

**BOARD OF COMMISSIONERS
SARPY COUNTY, NEBRASKA**

**RESOLUTION AWARDING BID FOR PRINTING AND DISTRIBUTION OF CHANGE OF VALUATION
NOTICES AND REAL ESTATE TAX STATEMENTS
FOR THE SARPY COUNTY ASSESSOR AND TREASURER DEPARTMENTS**

WHEREAS, pursuant to Neb. Rev. Stat. §23-104(6)(Reissue 1997), the County has the power to do all acts in relation to the concerns of the County necessary to the exercise of its corporate powers; and,

WHEREAS, pursuant to Neb. Rev. Stat. §23-103 (Reissue 1997), the powers of the County as a body are exercised by the County Board; and,

WHEREAS, bids for this matter have been solicited, made, opened and reviewed pursuant to applicable Nebraska State Statutes; and,

WHEREAS, based on those proceedings, and after a public hearing, this Board has duly deliberated and considered the bids received; and,

WHEREAS, this Board desires to proceed forthwith in order to expedite and facilitate service to the citizens of Sarpy County.

NOW, THEREFORE, BE IT RESOLVED BY THIS BOARD OF COUNTY COMMISSIONERS THAT: the low bid of World Marketing - Omaha for the Printing & Distribution of Change of Valuation Notices & Real Estate Tax Statements in the amounts Specified in the Unit Prices of World Marketing - Omaha's Bid Form is accepted, ratified, and confirmed.

- 1. This Board's Chairman, Clerk, and Attorney are hereby authorized and directed to execute such ancillary documents as may be required to evidence the contract and take any and all steps necessary or required in order to carry out the terms of such contract after said documents have been reviewed by the Attorney, Fiscal Administrator, and County Administrator.

Dated this 14th day of December, 2010.

Moved by Rich Jansen, and seconded by Rusty Hike, that the above Resolution be adopted. Carried.

Rich Jansen
Rich Jansen
Donald B. ...
Thomas F. Richard

YEAS:

NAYS:

ABSENT:

none

none

ABSTAIN:

none



Attest:

Bern J. Houghtaling
Sarpy County Clerk

Approved as to form and content:

[Signature]
Sarpy County Deputy Attorney

AGREEMENT

This Agreement is entered into by and between the County of Sarpy, in the State of Nebraska, a body politic and corporate, and hereinafter "County", and World Marketing - Omaha, hereinafter "Vendor".

WHEREAS, County is desirous of contracting for Printing and Distribution of Change of Valuation Notices and Real Estate Tax Statements for the Sarpy County Assessor and Treasurer Departments; and,

WHEREAS, the Vendor has been awarded this Agreement as a result of the bid made by Vendor in response to the Specifications and Request for Proposals prepared by County;

NOW, THEREFORE, for and in consideration of the declarations and mutual promises and covenants contained herein, the County and Vendor agree as follows:

I. DUTIES OF VENDOR:

- A. Services to be rendered by Vendor under this Agreement shall be all those services necessary and proper for the installation and materials for Printing and Distribution of Change of Valuation Notices and Real Estate Tax Statements in conformity with each and every term, condition, specification, and requirement of the Bid Specifications and the Bid submitted by the Vendor.
- B. All provisions of each document and item referred to in Paragraph A above shall be strictly complied with the same as if rewritten herein, and in the event of conflict among the provisions of said documents, the provisions most favorable to the County shall govern.
- C. Prior to the commencement of any work, Vendor will place on file with the Sarpy County Clerk, the required certificates of insurance, if applicable.
- D. The Vendor agrees to comply with the residency verification requirements of Neb. Rev. Stat. §4-108 through §4-114. The Vendor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.

If the Vendor is an individual or sole proprietorship, the following applies:

1. The Vendor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at www.das.state.ne.us.
2. If the Vendor indicates on such attestation form that he or she is a qualified alien, the Vendor agrees to provide the U.S. Citizenship and Immigration Services documentation required to verify the Vendor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.
3. The Vendor understands and agrees that lawful presence in the United States is required and the Vendor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. Sect. 4-108.

E. Vendor will submit an invoice to County for work completed based on the amounts specified in Vendor's bid. Such invoices shall be submitted to:

Sarpy County Treasurer
OR
Sarpy County Assessor

1210 Golden Gate Drive
Papillion, NE 68046

F. The County and Vendor hereto specifically acknowledge, stipulate and agree that each and every term of the Bid Specifications and the Vendor's bid constitutes an essential term of this Agreement, and that, therefore, any violation of any term, condition, provision, or requirement constitutes a material breach hereunder, for which County shall have every right under the law to terminate this Agreement, and obtain any and all relief necessary.

II. DUTIES OF COUNTY:

In return for full, faithful and diligent rendering of services set forth above, County agrees to pay to Vendor the amount specified in Vendor's bid upon submission of the required invoice and satisfactory completion of all required work.

III. BREACH:

Should Vendor breach, violate, or abrogate any term, condition, clause or provision of this agreement, the County shall notify Vendor in writing that such an action has occurred. If satisfactory provision does not occur within ten (10) days from such written notice, the County may, at its option, terminate this agreement and obtain an alternate provider to provide all required materials. This provision shall not preclude the pursuit of

other remedies for breach of contract as allowed by law.

SAVINGS CLAUSE:

This Agreement shall be interpreted, construed and enforced under the laws of the State of Nebraska. It is understood and agreed by the County and Vendor hereto that if any part, term, condition, or provision of this Agreement is held to be illegal or in conflict with any law of the State of Nebraska or of the United States, the validity of the remaining parts, terms, conditions, or provisions shall not be affected, and the rights and obligations of the County and Vendor shall be construed and enforced as if the Agreement did not contain the particular part, term, condition, or provision held to be invalid.

SCOPE OF AGREEMENT

This Agreement, along with the Bid Specifications, and Bid by Vendor contains the entire Agreement between the County and Vendor, and there are no other written or oral promises, contracts or warrants which may affect it. This Agreement cannot be amended except by written agreement of both the County and Vendor. Notice to the County and Vendor shall be given in writing to the agents for each party named below:

County: Ms. Debra Houghtaling
Clerk of Sarpy County
1210 Golden Gate Drive
Papillion, NE 68046

Vendor: Mr. David A. Galloway
World Marketing - Omaha
10918 Emiline Street
LaVista, NE 68128

IN WITNESS WHEREOF, we the contracting parties, by our respective and duly authorized agents, hereto affix our signatures and seals in duplicate this 2nd day of

January, ~~2010~~
2011

(Seal)



ATTEST:

Debra L. Houghtaling
Sarpy County Clerk

COUNTY OF SARPY, NEBRASKA,
A body Politic and Corporate

Jon Albert 12/14/10
Chairperson
Sarpy County Board of Commissioners

Approved as to form and content:

[Signature]
Deputy County Attorney

Vendor: World Marketing - Omaha

By: [Signature]

Title: COO

Attest:

Joanne K. Slader
Witness

JOANNE K. SLADER
Notary Public
Exp. 5-15-2011

COMPANY NAME: World Marketing

Sarpy County, Nebraska
Printing and Distribution of Change of Valuation Notices and Real Estate Tax Statements

REVISED Bid Form

Vendor shall submit one (1) original and three (3) copies of their entire proposal with the bid form being the first page.

ANY ADDITIONAL CHARGES LISTED BELOW MUST BE IDENTIFIED ON A SEPARATE SHEET.

2011 Change of Valuation Postcard
Estimated quantity: 54,500

	Description	Unit Price	Total Price
1.	Start Up Programming	NA	\$1,000.00
2.	Printing Statement Forms	NA	1,144.50
3.	Imprint Valuation Data	NA	NA
4.	Address Standardization	NA	\$250.00
5.	Estimated Postage	\$.205	\$11,172.50
6.	Computer Processing/Technical Charges - (specify)	NA	NA
7.	Laser Imaging	\$.013	\$708.50
8.	Carrier Flats (if applicable)	NA	NA
9.	Any Additional Charges Projected (specify)	NA	NA
Total Charges			\$14,275.50

2011 Personal Property Return Postcard

Estimated quantity: 6,600

	Description	Unit Price	Total Price
1.	Start Up Programming	NA	\$600.00
2.	Printing Statement Forms	NA	\$1,059.00
3.	Imprint Valuation Data	\$.030	\$ 198.00
4.	Address Standardization	NA	\$ 250.00
5.	Estimated Postage	\$.205	\$ 1,353.00
6.	Computer Processing/Technical Charges - (specify)	NA	NA
7.	Laser Imaging	NA	NA
8.	Carrier Flats (if applicable)	NA	NA
9.	Any Additional Charges Projected (specify)	NA	NA
Total Charges			\$3,460.00

2011 Real Estate Tax Statements

Estimated quantity: 62,000

	Description	Unit Price	Total Price
1.	Start Up Programming	NA	\$3,500.00
2.	Special Programming <i>None Anticipated</i>	\$100/hr	—
3.	Printing Statement Forms	NA	\$1,835.82
4.	Envelope & Printing Mailing Envelope	NA	\$1,990.20
5.	Imprint Tax Data	NA	NA
6.	Address Standardization	NA	\$250.00
7.	Estimated Postage	\$0.335	\$20,770.00
8.	Computer Processing/Technical Charges - (specify)	NA	NA
9.	Laser Imaging <i>- per page, assumes 1/8" laser</i>	\$0.026	\$1,612.00*
10.	Carrier Flats (if applicable)	NA	\$249.31
11.	Any Additional Charges Projected (specify)	.022 ea .250 ea	1,358.28 65.00
Total Charges			\$31,630.64

61,700
Machine Insert
Hand Insert
260 est.

*Prices are to be F.O.B. - 1210 Golden Gate Drive, Papillion, NE 68046

Company Information:

Years in business:

9 - years

of employees

697

Total sales last 3 years

World Marketing is a privately held company (Omaha World Herald) and does not provide financial data for initial RFR/RFQ responses. Once short-listed, we are happy to provide those numbers with you.

References:

Company Name: State of Nebraska
Address: State Capitol - PO Box 94788 Lincoln NE 68509
Contact Name: Troy Reiners Phone Number: 402.471.8444
Fax Number: 402.471.8447 Date of Purchase: Nov. 2010 (not recent)

Company Name: DeKalb County, Georgia
Address: 4380 Memorial Drive, Suite 100 Decatur GA 30032
Contact Name: Robert Goodman Phone Number: 404.298.3060
Fax Number: 404.298.3040 Date of Purchase: July, 2010 (not recent)

Company Name: Innovative Technologies
Address: 10830 Old Mill Rd Omaha NE 68154
Contact Name: Diane Casper Phone Number: 402.592.4414
Fax Number: 402.592.4422 Date of Purchase: Nov. 2010 (not recent)

I certify that this bid is submitted in accordance with the specifications issued by Sarpy County.

I acknowledge receipt of the following addenda (if applicable):

Addendum #1
Addendum #2

**Attachments: Literature/Cut-sheets
Warranty Information**

World Marketing - Omaha
Company Name
David A. Wherry
Authorized Signature
10918 Emiline St.
Address
La Vista, NE 68128
City, State & Zip

David A. Galloway
Company Representative (Please print)
402-408-1400
Telephone Number
402-408-1450
Fax Number
d.galloway@worldmarkinc.com
E-Mail Address

***NOTE: Sarpy County is tax exempt and will provide the proper form upon request.**

EXCEPTIONS/CLARIFICATIONS/COMMENTS

1. USPS postal regulations using 7pt. stock must be $4\frac{1}{4} \times 6$, Not $4\frac{1}{2} \times 6$.
This "postcard" size also allows the lowest First Class postage rate
2. for postcards. World Marketing bid at the $4\frac{1}{4} \times 6$ size. 4×6 cards can be mailed at a much higher non-automation rate - USPS
3. _____
4. Postage estimates are based on 5-digit USPS rates (current 11/18/2010 postage rates) Estimates will change as USPS rates change.
5. Actual postage will be estimated prior to each mailing.
6. The annual quantity provided was assumed to be the annual quantity needed for that program. That pricing was
7. based on the annual quantity $\pm 5\%$ extra for samples/spillage
8. _____
9. _____
10. _____

Sarpy County Purchasing Department

SARPY COUNTY COURTHOUSE
1210 GOLDEN GATE DRIVE
SUITE 1129
PAPILLION, NE 68046-2845
FAX (402) 593-4304



Brian E. Hanson, Purchasing Agent
(402) 593-2349
Debby Peoples, Assistant Purchasing Agent
(402) 593-4164
Beth Cunard, Purchaser/Contract Specialist
(402) 593-4476
Lois Spethman, Supply Clerk/Purchaser
(402) 593-2102

MEMO

To: Sarpy County Board of Commissioners
From: Beth Cunard
Re: Award of Printing Valuation Notices & Tax Statements

On November 18, 2010, the Purchasing Department received and opened three (3) bids for the Printing and Distribution of Change of Valuation Notices and Real Estate Tax Statements. The bids have been reviewed by Rich James, Dan Pittman and myself and it has been recommended that the bid be awarded to the low bidder, World Marketing - Omaha for approximately \$45,906.14 annually. A bid tabulation is attached for your review, within the bid tab the total costs are projected based on an estimated number of parcels.

Should you have any questions, please feel free to contact me at bcunard@sarpy.com or the number listed above.

December 3, 2010

A handwritten signature in black ink, appearing to be "BC", written over a horizontal line.

Beth Cunard

cc: Mark Wayne
Scott Bovick
Deb Houghtaling
Brian Hanson
Rich James
Dan Pittman

Printing Distribution of
Change of Valuation Notices and
Real Estate Tax Statements

Open Date: Thursday 2:00 p.m.
November 18, 2010

	Strahm Automation		Diamond Marketing		World Marketing	
	Unit Price	Total Price	Unit Price	Total Price	Unit Price	Total Price
Change of Valuation Notices						
1 Start Up Programming		\$100.00	\$0.01000	\$545.00		\$1,000.00
2 Printing Statement Forms			\$0.02000	\$1,090.00		\$1,144.50
3 Imprint Valuation Data						
4 Address Standardization	\$0.00400	\$218.00	\$0.01000	\$545.00		\$250.00
5 Estimated Postage	\$0.26000	\$14,170.00	\$0.26000	\$14,170.00	\$0.20500	\$11,172.50
Computer Processing/Technical						
6 Charges - specify	\$0.00800	\$436.00				
7 Laser Imaging	\$0.03326	\$1,812.67	\$0.04800	\$2,616.00	\$0.01300	\$708.50
8 Carrier Flats (if applicable)						
Any Additional Charges Projected -						
9 please specify		\$55.00				
TOTAL	\$0.30526	\$16,791.67	\$0.34800	\$18,966.00		\$14,275.50
		\$0.00		\$0.00		\$0.00
Total Valuation without postage	\$0.04526	\$2,621.67	\$0.08800	\$4,796.00		\$3,103.00
Personal Property Return Postcards						
1 Start Up Programming		\$100.00	\$0.04500	\$297.00		\$600.00
2 Printing Statement Forms		\$0.00	\$0.02000	\$132.00		\$1,059.00
3 Imprint Valuation Data		\$0.00		\$0.00	\$0.03000	\$198.00
4 Address Standardization	\$0.00400	\$26.40	\$0.01000	\$66.00		\$250.00
5 Estimated Postage	\$0.26000	\$1,716.00	\$0.26000	\$1,716.00	\$0.20500	\$1,353.00
Computer Processing/Technical						
6 Charges - specify	\$0.00800	\$52.80		\$0.00		\$0.00
7 Laser Imaging	\$0.04270	\$281.82		\$0.00		\$0.00
8 Carrier Flats (if applicable)		\$0.00	\$0.04800	\$316.80		\$0.00
Any Additional Charges Projected -						
9 please specify		\$25.00		\$0.00		\$0.00
TOTAL		\$2,202.02		\$2,527.80		\$3,460.00
Total Valuation without postage		\$486.02		\$811.80		\$2,107.00
Real Estate Tax Statements						
1 Start Up Programming		\$350.00	\$0.01000	\$620.00		\$3,500.00
2 Special Programming						
3 Printing Statement Forms		\$0.00	\$0.04000	\$2,480.00		\$1,835.82
4 Envelope & Printing Mailing Envelope	\$0.02800	\$1,736.00	\$0.03300	\$2,046.00		\$1,990.20
5 Imprint Tax Data	\$0.08850	\$5,487.00				
6 Address Standardization	\$0.00400	\$248.00	\$0.00800	\$496.00		\$250.00
7 Estimated Postage		Not Specified	\$0.38000	\$23,560.00	\$0.33500	\$20,770.00
Computer Processing/Technical						
8 Charges - specify						
9 Laser Imaging		\$0.00	\$0.02000	\$1,240.00	\$0.02600	\$1,612.00
10 Carrier Flats (if applicable)						\$249.34
Any Additional Charges Projected -						
11 please specify	\$0.03600	\$2,232.00			n/a	\$1,423.28
TOTAL	\$0.15650	Unknown	\$0.49100	\$30,442.00	\$0.36100	\$31,630.64
Total Tax Stmt's without postage	\$0.15650	\$10,053.00	\$0.11100	\$6,882.00	\$0.02600	\$10,860.64
Grand Total with Postage		Unknown		\$49,408.00		\$45,906.14
Grand Total without Postage		\$14,876.69		\$11,678.00		\$13,963.64
**World Marketing Special Programming for Tax Statements not anticipated; \$100/hr if needed						
***World Marketing Laser Imaging per page assumes 1 page each						

COMPANY NAME: World Marketing

Sarpy County, Nebraska
Printing and Distribution of Change of Valuation Notices and Real Estate Tax Statements

REVISED Bid Form

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6.	Computer Processing/Technical Charges - (specify)	NA	NA
7.	Laser Imaging	\$.013	\$ 708.50
8.	Carrier Flats (if applicable)	NA	NA
9.	Any Additional Charges Projected (specify)	NA	NA
Total Charges			\$ 14,275.50

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8.	Carrier Flats (if applicable)	NA	NA
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2011 Real Estate Tax Statements

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7.	Estimated Postage	\$0.335	\$20,710.00
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9.	Laser Imaging - <i>per page, assumes 1/25 ea.</i>	\$0.026	\$1,612.00*
10.	Carrier Flats (if applicable)	NA	\$249.34
11.	Any Additional Charges Projected (specify)	.022 ea .250 ea	1,358.28 65.00
Total Charges			\$31,630.64

*61,700 est
Machine Insert
Hand Insert
260 est.*

*Prices are to be F.O.B. - 1210 Golden Gate Drive, Papillion, NE 68046

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9 years

of employees

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Total sales last 3 years

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Address: 10830 Old Mill Rd. Omaha NE 68154
Contact Name: Diane Carpenter Phone Number: 402.592.4414
Fax Number: 402.592.4422 Date of Purchase: Nov. 2010 (not recent)

I certify that this bid is submitted in accordance with the specifications issued by Sarpy County.

I acknowledge receipt of the following addenda (if applicable):

Addendum #1
Addendum #2

**Attachments: Literature/Cut-sheets
Warranty Information**

World Marketing - Omaha
Company Name
David A. Whang
Authorized Signature
10918 Emiline St.
Address
La Vista, NE 68128
City, State & Zip

David A. Galloway
Company Representative (Please print)
402-408-1400
Telephone Number
402-408-1450
Fax Number
d.galloway@worldmarkinc.com
E-Mail Address

***NOTE: Sarpy County is tax exempt and will provide the proper form upon request.**

EXCEPTIONS/CLARIFICATIONS/COMMENTS

1. USPS postal regulations using 7pt. stock must be $4\frac{1}{4} \times 6$, Not $4\frac{1}{2} \times 6$.
This "postcard" size also allows the lowest First Class postage rate for postcards. World Marketing bid at the $4\frac{1}{4} \times 6$ size. $4\frac{1}{2} \times 6$ cards can be mailed at a much higher non-automation rate. -USPS
2. _____
3. _____
4. Postage estimates are based on 5-digit USPS rates (current 11/18/2010 postage rates) Estimates will change as USPS rates change.
5. Actual postage will be estimated prior to each mailing.
6. The annual quantity provided was assumed to be the annual quantity needed for that program. That pricing was
7. based on the annual quantity $\pm 5\%$ extra for samples/spillage
8. _____
9. _____
10. _____



WorldMarketing®

November 18, 2010

Attn: Deb Houghtaling
Sarpy County Board Business Office
1210 Golden Gate Drive
Papillion, NE 68046

RE: Printing and Distribution of Change of Valuation Notices and Real Estate Tax Statements

Thank you for this opportunity to respond to the Printing and Distribution of Change of Valuation Notices and Real Estate Tax Statements. World Marketing has the expertise, experience, facilities, capabilities, value added services and equipment highly suited to provide Sarpy County with excellent local service and value.

We look forward to meeting with you and your team to discuss our proposed solution in greater detail, including what we believe to be the key differentiators that set World Marketing apart from our competition:

- **World Marketing has the experience, facilities, and capabilities.** We understand and know how to design, develop and implement your type of mail program requirements. World Marketing has effectively managed multiple Critical Document Processing and Direct Mail and Fulfillment programs for large clients in the government, travel, retail, financial, telecommunications, technology, hospitality, healthcare and other industries with requirements similar to Sarpy County. Full turnkey services can be provided to Sarpy County at World Marketing production facilities in La Vista and within other World Marketing Business Units if necessary.
- **World Marketing focuses on excellent quality.** We pride ourselves on doing it right the first time – every time. We have documented processes to ensure that each step is followed and the end result is of excellent quality. We follow well documented processes and procedures through program set-up and during each production step.

Thank you, again, for this wonderful opportunity. Please feel free to contact me directly with any questions or comments you may have.

Sincerely,

Ward M. Williams
Business Development
World Marketing

WorldMarketing - Company Information

Please provide an overview of your organization in relations to this bid response. Include specifics on the following:

a. Processing - compatibility and redundancy.

World Marketing's processing network spans 6 multi-functional facilities and is unique in providing solutions in the processing, printing and mailing industry: supplying a single source, integrated solution to the marketplace. Companies seeking printing, mailing, print on demand, fulfillment, strategic, and electronic archive, presentment and payment turn to World Marketing for these combined services. World Marketing's sole focus lies in exceeding customer expectations by delivering maximum results.

b. Output quality

Quality inspections start from the moment we receive data for input or processing. The data will be pre-flighted to ensure it reflects the description provided by our clients. Deviations are immediately reported to the client's Account Manager (AM) for reconciliation.

Before processing a job, our data-scheduling department visually inspects the data for completeness of necessary data fields. Record counts are compared against those provided by the client. Any exceptions will require written client approval before computer processing is performed.

During the actual processing of the data, our operators are trained to document any deviations from norm. With any deviation, no matter how small, a written exception report must be generated and approved by the AM before releasing the job. Finally, our data processing operators must visually inspect all reports and outputs before turning the jobs over to the Quality Control (QC) department.

Using the output reports, the computer service's QC department confirms that the job was run to the requested specifications. The data output record counts are reconciled against the client's original record count. Reports which batch sample the output labels are compared against the original input. Any physical output, such as Cheshire, pressure sensitive, or laser output are randomly inspected for completion and print quality. As with any of the previous steps, the jobs will not be released unless the QC inspector signs off the job.

c. Flexibility

World Marketing is completely flexible in processing Sarpy County's jobs. Much of the processing will be automated, including programs that automatically go out to our secure FTP site and retrieve the data files. With very little human intervention, the data will be processed and the print file will be generated. From there it is a matter of getting the job printed and inserted. With the capacity to print and insert millions of pieces every month, World Marketing will make sure Sarpy County's jobs are printed and inserted in the timeframe specified. World Marketing – Omaha specializes in the production of critical documents – bills, statements, invoices, and the related documents. We understand the importance of getting these documents produced and mailed in a timely manner and have a solid track record of doing that for companies that range in size from small to very large.

d. Maintainability

World Marketing has the capabilities to handle this and other projects from Sarpy County. In addition to our LaVista location, WorldMarketing maintains locations in Atlanta, Chicago, Dallas and Los Angeles – all capable of producing Sarpy County's work.

e. Filtering capabilities

The parent company, Omaha World-Herald Company, has established strict security policies and practices which are complied with by World Marketing. In addition, site specific policies and procedures exist. The corporate Security Policy was adopted and was approved by the corporate CEO. Policies and standards are reviewed by the corporate Information Systems Security Administrator on a continual basis and updated as necessary. The Information Security Policy is communicated to all new employees upon employment and annually thereafter. Several technical security and monitoring systems exist and on-site corporate audits occur annually.

f. File layout acceptance (including time needed in the event of a layout change).

World Marketing is able to accept your files in nearly any format from almost any system and in a variety of methods. To be the most efficient and cost effective, consistency is the key. Receiving the files in the same manner (layout, format, method, etc.) allows us to automate the process. This automation allows for receipt notification, quality testing, reporting and many other benefits to both World Marketing and our clients.

With on-going programs, we prefer to move files through our secure FTP site. However, we work with tapes, disks, e-mail, bulletin boards and other delivery means everyday. Likewise, we are able to accept data in many forms (print image, flat files, D-base, Access, Quarks, MS Office, etc), but we prefer ASCII with a standard naming convention and header record. We can use this information to program for automatic processing, including delivery and acceptance notification back to you for verification.

World Marketing uses multiple methods for file security and data transmission. The preferred methods include SSL (Secured Socket Layer) FTP in addition to PGP Encryption. If required, we would support an electronic data interchange (EDI) connection.

Intra-company connections between World Marketing business locations use private circuits or VPN technology to encrypt and verify authenticity of data. We also have provided VPN functionality on a case by case basis for client communication of sensitive data.

World Marketing utilizes a Public Key Infrastructure to keep our clients' data secure and private. Depending on the need, we are capable of using any or all of the following tools:

- Authentication – Password encryption, random long path name direct link via web
- Integrity – Header footer records, verify counts and totals as available
- Confidentiality – SSL Certificate secure through SSL/TLS, PGP, GPG, Gray Codes (most of these are required by our financial clients)

g. Quality assurance programs.

World Marketing quality procedures are independently reviewed and have been deemed superior by QA experts. We utilize many quality checks throughout the production process. Prior to personalizing any form, World Marketing will write custom programs to check the integrity of the data sent from Sarpy County. The criteria to be matched will be established during the implementation. Basically, we will verify the data processed matches the data sent by comparing records and check totals. A confirmation email is sent to Sarpy County and the Account Management team notifying everyone of proper receipt or a problem.

Once the data is verified, a print sample is printed and sent to the account executive and the client when required for approval. Printing will then begin. At the beginning, the end, and periodically throughout the print process, several checks are done to ensure proper print quality. These checks include alignment, toner adherence, scan line placement, and a variety of other checks. Once the entire print job is complete, it is checked to ensure that the correct number of statements have been printed. At this point any spoilage or reprints are properly accounted for and the job is sent to the production floor for inserting.

On the production floor, several additional quality checks are in place to ensure proper inserting. These steps include comparison of the job setup to what has been communicated by account management on the Job Ticket and Job Board, postage verification to ensure that all envelopes are being metered, and job tie-outs on every 500 packages inserted. Job tie-outs are a safeguard against double stuffed envelopes. World Marketing also uses OMR markings and package sequence verification numbers to ensure that every piece is accounted for properly and every piece is mailed. Once the inserting is complete, the total number of packages inserted matches to statement print counts to verify 100% mailing accuracy. To verify the accuracy of our processes, we also employ sophisticated camera system technology to read and account for each mail piece to ensure there are no duplicates and that every piece is accounted for at the very end of the process.

Package integrity and verification are extremely important. In addition to the checks performed by the operators, a supervisor and/or a Quality Assurance representative signs off at the beginning and end of every job. They also conduct random checks every hour on every machine.

In the case of a match mailing program, World Marketing uses a read and spray system. This function utilizes a camera system to read the recipient's name and address off of the letter. An in-line printer adjoining the inserting machine will spray the mailing and return address onto a non-window envelope. The system has proven to be very efficient and accurate. We can also off-line inkjet the carrier and match them to the letters on the inserter using a camera match system to ensure each letter is matched with the appropriate personalized envelope.

h. Average turnaround time from receipt of the file to actual mailing.

Actual production time for each of these programs requires only 2-3 days from the time we get sample approval. We would need just 1-2 days to process the file and create samples. The initial programming required to set-up the program is what could take more time beyond the 3-5 days of production. Typically, we start the document design and programming for the program set-up earlier with client provided sample data. This allows us to be ready for a quick production turnaround once the live data is sent. The postcards should only require an extra day or two for set-up, but we would recommend allowing 5 days for the set-up of the tax statements for the first time.

i. What type of guarantee do you offer if the Sarpy County Assessor and Treasurer are not satisfied with the service and/or quality of the product?

World Marketing specializes in statement and other critical document processing. We do a lot of tax work for businesses and government entities for many years, including the Douglas County valuation notices and real estate tax statements. This work fits us very well, and you can feel confident in your decision to select World Marketing for this work. If we are responsible for an error, we will correct the error in an attempt to maintain your confidence and your business. While there are no stated service guarantees, your ability to terminate the relationship is certainly our incentive to provide the appropriate quality and service you would expect.

j. What benefit(s) do you offer Sarpy County?

World Marketing would provide services locally from our La Vista location – 10918 Emiline Street. (WMI) is a quality end to end supplier of Fulfillment and Lettershop services. WMI has a proprietary Mail Delivery Solution Suite of value added services such as InsideData for optimizing file hygiene and delivery, InsideTrack for mail tracking as well as wide array of production capabilities such as Variable Data Printing, PoD and more. World Marketing is also a USPS approved Full Service Intelligent Mail provider. WMI performs all processing required to deliver paper based messaging via the USPS or private package carriers using a highly experienced work force to ensure innovation and quality service. Our geographically distributed footprint gives us the ability to service our clients in different locations allowing flexibility of material sourcing with a single point of contact.

Company Information

Vendor will provide the following company information on the bid form:

1. Years in business;

World Marketing was formed in 2001.

2. Number of employees; 697

3. Total sales for last three (3) years.

World Marketing is privately held by a group of senior company executives and the Omaha World Herald Company, a newspaper, media and communications company first established in 1885. Because World Marketing is a privately held company, we do not provide financial data for initial RFP and RFQ responses. Once shortlisted, we are happy to share these numbers with you.

Implementation:

WorldMarketing utilizes a System Development Life Cycle approach to on-boarding new clients/projects like this. Key dates and deliverables will be defined along with individual responsibilities and contact information. Because we are local, we would like to meet in person initially to plan this project. Subsequent meetings/updates would take place via phone call or in person meetings.

References

Each Vendor must include with its proposal a list of no less than three (3) references that have purchased the specified product or service within the last two (2) years. The list must include the name of the company, and the name and phone number of a contact person for each company.

Company Name: **State of Nebraska**
Address: **State Capitol – PO Box 94788
Lincoln, NE 68509**
Contact Name: **Troy Reiners**
Phone Number: **402.471.8444**
Fax Number: **402.471.8447**
Date of Purchase: **November 2010 (most recent)**

Company Name: **DeKalb County, Georgia**
Address: **4380 Memorial Drive, Suite 100
Decatur, GA 30032**
Contact Name: **Robert Goodman**
Phone Number: **404.298.3060**
Fax Number: **404.298.3040**
Date of Purchase: **July 2010 (most recent)**

Company Name: **Innovative Technologies**
Address: **10830 Old Mill Road
Omaha, NE 68154**
Contact Name: **Diane Carpenter**
Phone Number: **402.592.4414**
Fax Number: **402.592.4422**
Date of Purchase: **November 2010 (most recent)**

Literature

Vendor shall attach a set of detailed specifications or advertising literature of systems to the bid form. (see below)



Integrated Solutions for Critical Document Processing (CDP)

World Marketing offers end-to-end solutions at multiple U.S. locations for critical document creation, processing and delivery. We understand the need for enhanced quality and stringent security for your most sensitive and confidential data. And, we bring truly flexible programming and proven IT solutions to meet customers' ever-changing requirements.

Our customized services include personalized printing, inserting and mailing of your most time-sensitive documents such as checks, notices, policies, confirmations and other important statements. We can integrate processing of your mission critical documents into a multi-channel management strategy including email, Electronic Bill Presentment and Payment (EBPP), and archiving along with marketing communications.

- Variable data printing with color options
- Robust document composition and programming tools
- Dynamic messaging programs
- Intelligent and selective inserting
- Postal rate optimization
- Real-time tracking, reporting and delivery

Our in-depth CDP expertise means we understand how to conceptualize, create and manage every detail – from planning to execution. In fact, clients around the country depend on us for fast, efficient and flexible solutions that change as quickly as their customers' demands.

As leaders in digital imaging, mailing and document processing, we employ leading-edge technology and established procedures to ensure 100 percent mail integrity. What's more, our highly disciplined and secure environment means your confidential and sensitive customer payment, inquiry or order data is secure at every step – from processing through production. And with our highly sophisticated web interface, you can view customized, real-time outbound and inbound tracking reports – so you can be sure

your message gets where it's intended and know when a payment, inquiry or order is on its way back to you.

At World Marketing, all of our critical document processing solutions revolve around you, your customers and your bottom line. That's why we constantly work to strengthen your relationships and boost your ROI with more efficient communications, faster remittance and clear, concise messages that build your brand and cement your relationships for the long run.

Our decision to outsource highly customized statement processing to World Marketing has proven quite successful. We now enjoy easy access to creative marketing ideas that enhance our brand, save us time and further reduce our costs."

— Patti Drinville,
President,
The PLD Group



World Marketing®

WE CAN HELP YOU:

- Secure the lowest postal rates possible
- Implement a cohesive electronic delivery strategy
- Present a consistent, quality brand image
- Boost cross-sell, up-sell and retention efforts
- Reduce unnecessary inbound calls and customer inquiries
- Maximize your relationships, revenues and long-term ROI

For more information about what World Marketing can do for you, please contact results@worldmarkinc.com or call 800-438-8767.

InsideTrack[®] Intelligent Mailing Management

When it comes to direct mail success, timing is everything. That's why World Marketing developed an intelligent tracking, reporting and expediting service that actually keeps mail on track – so it's delivered to your customers at just the right moment to maximize your ROI.

INSIDETRACK[®] PUTS YOU ON TRACK FOR SUCCESS

From point of entry to mail delivery, you'll know the status, location and scheduled delivery date of each piece. If a slowdown occurs at any given point, we interact with appropriate USPS[®] personnel in the delivery facility to keep your mail moving in the right direction. And with our proprietary database of postal contacts, we know who to call!

GENERATE MORE TRAFFIC AND INCREASE SALES

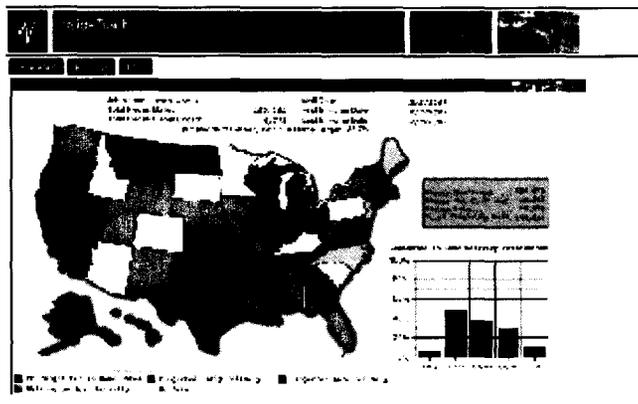
InsideTrack is perfect for any marketer ready to deliver effective communication within a specific timeframe. With predictable, trackable in-home delivery dates, you'll successfully boost ROI – especially when integrated with email notices and outbound marketing calls. And, there's an added bonus: Use InsideTrack for inbound reply mail and you'll know when orders and payments are on their way back to you.

MONITOR YOUR MAIL ONLINE – anytime, ANYWHERE

We've built the best reporting and delivery data interface in the industry to help you quickly make informed business decisions. Online, intuitive screens supply timely insight with sophisticated graphics and valuable statistics for every mail campaign.

- State-of-the-art graphics illustrate summary mail delivery data
- Coordinate integrated communications programs with intelligent mail delivery information
- Daily status reports provide valuable mail movement and delivery insight
- Easy to download in multiple formats, for ongoing delivery analysis

Once you've experienced the revolutionary features of InsideTrack, you'll never want to plan another DM campaign without it. For more details, email results@worldmarkinc.com or call us at 800-438-8767.



How InsideTrack Can Help You:

Outbound Mail

- Know where the mail is
- Maximize response rates
- Identify and fix problem delivery areas
- Streamline logistics
- Create optimal mail schedules

Inbound Mail

- Get a faster look at inbound orders
- Eliminate unnecessary late notices
- Anticipate and staff for sales or fulfillment
- Manage event and sales expectations

"Your tracking capabilities are what sets you apart and why you got my business."

– National Furniture Retailer





Variable Data Personalization — A Powerful Sales Tool

We help you deliver enhanced, personalized, creative communication to your audience. From simple inkjet addressing to four color print on demand, our full range of imaging options allow you to maximize the persuasive power of your personalized messages. We'll help you create true one-to-one marketing pieces with variable text and images that speak directly to targeted individuals in your database.

Production Expertise

We have the equipment, capacity and expertise to produce high impact, full-color, spot color or black and white packages with varied segments of piece-to-piece customization. This capability combined with our know-how to key variable, unique segments of your mail piece with customer characteristics can help you create unlimited customization.

- Produces highly targeted, customer-focused marketing pieces
- Delivers multiple, customized, pertinent messages that increase response rates
- Enhances and personalizes creative communication that can solidify lasting relationships with customers

World Marketing integrates Information Technology and Print Production Methods along with Web Portals and Print on Demand Interfaces to create the right mix of production and communication capabilities for your specific requirement. The end result is a direct marketing initiative, personalized with highly relevant and customized content delivered to your targeted customers.

Let us show you how VDP can enhance marketing campaigns of almost any scope: postcards, welcome/enrollment kits, newsletters, and more with varying degrees of personalization.

NO ONE DELIVERS CUSTOMERS LIKE WORLD MARKETING

Let us help you generate mail pieces with a higher response rate than you ever thought possible. For more information about World Marketing Variable Data Personalization and our comprehensive direct marketing capabilities, contact results@worldmarkinc.com or call 800-438-8767.



Stand Out From the Crowd.



1. Static message/package to entire customer base
2. Versioned message based on targeted customer
3. Personalized message/creativity to increase attention/response
4. Extensive customization 1 to 1 marketing — data driven copy & visuals



World Marketing®

DISCLAIMER WARRANTIES: Company does not make and Customer does not receive any other warranties, express or implied, with respect to the Services or the subject matter hereof, and there are expressly excluded all warranties of merchantability, fitness for a particular purpose, usage of trade and course of dealing.

LIMITATION OF DAMAGES: Regardless of whether any remedy or warranty (if any) provided in this Agreement or by operation of law fails its essential purpose, Company shall have no liability with respect to its obligations under this Agreement for loss of profits, loss of data, loss of goodwill, loss of business opportunities, consequential, special, indirect, punitive, exemplary or incidental damages even if it has been advised of the possibility of such damages. Customer agrees Company's cumulative liability hereunder arising out of contract, tort (including without limitation, negligence), strict liability, or warranty shall be limited to the price actually paid for that portion of work completed.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

7/29/2010

PRODUCER Phone: 402-861-7000
 The Harry A. Koch Co.
 P.O. Box 45279
 Omaha NE 68145-0279

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURED
 World Technologies, Inc.
 dba World Marketing - Omaha
 10918 Emiline Street
 Omaha NE 68128

INSURERS AFFORDING COVERAGE**NAIC #**

INSURER A: American Zurich Insurance Com	40142
INSURER B: American Guarantee Liability	26247
INSURER C:	
INSURER D:	
INSURER E:	

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR ADD'L LTR INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	5968434	8/1/2010	8/1/2011	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000 MED EXP (Any one person) \$10,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$2,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS GARAGE LIABILITY <input type="checkbox"/> ANY AUTO	5968434	8/1/2010	8/1/2011	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ AGG \$
B	EXCESS / UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$	5968436	8/1/2010	8/1/2011	EACH OCCURRENCE \$10,000,000 AGGREGATE \$10,000,000 \$ \$ \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under SPECIAL PROVISIONS below	5968435	8/1/2010	8/1/2011	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE - EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000
A	OTHER Blanket Building & BPP; Printer E&O	5968434	8/1/2010	8/1/2011	Property Limit \$28,620,000 Special Form; RC E&O Ea. Occurrence \$1,000,000 E&O Aggregate \$2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

CERTIFICATE HOLDER

Evidence of Coverage
 10918 Emiline Street
 LaVista NE 68128

CANCELLATION 10 Days Notice for Non Payment

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 10 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE

IMPORTANT

If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

DISCLAIMER

This Certificate of Insurance does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.

Printing & Distribution of Valuation Change Notices Real Estate Tax Statements



WorldMarketing

10918 Emiline Street • Omaha, NE 68128-5747

Deb Houghtaling
Sarpy County
Business Office
1210 Golden Gate Dr
Rapidation NE 68246

