

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 2012), 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 2012), the powers of the County as a body are exercised by the County Board; and,

WHEREAS, bids for printing and distribution of change of valuation notices and real estate tax statements 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 second low bid of World Marketing for the Printing & Distribution of Change of Valuation Notices & Real Estate Tax Statements in the amounts Specified in the Unit Prices of World Marketing 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.

The above Resolution was approved by a vote of the Sarpy County Board of Commissioners at a public meeting duly held in accordance with applicable law on the 19th day of November, 2013.

Jim Warner
 Sarpy County Board Chairman

Attest
 SEAL

Debra Henning
 County Clerk

For Blower



Faint, illegible text or markings at the bottom right.

Sarpy County Purchasing Department

SARPY COUNTY COURTHOUSE
1210 GOLDEN GATE DRIVE
PAPILLION, NE 68046



Brian Hanson, Purchasing Agent
(402) 593-2349

Debby Peoples, Asst. Purchasing Agent
(402) 593-4164

Beth Garber, Senior Buyer/Contract Administrator
(402) 593-4476

Lois Spethman, Supply Clerk/Purchaser
(402) 593-2102

MEMO

To: Sarpy County Board of Commissioners

From: Beth Garber

Re: Bid Award – Printing & Distribution of Tax Statements and Valuation Notices

On October 24, 2013 five (5) bids were opened for the Printing and Distribution of Tax Statements and Valuation Notices for the Treasurer and Assessor Offices. Vendors were asked to bid Change of Valuation Notices, Personal Property Return Postcards and Real Estate Tax Statements with postage as a separate line item as the County pays actual postage after the mailing. Based on the grand total without postage the low bid is QuestMark Information Systems for \$7,664.70 and the second low bid is our current vendor, World Marketing, for \$9,369.48.

I contacted the references for QuestMark, a company based out of Texas, and they came back satisfactory. The references stated that the company is over all very responsive and sends out notices and statements in a timely manner. The only issue noted was obtaining a post office receipt for actual postage usage. This would not be an issue with the County as we pay for actual postage after the mailing is sent.

Both the Assessor and the Treasurer recommend the award be made to the second low bid, World Marketing (see attached memos). The reasons for this recommendation are based on a time savings for processing layouts, fewer trial and errors and less time explaining the process to a new vendor. Both the Assessor and Treasurer state that World Marketing is a local company that is paying over \$38,000 in personal property and real estate taxes annually.

The previous performance of World Marketing, the current vendor, has been favorable and is addressed in the memos from the County Treasurer and County Assessor.

I would note that we do not have a local contractor preference policy but the bid can be awarded based on several factors including, but not limited to: (1) the quality of previous performance; (2) the ability, capability and skills of the Vendor to perform; (3) the character, integrity, reputation, judgment, experience and efficiency of the Vendor; and (4) other information as may be secured having a bearing on the decision.

Please feel free to contact me a bgarber@sarpy.com with any questions.

November 13, 2013



Beth Garber

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

	QuestMark Information Management		DEVNET		World Marketing		The Master's Touch		Mail Services, LLC	
	Unit Price	Total Price	Unit Price	Total Price	Unit Price	Total Price	Unit Price	Total Price	Unit Price	Total Price
1 Start Up Programming	\$100.00000	\$100.00	\$250.00000	\$250.00	\$55.00000	\$55.00	\$0.00000	\$0.00	\$0.00000	\$0.00
2 Printing Statement Forms	\$0.03700	\$2,016.50	\$0.00000	\$0.00	\$21,007.1000	\$1,144.50	\$0.02200	\$1,199.00	\$0.02500	\$1,362.50
3 Imprint Valuation Data	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.01250	\$681.25	\$0.00000	\$0.00
4 Address Standardization	\$0.00000	\$0.00	\$0.00000	\$0.00	\$5,141.0000	\$280.13	\$0.00400	\$218.00	\$0.00400	\$218.00
5 Estimated Postage	\$0.23400	\$12,753.00	\$0.25000	\$13,625.00	\$0.23400	\$12,753.00	\$0.23400	\$12,753.00	\$0.23400	\$12,753.00
6 Computer Processing/Technical	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00
7 Laser Imaging	\$0.00000	\$0.00	\$0.04670	\$2,545.15	\$13,007.1000	\$708.50	\$0.00000	\$0.00	\$0.01600	\$872.00
8 Carrier Flats (if applicable)	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00
9 Any Additional Charges Projected - please specify	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00800	\$436.00	\$0.03500	\$1,907.50
TOTAL	\$0.00000	\$14,869.50	\$0.00000	\$16,420.15	\$0.00000	\$14,941.13	\$0.00000	\$15,287.25	\$0.03500	\$17,113.00
Total Valuation without postage		\$2,116.50		\$2,795.15		\$2,188.13		\$2,534.25		\$4,360.00
Personal Property Return Postcards										
1 Start Up Programming	\$100.00000	\$100.00	\$250.00000	\$250.00	\$55.00000	\$55.00	\$0.00000	\$0.00	\$0.00000	\$0.00
2 Printing Statement Forms	\$0.04700	\$310.20	\$0.00000	\$0.00	\$60,601.0000	\$399.96	\$0.04000	\$264.00	\$0.05000	\$330.00
3 Imprint Valuation Data	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.01250	\$82.50	\$0.00000	\$0.00
4 Address Standardization	\$0.00000	\$0.00	\$0.00000	\$0.00	\$17,427.1000	\$114.97	\$0.00400	\$26.40	\$0.00400	\$26.40
5 Estimated Postage	\$0.23400	\$1,544.40	\$0.25000	\$1,650.00	\$0.23400	\$1,544.40	\$0.23400	\$1,544.40	\$0.23400	\$1,544.40
6 Computer Processing/Technical	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00
7 Laser Imaging	\$0.00000	\$0.00	\$0.10900	\$719.40	\$30,007.1000	\$198.00	\$0.00000	\$0.00	\$0.01600	\$105.60
8 Carrier Flats (if applicable)	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00
9 Any Additional Charges Projected - please specify	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00800	\$52.80	\$0.03500	\$231.00
TOTAL	\$0.00000	\$1,954.60	\$0.00000	\$2,619.40	\$0.00000	\$2,312.33	\$0.00000	\$1,970.10	\$0.03500	\$2,237.40
Total Valuation without postage		\$410.20		\$969.40		\$767.93		\$425.70		\$693.00
Real Estate Tax Statements										
1 Start Up Programming	\$100.00000	\$100.00	\$400.00000	\$400.00	\$310.00000	\$310.00	\$0.00000	\$0.00	\$0.00000	\$0.00
2 Special Programming	\$100.00000	\$100.00	\$0.00000	\$0.00	\$125/hr	\$0.00	\$0.00000	\$0.00	\$85/hr	\$0.00
3 Printing Statement Forms	\$0.07900	\$4,898.00	\$0.05500	\$3,410.00	\$27,667.1000	\$1,714.92	\$0.02200	\$1,364.00	\$0.02600	\$1,612.00
4 Envelope & Printing Mailing Envelope	\$0.00000	\$0.00	\$0.03900	\$2,418.00	\$22,667.1000	\$1,404.92	\$0.02400	\$1,488.00	\$0.02600	\$1,612.00
5 Imprint Tax Data	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.02500	\$1,550.00	\$0.00000	\$0.00
6 Address Standardization	\$0.00000	\$0.00	\$0.00000	\$0.00	\$4,957.1000	\$306.90	\$0.00400	\$248.00	\$0.00400	\$248.00
7 Estimated Postage	\$0.36000	\$22,320.00	\$0.38000	\$23,560.00	\$0.36000	\$22,320.00	\$0.32000	\$19,840.00	\$0.36000	\$22,320.00
8 Computer Processing/Technical	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00	\$0.00000	\$0.00
9 Laser Imaging	\$0.00000	\$0.00	\$0.03500	\$2,170.00	\$16,247.1000	\$1,006.88	\$0.00000	\$0.00	\$0.03500	\$2,170.00
10 Carrier Flats (if applicable)	\$0.00000	\$0.00	\$150.00000	\$150.00	\$0.40300	\$250.00	\$0.27000	\$135.00	\$0.00000	\$0.00
11 Any Additional Charges Projected - please specify	\$0.00000	\$0.00	\$0.05800	\$3,596.00	\$22,907.1000	\$1,419.80	\$0.04000	\$2,480.00	\$0.05500	\$3,410.00
TOTAL	\$0.00000	\$27,458.00	\$0.05800	\$35,704.00	\$28,733.42	\$6,413.42	\$0.04000	\$27,105.00	\$0.05500	\$31,372.00
Total Tax Stmtms without postage		\$5,138.00		\$12,144.00		\$6,413.42		\$7,265.00		\$9,052.00
Grand Total with Postage		\$44,282.10		\$54,743.55		\$45,986.88		\$44,362.35		\$50,722.40
Grand Total without Postage		\$7,664.70		\$15,908.55		\$9,369.48		\$10,224.95		\$14,105.00

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, hereinafter "Vendor".

WHEREAS, County is desirous of contracting for Printing and Distribution of Change of Valuation Notices and Real Estate Tax Statements for the 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 requirements 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:

Assessor's Office
Sarpy County Courthouse
1210 Golden Gate Drive, Suite 1200
Papillion, NE 68046

Treasurer's Office
Sarpy County Courthouse
1210 Golden Gate Drive, Suite 1120
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.

IV. 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.

V. 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, Suite 1250
Papillion, NE 68046

Vendor: Mr. Ward Williams
World Marketing
10918 Emiline St.
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 DECEMBER, 2013.

(Seal)



ATTEST:

[Signature]
Sarpy County Clerk

COUNTY OF SARPY, NEBRASKA,
A body Politic and Corporate

[Signature] 11/19/13
Chairperson
Sarpy County Board of Commissioners

Approved as to form and content:

[Signature]
Deputy County Attorney

Vendor: WORLD MARKETING, INC

By: WILLIAM A PINGEL

Title: COO

Attest: CHAD KALISCH

[Signature]
Witness

[Signature]

9:07 AM I



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

Bid 10/31/2013

Attn: Deb Houghstalling

Sarpy County Clerk's Office, Suite 1350

1210 Golden Gate Drive

Papillon NE 68046



October 30, 2013

Attn: Deb Houghtaling
Sarpy County Clerk's Office, Suite 1250
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, 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:

- **World Marketing has proven success with Sarpy County.** We understand and know how to design, develop and implement your type of mail program requirements. Since 2011, World Marketing has effectively managed the success the Sarpy County's Valuation Notices and Real Estate Tax Statements. We hope to continue providing quality turnkey services from our production facilities in La Vista, NE and within other World Marketing Business Units if ever 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
Vice President of Pricing Strategy & Analysis
World Marketing

402.408.1414 – Office
402.408.1450 – Facsimile



Ward Williams
Vice President of Pricing
Strategy and Analysis
World Marketing, Inc.

10918 Emiline Street
Omaha, NE 68128-5747
Voice: 402-408-1414
Fax: 402-408-1450
Cell: 402-203-7954
wwilliams@worldmarkinc.com

COMPANY NAME: World Marketing

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

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

Any additional charges, other than those listed below, must be identified on a separate sheet.

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

2014 Change of Valuation Postcard

Estimated quantity: 54,500

	Description	Unit Price	Total Price
1.	Start Up Programming	\$ NA	\$ 55.00
2.	Printing Statement Forms	\$ 21.00/1,000	\$ 1,145.00
3.	Imprint Valuation Data	\$ NA	\$ NA
4.	Address Standardization	\$ 5.14/1,000	\$ 280.00
5.	Estimated Postage	\$ 0.234/ea	\$ 12,753.00
6.	Computer Processing/Technical Charges (Specify)	\$ NA	\$ NA
7.	Laser Imaging	\$ 13.00/1,000	\$ 708.50
8.	Carrier Flats (If Applicable)	\$ NA	\$ NA
9.	Any Additional Projected Charges (Specify)	\$ NA	\$ NA
Total Charges			\$ 14,941.50

2014 Personal Property Return Postcard

Estimated quantity: 6,600

	Description	Unit Price	Total Price
1.	Start Up Programming	\$ NA	\$ 55.00
2.	Printing Statement Forms	\$ 60.60/1,000	\$ 400.00
3.	Imprint Valuation Data	\$ NA	\$ NA
4.	Address Standardization	\$ 17.42/1,000	\$ 115.00
5.	Estimated Postage	\$ 0.234	\$ 1,544.40
6.	Computer Processing/Technical Charges (Specify)	\$ NA	\$ NA
7.	Laser Imaging	\$ 30.09/1,000	\$ 198.00
8.	Carrier Flats (If Applicable)	\$ NA	\$ NA
9.	Any Additional Projected Charges (Specify)	\$ NA	\$ NA
Total Charges			\$ 2,312.40

2014 Real Estate Tax Statements

Estimated quantity: 62,000

	Description	Unit Price	Total Price
1.	Start Up Programming	\$ NA	\$ 310.00
2.	Special Programming <i>None anticipated</i>	\$ 125/hr	\$ -
3.	Printing Statement Forms	\$ 27.66/1,000	\$ 1,715.00
4.	Envelope & Printing Mailing Envelope	22.66/1,000	1,405.00
5.	Imprint Tax Data	\$ NA	\$ NA
6.	Address Standardization	\$ 4.95/1,000	\$ 307.00
7.	Estimated Postage	\$ 0.360/ea	\$ 22,320.00
8.	Computer Processing/Technical Charges (Specify)	\$ NA	\$ NA
9.	Laser Imaging	\$ 16.24/1,000	\$ 1,007.00
10.	Carrier Flats (If Applicable)	\$ 0.403/ea	\$ 250.00
11.	Any Additional Projected Charges (Specify)	\$ 22.90/1,000	\$ 1,420.00
	<i>Folding & Inserting</i>		
	Total Charges		\$ 28,734.00

All prices are F.O.B. – 1210 Golden Gate Drive, Papillion, NE 68046

Company Information

Years in business: 2001

of employees 600

Total sales last 3 years As a wholly owned subsidiary of BH Media Group, a Berkshire Hathaway Company, our financial information is not publicly disclosed.

References included with response documentation.

Company Name: State of Nebraska

Address: _____

Contact Name: _____ Phone Number: _____

Date of Purchase: _____ Email: _____

Company Name: DeKalb County Georgia

Address: _____

Contact Name: _____ Phone Number: _____

Date of Purchase: _____ Email: _____

Company Name: Great Plains Communications

Address: _____

Contact Name: _____ Phone Number: _____

Date of Purchase: _____ Email: _____

I certify that this bid is submitted in accordance with the specifications issued by Sarpy County. I affirm that the original Specifications have not been altered in any way. Any alteration of the original Specifications, outside of an alternate bid, may be considered grounds for refusal of the bid.

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

Addendum #1
Addendum #2

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

World Marketing
Company Name

Word Williams
Authorized Signature

10918 Emiline St.
Address

La Vista NE 68128
City, State & Zip

Word Williams
Company Representative (Please print)

402 408 1400
Telephone Number

402 408 1450
Fax Number

wwilliams@worldmarketing.com
E-Mail Address

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

EXCEPTIONS/CLARIFICATIONS/COMMENTS

- 1.) Postage estimates are based on 5-Digit USPS rates current (10/31/2013) postage rates. Estimates will change as USPS rates change. Actual postage will be estimated prior to each mailing.

- 2.) The annual quantity provided in RFP was used for pricing. Print pricing was based on that quantity $\pm 5\%$. Extra for samples/spoilage.

- 3.) World Marketing does not have a policy specifically for cyber liability. We do have a comprehensive printers errors and omission policy with limits up to \$10 million. Based on our research, cyber policies remain in the nascent stages with numerous exclusions and yet ~~no~~ ^{are} untested coverage provisions.



WorldMarketing®
A Berkshire Hathaway Company



RFP

Printing & Distribution of Valuation Notices and Real Estate Tax Statements for the Assessor & Treasurer Offices

Submitted by:

World Marketing

October 30, 2013

World Marketing - 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 4 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

Client data is accessed and processed only by those personnel authorized to work on a particular account. Each WMI employee has a unique ID and password that must be used to access customer data. Authorizations and passwords are provided to staff on an "as needed" basis only. Managers monitor the use of these IDs and passwords to ensure that only authorized personnel are touching your data.

In addition, all employees are educated and instructed on the confidential nature of our clients' materials and have signed a Confidentiality Agreement that promises non-disclosure of information acquired in the course of service at WMI.

The parent company, the Omaha World-Herald (A Berkshire Hathaway 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.

e. Filtering capabilities

World Marketing has a suite of Data Processing solutions that include house-holding records. This allows our clients to save money on postage and materials by enclosing into a single envelope One-to-Many statement pages. Common Data Processing services provided clients can include (*but are not limited to*): National Change of Address, Mail Tracking, Address Hygiene, nth record selections/deletions/matching, merge-purge, split file/query/sort/ versioning, casing/punctuation/salutation/proper names, etc.

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 that 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 have done a lot of tax work for businesses and government entities for many years, including Sarpy County and others' valuation notices and real estate tax statements. This work continues to fit 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 (WMI) would provide services locally from our La Vista location – 10918 Emiline Street. (WMI) is a quality end to end supplier of Lettershop, Fulfillment and Critical Document Processing 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, Print on Demand 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; 600

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

As a wholly owned subsidiary of the BH Media Group, a Berkshire Hathaway company, our financial information is not publically disclosed. World Marketing is a financially strong company with very little debt. Once shortlisted, we are happy to share these numbers with you.

Implementation:

As Sarpy County is a current client, implementation would be a non-issue. However for new work, World Marketing 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: **October 2013 (most recent invoice month)**

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: **October 2013 (most recent invoice month)**

Company Name: **Great Plains Communications**
Address: **1600 Great Plains Centre
Blair, NE 68008**
Contact Name: **Eloise Hiemke**
Phone Number: **402.592.4414**
Fax Number: **402.592.4422**
Date of Purchase: **October 2013 (most recent invoice month)**

Literature

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

Confidential

Sarpy County
Request for Proposal



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



WorldMarketing®

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.

Confidential

Sarpy County
Request for Proposal





Atlanta Chicago Dallas Omaha St. Louis

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

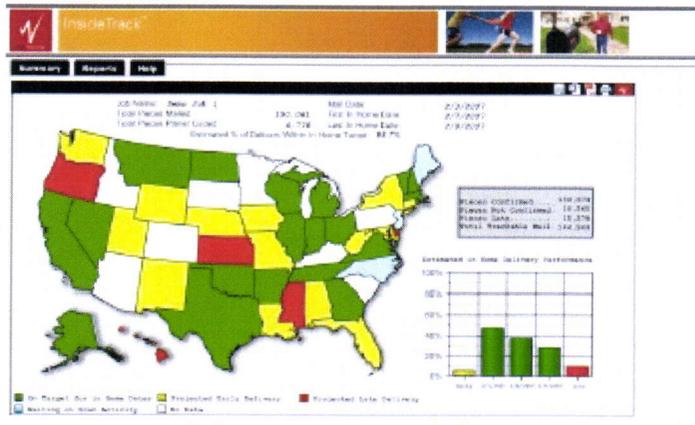
InsideTrack is perfect for any marketer ready to deliver effective communication within a specific timeframe. With predictable, trackable in-home delivery dates, you'll successfully boost ROI – especially when integrated with email notices and outbound marketing calls. And, there's an added bonus: Use 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, contact results@worldmarkinc.com or call 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



WorldMarketing[®]

Confidential

Sarpy County
Request for Proposal





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.

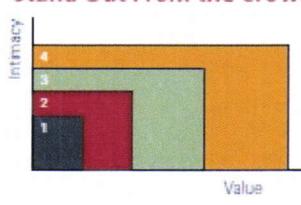
Let us show you how VDP can enhance marketing campaigns of almost any scope: postcards, welcome/enrollment kits, newsletters and more with varying degrees of personalization.



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

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



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.

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Sarpy County
Request for Proposal



**Acknowledgement of Receipt
for the
Notices & Statements Specifications**

Please take a moment to acknowledge receipt of the attached bid documents. Your compliance with this request will assist us in maintaining proper bid follow-up procedures while ensuring that all vendors have the opportunity to bid.

Date Specifications Released: September 27, 2013

Date Specifications Received:

Do You Plan on Submitting a Proposal? YES NO

If no, please explain:

Company Information:

Company Name

Address

City, State, Zip

Phone/Fax

Email Address

Received By

**Note: Acknowledgements can be faxed or emailed to Beth Garber
at:
402-593-4304 (fax)
bgarber@sarpy.com**

**IMPORTANT: DO NOT FAX BIDS
BIDS MUST BE SUBMITTED IN SEALED PACKAGES!**

Sarpy County Purchasing Department

SARPY COUNTY COURTHOUSE
1210 GOLDEN GATE DRIVE SUITE 1220
PAPILLION, NE 68046



Brian Hanson, Purchasing Agent
(402) 593-2349

Debby Peoples, Asst. Purchasing Agent
(402) 593-4164

Beth Garber, Senior Buyer/Contract Administrator
(402) 593-4476

Lois Spethman, Supply Clerk/Purchaser
(402) 593-2102

Addendum 2

Printing & Distribution of Valuation Notices and Real Estate Tax Statements For the Assessor & Treasurer Offices

Question 1: The sheet that is titled "Important Filing Deadline Reminder From Sarpy County Assessor" is this to be included in the quote and if so how many will need to be printed, what stock used and are these to be included within the envelope?

Response: *This is part of the Personal Property Return Specifications, it is a postcard.*

Question 2: On the Real Estate Tax bill the large box on the left that shows the description tax rate, tax amount, previous tax, will these items ever go beyond the area that is shown?

Response: *It is not anticipated that a list would be so long that it would not fit within the box.*

Question 3: The envelope information that includes schedule # is this for all of the standard sized envelopes or is this for a larger envelope?

Response: *for the Real Estate and Personal Property Tax Statements the standard envelope size is a #10 window to match form.*

**All other terms and conditions remain unchanged.
Addendum must be acknowledged on the Bid Form.**

WJH
10/30/2013

Sarpy County Purchasing Department

SARPY COUNTY COURTHOUSE
1210 GOLDEN GATE DRIVE SUITE 1220
PAPILLION, NE 68046



Brian Hanson, Purchasing Agent
(402) 593-2349
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(402) 593-2102

Addendum 1

Printing & Distribution of Valuation Notices and Real Estate Tax Statements For the Assessor & Treasurer Offices

- Question 1: Section 20. Literature. Please clarify what exactly you are looking for pertaining to this section request for literature and advertising information.
- Response: *Disregard this section.*
- Question 2: Section 21. Warranty. Please clarify what you are looking for pertaining to all manufacturer warranties.
- Response: *Disregard this section*
- Question 3: Company Information – d. Maintainability. Please provide clarification on what this is referencing or what exactly you are looking for.
- Response: *How is the data that is sent to you by the County maintained, securely?*
- Question 4: Company Information – e. Filtering Capabilities. Please provide clarification on what you are looking for. We are assuming it is referencing to data filtering. Please confirm or clarify.
- Response: *Data filtering capability such as the ability to merge common addresses into one envelope.*
- Question 5: Change of Valuation Specifications. Can we get a sample of the goldenrod paper? Is the County open to other color recommendations that would be more suited to pass the reflectivity test for the USPS for barcode spraying to take advantage of postage savings?

10/31/2013
[Handwritten signature]

Response: *Paper samples will be available by mail. To request paper samples please email bqarber@sarpy.com with your contact information, including your address. The County desires a color that gets the postcard noticed in the mailbox. Vendors may take exception to the Specifications by identifying on the Exceptions/Clarifications/Comments form.*

Question 6: Personal Property Return Specifications. Can we get a sample of the lime green paper and the florescent orange paper? Is the County open to other color recommendations that would be more suited to pass the reflectivity test for the USPS for barcode spraying to take advantage of postage savings?

Response: *Paper samples will be available by mail. To request paper samples please email bqarber@sarpy.com with your contact information, including your address. The County desires a color that gets the postcard noticed in the mailbox. Vendors may take exception to the Specifications by identifying on the Exceptions/Clarifications/Comments form.*

Question 7: Real Estate and Personal Property Tax Statement Specifications. Is the County open to utilizing a #10 double window outer to have the return address and the addressee show through the respective windows to avoid custom envelopes for additional savings?

Response: *The Specifications require #10 window to match the form. Any exceptions to this requirement should be identified on the Exceptions/Clarifications/Comments form.*

Question 8: Bid Form. How would you like vendors to address the Estimated Postage Unit Price/Total Price line items, with the bid being due October 2013 and the actual work to be performed beginning in February 2014, and the USPS has a postal increase proposed, but not yet finalized for effective January 2014?

Response: *In order to maintain consistency throughout the bid, please bid estimated postage based on current postage rates. Sarpy County will reimburse the Vendor for actual mailing costs incurred.*

**All other terms and conditions remain unchanged.
Addendum must be acknowledged on the Bid Form.**

Deb Houghtaling

Sarpy County Clerk

Renee Lansman
Chief Deputy

1210 Golden Gate Drive #1250 • Papillion, Nebraska 68046-2842
Phone: 402-593-2105 • Fax: 402-593-4471 • Website www.Sarpy.com • Email: Clerk@sarpy.com

November 20, 2013

Ward Williams
World Marketing
10918 Emiline St.
La Vista, NE 68128

RE: 2013-408: Printing and Distribution of Change of Valuation Notices and Real Estate Tax Statements

Action by the Sarpy County Board of Commissioners, at the meeting of November 19, 2013, is as follows:

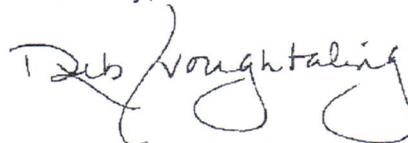
Public Hearing and Resolution 2013-408: Award bid for printing and distribution of change of valuation notices and real estate tax statements for the County Assessor and Treasurer. Beth Garber, Purchaser

MOTION: After a public hearing was held, Richards resolved, seconded by Carlisle, to approve the resolution and accept the second low bid based on the recommendation of the County Treasurer and Assessor of World Marketing for printing and distribution of change of valuation notices and real estate tax statements in the amounts specified in the unit prices of World Marketing's bid form attached to the resolution. Ayes: Kelly, Thompson, Richards, Carlisle & Warren. Nays: None.

Please find enclosed two (2) originals of the agreement which have been approved and signed by the Chairman of the Board. The agreements are now ready for your approval. Please return one (1) original to our office:

Mail to: **Sarpy County Clerk**
Attn: Christine Vance
1210 Golden Gate Dr. #1250
Papillion NE 68046-2842

Sincerely,



Deb Houghtaling
Sarpy County Clerk