in the reference section and additional references are included in the attachments. I have included references of all of the Kansas City metro suburban high schools that currently work with John Kelley and Walsworth. These are not just our best customers, but all that are similar in size to your high schools. Feel free to contact any of them and they will all tell you what an incredible experience it is to work with John Kelley and Walsworth Yearbooks.</p>
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<b>6 0</b>	<p><b>How many years has your company been in business?</b></p> <p style="border: 1px solid black; padding: 2px;">83</p>
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<b>6 1</b>	<p><b>References</b></p> <p>List multiple references and prior experience; preferably with other school districts or governmental agencies, in the last 3 – 5 year period; work or services in the same type and size to the project being proposed. Please list the following information for each school district:</p>
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<b>6 2</b>	<p><b>Reference 1</b></p> <p><b>Reference 1</b></p>
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<b>6 3</b>	<p><b>Reference #1 Contact Person's Name</b></p> <p style="border: 1px solid black; padding: 2px;">Ronna Sparks-Woodward</p>
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<b>6 4</b>	<p><b>Reference #1 - Contact Person's School District/Business</b></p> <p style="border: 1px solid black; padding: 2px;">Liberty North High School</p>
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<b>6 5</b>	<p><b>Reference #1 Address</b></p> <p>Enter Street address, city, state, zip code</p> <p style="border: 1px solid black; padding: 2px;">1000 NE 104th Street, Liberty, MO 64068</p>
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<b>6 6</b>	<p><b>Reference #1 Phone Number</b></p> <p style="border: 1px solid black; padding: 2px;">(816) 736-5514</p>
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<b>6 7</b>	<p><b>Reference #1 Email</b></p> <p style="border: 1px solid black; padding: 2px;">ronna.sparks-woodward@lps53.org</p>
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<b>6 8</b>	<p><b>Reference #1: Description of services performed and completion date</b></p> <p>Describe the services performed and completion date of project.</p> <p style="border: 1px solid black; padding: 2px;">Printing of high school yearbooks completed annually in the month of May</p>
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6 9	<b>Reference 2</b> <b>Reference 2</b>
7 0	<b>Reference #2 - Contact Person's Name</b> Jim McCrossen
7 1	<b>Reference #2 - Contact Person's School District/Business</b> Blue Valley Northwest High School
7 2	<b>Reference #2 Address: Street, City, State, Zip Code</b> 13260 Switzer, Overland Park, KS 66213
7 3	<b>Reference #2 Phone Number</b> (913) 239-3400
7 4	<b>Reference #2 Email</b> jmccrossen@bluevalleyk12.org
7 5	<b>Reference #2: Description of services performed and completion date</b> Describe the services performed and completion date of project. Printing of high school yearbooks completed annually in the month of May
7 6	<b>Reference #3</b> <b>Reference #3</b>
7 7	<b>Reference #3 Contact Person's Name</b> Stefani Russ
7 8	<b>Reference #3 - Contact Person's School District/Business</b> Raymore Peculiar High School
7 9	<b>Reference #3 Address: Street, City, State, Zip Code</b> 20801 S. School Road, Peculiar, MO 64078
8 0	<b>Reference #3 Phone Number</b> (816) 892-1400
8 1	<b>Reference #3 Email</b> stefani.russ@raypec.org
8 2	<b>Reference #3: Description of services performed and completion date</b> Describe the services performed and completion date of project. Printing of high school yearbooks completed annually in the month of May

**8  
3 Additional References**

Additional reference information can be submitted as document. The document can be uploaded to the "Response Attachments" tab within the bid event.

Be sure to include the following information:

- Reference Contact Name
- Reference contact's school district/business
- Reference address (street, city, state, zip)
- Reference phone number
- Reference email address
- Description of services performed and completion date

**Bid Lines**

<b>1</b>	Yearbook, per specs provided, with 304 pages – size 8	Quantity: <u>800</u> UOM: <u>EA</u>	Unit Price: <input type="text" value="\$87.29"/>	Total: <input type="text" value="\$69,832.00"/>
<b>2</b>	Yearbook, per specs provided, with 304 pages – size 8	Quantity: <u>1200</u> UOM: <u>EA</u>	Unit Price: <input type="text" value="\$66.81"/>	Total: <input type="text" value="\$80,172.00"/>
<b>3</b>	Yearbook, per specs provided, with 304 pages – size 8	Quantity: <u>1600</u> UOM: <u>EA</u>	Unit Price: <input type="text" value="\$55.49"/>	Total: <input type="text" value="\$88,784.00"/>
<b>4</b>	Yearbook, per specs provided, with 304 pages – size 9	Quantity: <u>800</u> UOM: <u>EA</u>	Unit Price: <input type="text" value="\$91.68"/>	Total: <input type="text" value="\$73,344.00"/>
<b>5</b>	Yearbook, per specs provided, with 304 pages – size 9	Quantity: <u>1200</u> UOM: <u>EA</u>	Unit Price: <input type="text" value="\$70.29"/>	Total: <input type="text" value="\$84,348.00"/>
<b>6</b>	Yearbook, per specs provided, with 304 pages – size 9	Quantity: <u>1600</u> UOM: <u>EA</u>	Unit Price: <input type="text" value="\$58.45"/>	Total: <input type="text" value="\$93,520.00"/>
<b>7</b>	Price per Book over the contract number	Quantity: <u>1</u> UOM: <u>EA</u>	Unit Price: <input type="text" value="\$25.00"/>	Total: <input type="text" value="\$25.00"/>
<b>8</b>	Price for fewer copies per book under contract number	Quantity: <u>1</u> UOM: <u>EA</u>	Unit Price: <input type="text" value="\$25.00"/>	Total: <input type="text" value="\$25.00"/>
<b>9</b>	Price per signature over the contract number	Quantity: <u>1</u> UOM: <u>EA</u>	Unit Price: <input type="text" value="\$3,280.00"/>	Total: <input type="text" value="\$3,280.00"/>
<b>1 0</b>	Reduction Price for less number of signatures per contract	Quantity: <u>1</u> UOM: <u>EA</u>	Unit Price: <input type="text" value="\$3,280.00"/>	Total: <input type="text" value="\$3,280.00"/>

1 1	Price for Embossing	Quantity: <u>  1  </u> UOM: <u> EA </u>	Unit Price: <input type="text" value="\$0.00"/>	Total: <input type="text" value="\$0.00"/>
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1 2	Price for Foil applications	Quantity: <u>  1  </u> UOM: <u> EA </u>	Unit Price: <input type="text" value="\$0.00"/>	Total: <input type="text" value="\$0.00"/>
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1 3	Price for Individual Name Stamping	Quantity: <u>  1  </u> UOM: <u> EA </u>	Unit Price: <input type="text" value="\$4.66"/>	Total: <input type="text" value="\$4.66"/>
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1 4	Penalty Price for late pages	Quantity: <u>  1  </u> UOM: <u> EA </u>	Unit Price: <input type="text" value="\$0.00"/>	Total: <input type="text" value="\$0.00"/>
Supplier Notes: <input type="text" value="Delivery date can be adjusted if school accumulates over 3 weeks of late days"/>				

1 5	Penalty Price for late proofs	Quantity: <u>  1  </u> UOM: <u> EA </u>	Unit Price: <input type="text" value="\$0.00"/>	Total: <input type="text" value="\$0.00"/>
Supplier Notes: <input type="text" value="School will not receive PDF credit for any flats with late proofs."/>				

1 6	Price for Foil applications	Quantity: <u>  1  </u> UOM: <u> EA </u>	Unit Price: <input type="text" value="\$0.00"/>	Total: <input type="text" value="\$0.00"/>
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1 7	Price of supplement for spring delivery	Quantity: <u> 16 </u> UOM: <u> Pages </u>	Unit Price: <input type="text" value="\$147.50"/>	Total: <input type="text" value="\$2,360.00"/>
Supplier Notes: <input type="text" value="based on 1000 copies."/>				

1 8	Price for creative artist time. Qty: 4 Hours	Price: <input type="text" value="\$0.00"/>	Total: <input type="text" value="\$0.00"/>
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1 9	Additional Price for creative artist time over 4 hours (if any)	Price: <input type="text" value="\$75.00"/>	Total: <input type="text" value="\$75.00"/>	
Item Notes: Rate Per Hour				

2 0	<b>Package Header</b>			
Additional Attributes - Please respond to each attribute listed in this package.				
Quantity: <u>  1  </u> UOM: <u> EA </u>		Total: <input type="text" value="\$126.50"/>		
<b>Package Attributes</b>				
<b>1. Is there a credit for PDF submissions, if so how much?</b>				
Please list credit amount in package line item				
<input type="text" value="Yes"/>				
<b>2. When is the deadline for name stamping?</b>				
<input type="text" value="Jan. 29 for spring delivery yearbooks and April 30 for summer delivery yearbooks"/>				
<b>3. How many days allowed for proofs?</b>				
<input type="text" value="15 business days"/>				

**4. Do you provide free training for staff? If so, when?**

Yes, free training is provided at school whenever needed. John Kelley will come and work with the yearbook adviser to go over deadlines, budget information, production questions, software training, marketing support and any other questions the yearbook adviser may have. He will be there as often as needed and will always respond to questions via phone, text or email within 24 hours.

**5. Do you provide free training for students? If so, when?**

Free student training will be provided as often as needed. John Kelley is available to fully train the staff on yearbook design, yearbook copy writing, yearbook photography, InDesign or Online design software training and marketing techniques. This training will be provided during in-school visits or offsite workshops.

**6. Do you provide onsite and or/offsite training?**

Walsworth will provide the following training opportunities: 1. Heart of America Summer Workshop 2. Summer Adviser Academy 3. Fall Elite Workshop 4. Fall Artist Workshop 5. Spring Inspiration Day. Information regarding the specifics of these workshops is included in the additional documents attached to this RFP.

**7. Do you offer PDF Certifications?**

Yes, if you create your pages using Adobe InDesign our enhancement software does certify your PDFs to make sure all images are at high enough resolution, all color is properly prepared, all fonts will PDF properly and the pages are the correct dimensions and format.

**8. Do you offer curriculum opportunities?**

Yes, all Walsworth schools receive a copy of The Yearbook Suite, Walsworth’s newly designed yearbook curriculum guide, which goes through the sequential steps of a yearbook program. It explains the basics of yearbook journalism, creation and marketing. Students learn those basics, and also get challenged with new, cutting-edge ideas. The curriculum is flexible so that you can teach it, use it as self-directed lessons, let editors teach it or use as supplements to your own material.

**Package Items**

**20.1 Credit amount for PDF submissions (if any).**

Quantity:   1   UOM:  EA  Unit Price:   \$125.00   Total:   \$125.00  

Supplier Notes: Credit is \$125 per flat. This is a \$4,750 credit for a 304 page yearbook. All pages in flat must be submitted as PDF and all proofs must be returned on time for flat to receive credit.

**20.2 Expected average price increase per year (if any)?**

Quantity:   1   UOM:  EA  Unit Price:   \$1.50   Total:   \$1.50  

Supplier Notes: Price increase is usually 0-3%. It typically matches the national cost of living increase.

**Response Total: \$499,176.1**