

Offer and Acceptance

Pinal County
Finance Department
31 N. Pinal St.
Bldg. A
P.O. Box 1348
Florence, AZ 85132

OFFER AND ACCEPTANCE FORM

TO PINAL COUNTY:

The undersigned hereby offers and agrees to furnish the material, service, or construction in compliance with all terms, conditions, specifications, and amendments in the Solicitation.

Jim Cote President
Authorized Signature Title
Jim Cote 5/15/13
Printed Name Date
The Master's Touch, LLC 800-301-1347
Company Name Telephone
1405 N. Ash St. Spokane, WA 99201
Address City, State, Zip

For clarification of this offer, contact:

Name: Jim Cote Phone: 800-301-1347 Fax: 509-326-7214

ACCEPTANCE OF OFFER (For Pinal County Use Only)

The offer is hereby accepted and the Responder is now bound to sell or provide the materials, services, or construction as indicated by the Purchase Order or Notice of Award and based upon the solicitation, including all terms, conditions, specifications, amendments, etc. and the Offer as accepted by Pinal County.

The contract is for:

This contract shall henceforth be referenced to as Contract No. PC-122018. The Offeror is cautioned not to commence any billable work or to provide any material or service under this contract until Offeror receives an executed purchase order or notice to proceed.

Awarded this 19th day of June 2013.

Stephen Q. Miller Chairman [Signature]
Name (Print) Title Signature

Approved as to form:

[Signature]
Pinal County Attorney's Office



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OFFER AND ACCEPTANCE FORM – Page 2

By signing the previous page of the Offer and Acceptance Form, Responder certifies:

- A. The submission of the bid did not involve collusion or other anti-competitive practices.
- B. The Responder shall not discriminate against any employee or applicant for employment in violation of Federal Executive Order 11246.
- C. The Responder has not given, offered to give, nor intends to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant in connection with the Submittal.
- D. The Responder certifies that it complies with Executive Order 12549 related to Federal Government Debarment and Suspension (see 4-7)
- E. The Responder certifies that the individual signing the bid is an authorized agent for the Responder and has the authority to bind them to the contract.

The Master's Touch, LLC

Firm



Authorized Signature



SPOKANE OFFICE
1405 N ASH ST
SPOKANE WA 99201-2805
PHONE: 509-326-7475
FAX: 509-326-7214
TOLL FREE: 800-301-1347

KAILUA OFFICE
39 MALUNIU AVE STE 201
KAILUA HI 96734-2359
PHONE: 800-301-1374
FAX: 808-262-8809

May 17, 2013

Attn: Elizabeth Zink, CPPB
Pinal County Finance Department
31 North Pinal Street, Building A
Florence, AZ 85132

RE: RFP PC-122018 for Printing & Mailing of Property Tax Documents

Good Afternoon,

Thank you for your consideration of our response to the Pinal County's solicitation for the printing and mailing of your tax documents. Enclosed, you will find our response including pricing and a brief description of our process.

The Master's Touch, LLC has been favored to provide these very same print and mail services for private and public organizations across the country, including in the state of Arizona. Many of these customers chose us in spite of other options that were geographically closer. Why? Many were initially attracted by our competitive prices, but they quickly discovered the difference our superior service means to them. Add to that the innovative ideas and procedures we continue to develop that improve mail piece integrity and value while securing the best discounted postage rates available, and you soon see why those who become clients rarely find a reason to leave.

Our goal is to convince Pinal County through this response that one company really can stand out above the rest while still providing very competitive pricing. As declared in our mission statement, our staff will work hard not to just meet your expectations, but to exceed them. We hope to have the opportunity to prove it you.

Thank you again for considering The Master's Touch, LLC.

Jim Cote
President
1-800-301-1347
E-mail: masters@themastertouch.com

TMT hereby acknowledges receipt of addendum #1, as well as the County's digital samples.

Enclosure: TMT's response to RFP PC-122018 for Printing & Mailing of Property Tax Documents



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Addendum Acknowledgement Form

Pinal County
Finance Department
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Florence, AZ 85132

ADDENDUM ACKNOWLEDGEMENT FORM

Solicitation Addendums are posted on the Pinal County website at the following address:
<http://pinalcountyz.gov/Departments/Finance/Pages/BidsProposals.aspx> . It is the responsibility of the Responder to periodically check this website for any Solicitation Addendum.

This page is used to acknowledge any and all addendums that might be issued. Any addendum issued within five days of the solicitation due date, will include a new due date to allow for addressing the addendum issues. Your signature indicates that you took the information provided in the addendums into consideration when providing your complete response.

Please sign and date:

ADDENDUM NO. 1 Acknowledgement


Signature

5/15/13
Date

ADDENDUM NO. 2 Acknowledgement

Signature

Date

ADDENDUM NO. 3 Acknowledgement

Signature

Date

If no addendums were issued, indicate below, sign the form and return with your response.

The Master's Touch, LLC

Firm

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Responder's Checklist

Pinal County
Finance Department
31 N. Pinal St.
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P.O. Box 1348
Florence, AZ 85132

RESPONDERS CHECKLIST

	Yes/No.
Did you sign your Offer sheet?	Yes
Did you acknowledge all addendums, if any?	Yes
Did you complete all required Response Forms?	Yes
Did you include your W-9 Form?	Yes
Did you include any necessary attachments?	Yes
Is the outside of your submittal marked with the Solicitation #, Due Date and Time?	Yes
Did you include one original and the required number of copies?	Yes
Did you follow the order for submissions of documents?	Yes
Did you include proof of insurance(s) if requested?	No-N/A



Proposal For:

Pinal County

RFP PC-122018 Printing and Mailing of Property Tax Documents

Introduction and Major Considerations:

What can be so hard about mailing an envelope? Nothing if you mail at the full retail rate (currently 46 cents). But what if you wish to obtain the lowest postage rates available? Now it becomes more difficult – and to get the very lowest rates, much more difficult!

You have heard of CASS verification, but the best CASS software that certifies 97% of your mail will get you more postal discounts and reduce your undeliverable mail much better than the inferior CASS software that only gets a 93% validation rate.

Perhaps you have heard of NCOA? The National Change of Address process, or some similar move update process, is a USPS requirement in order to get postal discounts and avoid a potential 8 cents per mail piece surcharge. If you were surcharged 8 cents per mail piece, how would you know if it just shows up in your total postage due?

Did you know there is an NCOA 18 month service and an NCOA 48 month service? Which do you currently use? The 18 month service provides updated address information for those who have moved within the last 18 months. As you guessed, the NCOA 48 month gives you address updates for those who moved even up to 48 months ago. Which of these required services would you prefer is used on your address file?

On January 26, 2014 the USPS will no longer accept Basic Intelligent Mail mailings for automation discounts. In order to qualify your mail for automation discounted postage, the USPS will only accept “Full Service” Intelligent Mail from USPS certified mailers. Most customers outside the mailing industry have no idea this requirement is coming and their discounts are in jeopardy unless they are working with a mail vendor who has been USPS certified for Full Service IMB.

When two or more statements are mailing to an identical name and address, it makes sense to include them in a single mailing envelope. Those who use OMR matching technology will occasionally have a mismatched statement go undetected. Those who use the highest integrity 2d barcode matching technology will never have a mismatch go undetected.

A company that can offer both printed bills and electronic bills, rather than subcontracting one or the other, will be in a far better position to insure accuracy in the process and timely correction if something goes wrong. Keeping your data confined to a single vendor reduces the risk of compromise and helps to insure accurate suppression of the statements that will be electronic and should not print.

These are some very significant differences among mail service vendors that The Master’s Touch, LLC will attempt to address in our proposal. The purpose of this is to create a clear understanding of how the proposals the County will receive may look like apples are being compared to apples but might vary widely in actual services offered. We hope you will find our discussion and descriptions beneficial.



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RFP PC-122018 Printing & Mailing of Property Tax Documents Response Form 1

Pinal County
Finance Department
31 N. Pinal St.
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Responder Name: The Master's Touch, LLC

Responders shall complete the following Response Form, indicating their responses in the spaces provided. Additional pages may be added so long as they are clearly referenced in the spaces provided.

Please note: Any exception and the total number of exceptions taken will negatively affect your evaluation score. Compliance to Terms and Conditions has been identified as an evaluation criterion for this solicitation.

Any exception not contained within this section of the solicitation will be deemed invalid and will not be considered.

Acceptability of Responses

Offers that do not include this completed Response Form or that do include an incomplete Response Form or that include a completed Response Form with unacceptable responses may cause the entire offer to be deemed unacceptable and therefore non-responsive.

1 Method of Approach

- 1.1 Responder shall describe in detail how they will provide services as requested in the Scope of Services of RFP PC-122018 Printing & Mailing of Property Tax Documents.

The Master's Touch, LLC (TMT) will address the methods we will use to comply with the Scope of Services in the order outlined under the Specific Requirements Section 3 on page 11 of the RFP.

3.1 Contractor to produce the documents as noted:

If TMT is favored with a contract for Pinal County, it will be our goal to have the TMT contract manager meet with those from the County who will be involved in the printing and mailing process so that we can meet personally and determine the plan of action for moving forward. At this time, we will go over the processes and timelines so that everyone will have a clear understanding of how we will proceed and the calendar days which we will be targeting for every step.

3.1.1 Property Tax Statement Statements

After our initial meeting, TMT will request electronic artwork for the logo and any other special elements the County may wish to print. Our graphic design department will create all copy for the envelopes and forms and will send PDF proofs for each of them to the County for approval. Changes and modifications can be requested and will be returned as updated PDF proofs within 24 – 48 hours of the County request.

Once PDF proofs are approved, TMT will prepare the preprinted 8 ½ x 14 forms on one of our in-house Heidelberg sheet-fed presses. These are among the best presses in the print industry, providing the highest quality print. Although TMT can prepare these forms on 20# paper, it is our highest recommendation that the County use 24# paper at no additional charge since the County is considering adding an OCR scan line in the future. Due to its superior body and opacity, the 24# paper is the recommended choice for most OCR scanning devices. The high opacity paper TMT uses also reduces the "show through" from the ink printing on the opposite side. The presses that print also perforate the paper with a micro-perf that is easy to tear and produces a clean stub – also excellent for OCR scanners.

The stock for both the outer and return envelopes will be preprinted on presses that also produce high quality offset print. The window utilized for the outer envelope has been engineered to accommodate up to 5 lines of address and the required USPS Intelligent Mail Barcode while meeting the clearances the USPS requires in order for your mail to receive the greatest automation postage discounts.

Concurrent with the development of the graphics for the forms and envelopes, TMT will request sample data, field definitions, and a layout map for the preparation of the variable data print. TMT will set up an FTP login for the County where data can be uploaded and where PDF proofs can be reviewed. TMT will request the County identify parcels that test the limits of every field so that every "special" kind of tax statement can be verified for accuracy. Once proofs are ready, TMT will upload PDF images of the forms with data for County approval.



PINAL COUNTY
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RFP PC-122018 Printing & Mailing of Property Tax Documents Response Form 1

Pinal County
Finance Department
31 N. Pinal St.
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P.O. Box 1348
Florence, AZ 85132

Once these sample PDF proofs have been approved, TMT will prepare physical print copies on actual statement stock and will overnight a variety of physical samples for the County to review. TMT considers this an important part of the process, particularly when a barcode or OCR scan line will need to be read when returned to you. On occasion, we have found the PDF proofs scan and read fine, but the physical proofs don't. This can be due to a difference in the printer settings between County printers and those that TMT will use. We consider the physical proofs a critical part of the proofing process. If something were wrong at this point, there would still be time to make corrections.

Once these physical samples are approved, TMT will be ready to receive your live production file. This live production file will be processed through CASS certified software that also performs the required USPS PAVE presort. **See Attachments 1A & 1B.** After processing, TMT will produce PDF proofs of the same parcels that were chosen during the sample proofing process and any additional samples the County may wish to review. Upon approval of these PDFs, TMT will overnight one more set of final physical proofs for the County to review and verify scanning readability. Once the County is totally satisfied, TMT will ask that an email be sent authorizing us to move forward with print and mail production.

Statements will be laser printed in exact USPS presort order and paired with all statements that bear an identical name and address in the addressee block. Statements will laser print on one or more of eight different high speed laser printers. Each laser printer prints 600 x 1200 DPI at speeds of up to 135 pages per minute. The operator will be checking every stack of paper to insure the quality and clarity remains consistent throughout the entire production run.

Once the printing is completed, the laser printed statements will be taken to the insertion area where the newest Pitney Bowes inserter technology will process them. All forms will be printed with 2d barcode technology, which provides a virtually fail-proof system for collating and insertion of all household parcels. Every parcel that has an identical name and address will be combined into a single envelope. As many as 5 statements can be combined into a single #10 envelope. Up to 50 will comfortably fit into our 10 x 15 window envelope. Beyond 50 household statements, TMT will use either a large padded envelope or a box, whichever is most appropriate. TMT will add just a single #9 reply envelope into each mailing packet, regardless of the number of statements included.

When completed, the statement and envelope counts will be verified for every tray of mail against the postal paperwork to insure every statement is accounted for. Copies of these reports will be provided to the County upon job completion.

Another service TMT will be providing the County at NO EXTRA charge is the new IMB Trace service that the USPS is offering. This service allows TMT to uniquely code every mail piece in the County mailing. This unique code will be embedded in the Intelligent Mail Barcode so that every time the USPS scans that mail piece, a record of the scan will be uploaded to a TMT web site link secured especially for the County. At least two scans will be recorded for every mail piece – one when it is first processed, and a second when the carrier receives the mail piece for final delivery that day. These results can then be downloaded and archived for future reference. This service will be offered to the County on each of the different mailing types the County will mail.

TMT will promise to mail all County statements within one week of final approval. An email will be sent to the County to notify you that the mail has actually dropped. A complete set of postal reports will be provided. These reports will identify the total number of mail pieces, how many statements traveled in each envelope, and the postage rate that each mail piece qualified for. These reports are typically provided with invoicing that goes out 48 – 72 hours after mailing completion.

3.1.2 Tax Information Statement Card

The process for the preparation and mailing of these postcards will follow an identical path as that of the property tax statements. The only difference is the fact that these will mail at automation postcard rates.

3.1.3 Notice of Past Due Taxes

Again, the exact same processes and procedures used for the property tax statements will be used for these notices as well. It is understood that there will be no #9 reply included with this mailing.

3.1.4 Reminder Postcards

The same procedures will be used as for the Property tax statement mailing, but TMT will in addition recommend a process for combining multiple reminder postcards into a single mailing packet for the purpose of reducing postage.



PINAL COUNTY
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RFP PC-122018 Printing & Mailing of Property Tax Documents Response Form 1

Pinal County
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31 N. Pinal St.
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3.2 Data Processing

TMT will provide the County with an FTP login where all data and proofs can be transferred. This site can be a secure FTP should the County require. All data will be processed through CASS software that is rated among the best in the industry. In addition, TMT will utilize USPS certified presort software to insure the County gets the lowest postage available. All addresses will be run through NCOA (National Change of Address) 48 month service in order to obtain the most current address available. Those addresses that have been flagged with a move will be reported back to the County with both the old address as well as the new address.

TMT prefers to do this process twice for the County at no extra charge. About 60 days prior to the mailing, we will offer to process all County addresses through both CASS and NCOA and provide the results back to the County. This is so the County can correct and update whatever might need to be adjusted prior to transmitting the final live production file. The second CASS and NCOA would be done at the actual time of the mailing, and those results would be provided back to the County as well.

3.3 Proofing

TMT will provide proofs to the County for both the preprinted forms as well as the forms populated with variable data prior to any live production. In fact, TMT will provide the County with physical samples for review and testing of the barcode and/or OCR scanning. (This extra step has saved a number of customers even though soft proofs had already been approved.) Only after TMT receives final email approval will your mailing be moved into live production.

3.4 Mailing

TMT has never missed a promised mail date for any treasurer ever! Our commitment is to not just meet your mailing requirements, but to beat them whenever possible. As many of our treasurer clients can attest, it is not uncommon for a County to have trouble delivering an error free file to us. Yet, TMT will always do our best to hit the original mail date. In fact, most often we do hit it. Our employees relish those opportunities that allow us to prove why doing business with The Master's Touch, LLC really can make a difference.

The reports the County will receive from us will give a complete and accurate description of the manner in which County mail was presorted and the rates each mail piece obtained. These will be the lowest rates the USPS offers for any automation rate mailings. **See Attachments 2 & 3.**

3.5 Mail Schedule and Mail Volumes

TMT understands and is committed to timely processing and to mailing County mailings per the quantities and time schedules noted.

3.6 Electronic billing

TMT has an excellent eBill product called eBill-Online. Our program is unique in four ways:

- eBill-Online provides for a unique and highly secure authentication system that nearly guarantees the one signing up is doing so with proper authority to do so and is accurately signing up for only their parcels.
- eBill-Online allows the user to sign up for all of the parcels they own with a single registration.
- eBill-Online allows the County to use any payment service the County chooses. There is no requirement to use any particular payment provider.
- eBill-Online is among the least expensive services available. No one else offers rates lower than ours.

3.7 USPS Certified Full Service

TMT has been a USPS certified Full Service IMb vendor for over a year and recently re-certified with additional software in order to improve our capabilities even further. **See Attachments 4A and 4B from the USPS.**

3.8 Householding

When two or more statements are addressed to the same name and address, TMT will enclose all in a single envelope. Typically, up to 5 statements will mail in a #10 envelope. Up to 50 statements mail in a 10 x 15 window envelope. More than 50 mail in a padded envelope or a box. **Attachment 2 gives an example of detailed grouping breakdown.**



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RFP PC-122018 Printing & Mailing of Property Tax Documents Response Form 1

Pinal County
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31 N. Pinal St.
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P.O. Box 1348
Florence, AZ 85132

3.9 USPS 3600 Postage Usage Report

TMT always provides a USPS 3600 report that identifies the postage actually paid to the USPS for your mailing and the breakdown regarding the rates the mail pieces received. This report, along with the group report, is typically provided with the invoices for mail services within 48 – 72 hours of the completion of the mailing.

Attachment 3 shows a sample 3600 report with detailed breakdown of postage rates.

- 1.2 Responder shall provide a timeline/project plan that will show how they will provide services as requested in the Scope of Services of RFP PC-122018 Printing & Mailing of Property Tax Documents.

TMT will propose to use the following timelines for the preparation and production process. Note: Each different mailing will follow similar timelines for set up and testing.

1. Soon after contract award, TMT will ask to arrange for a meeting between key personnel who will be working on this project from both TMT and the County. At this meeting, we will gather current samples, make arrangements for data transfer and establish milestones on our calendars for each step of process. We will request an electronic copy of the County logo and solicit any requests that the County would like to make for design or process changes.
2. Within one week of this meeting, TMT graphic design will send initial PDF proofs of the static preprinted forms and envelopes for the County to review and approve. Any changes requested will be returned within 24 – 48 hours. Once approved, the preprinted forms and envelopes will be placed into production.
3. Printed envelopes and forms will be completed within 2 weeks after final art approvals.
4. Sample data will be requested from the County as soon as practical. Field definitions for the delimited data will be requested along with a layout map. Within one week of receipt of all elements, TMT will prepare and return initial PDF proofs that include the variable data placed in location on the static form. Any requested adjustments or changes will be completed within 24 – 48 hours. Once approved, TMT will be ready for final live production file.
5. After receipt of production file, TMT will process through CASS certified software to update and verify addresses for each record. Those that fail to validate will be mailed, but a record of each of the failed parcels will be returned to the County for review and correction. After CASS, TMT will process all valid addresses through NCOA (National Change of Address) in order to discover if any have filed a change of address with the USPS within the previous 48 months. All those that return a positive match will be recorded and the new and old addresses will be returned to the County for update in your database. TMT will mail to either address the County directs us to mail to, but we recommend the new address be used.

Note: TMT will propose to do this CASS and NCOA process 30 – 90 days prior to the live mailing in order to give the County time to correct as many addresses as possible. This is NOT a requirement, only a suggestion. Regardless, this CASS and NCOA process will be accomplished on the final live data file with the results being returned to the County.

6. PDF proofs will be produced and placed on our ftp site for the County to review within 24- 48 hours after receipt of the live production file. An email will be sent to alert the County that the proofs are available. Once approved, TMT will send the processed files to our production team for completion of the mailing. All mail for each mailing will be processed as soon as possible but no later than one week after final approval.

2 Capacity of Responder

- 2.1 Responder shall provide the name of the company; location of its headquarters and major office near Florence, Arizona; how long the Company has been in business; the name and contact information of the principal contact person; detailed description of experience in providing printing and mailing services; and any other information that the Responder deems appropriate for this solicitation.

The Master's Touch, LLC was founded in May of 1994 by Jim Coté. Our headquarters located in Spokane, Washington is in one of the top five safest areas from natural disasters in the entire country. Our geographical proximity to Florence, AZ is one hour from Sky Harbor International airport, plus a 3 hour non-stop flight from Spokane. Our facility covers 36,000 square feet and is home to some of the newest and safest state of the art high speed equipment in the mailing industry.



RFP PC-122018 Printing & Mailing of Property Tax Documents Response Form 1

Pinal County
Finance Department
31 N. Pinal St.
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TMT has thirty full time, highly skilled employees that serve both private and public organizations across the country, including a number of clients in Arizona. Over half of our staff has been in the printing and/or mailing industry for a minimum of five years. Many exceed ten years of experience. Every County mailing will have at least four USPS certified Mail Design Professionals working and monitoring the quality of your mailings.

In 2012, TMT produced over 14 million pieces of mail and exceeded \$4.6 million in postage, qualifying the organization as a "Premier" customer of the U.S. Postal Service for the 7th consecutive year. The quality of the mail vendor can be completely compromised by the processing capabilities of the USPS Bulk mail center where your mail is dropped. TMT is fortunate to have one of the top rated facilities in the country located right at the Spokane International Airport. All first class mail processed at this facility is worked the same day it arrives and is immediately put onto airplanes to their final destination post offices. This means Pinal County mail should arrive in mailboxes within one to two days after TMT drops it.

TMT's area of special expertise is tax statements and assessment notices. We provide print and mail services for over 150 County treasurers and assessors around the country. The lion's share of our mail volume is First Class mail as opposed to direct mail. This is a difference worth noting, since the process for handling First Class mail is much more precise and requires a much higher degree of attention to detail than that required for Standard A and Non-profit mail. This specialized mailing approach gives us a breadth of knowledge and thorough understanding for this class of mail that clearly qualifies TMT as an excellent partner for your mailings. TMT understands the importance for accurate and timely mailings and can provide assurance that we have never mixed up personal forms, nor have we ever failed to meet a promised First Class mail date.

TMT is large enough to take advantage of the economies of scale that come with processing large volume mailings but small enough to treat all of our customers with the personal care they long for. The equipment we operate has all been purchased within the last 3 years and is maintained by on-staff factory-trained technicians. We operate 3 high-speed presses for the preprinting of forms and envelopes, 8 high-speed laser printers for the imprinting of variable information, and 3 high speed inserters for the machine insertion, sealing and metering of mail. This redundancy and caliber of equipment helps to insure minimal downtimes while providing the highest quality in the industry. Our minimum daily capacity is 120,000 mail pieces per day, with a maximum 240,000 mail pieces per day running three shifts.

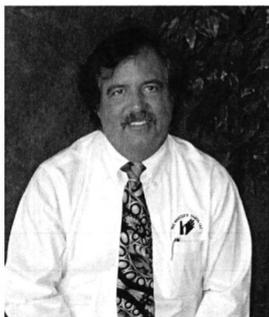
The Postnet barcode was discontinued from service in January 2013. Now, postal discounts can only be obtained by using an Intelligent Mail Barcode. However, starting in January 2014, the Basic Service IMB will be discontinued, and only the Full-Service IMB will qualify for postage discounts. TMT has already been certified as a Full-Service Intelligent Mail Barcode (IMB) vendor, so that you can be reassured when using our services that there will be no loss of postal discounts beyond the January 2014 deadline. **See Attachment 5 for Full Service ruling filed in the Federal Register.**

The personnel that will be assigned to your account are well seasoned with over 50 years of experience. Each key coordinator has passed the USPS Mail Design Professional course meaning you have highly qualified individuals working on your mailings to insure compliance to USPS postal standards so that your mail always receives the deepest postal discounts and best service. The staff that will be responsible for your project follow. All can be reached at our toll free phone number 1-800-301-1347.

Jim Coté – Contract/Project Manager
Ven Artemov – I.T. Manager

James Coté – Mail Service Manager
Jennifer Ojcius – Customer Service Manager

Meet the Key Personnel That Will Be Assigned to This Project



Jim Coté – President – will act as the project manager for this contract. Jim will be the team leader through setup and implementation. He will be responsible for coordinating the printed forms and envelopes and will be designated as the one for questions and trouble shooting at all times. Jim is the founder of The Master's Touch, LLC and has twenty-seven years of experience in the printing industry with seventeen of those in the mailing industry. He has been certified by the U.S. Postal Service as a Mail Design Professional, and was recently certified at the National Postal Forum in address management and the Intelligent Mail Barcode. Jim is invited to give seminars at conferences around the country on the topics of reducing undeliverable mail and obtaining the lowest postage rates. He is well qualified to coordinate this important mailing project. Jim can be reached via E-mail: Masters@themasterstouch.com; phone: 800-301-1347; and fax: 509-326-7214.



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RFP PC-122018 Printing & Mailing of Property Tax Documents Response Form 1

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Jennifer Ojcus – Customer Service Manager – will be responsible for coordination of all preprinted items that will be included in this project. She is a USPS certified Mail Design Professional (MDP). Jennifer has been with TMT for nearly five years. During this time, she has excelled in every area she has worked: graphic design, prepress, customer service and mail service. Her wide array of experience gives her an excellent insight into the entire print and mail process and potential printing or design issues that could violate USPS rules and disqualify your mail from receiving postal discounts. Most important, customers love Jennifer for her 2nd mile attitude. She will do whatever it takes to insure customer satisfaction. E-mail: CustSvc@themasterstouch.com



Ven Artemov – I.T. Manager – will handle all set-up and data processing for your mailing. Ven is best described as the gentle genius. He quickly finds solutions to data problems and is extremely patient in helping customers understand those solutions. Ven has been with the company six years and has acquired a firm grasp of what is needed to comply with USPS rules and regulations while accommodating the preferences of our customers and meeting the requirements of our printing and mailing equipment. This knowledge insures a smooth process. Ven has also been certified by the USPS as a Mail Design Professional. Ven is a great problem solver and has helped customers through many seemingly impossible situations. All data questions and data proofing is typically handled by Ven directly. That way if questions, concerns or adjustments need to be made, they can be handled swiftly and with the greatest dexterity. E-mail: PM@themasterstouch.com

James Coté – General Manager – will handle the actual insertion, sorting, and all mail processing up to and including delivery to the USPS. James has worked in the production area twelve years and served as its manager for the past four years. He is tireless in his commitment to insure on-time mailings, arranging staff and hours so that all personnel and resources needed to complete mailings on time are always available. This is a primary reason why mailings always go out on time and why we have never missed a promised first class mail date. James has also received USPS certification as a Mail Design Professional, as well as six others in his department. The great team James has assembled works in a coordinated effort to make sure mail is processed quickly, with an eye on total accuracy. James and his team have been innovative in creating quality control procedures and streamlined processes that enable us to get your mail completed with 100% accuracy and at the most economical rates. E-mail: MailSvc@themasterstouch.com





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RFP PC-122018 Printing & Mailing of Property Tax Documents Response Form 1

Pinal County
Finance Department
31 N. Pinal St.
Bldg. A
P.O. Box 1348
Florence, AZ 85132

Additional Information

What is the Master's Difference? Why Choose The Master's Touch, LLC?

1. In January 2014, only "Full-Service" Intelligent Mail Barcode (IMB) mailings will be eligible for postal discounts. The Master's Touch, LLC has already been certified by the USPS as a "Full-Service" IMB mail vendor.
2. The Master's Touch, LLC has thirteen staff members who have been USPS certified as Mail Design Professionals (MDPs). This can be extremely valuable since MDPs have a unique ability to assist customers in the design of their mail pieces in order to avoid a possible violation of USPS requirements that might unintentionally cost additional postage.
3. Utilizing 2d barcode technology, The Master's Touch, LLC will offer to combine forms into a single envelope when two or more bills are addressed to the same name and address. This barcode is far superior to the 3 of 9 or OMR that is typically used by many vendors. With OMR and 3 of 9, it is possible for one or more pages from different name and address parcels to be incorrectly inserted into the same envelope, since the numbering of pages is periodically repeated over and over throughout the mailing. The information included in the 2d barcode type, however, will uniquely identify every sheet of paper in the entire mailing without ever repeating a number. The inserting equipment that reads these 2d barcodes is programmed to know which page numbers are to be included in the same envelope, making it virtually impossible for the inserter to improperly include two different name and address bills into the same envelope. Mail piece integrity is 100%.
4. When attempting to insure uninterrupted service, some firms provide redundancy, and others provide "disaster recovery." The Master's Touch, LLC provides both. TMT has multiple machines for every portion of the print and mail process so that WHEN not IF a machine breaks, we are able to move a job from one piece of equipment to another identical piece of equipment without hesitation and without prolonged setup or adjustments. This allows us to have more than one machine down and still meet our printing and mailing deadlines. Our disaster recovery facility in Portland, OR also provides additional backup should our Spokane facility experience an extended disruption of service. TMT also has plans for another full production facility in the Denver metro area in the very near future.
5. Our data is backed up every day to a secure remote facility, and a duplicate backup of all customer-unique setups is stored off-site as well so that, in the event of a disaster, a return to production could be accomplished within 24 hours.
6. The Master's Touch, LLC voluntarily completed a SOC I Type II audit in July 2012. This audit is the most widely accepted and requested audit required by the federal auditors for the financial industry. It covers physical, electronic and procedural security measures the company uses in order to insure data integrity and confidentiality. A confidential copy of our audit report is available upon request.
7. TMT is financially stable. We are debt-free. We own our building. There is no mortgage on it. We own all of our printing and processing equipment. None of it is leased. We do not pay a click charge on our laser printers, since we own all of those as well. All of our bills are paid on time or early in order to secure early pay discounts. TMT is in a solid financial position to remain your vendor without interruption of service for the duration of this agreement. An added benefit of our debt-free position is that it allows us to be very price competitive.
8. TMT is a turn-key vendor, with all capabilities for print and mail production under one roof. This can be of critical importance when something goes awry. For instance, when defective statements are found in a mailing due to poor toner adhesion or damage on the inserters, etc., TMT has the equipment in house to get new forms and/or envelopes produced immediately so that your mailing is not delayed. It is not uncommon to experience this situation. When it happens, TMT can recover quickly rather than having to rely upon another printer to work us into their schedule to get new forms and envelopes printed. This is one of the reasons TMT can claim that we have never missed a promised mail date for any treasurer we work with.



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2.2 Responder shall provide information (summary of services and contact information) for clients that Responder has provided similar services to as defined in the Scope of Services of RFP PC-122018 Printing & Mailing of Property Tax Documents.

Mohave County Treasurer – printed and mailed County tax statements
Contact – Cindy Landa Cox, Treasurer
Phone – (928) 753-0706
E-mail – cindy.cox@mohavecounty.us
Address – 700 W Beale St, 1st Floor E, Kingman AZ 86401

La Paz County Treasurer – printed and mailed County tax statements
Contact – Leah Castro, Treasurer
Phone – (928) 669-6145
E-mail – lcastro@co.la-paz.az.us
Address – 1112 Joshua Ave, Ste 203, Parker AZ 85344

Yuma County Treasurer and Assessor – printed and mailed County tax statements and assessment notices
Contact – Joe Wehrle, Assessor
Phone – (928) 373-6040
E-mail – joe.wehrle@yumacountyaz.gov
Address – 410 S Maiden Ln, Ste A, Yuma AZ 85364

2.3 Responder will indicate if they will conform with the requirements as specified in Section 3 of the Scope of Services:

Section	Description	Conform – Yes or No
3.2	Contractor will add correct +4 zip code to each address	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.2	Contractor must be USPS CASS Certified	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.2	Contractor must use USPS approved address forwarding software and provide a file via FTP indicating mail was forwarded.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.3	Contractor shall provide proofs before production. Proof must include both the preprinted forms as well as forms populated with County information	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.4	Contractor shall sort mailings to achieve lowest possible postage costs.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.4	Contractor shall provide a zip code listing showing the number of pieces going to each zip code.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.6	Contractor must be able to provide e-bills to individual Pinal County property owners via an online portal or an email service.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.7	Contractor must be a Certified Full Service Intelligent Mail Barcode Vendor with the USPS. Contractor will include documentation showing they meet this requirement.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.8	Contractor shall provide householding and document consolidation services to lower postage costs.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.9	Contractor shall provide a standard USPS Postage Usage Report after each mailing, reconciling the amount requested to the amount used.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

3

Cost

Responder shall complete Response Form 2 Pricing Sheet RFP PC-122018 Printing & Mailing of Property Tax Documents. Any response that does not include these forms or includes incomplete forms may cause the entire offer to be deemed unacceptable and therefore non-responsive.



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4 **Conformance to Terms and Conditions and Scope of Services**

Response Form Responses

 The Master's Touch, LLC have read, understand, and shall comply with all Terms and Conditions. Responders that accept the County's Terms and Conditions and Instructions shall check **YES** to clearly indicate their acceptance. Responders who take exception to the County's Terms and Conditions and Instructions shall check **NO** and clearly indicate their exception(s) and provide Responder's suggested language.

 X **YES**, I acknowledge that I have read and understand all Terms and Conditions and will comply in any resultant contract.

 NO, I acknowledge that I have read, understand all Terms and Conditions and will comply in any resultant contract with the exceptions listed below.

Exceptions (If checked NO)

Responders that take exception to any Terms and Conditions shall justify their exception as well as proposing any changes to the County's language with the Responder's suggested changes clearly indicated. Additional pages may be added so long as they are clearly referenced in the spaces provided. **Please note that taking exception to any Terms and Conditions may affect your evaluation score.** Both the number of exceptions and the severity of the exceptions can affect your score and may have you deemed non-responsive for this solicitation.

Cite the specific Term and Condition for which an exception is taken: **N/A**

Responder's justification for the exception: **N/A**

Responder's suggested changes: **N/A**

 The Master's Touch, LLC have read, understand, and shall comply with the Scope of Services. Responders that accept the County's Terms and Conditions and Instructions shall check **YES** to clearly indicate their acceptance. Responders who take exception to any item in the Scope of Services shall likewise check **NO** and clearly indicate their exception and provide Responder's suggested language.

 X **YES**, I acknowledge that I have read and understand the Scope of Services and will comply in any resultant contract.

 NO, I acknowledge that I have read, understand the Scope of Services and will comply in any resultant contract with the exceptions listed below.

End of Response Form 1 for RFP PC-122018 Printing & Mailing of Property Tax Documents