

August 9, 2005

TO: John Szerlag, City Manager

FROM: John M. Lamerato, Assistant City Manager/Finance Administration  
Jeanette Bennett, Purchasing Director  
Cindy Stewart, Community Affairs Director

SUBJECT: **Agenda Item:** 2006 City Calendar Contract Extension

### **RECOMMENDATION**

In an effort to reduce costs again this year, City management plans to print the 2006 City Calendar incorporating the Popular Annual Financial Report (PAFR) along with a minimum of 8 pages of advertising similar to the 2005 Calendar. Advertising sales as well as inclusion of the PAFR will offset a portion of the printing costs. Inclusion in the calendar provides a better distribution of the PAFR.

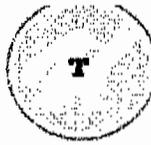
Attached is a letter from University Lithoprinters confirming their willingness to complete the design, printing and mail prep for the 2006 Calendar/Annual Report at the same cost as last year with the addition of \$1,300.00 for paper price increases as noted in the RFP contract.

The approximate cost to print 40,000 calendars plus 8 pages for the PAFR and 8 pages for the advertising insert are \$37,350.00 plus \$1,300.00 for paper price increases. If we sell the same amount of advertising as last year (\$15,775.00), our estimated net cost will be \$22,875.00.

### **BACKGROUND**

The printing of the 2004 Calendar / Annual Report was awarded to University Lithoprinters as the result of a best value process (Resolution #2003-09-464). That contract contained an option to renew for the 2005 and 2006 contracts. In 2004, University Lithoprinters was used to print the 2005 Calendar on the basis of that Best Value Process (Resolution #2004-09-456). The changes approved for this calendar included the PAFR and Community Affairs selling advertising to reduce final costs. The printing of the 2006 Calendar would be the last year the City would use University Lithoprinters before re-bidding the project.

L I T H O



August 8, 2005

City of Troy  
500 West Big Beaver Road  
Troy, Michigan 48084  
Ms. Cynthia Stewart  
Community Affairs Director

Dear Cindy,

This letter confirms that University Lithographers is willing to complete the design, printing and mail prep for the 2006 calendar and Annual Report at the same cost as last year, which is \$37,350.00.

However we will need an additional \$1,299.23 for paper price increases. Last year the cover paper was at \$58.00 per carton weight and this year it is at \$59.50. The text paper last year was \$57.50 per carton weight and this year it is \$59.00. The paper price for the AD section remained the same.

Alterations or additional work requested by the City of Troy would be additional based on time and materials. These will be presented in writing for approval prior to doing the work.

We look forward to working with you again and appreciate the order.

Sincerely,

  
Marilyn Bealafeld

UNIVERSITY LITHOGRAPHERS  
4150 VARSITY DRIVE  
ANN ARBOR MI 48108

734 973 9414 ANN ARBOR  
800 652 9414 ANYWHERE  
734 973 2884 FAX



UNIVERSITY LITHOPRINTERS  
 4150 VARSITY DRIVE  
 ANN ARBOR MI 48 108  
 ANN ARBOR 734.973.9414  
 FAX 734.973.2884

COPY

Invoice No. 50270  
 Date 12/20/04  
 Customer No. 1543  
 Job No. 8431  
 Customer PO 20400256  
 Salesperson MARILYN BEALAFELD

S  
O  
L  
D  
  
T  
O

CITY OF TROY  
 500 W. BIG BEAVER  
 TROY, MI 48084

S  
H  
I  
P  
  
T  
O

QUANTITY	DESCRIPTION	UNIT PRICE	PRICE
40,000	CALENDAR 36 PAGES + COVER 5/5 + AQU ON COVER ONLY 4/4 TEXT - 2/2 INSERT TRIM, FOLD, STITCH, DRILL & SKID PACK ADDL 8 PAGE INSERT IN CTR. - POSTAL CARRIER ROUTE		36,450.00
1	CORRECTIONS TO INSERT PROOF PAGE 3 OF INSERT - CHANGE PRESCHOOL TO PRESCHOOL PAGE 8 OF INSERT CHANGE YOU TO YOUR		150.00
1	CORRECTIONS TO FIRST PROOF INSIDE FRONT COVER CHANGES CHANGE WEB ADDRESS TO WWW.CITROY.MI.US OCTOBER GRID-MOVE TROY COMMUNITY COALITION EVENT TYPE UP ABOVE CABLE ADVISORY EVENT		375.00
1	CORRECTIONS TO FINAL PROOF		525.00
1	ADDITIONAL TIME TO DESIGN & PREPARE CHARTS & GRAPHS FOR THE FINANCIAL DATA 8 PAGES		900.00

Invoices past due are subject to a service charge of 1 1/2% per month, per annum is 18%.

Terms: NET 30 DAYS

Sub Total:	38,400.00
Tax:	0.00
Freight:	0.00
Deposit:	0.00
Total:	38,400.00

1B Zoning District, being 10.99 acres in size, is hereby **APPROVED**, as recommended by City Management.

Yes: All-6  
 No: None  
 Absent: Stine

#### F-6 2005 City Calendar

Resolution #2004-09-456  
 Moved by Lambert  
 Seconded by Broomfield



NOTE

RESOLVED, That the City of Troy **PRINT** a quantity of 40,000 2005 City Calendars including postage and an 8-page spread for the Popular Annual Financial Report (PAFR) and an 8-page spread for advertising at an estimated net cost of \$23,695.000

Yes: Lambert, Schilling, Beltramini, ~~Beltramini~~ Broomfield  
 No: Eisenbacher, Howrylak  
 Absent: Stine

#### MOTION CARRIED

#### F-10 Display Policy for Troy City Plaza

Resolution  
 Moved by Lambert  
 Seconded by Broomfield

RESOLVED, That the Resolution be **AMENDED** by **INSERTING**:

*RESOLVED, That the City of Troy **ADD** to its existing Winter Holiday display a Menorah, Nativity Scene, and other secular and religious symbols of the Season; and*

*BE IT RESOLVED, That City Management **ENSURE** that the Winter Holiday Display is in full compliance with the law and relevant court decisions; and*

*BE IT FURTHER RESOLVED, That City Management **ADOPT** policies and procedures to accept monetary and other donations for these added elements from individuals and organizations; and*

*BE IT FINALLY RESOLVED, That City Management **LOCATE** these added elements on the front lawn of City Hall to coincide with the 2004 Holiday Tree Lighting Ceremony.*

September 9, 2004

TO: John Szerlag, City Manager

FROM: John M. Lamerato, Assistant City Manager/Finance & Administration  
Cindy Stewart, Community Affairs Director

Re: 2005 City Calendar

Attached is a summary sheet comparing revenue and expenditures related to the 2005 City Calendar. The 40,000 calendars would include an additional 8-page spread for the Popular Annual Financial Report (PAFR) plus 8-page spread for advertising. Advertising sales as well as inclusion of the PAFR will offset a portion of the printing costs. This also provides a better distribution of the PAFR.

Advertising and inclusion of the PAFR in the City Calendar would give us an estimated savings of \$12,305.

Inquiries with Troy business owners tell us that advertising sales would be successful if the Calendar has a reliable means of distribution like direct mail to all residents and businesses. Expanding the PAFR distribution via the calendar is a significant step towards fulfilling Council Goals #1 and #3 (Minimize cost and increase efficiency of City government; Effectively and professionally communicate internally and externally).

The 2005 City Calendar would also be a keepsake to highlight the City of Troy's 50<sup>th</sup> Anniversary including pictures of Troy past and present.

## 50th Anniversary City of Troy Calendar & Annual Report Financial Plan

Advertising Rates			
		Regular Rate	Non Profit Disc 10%
Full Page		\$ 1,900	\$ 1,710
Half Page		\$ 1,000	\$ 900
Quarter		\$ 550	\$ 495
Eighth		\$ 300	\$ 270
Business Listing		\$ 75	\$ -
Add Second Color		add 20%	add 20%

Expenditures			
Printing Calendar (40,000)			\$ 36,000
	Printing	\$ 29,000	
	Postage	\$ 7,000	
Advertising			\$ 5,665
	8 page insert	\$ 4,765	
	Sales materials	\$ 500	
	Postage	\$ 400	
Including PAFR			\$ 4,765
	8 page insert	\$ 4,765	
<b>Total Expenditures</b>			<b>\$ 46,430</b>

Revenue/Savings			
Advertising Sales			\$ 18,275
	1 full page	\$ 1,900.00	
	2 half Page	\$ 2,000.00	
	14 Quarter Page	\$ 7,700.00	
	16 Eighth Page	\$ 4,800.00	
	25 Listings	\$ 1,875.00	
Savings versus printing separate PAFR			\$ 4,460
	Printing	\$ 4,160	
	Postage	\$ 300	
<b>Total Revenue/Savings</b>			<b>\$ 22,735</b>

<b>Net Cost for Calendar with PAFR &amp; Advertising</b>	<b>\$ 23,695</b>
--	------------------

**Half Page Vertical - 5.5x8  
\$1,000**

**Eighth Page - 5.5x4  
\$300**

**City of Troy  
Calendar/Annual Report  
Display Advertising Options**

**Full Page: 11"wide x 8"tall - \$1,900  
Half Page Horizontal: 11"wide x 4"tall - \$1,000  
Half Page Vertical: 5.5"wide x 8"tall - \$1,000  
Quarter Page: 5.5"wide x 4"tall - \$550  
Eighth Page: 2.75"wide x 4"tall - \$300**

**Quarter Page - 5.5x4  
\$550**

**Full Page - 8x11  
\$1,900**

**Half Page Horiz - 4x11  
\$1,000**

lowest bidder with the highest score, as a result of a Best Value process which the Troy City Council determines as being in the public interest at an estimated annual cost of \$29,000.00, at unit prices contained in the bid tabulation opened August 20, 2003, a copy of which shall be **ATTACHED** to the original Minutes of this meeting.

Yes: Lambert, Stine, Beltramini  
No: Howrylak, Broomfield, Eisenbacher  
Absent: Pryor

Yes: Pryor, Beltramini, Lambert, Stine  
No: Broomfield, Eisenbacher, Howrylak

**MOTION CARRIED**

**Vote on Reconsidered Resolution**

Resolution #2003-09-465  
Moved by Beltramini  
Seconded by Stine



**NOTE**

RESOLVED, That a contract for the 2004 City Calendar with an option to renew for two additional years is hereby **AWARDED** to University Lithoprinters, Inc., the lowest bidder with the highest score, as a result of a Best Value process which the Troy City Council determines as being in the public interest at an estimated annual cost of \$29,000.00, at unit prices contained in the bid tabulation opened August 20, 2003, a copy of which shall be **ATTACHED** to the original Minutes of this meeting.

Yes: Beltramini, Lambert, Stine, Pryor  
No: Broomfield, Eisenbacher, Howrylak,

**MOTION CARRIED**

---

**B. Items Not on the Current Agenda**

Resolution #2003-09-466  
Moved by Eisenbacher  
Seconded by Lambert

RESOLVED, That City Council **DIRECTS** City Management to place the draft minutes of all City Council Meetings on the City of Troy's website as soon as they become available in the City Clerk's Office **EFFECTIVE** immediately.

Yes: All-7

Rule 11. Rescinding any vote of the Council shall require the affirmative vote of the majority of the Council Members.

Yes: Pryor, Beltramini, Broomfield, Eisenbacher, Howrylak  
No: Lambert, Stine

**MOTION CARRIED**

**Vote on Amended Main Motion**

Resolution #2003-09-463  
Moved by Stine  
Seconded by Broomfield

RESOLVED, That the Rules of Procedure of the City Council of the City of Troy are hereby **AMENDED** as recommended by City Management and **RECORDED** by the City Clerk in the Minutes of this meeting as follows:

Rule 10. Reconsideration of any vote of the Council may be made by either side of the voted motion and shall require the affirmative vote of the majority of the Council Members.

Rule 11. Rescinding any vote of the Council shall require the affirmative vote of the majority of the Council Members.

Yes: Pryor, Beltramini, Broomfield, Eisenbacher, Howrylak  
No: Stine, Lambert

**MOTION CARRIED**

---

**G-18 Letter from Richard Peters Requesting a Ten Million Bond Proposal on the April 2004 Ballot for the Purpose of Land Usage and Restoration**  
Noted and Filed

**COUNCIL COMMENTS/COUNCIL REFERRALS**

---

**Reconsideration of: Standard Purchasing Resolution 8: Best Value Process Award – 2004 Calendar/Annual Report Printing Services – Proposed by Mayor Pryor**

Resolution #2003-09-464  
Moved by Beltramini  
Seconded by Pryor

RESOLVED, That Resolution #2003-08-394, Moved by Beltramini and Seconded by Stine, as it appears below be **RECONSIDERED** by City Council:

RESOLVED, That a contract for the 2004 City Calendar with an option to renew for two additional years is hereby **AWARDED** to University Lithographers, Inc., the

August 29, 2003

TO: Honorable Mayor and City Council

FROM: John Szerlag, City Manager  
John M Lamerato, Assistant City Manager/Finance & Administration  
Jeanette Bennett, Purchasing Director  
Cindy Stewart, Community Affairs Director

SUBJECT: Standard Purchasing Resolution 8: Best Value Process Award –  
2004 Calendar/Annual Report Printing Services

### **RECOMMENDATION**

On August 20, 2003, four (4) proposals were opened for a one-year contract with an option to renew for two (2) additional years to provide Printing & Design Services for the 2004 City of Troy Calendar/Annual Report. City management recommends that a contract be awarded to **University Lithoprinters**, the bidder providing the best value with a final weighted score of 96, at an estimated cost of \$29,000.00 per year at unit prices contained in the attached bid tabulation.

Although University Lithoprinters is the lowest total bidder, price is just one component in the "Best Value" approach to a Request for Proposal process. The award recommendation was based upon the vendor offering the best combination of a variety of factors; not simply the lowest bidder meeting certain minimal requirements. A best value approach addresses ability, experience, and quality issues leading to a successful contract and reduction in risk of poor service for such high profile PR tools as the City Calendar.

The alternate bid submitted by University Lithoprinters proposed to use 70# dull text instead of 80#. The weight of the paper affects the amount of ink show through from one side of the sheet to the other. 80 lb. will produce a better product for our calendar and the cost is only \$222.00 more than 70 lb.

### **BACKGROUND**

On October 4, 1999, University Lithoprinters was awarded the contract to provide the 2000 City Calendar/Annual Report. An option to renew printing services for the 2001, 2002 and 2003 Calendar/Annual Report was exercised. Cost for the 2003 calendar was \$36,470.00. This included 39,000 calendars with reply cards inserted plus minor corrections to proof throughout the process.

The current proposal adjusted the size of the calendar from 9x12 to 8 1/2x11 to cut costs and had the reply card as an option. The estimate for the 2004 calendar would be \$29,000.00 or \$31,215.00 with the reply card. This is a savings of approximately \$7,470.00. The reduction in overall size of the calendar will also reduce the weight of the calendar, thus lowering our bulk postage.

August 29, 2003

Award Recommendation  
Printing Services – City Calendar  
Page 2 of 2

## **SUMMARY**

After completing the evaluation process, University Lithoprinters received the highest recommendations from the committee. In an effort to achieve the most positive image for our City Calendar and personnel working in the field, and supply the best service, proper quality at the right price; a best value approach was used to evaluate and award the contract. It should be noted that paper samples were required at the time of bid submission and were not included with University's RFP. Sample papers from University had been previously furnished prior to mailing the RFP in order to write specifications for a lower cost paper than paper used for past calendars. Since language is included in the RFP which allows the City to waive any informality in the RFQ / RFP received, we are taking this omission as a minor deviation since paper samples were on-hand.

University Lithoprinters received the highest recommendations from the committee consisting of the Assistant City Manager/Finance and Administration, Community Affairs Director, and Community Affairs Intern. They received superior marks based on their quality samples. University Lithoprinters has serviced many other municipalities on similar projects of comparable magnitude. City calendars they produced within the last four years include Troy, Westland, Dearborn, Warren, and Novi. Not only did this company furnish the most impressive and complete proposal package; they as well as their designer received outstanding endorsements from the Cities of Novi, Dearborn and Westland when we called them inquiring about their calendar printer before the bids were sent out. University Lithoprinters also produced calendars for The Masarati Club, Consumers Energy, University of Michigan and the Detroit Free Press. The Community Affairs Department staff has worked with University Lithoprinters and Graphic Visions on a number of projects and is very impressed with their professionalism, creativity, cooperation and timeliness.

## **BUDGET**

Funds are available from the operating budget in the Community Affairs Department a/c# 748.7901.

- 5 Proposals Sent
- 4 Proposal Responses Received
- 1 No Bid: Company not interested in bidding at this time.

Opening Date – 8-20-03  
Date Prepared – 8/28/03

CITY OF TROY  
TABULATION  
PRINTING 2004 CALENDAR/ANNUAL REPORT

RFP-COT 03-17  
Pg 1 of 2

FIRM NAME:

** UNIVERSITY	ROBOT PRINTING	GRAND RIVER
LITHOPRINTERS		PRINTING
101582	40116	473454768
\$1,500.00	\$1,500.00	\$1,500.00

Check Number  
Amount

**PROPOSAL: Furnish and deliver to a designated mailing service 40,000 copies of the City of Troy Year 2004 Calendar / Annual Reports, including graphic design services, presswork, etc.**

VENDOR QUESTIONNAIRE: (Yes or No)		YES	YES	YES
SAMPLE CALENDAR: (Yes or No)		YES	YES	YES
SAMPLE PAPER: (Yes or No)		NO	NO	YES
STOCK-CALENDAR	Complete for the Sum of:	\$ 29,000.00	\$34,115.00	\$ 37,596.85
	Cost per Additional (M) :	\$ 725.00	\$ 668.00	\$ 515.00
	Quoting on Paper:	AS STATED	LOE LUSTRO	AS SPECIFIED
<b>Alternate</b>	Complete for the Sum of:	-DMS- \$ (28,778.00)	BLANK	\$ 32,238.28
	Cost per Additional (M) :	\$ (719.45)		805.96
	Quoting on Alternate Paper:	70#DULL/80#COVER		U-2DULL TEXT/GLOSS COVER
<b>ADDITIONAL OPTIONAL CHARGES</b>				
<b>Reply Card</b>	Complete for the Sum of:	\$ 2,215.00	\$ 3,741.00	\$ 3,100.00
	Cost per Additional (M) :	\$ 55.38	\$ 63.00	\$ 100.00
	Quoting on Paper:			
SCANS	Cost for each color photo	\$45.00/Scan	\$25.00/Scan	\$25.00/Scan
PAPER COST:	80# Gloss Cover LOE	\$46.13/M	\$286.16/M	\$75.35/CWT
	80# Text Dull LOE	\$186.32/M	\$142.72/M	\$73.70/CWT
	70# Text Dull LOE	\$178.66/M		\$49.50/CWT
				\$44.50/CWT
EDIT CHARGES:		\$75.00/HR	\$80.00/HR	\$80.00/HR
DELIVERY DATE	Can meet schedule	XX	XX	XX
	Cannot meet but offers			
TERMS:		NET 30	BLANK	NET 30
WARRANTY:		BLANK	BLANK	BLANK
DELIVERY DATE:		BY 12/8/03	BLANK	December 8, 2003
EXCEPTIONS:		BLANK	BLANK	BLANK

**ATTEST:**

Charlene McComb  
Linda Bockstanz  
Jeanette Bennett

\*\* DENOTES BEST VALUE PROPOSAL

Jeanette Bennett  
Purchasing Director

Opening Date -- 8-20-03  
 Date Prepared -- 8/28/03

CITY OF TROY  
 TABULATION  
 PRINTING 2004 CALENDAR/ANNUAL REPORT

RFP-COT 03-17  
 Pg 2 of 2

FIRM NAME:		GRAND RIVER	OAKLAND	
		PRINTING	PRINTING SVC	
	Check Number	ALTERNATE BID	4682842342	
	Amount	\$1,500.00	\$1,500.00	
<b>PROPOSAL: Furnish and deliver to a designated mailing service 40,000 copies of the City of Troy Year 2004 Calendar / Annual Reports, including graphic design services, presswork, etc.</b>				
VENDOR QUESTIONNAIRE:	(Yes or No)	YES	YES	
SAMPLE CALENDAR:	(Yes or No)	YES	YES	
SAMPLE PAPER:	(Yes or No)	YES	NO	
STOCK-CALENDAR	Complete for the Sum of:	\$ 34,643.04	\$41,100.00	
	Cost per Additional (M) :	\$ 866.08		
	Quoting on Paper:	LOE DULL TEXT	AS SPECIFIED	
		AQUEOUS GLOSS		
<b>Alternate</b>	Complete for the Sum of:	\$ 29,284.47	\$40,765.00	
	Cost per Additional (M) :	\$ 732.11		
	Quoting on Alternate Paper:	U-2 DULL TEXT	CENTURA	
ADDITIONAL OPTIONAL CHARGES				
<b>Reply Card</b>	Complete for the Sum of:		\$ 2,500.00	
	Cost per Additional (M) :			
	Quoting on Paper:			
SCANS	Cost for each color photo	AQUEOUS GLOSS	\$30.00/Scan	
PAPER COST:	80# Gloss Cover LOE			
	80# Text Dull LOE			
EDIT CHARGES:			\$65.00/HR	
			ADDITIONAL PRICES	
			ATTACHED TO BID	
DELIVERY DATE	Can meet schedule	XX	XX	
	Cannot meet but offers			
TERMS:		NET 30	NET 30	
WARRANTY:		BLANK	BLANK	
DELIVERY DATE:		December 8, 2003	BLANK	
EXCEPTIONS:		BLANK	BLANK	

NO BIDS:  
Homeland Press

## **EXECUTIVE SUMMARY**

### **PRINTING THE 2004 CALENDAR / ANNUAL REPORT**

#### **STATISTICS:**

- ◆ Five (5) Request for Proposals were mailed to pre-qualified bidders
- ◆ Four (4) Request for Proposals were received; Homeland Press sent a "Statement of No Bid" response indicating that they were not interested in bidding at this time
- ◆ University Lithoprinters was highest scoring respondent with the lowest price

The following bidders submitted a proposal and received the indicated final scores:

<b>COMPANY</b>	<b>SCORE</b>
<b>A. University Lithoprinters</b>	<b>96</b>
<b>B. Grand River Printers</b>	<b>54</b>
<b>C. Oakland Printing</b>	<b>46</b>
<b>D. Robot Printing</b>	<b>74</b>

#### **Selection Process:**

1. Bidders were pre-qualified by Community Affairs staff by calling other entities and requesting mailing information for their successful calendar provider.
2. Three (3) City employees rated calendar Samples; staff calculated the Sample score for each bidder.
3. Pass / Fail criteria for each bidder was reviewed; final reference check was completed; a bid tabulation was prepared; the standard deviation calculations were completed.
4. The final scoring of each RFP was prepared.

**EXECUTIVE SUMMARY**  
**PRINTING THE 2004 CALENDAR / ANNUAL REPORT**

**Sample Calendar - Ratings**

<b>Raters:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>AVERAGE</b>
<b>Vendors:</b>				
<b>A. University Lithoprinters</b>	<b>100</b>	<b>83</b>	<b>100</b>	<b>94</b>
<b>B. Grand River Printers</b>	<b>66</b>	<b>71</b>	<b>84</b>	<b>74</b>
<b>C. Oakland Printing</b>	<b>77</b>	<b>65</b>	<b>87</b>	<b>76</b>
<b>D. Robot Printing</b>	<b>74</b>	<b>75</b>	<b>70</b>	<b>73</b>

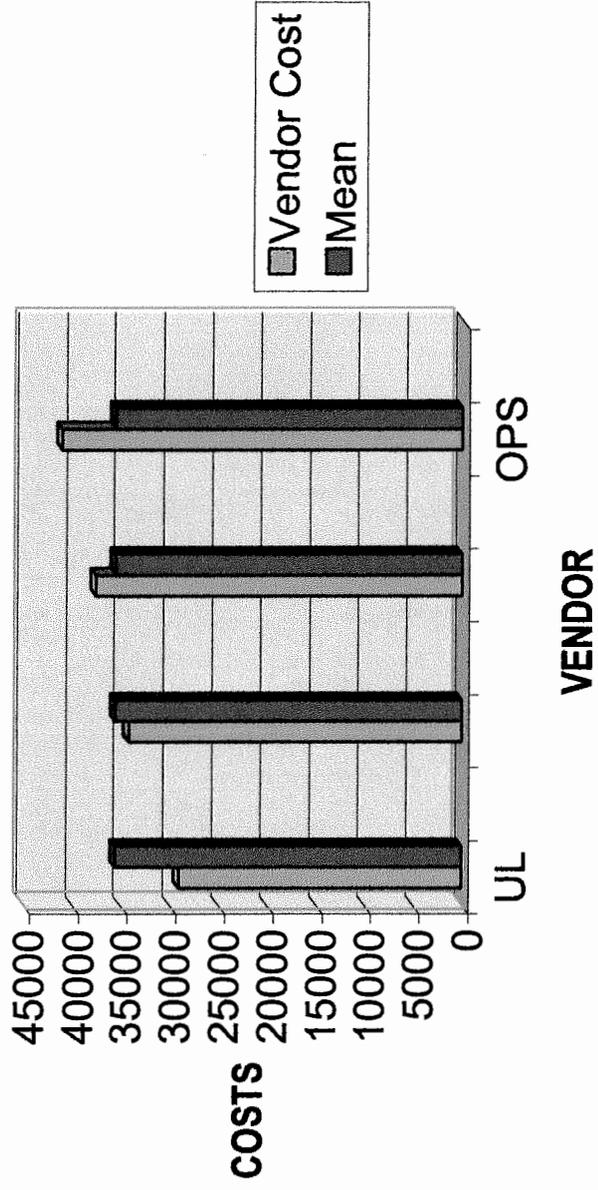
**Final Scoring: 60 / 40 Split - Sample Score / Price Score**

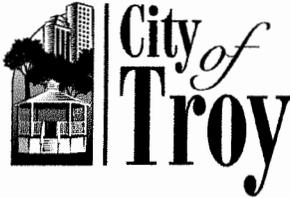
	<b>Sample Score</b>	<b>Price Score</b>	<b>Final Score</b>
<b>Vendors:</b>			
<b>A. University Lithoprinters</b>	<b>.60 x 94 = 56.4 = 56</b>	<b>.40 x 100 = 40</b>	<b>96</b>
<b>B. Grand River Printers</b>	<b>.60 x 74 = 44.4 = 44</b>	<b>.40 x 25 = 10</b>	<b>54</b>
<b>C. Oakland Printing</b>	<b>.60 x 76 = 45.6 = 46</b>	<b>.40 x 0 = 0</b>	<b>46</b>
<b>D. Robot Printing</b>	<b>.60 x 73 = 43.8 = 44</b>	<b>.40 x 75 = 30</b>	<b>74</b>

**PRINTING 2004 CALENDAR/ANNUAL REPORT  
PRICE ANALYSIS**

VENDOR	COST	MEAN	DIFFERENCE	D2	VARIANCE	STANDARD DEVIATION	POINTS
UIL	29000	35,453	6,453	41641209		2	100
ROBOT	34115	35,453	1,338	1790244		1	75
GRP	37596.85	35,453	(2,144)	4596736		0 (Mean)	25
OPS	41100	35,453	(5,647)	31888609		-2	0
	\$ 141,811.9			79,916,798	19979199.5	4469.809783	

# 2004 CALENDAR PRINTING





**DATE:** August 20, 2003

**FROM:** Jeanette Bennett, Purchasing Director

**RE:** Calendar Raters and Companies

---

**COMPANIES:**

- A = University Lithoprinters – 6 samples
- B = Grand River Printers – 10 samples (8 paper samples)
- C = Oakland Printing – 7 samples
- D = Robot Printing – 12 samples

**RATERS:**

Andrea Herzog  
John Lamerato  
Cynthia Stewart

# REQUEST FOR QUALIFICATIONS – 2004 Calendar / Annual Report

VENDORS						
NAME: ADDRESS: CITY/ STATE/ ZIP: PHONE / FAX NUMBER:	A INFORMATION	GO/NO	B INFORMATION	GO/NO	C INFORMATION	GO/NO
<b>OBJECTIVES:</b>						
<b>OBJECTIVES PASS / FAIL</b>						
◆ 1. 5 Years in the Business						
◆ 2. (3) Similar Sample Calendars						
◆ 3. Graphic Designer w/ 3 yrs experience (including credentials)						
◆ 4. Can Meet Postal Regulations						
◆ 5. Full Scope of Services Provided						
<b>FINAL – REFERENCE CHECKS HIGHEST RATED BIDDER</b>						
◆ 1. (3) Graphic Designer – Positive References i.e. ability to work w/ staff, professionalism						
◆ 2. (3) Company - Positive References – met deadlines, quality product						
3. (3) Mass Mailing Service – Positive References – handle 40M						

