



TO: Board of Directors

FROM: Ruth Floyd, Executive Director - Business Services

SUBJECT: Snohomish High School Yearbook RFP Award

DATE: August 16, 2022

TYPE: Action Required

Walsworth Publishing Company (dba Walsworth Yearbooks) has supplied yearbooks to Stanwood High School for the past five years. The final renewal term expired at the end of the 2021-22 school year, prompting solicitation of a new request for proposal (RFP).

After advertising in the Everett Herald and contacting publishing companies who specialize in school yearbooks, one vendor responded to the RFP. Staff reviewed the bid documents and recommend awarding the RFP to Walsworth Publishing at a first year base bid of \$43,000 for 1000 copies (304 pages), and three percent increase each year thereafter. The term of the agreement is three school years, with extension options for two additional years, upon mutual agreement of the parties.

After the yearbook advisor consults with the vendor, the number of copies and pages typically change, and additional options are selected; the cost will also adjust accordingly. Per item #21 of the RFP, the bidding documents and a properly executed purchase order represent the contract between the parties.

Recommendation: It is recommended that the Board award the 2022-2025 Stanwood High School yearbook RFP to Walsworth Publishing, with an option to extend two additional years through 2027. It is further recommended that the board move to authorize the administration to issue a Stanwood-Camano Purchase Order to Walsworth Publishing Company for production of the Stanwood High School Yearbook.

(Legal Notice)

STANWOOD-CAMANO SCHOOL DISTRICT NO. 401

Invitation to Bid

Stanwood High School Yearbook

The Stanwood-Camano School District will accept bids to print the high school yearbook for the 2022-2025 school years. Bids will be accepted until 10:00 am on June 30, 2022, at the address below. Bids received after that time and date will not be accepted and will be returned unopened. Bids must be submitted in a sealed envelope marked **“High School Yearbook Bid – Do Not Open”**. All bids meeting these requirements will be opened and read in public at the time and place noted herein. To receive a copy of the bid document or for more information contact the person named below.

Stanwood-Camano School District
Ruth Floyd, Executive Director – Business Services
26920 Pioneer Hwy
Stanwood, WA 98292-9548
(360) 629-1200

Publish: June 9, 2022 The Herald aka Sound Publishing

Stanwood-Camano School District No. 401

CALL FOR BIDS

STANWOOD HIGH SCHOOL YEARBOOK

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Stanwood-Camano School District
Purchasing Department
26920 Pioneer Hwy
Stanwood, WA 98292

360-629-1200

Invitation to Bid

Request for Proposal:
Management and Printing of 2022-2025 Yearbooks for
Stanwood High School

Publisher Proposals Due June 30, 2022 at 10:00 a.m.

Deliver To:
Stanwood-Camano School District
26920 Pioneer Highway
Stanwood, WA 98292

BIDDER'S CHECKLIST

1. Review all bidding documents.
2. Review any addenda issued.
3. Submit requested information.
4. Sign and submit bid form.
5. Submit bid bond/security (not required on this bid).
6. Submit required bid documents for bid opening at the proper time and place.

This list is only partial and is prepared for the Bidder's convenience. This list shall not be construed to alleviate the Bidder of formalities and requirements of the bidding documents.

INSTRUCTIONS TO BIDDERS

1. **BIDDING DOCUMENTS** – Bid documents consist of several sections which include: Invitation to Bid, Bid Form, Instructions to Bidders, General Conditions of Contract, Summary of Work, Drawing, Prevailing Wage Rates, Purchase Order Terms and Conditions, and any Addenda issued prior to receipt of bids.
2. **FORM OF PROPOSAL** – Bid shall be made on the provided Bid Form with all blank spaces fully completed. The completed form shall be without interlineations, alteration, or recapitulation of work to be done. Erasures on the Bid Form must be initialed by the person signing the bid.

Each Bid must be signed in long hand in the name of the bidder with his/her usual signature. Bids by partnerships must be signed by one of the partners.

The bidding firm's name and all requested data shall be filled in as more particularly call hereinafter.

Oral, telephonic, telegraphic, facsimile, or modification of bid will not be considered.

3. **EVIDENCE OF QUALIFICATION** – Upon request of the Owner, a bidder whose proposal is under consideration for award of contract shall submit promptly, satisfactory evidence of his/her financial resources, experience, and the organization and equipment available for performance of the contract.
4. **SUBMIT OF BID** – Bids, the bid security, and any other documents are to be submitted in an envelope with the upper left-hand corner completed with firm's name and address and the lower left-hand block completed with the bid number and title. Bids shall be deposited at the designated location prior to the time and date of receipt of Bids, indicated in the Call for Bids, or any extension thereof made by Addendum.
5. **LATE RECEIPT OF BIDS** – Any bid received after the scheduled opening time of the call for bids will be returned to the bidder unopened. It is the sole responsibility of the bidder alone to assure that the bid is received at the proper location at or before the time set for opening bids.
6. **REJECTION OF ANY OR ALL BIDS** – The Board of Directors of the Stanwood-Camano School District reserves the right to reject any for no reason, to award bids in the best interest of the Owner, and to waive any irregularities and/or informalities in the bidding.
7. **BID SECURITY** – Not required.

8. **MODIFICATIONS** – Changes in or additions to the bid documents, recapitulations of the work to be done, alternate proposals, or any other modification of the bid documents not specifically called for in the bid documents may result in the Owner’s rejection of the bid as not being responsive to the invitation.
9. **INTENT OF BID DOCUMENTS** – The intent of the bid documents is to include all items necessary for the proper execution and completion of the work. The bid documents are complementary, and what is required by anyone shall be as binding as if required by all. Work not covered in the bid documents will not be required unless it is consistent therewith and is reasonably inferable there from as being necessary to produce the intended results. Words and abbreviations that have well-known technical or trade meaning are used in the bid documents in accordance with such recognized meanings.
10. **INTERPRETATION OF BID DOCUMENTS** – Any person contemplating submitting a bid for the proposed contract who is in doubt as to the true meaning of any part of the bid documents or finds discrepancies in or omissions from the bid documents, shall submit to the Owner a writing request for interpretation or correction thereof. Such request shall be submitted and received no later than four (4) days prior to the date specified for receipt of bids. Any interpretation or correction of the bid documents will be made in writing by addendum duly issued to all bidders. The Owner will not be responsible for any other explanation or interpretation of the bid documents.
11. **EXAMINATION OF BID DOCUMENTS** – All bidders shall thoroughly examine and be familiar with the bid documents. The failure or omission of a bidder to receive or examine any form, instruments, addendum, or other document or to visit the site, when required, and acquaint themselves with conditions existing shall in no way relieve any bidder from obligations with respect to his/her bid or to the contract. The submission of a bid shall be taken as prima facie evidence with this section.
12. **ADDENDA** – Addenda will be mailed or delivered to all who are known by the Owner to have received a complete set of Bidding Documents. Each bidder shall ascertain prior to submitting his/her bid that he/she has received all addenda issued, and he/she shall acknowledge their receipt in his/her bid.
13. **WITHDRAWAL OF BID** – Any bidder may withdraw his/her bid, either personally or by written request, at any time PRIOR to the scheduled time of receipt of bids. AFTER scheduled receipt time, bids may not be withdrawn, nor may a contract proffered based on this bid be refused within forty-five (45) calendar days.

14. **TAXES** – Taxes to be paid include those imposed by Federal, State, County, and City governments excepting only real estate taxes on the property, and such taxes as applicable shall be included in the proposal sums. The State retail sales tax is not permitted to be included in the proposal sums; the Owner will pay sales tax proportionately with each period and final payment request in addition to the amount allowed on the payment certificate and Contractor shall pay such taxes to the authority as required by law.
15. **SUBSTITUTIONS** – The contract is based on materials, equipment, and methods described in the bid documents. The Owner will consider proposals for substitution of materials, equipment, and methods prior to receipt of bids only when such proposals are accompanied by full and complete technical data and all other information required by the Owner to evaluate the proposed substitution. No substitution will be considered prior to receipt of bids unless written request for approval, and technical data are received by the Owner of substitution prior to receipt of bids, such approval will be set forth in an addendum. Bidders shall not rely upon approvals made in any other manner. No substitution will be considered after opening of bids unless specifically provided in the bid documents.
16. **OR EQUAL CLAUSE** – Unless otherwise stated in the bid documents, whenever a process, equipment, or material is specified by giving a manufacturer’s name, brand, or number, it is understood that the words “or equal” follow thereafter. Where the phrase “or equal” applied or occurs in the bid documents, do not assume that a process, equipment, or material is approved by the Owner unless the item has been specifically approved for this work by the Owner. The decision of the Owner will be final.
17. **DELIVERY** – Delivery is to be FOB Stanwood-Camano School District, with specific location(s) noted in the bid documents and/or the purchase document.
18. **TIME FOR COMPLETION** – If a specific time period is required for completion or delivery of the contract, it will be so stated in the bid documents. Date of delivery/completion stated in the bid documents shall become a part of this contract.
19. **LICENSED/REGISTERED CONTRACTORS** – Bids will be accepted only from Contractors who are licensed or registered according to the laws of the State of Washington.
20. **ASSIGNMENT OF CONTRACT** – The Contractor shall not assign this contract nor any part thereof, nor any moneys due or to be there under, without prior written approval of the Owner.
21. **FORM OF CONTRACT** – Any award based on this bid shall be on an authorized and properly executed Stanwood-Camano School District Purchase Order form. The contract documents identified in Paragraph 1 of the Instructions to Bidders, together with the purchase order signed by the Owner shall be the contract between the parties. The Stanwood-Camano School District’s standard purchase order terms and conditions are hereby referenced and become a part of the contract between the parties.

22. **ANTI-DISCRIMINATION CLAUSE** – The Contractor agrees not to discriminate against any client, employee, or applicant for employment or for services because of race, creed, color, national origin, sex, age, marital status, or presence of any physical, sensory or mental handicap with regard to but not limited to the following; employment upgrading, demotion or transfer, recruitment or recruitment advertising, layoffs or termination, rates of pay or other forms of compensation, selection for training, rendition of services. It is further understood that any Contractor who is in violation of this clause shall be barred forthwith from receiving awards of any contract from the Owner, unless a satisfactory showing is made that discriminatory practices have terminated, and that recurrence of such acts is unlikely.
23. **PURCHASE ORDER TERMS** – Purchase Order Terms and Conditions are a part of the Contract. If there are conflicts between the Purchase Order Terms and Conditions and the term and conditions called out in these bid documents, the bid documents apply.
24. **QUESTIONS** – Questions regarding this bid should be directed to the Stanwood High School Yearbook Advisor or Executive Director-Business Services, telephone (360) 629-1216.

SPECIAL CONDITIONS OF CONTRACT

To be considered responsive to this bid, all bid submittals must comply with the following specifications:

1. **SCOPE OF CONTRACT** – Stanwood-Camano School District is seeking bids for the assembly and production of the high school yearbook. Details of the bid are attached.
2. **AGREEMENT** – Stanwood-Camano School District No. 401, Snohomish County (hereinafter called the Owner) and the undersigned bidder (hereinafter called the Contractor) do agree to fulfill all obligations as hereinafter set forth. This document shall contain the entire agreement and shall not be varied except by an instrument in writing signed by both parties. Contractor hereby acknowledges full understanding of the extent of work involved and all other provisions of this agreement. It is further provided that no liability shall attach to the Owner by reason of entering into this agreement except as expressly provided herein.
3. **CONTRACT PERIOD** – Contract term shall be for the 2022-25 school years, effective September 1, 2022 through approximately August 31, 2025. **This contract may be extended (2025-26 and 2026-27) for up to 2-years upon mutual agreement of the parties.**
4. **CONTRACTOR SHALL COMMENCE** – specified work in sufficient time and pursue such work regularly, without interruption and with such force and diligence as to assure the completions of said work within the agreed time.
5. **TERMINATION** – The Owner reserves the right to terminate this contract, in whole or in part, at any time and for any reason by giving thirty (30) calendar days written termination notice to Contractor.
6. **ALL LABOR, EQUIPMENT, AND MATERIALS** – needed to perform the work shall be provided by the Contractor whether specifically mentioned or not. No claim by the Contractor of his inability to provide such labor, equipment, and materials shall be considered.
7. **OWNER'S SATISFACTION** – All work under this agreement shall be done to the complete satisfaction of the Owner. The decision of the Owner as to satisfactory performance of the work and meaning of the agreement shall be final.

TECHNICAL SPECIFICATIONS

The Stanwood-Camano School District is requesting proposals from qualified vendors for management and classroom support in the preparation of, and the printing of Stanwood High School's yearbook. It is the intention of the School District to award the contract based on the publisher's ability to provide a quality product that meets the needs of Stanwood High School's students.

Yearbook Bid Specifications:

Bid Item 1 (Base Bid):

1,000 copies – the actual number of books may be adjusted up or down, with the final count given to the publisher on February 2 of each year.

9x12 page size

304 pages of color

Cover: Emboss with 4 spot colors, foil – student designed

Smyth sewn binding

Page weight: 80#

Actual color proofs of all pages

End Sheets: Colored stock, not printed

Font package that is identical to the production fonts used at the plant

4-color printing @ industry standards: i.e. neutral skin tones, even ink application, etc.

Deadlines: Middle of November, middle of December, late January, late February, and the end of March. Should it appear that the meeting of the final deadline is in jeopardy as a result of missed deadlines, the vendor is responsible to inform the Yearbook Advisor. This notice must be made prior to the final deadline that if such deadline is missed, late delivery may be implemented, or an overtime charge may be applied, and the estimated overtime charges be quoted.

Delivery of yearbook: Before May 28, 2023

Publisher's price should not include sales tax

Bid Item 2 (optional):

20-page supplement – using the same paper size, type and level of printing quality

Bid Item 3:

8 pages of additional color (beyond the 304 pages)

Bid Item 4:

16 pages of additional color (beyond the 304 pages)

Bid Item 5:

Each additional book above 1000

Bid Item 6:

Price reduction for 100 less books (total of 900 books)

Bid Item 7:

Price of corrections – please include the price for school changes, such as photo replacements, resizing, re-scanning, etc.

Payment: An amount of 35% of bid total by the first deadline (November), plus an additional 35% by the final deadline (March). Final payment due no later than July 31. All payments for basic yearbooks will be made only to the yearbook company. Payment for the 20 page supplement will be paid to the local representative.

Shipping: Costs will include shipping to Stanwood High School – in addition, all original artwork shall be returned to the school with the yearbooks.

Content and Form of Proposals

Each proposal must contain the following items:

1. Cover letter and Company profile, including full legal name, address, phone, and fax number, and description of your company's background.
2. Current resumes of local school representatives and plant representatives to be assigned to the school.
3. A management plan to collaborate with Stanwood High School staff, for the production and delivery of successful yearbooks. Plan should include:

Communication guidelines.

Listing of services such as – workshops, educational materials, budget tracking and support, classroom activities, promotional and yearbook sales support, troubleshooting, computer programs and technical support.

Vendors must be prepared to demonstrate their company's computer programs that are designed to assist the school in layout, copy, and submission at the direction of the school's Yearbook Advisor.

A LOCAL representative must be available to meet with the school's advisor, School District Finance staff, school administrators, and the yearbook class to answer questions and deal with any problems that may occur throughout the yearbook contract.

4. Description of company policy for handling and adjusting for errors made in the production of the yearbook.
5. Any cost-saving opportunities your company offers, such as early color submission or page-ready artwork, etc.
6. Complete Bid Form.
7. List of 3 references that have recently used your company to produce their high school yearbook.
8. Samples of the following:

Recent high school yearbooks published by your company.

Recent high school supplement published by the company you plan to use.

Samples of type styles available for selection.

Each vendor shall submit **1 original** and 1 copy of their proposal to the District's Purchasing Office in a sealed box on or before the due date.

Each box must be labeled: SEALED BID – DO NOT OPEN

9. Completed Certification Page (attached)
10. Completed Scenario Document (attached)
11. Optional Contract Renewal Options Page (attached)

Evaluation of Proposals

Evaluations will be based on the following criteria. The Stanwood-Camano School District will be the sole judge as to the acceptability of proposals. Weighting of each category is listed below – (see previous pages for details)

1. 5% Cover letter
2. 5% Current resumes
3. 20% Management plan
4. 25% Complete cost proposal
5. 10% References
6. 35% Printing quality of samples

A review panel, including the Executive Director of Business Services, the SHS Yearbook Advisor, and other staff (if any) selected by the district, will read and evaluate the proposals. No commitment will be made to select a vendor's proposal solely based on price. Nor shall it be required for the District to select a vendor solely on the basis of information contained in the RFP.

Stanwood-Camano School District reserves the right to waive any irregularity in any proposal, to accept or reject any and all proposals, to take no action whatsoever, and/or to request submittal of new proposals and to accept the proposal deemed to be in the best interests of the School District at the sole discretion of the District. All proposals become the property of the Stanwood-Camano School District and will not be returned.

CERTIFICATION OF BID

I hereby certify that I have read and understand the invitation to bid request and all the other documents pertaining to this proposal submitted.

The undersigned proposes to furnish all labor and materials; and to perform all work required by and in strict accordance with all documents in this proposal and the prices provided on the Bid Form.

BIDDER'S NAME _____

SIGNED BY _____ DATE _____

ADDRESS _____

PHONE _____ FAX _____

LOCAL AREA REPRESENTATIVE (Available at least once per month, more often on request)

NAME _____

ADDRESS _____

PHONE _____ FAX _____

PLANT REPRESENTATIVE:

NAME _____

PHONE _____ FAX _____

**STANWOOD-CAMANO SCHOOL DISTRICT NO. 401
YEARBOOK BID**

BID FORM
Due by 10:00 a.m. on June 30, 2022

Bid Item 1: Base Bid (FY 2022-23 Yearbook) \$ _____

Bid Item 2 (optional): 20-page supplement \$ _____

Bid Item 3: 8 pages of additional color (beyond 304 pages) \$ _____

Bid Item 4: 16 pages of additional color (beyond 304 pages) \$ _____

Bid Item 5: Additional cost per each yearbook over 1000 \$ _____

Bid Item 6 (Deduct): Price reduction for 100 less (total of 900) \$< _____ >

Bid Item 7: Price of corrections – per each change \$ _____

Note: Do not include WSST in bid prices. Price to include shipping FOB to Stanwood High School.

CONTRACT RENEWAL OPTIONS

BIDDER'S NOTE – You may indicate a percentage cost increase for each year of the base contract and for the optional one-year extension be taken upon mutual agreement of the parties.

This cost block is optional and should be used only by those bidders who wish to change pricing for year of the contract and for the one-year extension option. If no change in pricing, indicate by the word "None".

1. Additional cost for 2023-24 Yearbooks:

_____ % increase over the bid price for the 2022-23 yearbooks as indicated for all cost items.

2. Additional cost for 2024-25 Yearbooks:

_____ % increase over the bid price for the 2023-24 yearbooks as indicated for all cost items.

3. Optional first one-year extension for 2025-26 Yearbooks:

_____ % increase over the bid price for the 2024-25 yearbooks as indicated for all cost items.

4. Optional second one-year extension for 2026-27 Yearbooks:

_____ % increase over the bid price for the 2025-26 yearbooks as indicated for all cost items.

Company Name

Authorized Representative Signature

Scenario Document:

(To be completed by local representative.)

How would you address the following situations that could come up during the year?

Yearbook staff members are frustrated with a particular software feature that is slowing down page creation. The yearbook advisor isn't familiar with the software feature and can't offer any assistance. He emails the publishing company representative and explains the situation. What do you do?

The yearbook staff has missed its first deadline. There are extenuating circumstances (software /server/firewall issues) but the deadline has come and gone. The pages come in two weeks late. How do you handle the situation? Do you charge us missed deadline fees, wait to see how we do on our other deadlines before making a determination, or something else?

We've just received our shipment of books. We're all very excited on how things turned out except we notice a misspelling on the cover. We know it's something we fixed during the proof phase. It's the publishing company's fault. What do you do?

There are a couple events that happen at the school during the spring that we'd like to include in our yearbook. They happen after our final deadline. We want to include them and not be charged late fees for missing our deadline. How do you handle it?

The yearbook editors have turned out to be flaky and unreliable. We are behind on deadlines but doing the best we can. What assistance can you provide, and will there be any deadline flexibility or late fee forgiveness?

End of Bid Documents



Walsworth Yearbooks



To **create** publishing partnerships that enable **growth** and **inspire** greatness in ourselves and our customers.



SERVICE AND SUPPORT PLAN

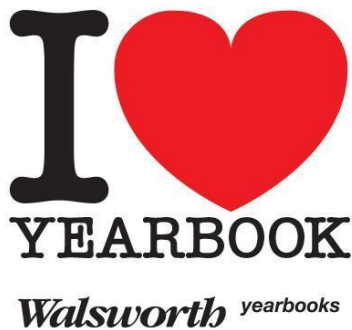
Stanwood-Camano School District 2022-2023



Photos by Carlos Giron, Ryan Shimmel, Stephanie Streicher and Trista Truong

WALSWORTH

Yearbook Proposal



Introductory Materials

Cover Letter
Company Profile (Our Story/Family)
Company Representatives & Resumes (Our People)

References

Shorewood High School
Bishop Blanchet High School
University Prep

Service Plan

Service & Support Plan

Cost Proposals

Technical Specifications
Certification Page
Bid Form
Renewal Contract Page
Scenario Document

Services, Tech, & Cover & Upgrades

Adviser Mentor Program, Budgeting,
Commitment to the Environment, Commitment,
Customized Marketing, Engage, Flexibility,
Image Adjustment Service, InDesign Enhancements,
iphoneography, Key Accounts, Marketing Materials,
Online Design Effects, Online Yearbook Sales, PDF Builder,
PEP, Photo Editing, Portrait Center, Proofing,
Spanish Marketing, Stratus, Technology,
Walsworth Mission, WJE Care, Working with the Best,
Yearbook 360, Yearbook Help, Yearbook Suite
Cover Options, FSC-Certified Paper, Glow-in-the-Sun,
MyCover, Page Edge Printing, Sample Cover Program,
Supplements, UV Coating, Virtual Cover, Yearbook AR

06/10/2022

Intro Materials

References

Service Plan

Cost Proposals

Services, Tech, Resources

2023 YEARBOOK PROPOSAL

Stanwood-Camano School District NO.401
Steve Lidgard, Executive Director - Business Services
26920 Pioneer Hwy
Stanwood, WA 98292-9548

Dear Steve,

We appreciate the opportunity to share this Walsworth Yearbooks Proposal created for you and the yearbook students and advisers at Stanwood High School.

This proposal was written as a response to the needs indicated for your school district's yearbook programs. Walsworth Yearbooks is known for our service, technology and flexibility in working with our customers to meet their individualized situations. Not only can we meet your requirements, I also promise that as your publishing partner, I will assess your needs throughout our partnership and ensure that those needs are met. During these last two years of Covid, Walsworth has had to adapt much of what we do to support our advisers. From our robust series of educational and training webinars, to zoom service and remote design sessions, we had to overcome the challenges that being isolated presented. Our supplemental content pages and enhanced virtual yearbook curriculum are just a few other ways we continue to adapt our service model.

Walsworth is a family-owned, second and third-generation run company. Family is at the heart of our business, and that's how we like it. In fact, you'll find multiple generations of employees working in our plants, and more than 250 of our employees have been here for more than 20 years.

Our financial strength and dedicated work force provide the stability our clients need and the service they deserve. For 85 years, we've been exceeding expectations and providing unmatched expertise. Our 99% customer satisfaction rating proves how much customers value the peace of mind and confidence we offer. Walsworth remains the trusted name in yearbooks because no one knows you like family. In the Stanwood-Camano School District, this was evidenced in the 2020 and 2021 delivery seasons by our commitment to ensure yearbook production, materials sourcing, and yearbook arrival despite many obstacles the pandemic presented.

We look forward to serving your needs to ensure the production of your 2023- 2027 yearbooks is successful in every way, and your publication experience that will be cherished by the advisers and their staffs for years to come.

If you have additional questions or comments regarding Walsworth Yearbooks or this proposal, please feel free to contact me, Elisha, or any Walsworth customer.

Best,

Alicia Carlson & Elisha Whiteaker



Alicia Carlson, CJE
Yearbook Publishing Partner
425.501.7258
Fax: 913.469.0185
alicia.carlson@walsworth.com
24222 Lockwood Rd.
Bothell, WA 98021



Elisha Whiteaker
Customer Service Representative
888.246.1987
Fax: 913.469.0185
elisha.whiteaker@walsworth.com
731 S Brunswick
Brookfield, MO 64628

306 N. Kansas Ave
Marceline, MO 64658
800.369.2646
walsworthyearbooks.com

Walsworth yearbooks

Alicia Carlson
425.501.7258
alicia.carlson@walsworth.com
Walsworth Yearbooks Inc.

Company Profile

Today, Walsworth is still a family-owned company that employs more than 1,250 people worldwide, and more than 250 of them have 20 or more years of service to the company. Multiple members of various families work for Walsworth, and at times, those families have included three generations simultaneously.



It is not just a job for our people. It is a tradition to serve the needs of yearbook advisers and staffs, and much pride is taken when handling your book and supporting your adviser and staffs.

Innovative solutions are developed continually to make the job easier and provide more educational opportunities for not just students in publications classes, but for the entire school community. We do not just print your book, we provide a host of educational resources to support teachers, administrators and students in reaching their educational and career goals. We offer the latest advances in technology to prepare students for careers in various fields as they advance beyond high school. We are flexible in deadline dates, submission methods and materials used. We help you explore the options available to create your school's best book and then provide the tools and support to complete it.

President: Don Walsworth is President of Walsworth, which was founded by his grandfather in 1937. He is part of the family leadership that, along with his father, CEO Don O. Walsworth, has nurtured and grown the company into the industry force it is today. Walsworth first worked for the company in the plant during the summers as a teenager. He earned a bachelor's degree in Economics from Stanford University and has continued his education with executive courses at the Wharton School of Business. Walsworth has held several positions in the company, starting his career as a yearbook sales representative working with advisers, principals, and students. He also was Sales Manager and Executive Vice President before becoming President and a member of the company's Board of Directors in 2004. Walsworth oversees the company's six locations: the international sales and marketing office in Overland Park, Kansas; the pre-press facility in Brookfield, Missouri; the printing headquarters in Marceline, Missouri; the magazine and catalog production facilities in Saint Joseph, Michigan; Fulton, Missouri; and Ripon, Wisconsin. Don can be reached at 913.871.2050 or don.walsworthjr@walsworth.com.

Executive Vice President of Yearbook Sales: Jeff Bell has spent more than 20 years in the yearbook business. Bell earned a bachelor's degree in Visual Communication Design from Purdue University before starting his career as a graphic designer. He joined Walsworth as a yearbook sales representative in 1993, working with schools and growing successful territories in Indiana and southern California over the course of 13 years. In 2006, Bell was promoted to Area Sales Manager. He was named National Yearbook Sales Manager in October 2014 and promoted to Executive VP of Yearbook Sales in October 2016. Jeff can be reached at 913.871.2060 or jeff.bell@walsworth.com.



Where to Find Us

Corporate Office
306 N Kansas Ave.
Marceline, MO 64658
800.369.2646
FAX: 913.469.0185

Sales and Marketing
7300 W. 110th St. Ste. 600
Overland Park, KS 66210
800.265.6795
FAX: 913.469.0185

Invoice and Payments
Walsworth
PO Box 850287
Minneapolis, MN 55485

Customer Service and Order
Processing Center
731 S. Brunswick St.
Brookfield, MO 64628

Alicia Carlson
425.501.7258
alicia.carlson@walsworth.com
Walsworth Yearbooks Inc.

Manufacturing

Quality is ingrained in the culture of Walsworth, from our CEO, Don O. Walsworth, who still personally checks pages, to the thousands of employees, including multiple generations of several families working at the same time, who have who have passed on their knowledge and tradition of excellence. As a family owned business, we are not obligated to stockholders. We hold ourselves responsible only to the students and parents who buy the yearbook and the yearbook staffs and advisers who create them. Now celebrating our 85th year, we owe our success to our employees.

Marceline, Missouri, is the home of our printing and binding facility. We maintain top of the line presses, sewing equipment, binding processes, and shipping methods, and each year we invest in additional printing tools and equipment.



Walsworth is among the top 3 yearbook printers in the U.S.

Based on the 2021 Printing Impressions Top 300 list, Walsworth is also the:

- **No. 3 book printer** in the U.S. and Canada
- **No. 4 magazine printer** in the U.S. and Canada
- **No. 31 largest printer** in the U.S. and Canada

https://piworld.tradepub.com/free/w_prid34

All communication goes through your in-plant Customer Service Rep and local Walsworth Sales Representative. They are in close contact with our production team and coordinate efforts to ensure you get the product you desire, when you want it, using a creation process that is easy and fun!

G7 certified: Our printing process consists of state-of-the-art presses with unsurpassed quality controls, including automatic register and a closed loop color system. Walsworth is G7 certified, providing you with color reproduction quality you can count on. G7 is a color calibration method developed by Idealliance that allows Walsworth to reliably repeat color quality across the gamut of printing devices and substrates. The "G" stands for the gray balance required to achieve the standard, and the "7" stands for the seven ISO colors, CMYK and RGB. Achieving and maintaining G7 certification means Walsworth can consistently reproduce correct color, and that means your print product will consistently meet your expectations.

The benefits include:

- Assurance that press sheets will match your proofs
- Elimination of costly travel for on-site press checks
- Consistent color throughout press runs

How does G7 work? The G7 methodology uses gray balance as the driving force for achieving visual similarity across all print processes. The ability to achieve neutral gray from a combination of cyan, magenta, and yellow is a cornerstone of print reproduction. When a printer focuses on getting neutrals and gray balance right, the overall color reproduction is optimized, contrast is better and color consistency is maintained.

Our certification means that Walsworth uses the most modern technology, techniques and process controls to ensure that what we deliver to you is of consistently high quality. Since 2010, Walsworth has been proud to be G7 certified because of what that means we can offer to our customers. The G7 Master qualification program identifies only those printing companies that have been trained to proof and print using G7 methodology.



Continuous Improvement Program: To ensure a reliable, on-time delivery, Walsworth employs a continuous improvement program and consistent investment in new presses. As CEO Don O. Walsworth said after a recent press acquisition, "The purchase of our newest Heidelberg press is another testimony to our commitment to meeting our customers' needs by improving production time and raising the bar on quality."

Your Support Team



Alicia Carlson, CJE *Your Local Representative* Your Support Team begins with your local representative, Alicia Carlson. Alicia is a Certified Journalism Educator and a former photographer, marketer, event coordinator, writer, and project manager, Alicia is your first line of defense. Alicia meets frequently with your schools in person to answer questions, offer support, provide training, and assist with all aspect of yearbook planning, creation, marketing, and distribution, and is also available seven days a week via phone, text, and email. Alicia can be reached at alicia.carlson@walsworth.com or 425.501.7258



Elisha Whiteaker *Your In-Plant Customer Service Representative*

As your personal in-plant customer service representative, Elisha Whiteaker works closely with her schools to ensure the production of their yearbooks runs smoothly from start to finish. Elisha's 20 years of experience as a Walsworth team member make her an asset to your district. Elisha has worked in the Commercial Division, Yearbook Division, Desktop and Bindery Divisions, and additionally has provided customer support as a Quality Response Specialist. Elisha will keep you informed of your book's progress throughout the year and answer any questions you may have along the way! She is available by phone, email and chat and can be reached via email at elisha.whiteaker@walsworth.com or by phone at (888) 246-1987.



Rhonda O'Dea *Your West Area Manager*

Rhonda is a veteran teacher and trainer in Adobe InDesign and Creative Suite. She is a frequent presenter with Walsworth on all things yearbook: from trends to theme development to coverage and photography. Rhonda previously spent eight years as a high school yearbook adviser and English teacher at Salem High School in Virginia Beach, VA where with her leadership and expertise the yearbooks were recognized for excellence in scholastic journalism by NSPA and CSPA.

Rhonda has also served as a judge and presenter for JEA/NSPA, CSPA and state journalism organizations for many years. Her 5 years as a yearbook sales representative in Northern Virginia, and 17 years as a Walsworth Yearbooks Manager, Rhonda is here to ensure every yearbook publication is nothing short of a success. She can be reached at 703.868.2159 or rhonda.odea@walsworth.com.



“

Alicia cared about me, my students and our book. I don't know how I could have made it through my first year without her! She did so much more than represent a company; she partnered with me in my classroom, counseled me through difficult moments and taught my students skills I had no background in.

”

- Kaitlin Richcreek, Adviser, Lakewood High School, Arlington, Washington

April 22, 2022

To Whom it May Concern:

I write this letter on behalf of Alicia Carlson, who has served as our **yearbook** rep since 2018, and who I've personally worked with the past three years. Our school has been with Walsworth Yearbooks for as long as I've been here, 20-plus years. I have been a yearbook adviser for about 12 years of that. I would not have stayed with it were it not for the support and professionalism that Walsworth and its reps provide.

The program and curriculum that Walsworth provides is clear and accessible; this coupled with a rep like Alicia, and computer support that's easily accessible, makes for a powerful combination. Alicia checks in regularly, schedules meetings when needed, and presents information to students as requested. She has led my students through photography workshops, theme development and marketing strategies, to name a few. Walsworth, as well, offers webinars throughout the year to assist with overall planning and lesson development.

Alicia is attentive to our needs - answering her phone all days and hours, and if she doesn't know an answer, she finds it quickly. I appreciate her attentiveness to detail and her knowledge base; she herself worked in photography and the yearbook world during her own schooling.

Alicia keeps me on my toes, but in a patient, respectful way, which I appreciate as the general school day can get the best of us. Alicia understands that.

I am on various yearbook forums through Facebook, and I hear horror stories about other companies, but never about Walsworth. People content with their experiences with this company. Maybe it's because it's a family-owned business and personalization is their trademark.

I highly recommend going with Walsworth, and Alicia as your rep. You will *not* be sorry.

If you have any questions, please don't hesitate to contact me at

barbara.moquin@shorelineschools.org. Good luck!

Sincerely,

Barbara Moquin

Barbara Moquin, Shorewood High School

February 12, 2022

To Whom It May Concern:

As I approach my tenth year working with Walsworth, it is my pleasure to write this letter endorsing Alicia Carlson and the rest of the company. I've been lucky enough to have Alicia as my Walsworth representative for the last four school years. Under the best of circumstances, I would describe her work as top-notch; under the circumstances of the past two years, I'd describe her work as amazing. Alicia has supported my students and me through the unpredictability of the pandemic, ensuring that our school community has had a yearbook in June regardless of whether we were learning in person or not.

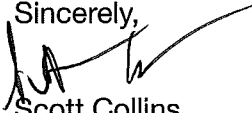
Alicia is always eager to meet with my students and support them in whatever way possible. She has taught lessons on photography for both my middle and high school students, and before COVID-19 limited interactions, she brought a top national yearbook consultant to my school to meet with my editors and offer advice and feedback. Alicia keeps me in the loop with regular communication, and I know if I have a question, she'll quickly respond to my email or text message. Alicia has been willing to go above and beyond, even offering crucial advice when my newspaper students faced a dilemma on deadline. To be clear, that publication brings Walsworth no money, but Alicia didn't hesitate to help,

It's not just Alicia I can count on. If anything goes wrong, I can trust Walsworth to fix it. I've worked with the company as an adviser at schools in two states. I felt incredibly supported at my previous school, despite the fact that our account was small compared to nearby legacy programs also served by my rep at the time. I never felt like we mattered less to Walsworth because of our profitability. While I'm fortunate to work alongside Alicia now, I had a less-than-satisfactory experience with a different representative in my first year at University Prep. I shared my concerns with Walsworth, and one of the top company executives reached out to me to resolve things, even meeting me in person when she visited Seattle.

On a personal note, Alicia made things easier for me at one of the most difficult points in my advising career. When my father's terminal cancer diagnosis meant frequent trips back home to Missouri for me, Alicia offered to teach class in my absence, and she ensured that our yearbook proofs always ended up at the right destination, despite numerous address changes.

As we hopefully return to a more normal yearbook experience, I'm looking forward to continuing to work with Alicia and Walsworth. I wholeheartedly recommend both to other schools searching for a yearbook publisher.

Sincerely,



Scott Collins
Yearbook Adviser
University Prep | Seattle
scollins@universityprep.org

14 February 2022

To Whom It May Concern,

It is with great enthusiasm that I recommend Alicia Carlson, my representative for Walsworth Yearbook publishing. I work at a school that prides itself on its feeling of community, and throughout my five years working with her, my kids and I have always felt that Alicia is an integral part of our creative family.

Alicia's presence was felt in every step of the development of our annual. In the late Spring and through the summer, as the new editorial staff began to form ideas, Alicia would either drop by for a class period or keep in constant contact with me as I met with my staff. Her ideas at those check in help shape the themes for the last four books. She was always supportive and honest when the kids were on target or straying off path I had a difficult time getting steering them away from.

Once school began, she came by in our early meetings to offer suggestions. Her help with our cover art sessions was priceless. My staff was always excited by the ideas to which Alicia and I guided them to make.

She came by one a month and encouraged us. Most importantly, in the years when my staff most needed help, Alicia gave them lessons on photography, my weakness. She encouraged us as we met deadlines, helped through some technical problems, and taught me how to flow both mug shots and the index.

When the time came for book delivery, and we were postponed by flooding and natural disasters, Alicia ran interference for us to get our books on time.

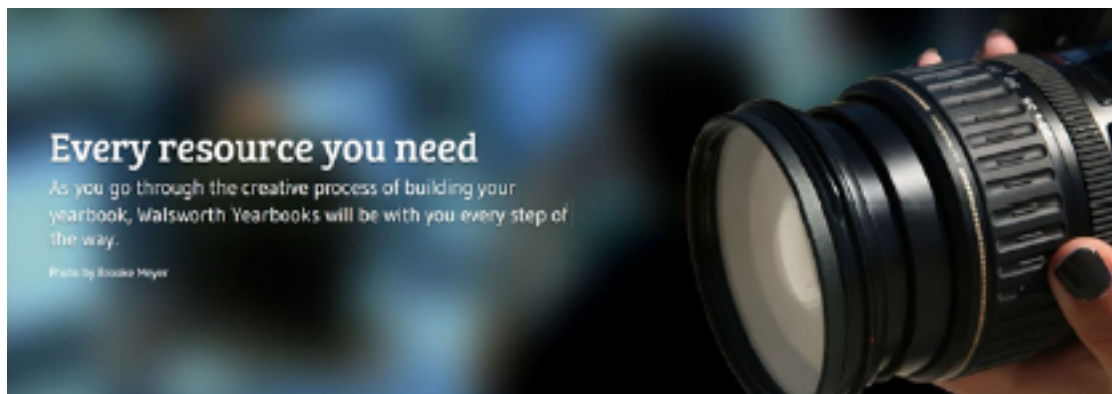
I honestly don't know how I would have managed without her help. She is simply the best representative for the best yearbook company. Working with her will be one of the things I miss most when I retire this June.

Very appreciated,

Chris Grasseschi
Bishop Blanchet High School
Seattle, Wa.

SERVICE PLAN

Stanwood-Camano School District 2022-2023



Communication Guidelines & Staff Contacts & Responsibilities



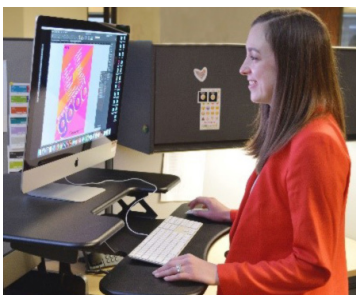
Computer Support

Our computer support specialists based in Brookfield, Missouri, are available for students and advisers to ask technical related questions from 5 a.m. to 5:30 p.m. M-F. We Care, Walsworth's exclusive computer support function, also allows us, with your permission, to connect to your computer remotely to easily trouble shoot any technical difficulties you may encounter. Computer Support can be reached at 800.369.1530 or via email at computer.support@walsworth.com.



Information Access: Available through Yearbook 360, our state-of-the-art portal section of our website walsworthyearbooks.com, allows advisers to view up-to-date information regarding dates and deadlines, page and copy counts, financial information, sales reports and a live preview of their current yearbook.

Marketing: Our highly experienced marketing professionals are happy to assist with creating eye-catching materials that will reach your students and parents and help you in selling books and ads. They can be reached at 800.369.2965 or marketingyearbooks@walsworth.com.



The Creative Services Department: Our talented artists want to help you create the yearbook cover of your dreams! They are available to personally turn your design ideas into reality via virtual cover art sessions and in-person at our local workshops. Along with covers, they also create endsheets and art packages to help you carry your theme throughout the entire yearbook.

Our Commitment: We respond to questions quickly and offer text, chat, email and phone services. In most cases, a support person can be contacted immediately, and most calls are returned within hours. It is our standard to respond to voicemails and emails within 12 hours.



At Walsworth, it is our *commitment* to help you create not just an amazing yearbook, but an enjoyable and educational yearbook experience. Our highly skilled and experienced staff will work with you every step of the way by providing the training, budgeting help and curriculum resources that will make your yearbook program successful!

Services and Support

Budget Support: Working with advisers to stay on track of their financial goals is a major part of my commitment to my schools. By utilizing a budget worksheet that is consistently updated throughout the year, my advisers are always kept up to date on any costs associated with the production of their book. It is important to me that I help you meet your budget goals to ensure you have the funds available to create not only an amazing yearbook, but to provide educational equipment and experiences to make your yearbook program successful.

I meet with the adviser prior to or at the beginning of the school year to help the adviser determine estimated income and expenses predicted for the upcoming school year. During this meeting, the adviser and I will compare information and trends from previous years while using a budget worksheet to itemize projected yearbook revenue from book sales, ad sales and any additional planned fundraising. Yearbook expenses, from the cost of the book and any upgrades as well as other activities related to yearbook such as technology, photography and workshop expenses, will also be taken into account to ensure that the adviser remains in control of the budget. Each month, I will review any costs associated with the yearbook and provide an itemized statement of costs-to-date to the adviser. At Walsworth, we believe in full transparency regarding our pricing, and we are always happy to discuss any costs associated with your book at any time.



Workshops and Trainings

As a former photojournalist and lifetime learner, I understand the value and necessity of extended learning opportunities. That's why I partner with local schools, organizations and artists to offer frequent low- or no-cost yearbook workshops and trainings throughout the year.



Local workshops and *free* training sessions are hosted throughout the year, as are adviser round tables, in-district training and adviser appreciation events. Workshop topics vary throughout the year and are tailored to the needs and interests of the schools attending. Prior to all workshops, I work with advisers and students to determine what they are struggling with or would like to receive more in depth training on. Workshops are always hands on and include various opportunities for students and advisers to work collaboratively and discuss ideas with other schools under the guidance of Walsworth yearbook staff, visiting designers, journalists and curriculum specialists. In addition, I teach photography basics and photojournalism at all local events.

In-Class Training is always available in-person or virtually. As your local representative, I meet frequently with advisers, staff and administrators to exceed the needs and desires of the district. I provide frequent training on technology, design trends and lessons on the efficient use of yearbook tools, technology and curriculum. Whether it be providing instruction and ideas on marketing, sales tracking, budgeting, staff recruiting or tips for distribution day, I will be with you each step of the way, ensuring your yearbook experience is both educational and enjoyable.

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Yearbook Camp is available each summer in mid-July at University Of Puget Sound. Yearbook Camp is a comprehensive event for all levels of advisers, staff, editors and photographers. It includes instruction on design, both beginning and advanced, writing techniques, basic and advanced photography, and technology instruction for Adobe Photoshop®, Adobe InDesign®, Photopea, and Yearbook 360. Come create your book, work with an artist to create your cover, endsheets and master book elements. Enjoy hands-on training, and expert speakers. Cost is per student/adviser and ranges from \$385-\$485 depending upon accommodations selected.

Virtual Adviser Academy is available each summer in June. This event is for both new and experienced advisers to learn from other instructors in a relaxed and comfortable setting. Get recharged and learn new teaching techniques and pick up tips from other advisers that you can implement successfully in your own program. You will build your network and develop friends in the industry.

Elite Weekends are designed specifically for advisers and top-level editors to help staffs work on theme packages and cover all the latest design and coverage trends. Each year, Elite Weekends bring schools from across the country together to learn from award-winning instructors, photographers, journalists and designers. Participants come to Elite Weekend with ideas and leave with design and vision. Experts empower staffers to refine ideas to perfection, pushing students to attain their greatest potential. Twenty four of the 28 Walsworth NSPA Pacemaker and CSPA Crown finalists attended an Elite Weekend.



Webinars & Podcasts: Our frequent interactive webinars are designed to help you cover all stages of yearbook planning and production, whether that be on campus or remotely. A variety of lessons on trends, design, planning, and leadership are available, as are student assignments and ideas for coverage and finishing pages and spreads from home.

The Download: Our podcast newsletter also highlights what's happening with our shows including information on recent notable episodes, background on guests, and stories, photographs, learning tools and even lesson plans!



Ask Mike Podcast: Hosted by former award-winning adviser and current Walsworth journalism specialist Mike Taylor, CJE, focuses on what yearbook staffs are doing to find success. Taylor interviews students (and some advisers) from all over the country about their best practices. Ask Mike is a great listen for yearbook staffs looking for ideas and advice. If you have any questions for Taylor, you can ask him on Twitter (@yrbkmiketaylor) using #AskMike.



Yearbook Chat with Jim Podcast: Jim Jordan spent 35 years as a yearbook adviser at Del Campo High School in Fair Oaks, California. Even though he recently retired, he's not ready to step away from the yearbook world. Jordan uses his vast network of connections and his nose for a good story to find compelling interviews with members of the scholastic journalism/



“

Alicia is always prompt with answering questions, keeps calm no matter what the situation is, and is very organized. When she comes to yearbook class she is willing to teach the students on a variety of topics and is well received. I always look forward to her visits and could not ask for a better sales rep!

”

- Joan Dabrowski, Adviser, Grace Academy, Marysville, Washington

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Curriculum

Yearbook Suite: A full *Yearbook Suite* curriculum including a teacher edition binder and student workbooks is available through Walsworth. Whatever you need, we have you covered, from reading units, videos and PowerPoint presentations to tests, quizzes, self-assessments and rubrics. Student workbooks contain short lessons with activities to get students creating a yearbook faster, while the adviser edition binder contains each of the workbooks plus instructional tips and a list of Common Core State Standards met. Each unit is written by experts in the topic, including four JEA Yearbook Advisers of the Year. Unit plans are also available to help new and returning advisers set the foundation of learning prior to moving into project stage.

You can also gain valuable teaching resources by downloading one of our **free eBooks** or watching one of our **webinars**, which produces on-demand content covering the world of yearbooks, scholastic journalism, media and marketing. You can also listen to informative, entertaining interviews on the **Walsworth Yearbooks Podcast Network (WYPN)**. Learn more at walsworthyearbooks.com/podcasts, walsworthyearbooks.com/ebooks and walsworthyearbooks.com/webinars.

New Adviser Resources: When there is a transition of advisers, Walsworth is the company that has the most resources to support the new adviser. We offer an Adviser Mentor Program, Timely Tip emails, webinars and ebooks, including *The New Advisers Field Guide to Yearbook*. Written by a long-time adviser, this unit is comprised of five sections. Each section contains practical and time-tested suggestions, a checklist to help you stay focused and everything you need to be successful from day one. These sections include: preparing you, preparing your classroom, preparing your students, preparing your school and preparing for the end of the year.

How Our Curriculum Supports Teachers and Students: The Walsworth *Yearbook Suite* curriculum is designed to teach a comprehensive approach to student journalism and production. Yearbook students and advisers alike will be able to easily track progress and subject matter for a seamless integration in the classroom.

Your Rep's Role in Applying Curriculum Materials: Growing up in a family of teachers, I am always happy to partner with advisers to teach selected lesson plans and subjects. I am also available via phone, text or email for consultation regarding the material or to answer any other yearbook-related questions.

Our curriculum includes everything you need to teach topics such as:

- Writing copy
- Captions and headlines
- Interviewing
- Editing
- Theme development
- Layout
- Design
- Photography
- Coverage
- Marketing
- Yearbook law and copyright
- Class management/ team building



Newsletters

Yearbook is all about the assimilation of ideas! With a variety of resources, Walsworth keeps you up to date on all the latest and greatest in the fields of design, marketing, and general yearbook topics.



Local Rep Monthly Newsletter: As your local representative, I send a monthly newsletter stocked full of valuable yearbook information, important dates, upcoming workshop and extended learning opportunities, design tips, trends and fun ideas. I also use this space to showcase innovative techniques and tricks from local staffers, editors and advisers in order to help keep our yearbook family connected.

Idea File Magazine: *Idea File* magazine has been a valuable resource for yearbook staffs everywhere for 25 years! Filled with great informative sections, *Idea File* features topics ranging from theme and cover design to marketing and recruiting to help get you ready for everything the school year throws at you. Showcase articles featuring outstanding students, advisers and designs from schools across the nation help yearbook staffs gain inspiration from one-another while our "Ask Mike" column allows readers to send in questions directly to be answered by guru Mike Taylor, CJE.

Walsworth Blog: Our blog is updated frequently with the latest news, design trends and tips on a wide variety of yearbook topics from some of the finest advisers in the country.

Timely Tips: Our marketing experts are always thinking of new, fun ways to help you stay on top of yearbook and ad sales! In addition to providing clever ways to market your book, these monthly emails provide innovative tips for utilizing social media, technology, ebooks, webinars and local training events to create the best possible yearbook for your school.

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Walsworth Yearbooks Inc.

Technology



Walsworth offers several page creation, submission, and proofing software options, including InDesign, Yearbook 360 and Stratus—the Walsworth web-based application that provides hosted versions of InDesign and Photoshop for yearbook staffs. Stratus delivers the full capabilities of InDesign and Photoshop, as well as Walsworth's Enhancements, along with the convenience of working online anytime and anywhere. Curriculum materials, training videos, web-based and in person trainings are available to assist students and advisers gain mastery in these programs.

Yearbook 360 - Online Design: This is Walsworth's integrated, enhanced, intuitive online yearbook creation platform. It's simple to use, easy to access and provides a seamless user experience that yearbook advisers already love.

Online Design is inspired by InDesign and uses familiar tools to draw, place images, create custom graphics and build a professional publication for your school. Students utilizing this technology learn transferable skills that allow them to grow and use other industry specific programs, while advisers receive access to easily track student usage from unique logins to assist with grading. Our program allows complete control over your page layout.

Enjoy new features with Yearbook 360 like total ad integration, coverage tracking that shows if students have purchased an ad and/or yearbook as well as if they are in the yearbook, and Yearbook Snap integrated directly into your photos. All your yearbook needs are met in one convenient and collaborative location.

InDesign: For schools that use Adobe products in their program instructions, we have a comprehensive set of yearbook tools and resources that work with Adobe InDesign and Photoshop allowing your school to use version 5.0 through the latest version of CC.

Stratus: Walsworth's web-based application provides online versions of InDesign and Photoshop for yearbook staffs. Stratus delivers the full capabilities of InDesign and Photoshop, as well as Walsworth's Enhancements, along with the convenience of working online anytime and anywhere.

Photopea: Walsworth provides more-amazing-than-ever tools that help you achieve professional quality photo editing in Yearbook 360 without the price tag or ads.

- Work wonders on your images in Yearbook 360.
- Get a professional quality photo editing tool from Photopea at no additional cost.
- Our editing tools give you dozens of ways to edit, enhance and apply unique effects to your photos, ranging from simple fixes like red eye, contrast and brightness to more sophisticated tools like cutting out backgrounds and color enhancements.



Yearbook Snap: Yearbook Snap helps yearbook staffs increase their coverage by allowing the school community to upload their photos to your yearbook program from their mobile devices or computers, anywhere, any time. Yearbook Snap has a file management system in Yearbook 360 to help you keep track of the photos and then decide which ones to use and where. Just imagine – they snap it, they share it with you, you approve it and then your staff can use it in the yearbook. It's a great way to increase your coverage of the year!

Yearbook Snap is easy for you to set up and easy for parents and students to use.

Google Drive & Surveys: advisers can upload images into Online Design directly from Google Drive via our connected image uploader. Google Drive or Survey Monkey can be used to vote on Senior Celebrities, do surveys, and pick the best photo contest. These results driven programs help the school promote the yearbook and make it better, and more visible by increasing awareness to the student body.

Yearbook 360 - Online Design Integrated. Enhanced. Intuitive

- Layer
- Align
- Group
- Auto space elements
- Cut-out backgrounds
- Text-on-a-path
- Draw tool
- Images in text
- Pop-out images
- Type Styles
- Customizable fonts, colors and images



Technology



Live Yearbook: Both Yearbook 360 and InDesign users are able to utilize our Live Yearbook program to view pages in the plant after initial submission, and a gain after proof return, helping to assure that pages are accurate and error free.

Web Ladder: Web Ladder is an electronic ladder program that allows the school to create the ladder diagram, assign staff to each page, apply color and folio text, apply deadline scheduling and assign either pre-designed or template layouts.

Picture Placement: Both Yearbook 360 and InDesign plugins ensure protection from grain, low-resolution and offer color correction features, ensuring sufficient print resolution is always achieved. All images are verified by the production plant to print properly. Our photo tools allow users to quickly and easily manipulate photos by cropping, resizing, flipping, rotating, zooming, replacing, editing, layering, and cutting out backgrounds directly on the page, in addition to a variety of other user-friendly features.

Portrait Flow: Our automated portrait flow tools integrate student and staff mugshots into the production software for quick and easy portrait flow. Photographer images and text files may be sent to our production facility electronically and schools may opt for Walsworth to flow mugs at no extra cost. Production software allows staff to flow students based on grade, homeroom, or alphabetically with complete control of image size and spacing. Customizable settings such as adjustable sizing, spacing, columns, knock outs and fonts allow users complete control of their portrait design, while also providing safeguards from duplicate student files being placed. Settings can be duplicated if desired for additional grade levels.

Indexing: Our indexing tools automatically scan your entire book for index matches. Users can easily review potential matches and choose whether or not to automatically add them to the index. Customizable settings such as adjustable sizing, spacing, columns, knock outs and fonts allow users complete control of their index design and flow your index onto your pages with the click of a button.



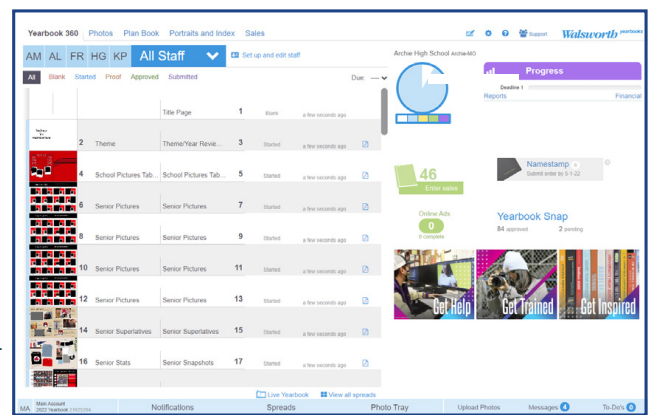
1. Download the app from the Google Play or Apple Store
2. Scan over your custom QR code
3. Watch your yearbook come to life!
*make sure to turn your volume up!

We offer several programs and apps to help breathe life and excitement into your yearbook including:

Yearbook AR: Our exclusive augmented reality app allows you to bring your yearbook to life by letting your staff embed video, music, slide shows, 3D graphics and clickable links to yearbook spreads.

Yearbookforever.com: Our online purchase site that allows parents to create or upload images and copy for their senior ads and baby pictures. Businesses may also use this site if business ads are offered. The completed ad is uploaded to the adviser portal and available for the school to place on the page. If corrections are needed on designed ads, ungrouped elements are available, allowing the school full access to edit. For schools that only want parents to upload photos for the school to create the ads, images are uploaded to the adviser portal as well.

Yearbookhelp.com: At yearbookhelp.com, Walsworth's exclusive and comprehensive online training website, you and your staff will find information on every yearbook topic from creating your yearbook to staff management. Yearbook Help is organized into five areas: Advisers, Start Here; Using Yearbook 360 or Using InDesign/Creative Cloud; Marketing & Selling; Curriculum; and Register for Events. Topics in the Important Now area change regularly – ensuring your staff will always know what they need to do next. Concise instructional posts, presentations, and videos help your staff learn the steps to creating your yearbook.



WJe Care: Provides live remote help right on your computer.

WebEx: We use this technology to offer online training station with online training specific to the needs of your classroom and yearbook staff.

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Walsworth Yearbooks Inc.

Promotional and Sales Support

Our goal at Walsworth is to help you get your yearbook into as many student hands as possible. Walsworth provides a variety of free marketing resources and sales support to help you do just that!



Customized Marketing: Our professional graphic design team is happy to create free customized marketing for your yearbook. Our team will design custom postcards and flyers that feature actual photos from your school, school colors and the school mascot. Parents react to photos of students and scenes they recognize. Custom designs can be published on websites and social media, in emails or self-printed. Walsworth can also provide printing and mailing services, and prices are available via quote.

Spanish Marketing Materials: We offer bilingual materials including order forms, customizable flyers, postcards, emails, all-calls, banners and recruitment letters, all of which are available for free direct download via our online Marketing Help page.

Marketing Curriculum: The “Engage Your Audience and Sell More Yearbooks with Strategic Marketing” unit from our *Yearbook Suite* curriculum brings marketing to life by helping students understand all aspects of marketing and set up their plans for the year. The “My Marketing Plan” workbook is a condensed version for students to quickly review and use.

Parent Email Program (PEP): Our PEP program takes the guesswork out of sending emails to your parents. The emails include student submitted photography, a compelling and timely yearbook message as well as a link to yearbookforever.com. Emails are sent to parents regularly when your online yearbook sales are turned on and are removed from the list once a yearbook is purchased online.

“ We have strong sales, but they were stagnant for some time with my previous company. Walsworth offers marketing systems like PEP (parent email program), printed reminders and online sales that I didn't have before. ”

Christina Tolisano
Saugus High School, Saugus, California

Guerrilla Marketing: We offer several fun and unconventional ways to get your sales message out. Free online templates such as clock banners, vending machine labels, fake notes, parking tickets, “You’re in the yearbook” flyers and bookmarks help you to quickly and easily get the word out. We also share our schools’ most successful tactics online in our blog at walsworthyyearbooks.com.

Marketing Webinars: Our interactive marketing webinars outline a variety of tactics that Walsworth schools have used successfully to increase their yearbook sales. Among others, these are a few specific areas covered:

- Using social media platforms to engage students
- Creating promotional videos
- Fun promotions including raffles, contests, and giveaways!



The Planning Kit: Walsworth will provide you with all the necessary tools to plan and promote your yearbook at no additional cost. Our kit includes the tools you will need to plan, market, create and submit your yearbooks (including promotional, signature and ladder posters; stickers; press passes; an Adviser Timeline Plan Book including a calendar with important dates, checklists and lesson maps; a Yearbook Blueprint Workbook with resources on developing theme, cover, endsheets, division pages, etc.; and a Template Catalog with Total Design and Express Library options). We also offer a variety of educational and sales posters that you can hang up both inside and outside your classroom!

Yearbook Possibilities

With Walsworth, the only limit to your yearbook is your imagination! That's why we work with you to think outside the box, offering complete customization of your cover. Custom quotes are required for premium upgrades such as laser cut, Plexiglas, pop ups, holograph, trapper keeper, glow in the dark/glow in the sun, variable data covers, LED light up, metalay, page edge/gilded printing, premium materials such as wood, leather, velvet, pearlescent, etc. because no two books are the same. Rest assured we will always provide a complete estimate based on your approval before printing, ensuring that you always remain within your budget!



Deadlines & Delivery

Deadline Schedule: We are flexible with our deadlines. The number and dates of deadlines are agreed upon by the adviser and yearbook rep. All page deadlines will be coordinated with the student calendar and will be negotiated with the advisor. Final delivery schedules will be determined between the adviser and rep. Schools must create and agree to their own deadline schedule per company guidelines by Nov. 1

Advisers may shift their deadlines any point in the year. The cost to adjust deadlines with the plant after Nov. 1 is \$50. Advisers also earn grace weeks, 1 for each deadline they set and can also submit pages early to earn additional grace weeks. Grace weeks can be used at any deadline in the year, aside from the final. Delivery schedule can be set for spring, summer or fall. Yearbooks are delivered 4-5 weeks after the final deadline is met.

Online Page and Proof Submissions

With Yearbook 360 - Online Design, the ability to submit online is available and preferred by most schools. Advisers are able to easily view an online high-quality PDF proof and make adjustments as necessary prior to submitting their final pages online to be printed by the plant.

InDesign schools are able to use our PDF Preflight Checker prior to creating their PDF file. The Pre-flight software allows the adviser and staff to ensure the file is of good quality, images are properly linked and color is accurate. Our exclusive PDF Builder Enhancement embedded in InDesign allows for the verification and correction of PDFs and is included in the base price. Once a verifiable PDF is created, the file is uploaded via our FTP transfer server. This online transfer is fast and easy saving the adviser and staff time and giving reassurance that your files are almost instantly submitted to our production facility.

Proof Corrections: Full color printed proofs for InDesign submission are sent two-to-six weeks after pages are submitted. These proofs are marked for trim area, and we notify the school of any potential printing problems on these proofs and give instructions on how to correct. Schools make corrections to their original file and send a replacement PDF via the Proof area.

Production Tracking: Walsworth offers digital and physical tracking ladders that include submission reports enabling the tracking of both pages and proofs. These tools enable your yearbook staff the peace of mind of knowing exactly where their pages are in the production process while also providing timely reminders of upcoming deadlines and any missing items.

Page Pulls: in the event an error is discovered after pages have been submitted for printing to Walsworth, the Walsworth production team may notify the adviser or the adviser may reach out to make changes. The cost for the plant to make changes is \$30 per page, regardless of the number of errors per page.

Mentoring Services

Walsworth offers several resources to help students develop and showcase their academic and professional goals and demonstrate skills acquired throughout their education.

Plant Tours are available for students interested in pursuing careers in print, design, manufacturing or related fields.

Photoshop and InDesign Help, including downloadable enhancements, training materials, videos, virtual sessions and in-person trainings, are offered at no-cost.

Portfolio, Resume and Cover Letter Help, including tips, lessons and samples. As your local rep I am always happy to assist students with one-on-one resume and cover letter writing help.

Letters of Recommendation are available from our company president, Don Walsworth.

Adviser Mentor Program helps to match advisers to fellow adviser mentors in order to collaborate and provide much needed support throughout development and execution of the yearbook.

CTE, Advisory, and Culminating Project Board Participation is another service we offer. As your local representative, I am happy to serve as a CTE and/or advisory committee as well as participate in culminating project panels.

Walsworth Journalism Experts, such as former award-winning advisers Mike Taylor, CJE, and Jim Jordan, are available to meet with advisers and staffs who are ready to improve their yearbooks. For schools wanting to compete at the state or national level, they offer personalized training and insight into the world of yearbook awards.





Special Incentives

We Include at no Extra Cost: thousands of Clikart images, over 100 fonts, more than 500 pre-designed layouts, and hundreds of exciting backgrounds available for use in your book.

Scholarship Opportunities: Various scholarship opportunities are available for educational training events. You and your staff will learn how to create your best book yet while enjoying time bonding during various team building activities, design sessions, hands-on technology training, photography sessions and much, much more!

Satisfaction Guarantee

Walsworth Will Always Stand Behind the Product Promised. Although rare, in the event that an error is made in your book, I, partnering with our Quality Response Team, will work together with the school to ensure that corrections are made to remedy the situation in the most expedient manner possible at no cost to the school. Because every school and yearbook are unique, we respond to corrections on a case by case basis. Errors on proofs are easily remedied by sending out either hard copy or digital reproofs to the customer's satisfaction. For missing pages, names, photos or misplaced information, our highly skilled yearbook production team will determine the best solution ranging from repairing your book on site, in plant or reprinting. Books damaged in shipping will first be replaced with overruns and/or reprinted if necessary to satisfy the original order.

Ship to Home Option: Walsworth offers the ability to ship books directly to each student's home with guaranteed delivery dates determined by the adviser. Simplify your distribution day and save yourself valuable time with this optional feature.

Sometimes Schools Make Mistakes. In the case that necessary corrections are not the result of a production error, we will work with your school to repair your book in the most expedient and cost effective manner possible. Often we are able to provide fast and easy solutions such as tip-in pages and/or custom printed crack-and-peel stick ers for most minor errors. These solutions are inexpensive and can be administered even after your book has been printed and delivered.

Overrun Policy: anywhere from 0-10% of overruns are printed and mailed in case of damage incurred during printing, shipping, if books are lost in transit, thefts at school etc. If damage or error is on Walsworth the amount of overruns needed to cover the cost will be refunded. A school can choose to keep their overruns for additional sales support, or return them for full credit by October 30, annually.



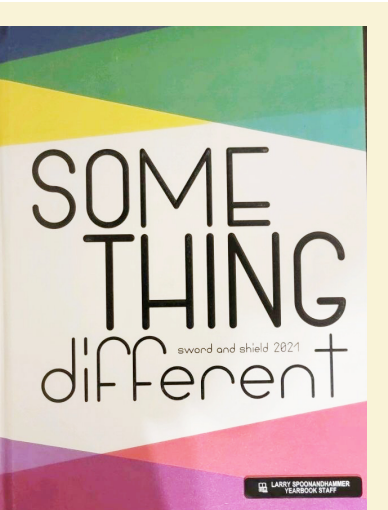
Color Programs

Our programs are all considered full color as a default. Black and white can be achieved via design set-up and does not cost more or less.

Promotional Copies

All copies ordered are provided within the contract agreement.

Ad Sales, Namestamps, Itags



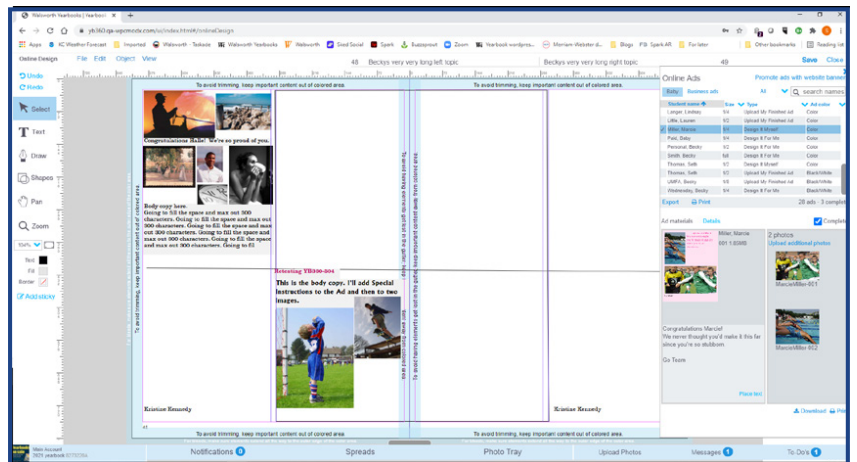
Sales: Our online sales reporting software allows the adviser and staff the ability to set sales goals and track the sale of books, options, ads, buyers and non-buyers. This software archives data from previous years, allowing historical comparisons in sales to be made. Reports for distribution, targeted marketing and more are available within the system. Receipts and statements may also be generated. Namestamp and iTag options are entered into the system and are submitted via the online editor.

Online Yearbook Sales: Our online yearbook sales platform proves an easy way for the school community to order and pay for a yearbook from anywhere at any time. Buyers can pay by credit card or PayPal, while sales tracking reports simplify record keeping and yearbook distribution.

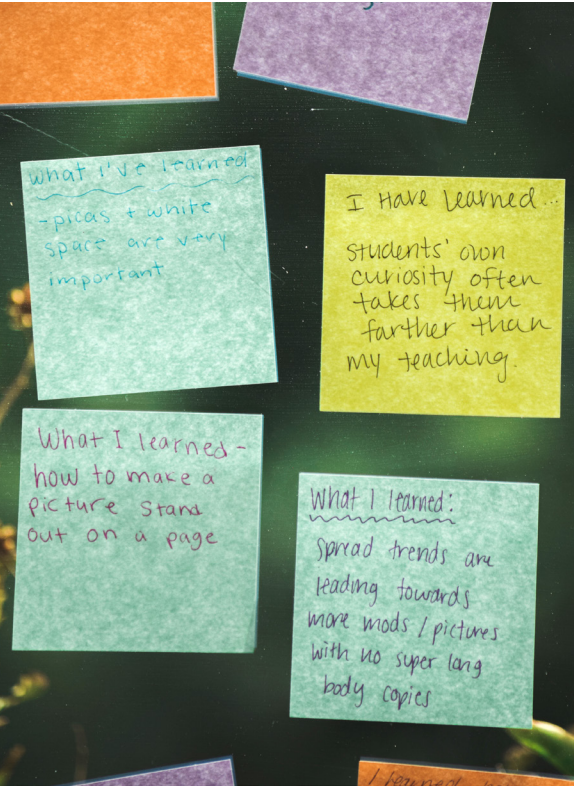
Online Ad Sales: Enable your customers to purchase and design a customized ad at their convenience. Depending on your preference, our easy to use online design software provides the ability for parents and businesses to design their ad themselves online for immediate upload to your yearbook program or to have Walsworth design their ad for them. With "Design My Own Ad Online" in yearbookforever.com, your customers have access to a variety of fonts, colors, backgrounds and layouts. Text and photos can also easily be uploaded and adjusted, helping users of all skill levels create the perfect ad!



- Separate functionality exists for parents and others to purchase personal ads and for business owners to buy business ads.
- You determine the design options, sales start and end dates, pricing and sizes for the ads.
- You choose how parents and businesses submit ad information –give them an online template to place their photos and text, let them submit a finished ad or allow them to upload copy and photos.
- Organize all yearbook ads conveniently in one place.
- Parent can call our School Store M-F 7AM-5PM for support, troubleshooting and payment questions



Why Choose Walsworth?



Flexible Deadlines: Deadlines are fully customizable with turn-around times just weeks after final page submissions.

Customer Support: Your representative is available to answer your questions and can be reached via phone, text, email or in person.

Knowledgeable, Experienced Rep: With over 10+ years of experience in journalism, publishing, marketing, and yearbook Alicia is available to help your classes, build your program and take your book to the next level!

100% Online, Simple Page Creation/Publishing Software: Create your pages fully online via our Yearbook 360 Program, InDesign Enhancements or Stratus—Remote CC for InDesign and Photoshop.

Frequent free Workshops, Local Summer Camp and Elite Weekend Training: Frequent workshops with yearbook and design experts are hosted locally.

Comprehensive Curriculum: Full curriculum designed by yearbook professionals and tailored to Common Core Standards available.

Free Marketing Support: Walsworth offers countless customized marketing and promotional materials and programs that are proven to help you not only create a better book but also sell more yearbooks and ads with less effort.

Fully Customizable Cover with free Professional Artist Help: You are never limited to the cover you can create. Let our artists help you create your most amazing book yet!

No Budget Surprises: Always know exactly how much your yearbook and any additional upgrades will cost. We always ensure your selections are within budget and will never proceed with a charge without your prior consent.

The #1 Place for New Advisers: Walsworth offers adviser mentoring services, training and unsurpassed support for new advisers.

Family Owned Company: We are the largest family owned yearbook company in the United States. Over the last 85 years, we have never been bought or sold. We are the yearbook experts, and we continue to reinvest in innovative solutions to enhance your yearbook experience.

Quality Guaranteed: Walsworth always stands behind the product promised and will ensure your book is printed correctly, on time and within budget. In the case of a printing error, we will either repair, reprint, replace or refund the order.



“ It's not just Alicia I can count on. If anything goes wrong, I can trust Walsworth to fix it. I've worked with Walsworth as an adviser at schools in two states.

I felt incredible supported at my previous school, despite the fact that our school was small compared to nearby legacy programs also served by my rep at the time. I never felt like we mattered less to yearbook because of our profitability.

- Scott Collins, Adviser, University Prep, Seattle, Washington ”

Alicia Carlson
425.501.7258
alicia.carlson@walsworth.com
Walsworth Yearbooks Inc.

TECHNICAL SPECIFICATIONS

The Stanwood-Camano School District is requesting proposals from qualified vendors for management and classroom support in the preparation of, and the printing of Stanwood High School's yearbook. It is the intention of the School District to award the contract based on the publisher's ability to provide a quality product that meets the needs of Stanwood High School's students.

Yearbook Bid Specifications:

Bid Item 1 (Base Bid):

1,000 copies – the actual number of books may be adjusted up or down, with the final count given to the publisher on February 2 of each year.

9x12 page size

304 pages of color

Cover: Emboss with 4 spot colors, foil – student designed **Due 11/1, die charges extra**

Smyth sewn binding

Page weight: 80# **100# included, at no charge**

Actual color proofs of all pages

End Sheets: Colored stock, not printed **Due 11/1**

Font package that is identical to the production fonts used at the plant

4-color printing @ industry standards: i.e. neutral skin tones, even ink application, etc.

Deadlines: Middle of November, middle of December, late January, late February, and the end of March. Should it appear that the meeting of the final deadline is in jeopardy as a result of missed deadlines, the vendor is responsible to inform the Yearbook Advisor. This notice must be made prior to the final deadline that if such deadline is missed, late delivery may be implemented, or an overtime charge may be applied, and the estimated overtime charges be quoted.

Delivery of yearbook: Before May 28, 2023

Publisher's price should not include sales tax

Bid Item 2 (optional):

20-page supplement – using the same paper size, type and level of printing quality **\$3,100**

Bid Item 3:

8 pages of additional color (beyond the 304 pages) \$1,900

Bid Item 4:

16 pages of additional color (beyond the 304 pages) \$3760

Bid Item 5:

Each additional book above 1000 \$43 per book

Bid Item 6:

Price reduction for 100 less books (total of 900 books) \$14 per book

Bid Item 7:

Price of corrections – please include the price for school changes, such as photo replacements, resizing, re-scanning, etc. [N/C prior to submittal, \\$30 per page for corrections after submission](#)

Payment: An amount of 35% of bid total by the first deadline (November), plus an additional 35% by the final deadline (March). Final payment due no later than July 31. All payments for basic yearbooks will be made only to the yearbook company. Payment for the 20 page supplement will be paid to the local representative.

Shipping: Costs will include shipping to Stanwood High School – in addition, all original artwork shall be returned to the school with the yearbooks.

Content and Form of Proposals

Each proposal must contain the following items:

1. Cover letter and Company profile, including full legal name, address, phone, and fax number, and description of your company's background. [Please see attached Cover Letter, and "Our Story/Family."](#)
2. Current resumes of local school representatives and plant representatives to be assigned to the school. [Please see Company Representatives & Resume "Our People."](#)
3. A management plan to collaborate with Stanwood High School staff, for the production and delivery of successful yearbooks. Plan should include:

Communication guidelines. [Please see attached Service & Support Plan - Page 6](#)

Listing of services such as – workshops, educational materials, budget tracking and support, classroom activities, promotional and yearbook sales support, troubleshooting, computer programs and technical support.

[Please see attached Service & Support Plan - Page 7 & 8](#)

Vendors must be prepared to demonstrate their company's computer programs that are designed to assist the school in layout, copy, and submission at the direction of the school's Yearbook Advisor.

A LOCAL representative must be available to meet with the school's advisor, School District Finance staff, school administrators, and the yearbook class to answer questions and deal with any problems that may occur throughout the yearbook contract.

4. Description of company policy for handling and adjusting for errors made in the production of the yearbook. [Please see attached Service & Support Plan - Page 15 & 16](#)
5. Any cost-saving opportunities your company offers, such as early color submission or page-ready artwork, etc. [Please see attached Service & Support Plan - Page 14](#)
6. Complete Bid Form.
7. List of 3 references that have recently used your company to produce their high school yearbook. [Please see resume section for Bishop Blanchet High School,](#)
8. Samples of the following: [University Prep, and Shorewood High School](#)

Recent high school yearbooks published by your company.

Recent high school supplement published by the company you plan to use.

Samples of type styles available for selection.

Each vendor shall submit **1 original** and 1 copy of their proposal to the District's Purchasing Office in a sealed box on or before the due date.

Each box must be labeled: SEALED BID – DO NOT OPEN

9. Completed Certification Page (attached)
10. Completed Scenario Document (attached)
11. Optional Contract Renewal Options Page (attached)

Evaluation of Proposals

Evaluations will be based on the following criteria. The Stanwood-Camano School District will be the sole judge as to the acceptability of proposals. Weighting of each category is listed below – (see previous pages for details)

1. 5% Cover letter
2. 5% Current resumes
3. 20% Management plan
4. 25% Complete cost proposal
5. 10% References
6. 35% Printing quality of samples

A review panel, including the Executive Director of Business Services, the SHS Yearbook Advisor, and other staff (if any) selected by the district, will read and evaluate the proposals. No commitment will be made to select a vendor's proposal solely based on price. Nor shall it be required for the District to select a vendor solely on the basis of information contained in the RFP.

Stanwood-Camano School District reserves the right to waive any irregularity in any proposal, to accept or reject any and all proposals, to take no action whatsoever, and/or to request submittal of new proposals and to accept the proposal deemed to be in the best interests of the School District at the sole discretion of the District. All proposals become the property of the Stanwood-Camano School District and will not be returned.

CERTIFICATION OF BID

I hereby certify that I have read and understand the invitation to bid request and all the other documents pertaining to this proposal submitted.

The undersigned proposes to furnish all labor and materials; and to perform all work required by and in strict accordance with all documents in this proposal and the prices provided on the Bid Form.

BIDDER'S NAME Alicia Carlson

SIGNED BY Alicia Carlson DATE 6/24/22

ADDRESS _____

PHONE 800.369.2646 FAX 913.469.0185

LOCAL AREA REPRESENTATIVE (Available at least once per month, more often on request)

NAME Alicia Carlson

ADDRESS _____

PHONE 425.501.7258 FAX 913.469.0185

PLANT REPRESENTATIVE:

NAME Elisha Whiteaker

PHONE 888.246.1987 FAX 913.469.0185

**STANWOOD-CAMANO SCHOOL DISTRICT NO. 401
YEARBOOK BID**

BID FORM
Due by 10:00 a.m. on June 30, 2022

Bid Item 1: Base Bid (FY 2022-23 Yearbook)	\$ <u>\$43,000</u>
Bid Item 2 (optional): 20-page supplement	\$ <u>\$3,100</u>
Bid Item 3: 8 pages of additional color (beyond 304 pages)	\$ <u>1,900</u>
Bid Item 4: 16 pages of additional color (beyond 304 pages)	\$ <u>3,660</u>
Bid Item 5: Additional cost per each yearbook over 1000	\$ <u>43</u>
Bid Item 6 (Deduct): Price reduction for 100 less (total of 900)	\$ < <u>14 per book (\$1,400)</u> >
Bid Item 7: Price of corrections – per each change	\$ <u>30 per page for plant fixes after submission, NC prior to submission</u>

Note: Do not include WSST in bid prices. Price to include shipping FOB to Stanwood High School.

CONTRACT RENEWAL OPTIONS

BIDDER’S NOTE – You may indicate a percentage cost increase for each year of the base contract and for the optional one-year extension be taken upon mutual agreement of the parties.

This cost block is optional and should be used only by those bidders who wish to change pricing for year of the contract and for the one-year extension option. If no change in pricing, indicate by the word “None”.

1. Additional cost for 2023-24 Yearbooks:

 3 % increase over the bid price for the 2022-23 yearbooks as indicated for all cost items.

2. Additional cost for 2024-25 Yearbooks:

 3 % increase over the bid price for the 2023-24 yearbooks as indicated for all cost items.

3. Optional first one-year extension for 2025-26 Yearbooks:

 3 % increase over the bid price for the 2024-25 yearbooks as indicated for all cost items.

4. Optional second one-year extension for 2026-27 Yearbooks:

 3 % increase over the bid price for the 2025-26 yearbooks as indicated for all cost items.

Walsworth Yearbooks
Company Name

Alicia Carlson
Authorized Representative Signature

Scenario Document:

(To be completed by local representative.)

How would you address the following situations that could come up during the year?

Yearbook staff members are frustrated with a particular software feature that is slowing down page creation. The yearbook advisor isn't familiar with the software feature and can't offer any assistance. He emails the publishing company representative and explains the situation. What do you do?

Your local rep meets with students and the adviser regularly to assist with technical questions and can schedule a meeting in-person or virtually, either way help will be provided within 24 hours whether it's scheduling or next steps we can offer while we investigate. For troubleshooting issues that appear to be due to software, Computer Support may be reached via email computer.support@walsworth.com or phone call at 800.369.1530 and one of our technical experts can help and even remote in and walk the adviser, student, or help the class through troubleshooting steps.

The yearbook staff has missed its first deadline. There are extenuating circumstances (software /server/firewall issues) but the deadline has come and gone. The pages come in two weeks late. How do you handle the situation? Do you charge us missed deadline fees, wait to see how we do on our other deadlines before making a determination, or something else?

We understand that extenuating circumstance can cause pages to become late, so we allow four Grace Weeks to help you handle unexpected issues and may prevent you from meeting internal deadlines. Your rep or CSR will be in contact prior to all deadlines to check-in and offer support or gameplan adjustments that will ultimately help the plant plan and your school to turn in finished pages when they are ready. We can adjust the deadlines to meet the needs off the adviser, or the adviser could choose to use their grace weeks provided to them at no cost (does not apply to the final deadline).

We've just received our shipment of books. We're all very excited on how things turned out except we notice a misspelling on the cover. We know it's something we fixed during the proof phase. It's the publishing company's fault. What do you do?

If the error is confirmed to be a Walsworth issue, we would recall the books, reprint, and resend the corrected books back to the school at no cost. In the rare event this occurs, we would work closely with the school to meet their requested timelines.

There are a couple events that happen at the school during the spring that we'd like to include in our yearbook. They happen after our final deadline. We want to include them and not be charged late fees for missing our deadline. How do you handle it?

A yearbook supplement allows your school to cover spring activities well past the normal yearbook deadline. These supplements can be submitted 2 weeks prior to shipping your book and added using a heavy-duty 3M gluestrip.

The yearbook editors have turned out to be flaky and unreliable. We are behind on deadlines but doing the best we can. What assistance can you provide, and will there be any deadline flexibility or late fee forgiveness?

We are flexible in our deadlines and provide frequent visits to help motivate, train, and inspire your staff based on the needs of that year. If an adviser lets us know ahead of time that a deadline will be difficult to meet we can work together to come up with the best solution that will meet your needs. Such solutions may include adjusting the deadline, a visit to the school to help students with motivation or page creation ideas, of using the 4 grace weeks to give a little extra cushion to complete pages without charge. The rep will maintain a positive support model to help advisers and students to meet their deadlines.

End of Bid Documents



ADVISER MENTOR PROGRAM

Walsworth's exclusive peer-to-peer mentoring program

While the Walsworth Yearbooks sales rep is the frontline resource for the new adviser, an experienced yearbook adviser can also provide an encouraging shoulder for the new adviser to lean on.

The Adviser Mentor Program is about matching experienced yearbook advisers with yearbook adviser rookies as a way to offer the new adviser additional support, camaraderie and wisdom on topics such as:

- Working with the school's administration
- Grading
- Dealing with parents
- Knowing when emotional support and a calming voice is needed



If you are a new adviser looking for advice or an experienced adviser looking to give advice, contact us at mentorship@walsworth.com to get started or visit walsworthyearbooks.com/adviser-mentor-program.

We are the only family-owned yearbook provider. Our innovative technology and tools help you create award-winning yearbooks and keep the tradition of yearbooks strong. Contact me today to learn more!



Photo by Noah West

BUDGETING

Walsworth helps with your **budgeting process** so you know how much money your program has and where you can generate more revenue.

- We guarantee a 10% increase in profit using our programs, such as Online Sales, Customized Marketing and Email Marketing.
- We have programs to help you save money, such as PDF Performance.
- We also have an early deposit program that gives you 1.0% interest in your account – an easy way to earn a little money from Walsworth.
- Our goal is to help you produce the best possible yearbook within your budget and avoid surprises on your invoice.

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WALSWORTH'S COMMITMENT TO THE ENVIRONMENT

For Walsworth, being green is a way of life.

- **Walsworth was the first yearbook company in the U.S. to achieve Forest Stewardship Council® (FSC®) certification (FSC®-C004755).** FSC is an independent organization that protects our forests. Through their many efforts, they ensure that the forest ecosystem is sustained, trees are repopulated for future generations and that people and the environment are treated with respect.
- **We are members of both FSC and Sustainable Forestry Initiative (SFI)** organizations, dedicated to sustainable products and manufacturing processes.
- **Papers:** We offer papers that are **partially recycled**, as well as **fully certified FSC/SFI** papers.
- **Boards:** All boards used for hard covers are made from **recycled materials**.
- **Inks:** Our inks consist of **12% vegetable oil derived from vegetable waste material** like stems, hulls and other non-digestible parts of the plant.
- **100% of unused materials in the manufacturing process are recycled** as a standard business process.
- We've been a national supplier to companies such as Target and Walmart that require **certified suppliers** who use responsible processes as well as fair labor practices and resources when manufacturing products.
- Our **FSC/SFI certification is audited annually and verified** through on-site checks and inspections.

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Photo by Mitchell A. Franz



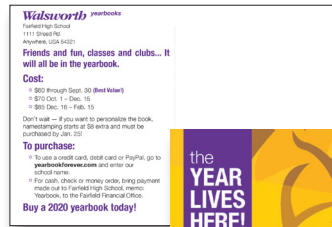
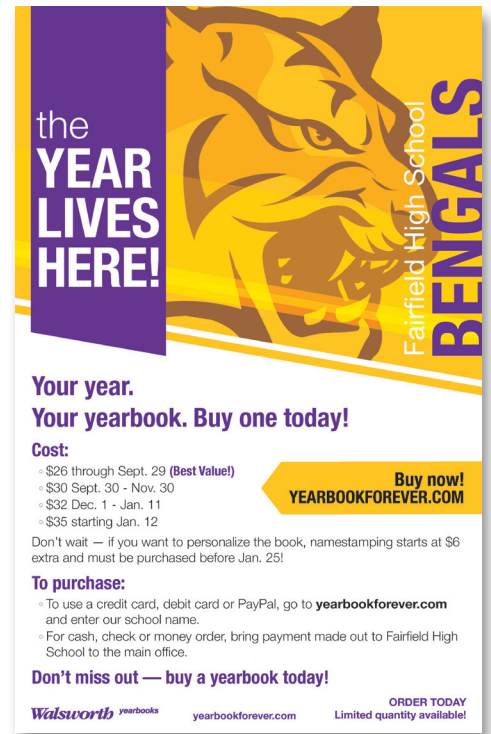
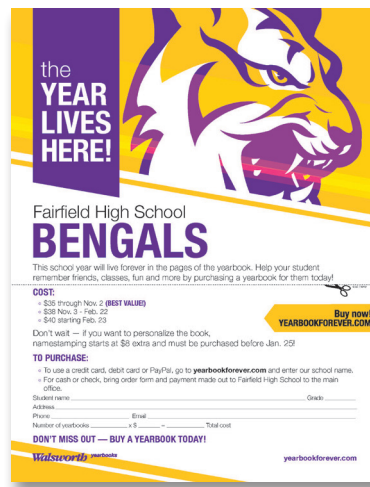
Photo by Carlos Giron

COMMITMENT

Walsworth's yearbook sales representatives are not afraid of **commitment**. We are 100% dedicated, along with our customer service representatives, to meeting your needs and providing the best service.

- We are your partners, working with you to save you time, money and make your yearbook life easier.
- We provide expertise in all areas of yearbook, from design to marketing, from inspiration to fun.
- We give you quick and accurate responses to questions or issues.
- We give you the best training in the industry, in your classroom, at workshops or through virtual meetings.
- We bring integrity and competitive pricing to the budget process.
- Our flexibility enables us to meet the individual needs of your yearbook program.
- We are available – you can always reach one of us.
- Our Computer Support experts are available, too, with hours in your time zone, via phone, email and online.
- We mentioned fun, but it's worth repeating. Yearbook work is less stressful when some fun is thrown in.

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CUSTOMIZED MARKETING

With Walsworth's **Customized Marketing**, schools receive personalized, professionally designed marketing items without all the work. Posters, fliers, postcards and more – all help promote and sell your school's yearbook.

- Use your school's colors.
- Submit photos of your school's students.
- Add your school's mascot.
- Select a message or write one of your own.
- Include your sales and pricing information.
- Select a Gold, Silver or Bronze package, and order once for items to use throughout the year.

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Photo by Haiti De La Garza

Walsworth® engage

Improving student motivation, achievement and engagement are goals many school administrators share, but the right tactics to influence these positive outcomes are not always clear.

For more than 70 years, Walsworth Yearbooks has been honored to partner and work with thousands of schools across the country.

Walsworth Engage matches your student-engagement goals with our resources. Whether you want to increase school spirit, promote student leadership or are looking for a newly designed mascot and overall brand makeover, we can help.

Our design and educational professionals collaborate with school administrators on services such as:

- Creating a school mascot
- Branding school facilities
- Providing speakers who inspire students to make a positive difference in their schools and communities
- Identifying programs that improve academic performance and increase attendance
- Renewing a school's climate and culture by creating a simple, unified identity
- Offering strategies for celebrating student success

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FLEXIBILITY

At Walsworth, we're **flexible**, because it's all about you.

- Our family-owned company has the flexibility to create customized solutions for your yearbook program.
- With lots of choices for covers, materials and applications, your staff will easily find a cover to match their theme, or you can work with an artist to design a unique cover.
- Set deadlines that fit your schedule. Our flexibility helps most of our schools meet their deadlines each year.
- We offer later final deadlines with PDF submission.
- Walsworth is flexible when it comes to proofs – use paper or go online.

We are the only family-owned yearbook provider. Our innovative technology and tools help you create award-winning yearbooks and keep the tradition of yearbooks strong. Contact me today to learn more!

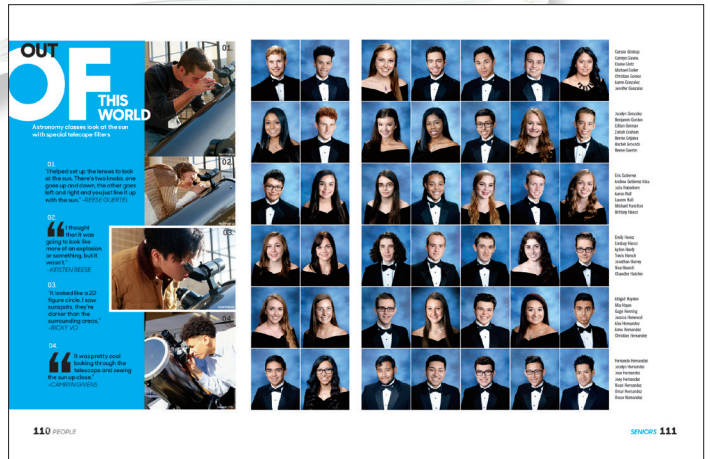
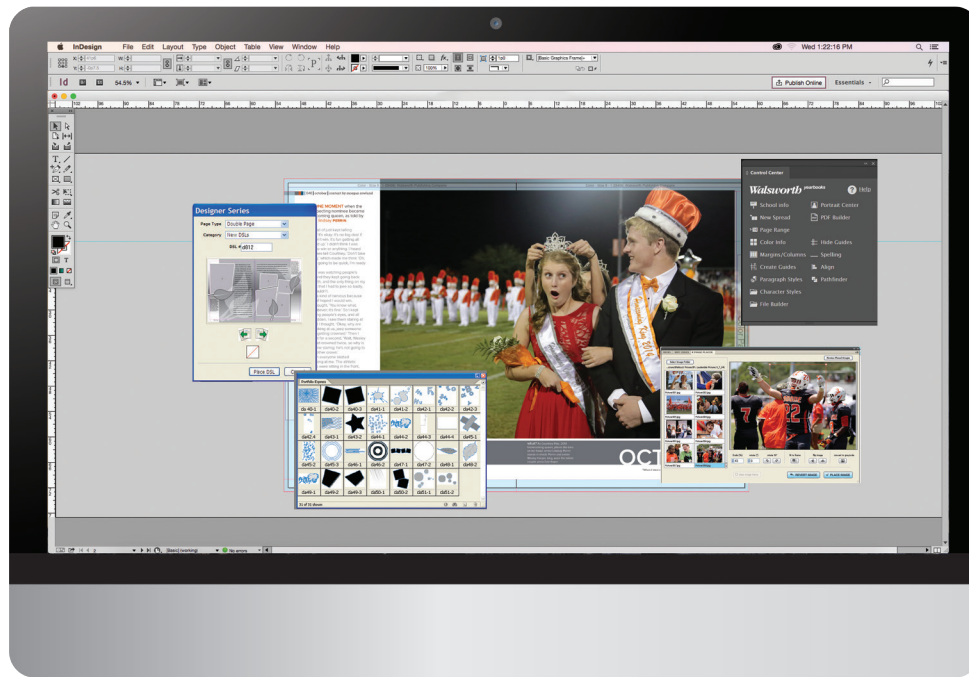


IMAGE ADJUSTMENT SERVICES

Image Adjustment Services ensures you have quality images for the yearbook.

- Every candid image is adjusted for the best possible brightness, sharpness, contrast, saturation and skin tone.
- Walsworth also inspects all portrait images for quality.
- Available for Online Design and Adobe® InDesign® customers.

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Boone High School yearbook

INDESIGN ENHANCEMENTS

Walsworth's **Enhancements** simplify page creation with **Adobe® InDesign®**.

- Walsworth helps advisers and editors stay on the cutting edge of yearbook design with InDesign.
- Enhancements are Walsworth's software plug-ins that improve what InDesign can do for you by helping you quickly prepare your yearbook pages while keeping the pages consistent.
- Our Enhancements are easy to use for tasks such as selecting and creating page layouts, building portrait pages and your index and preparing your files for submission.
- Walsworth provides Enhancements and full support for versions through InDesign 2020.

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Photo by Dara O'Connor



Photo by William Kolb



Photo by Kelsey Walling

iPHONEOGRAPHY

Walsworth understands new media trends, and we can help guide your staff in using them.

- Through the art of **iPhoneography**, your students are able to create and edit stunning yearbook images using nothing but their smartphones. Avoid costly photographic equipment and learn more about this valid alternative to SLRs. Remember, the best camera is the one that's with you!
- **Enhance your backpack journalism skills** and watch each member of your staff become reporters, photographers and videographers.
- Learn the **most popular and useful mobile apps** for embracing these new technologies.
- Check out Walsworth's **"Using Your Smart Phone to Capture Great Photos"** eBook at walsworthyearbooks.com/ebooks.

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Photo by Carlos Giron



Photo by Mitchell A. Franz

PERSONAL SERVICE TO IMPROVE YOUR BOOK

Get more for your book and your staff with Walsworth's team approach to service. Your staff can realize its potential in creating journalistic yearbooks with assistance from former award-winning adviser and Walsworth Key Accounts Manager Mike Taylor, CJE. Together, your sales representative and Mike will provide:

- Lessons on yearbook journalism, such as theme development, staff management, caption writing, design and photography.
- Brainstorming and discussions on yearbook trends and new coverage ideas.
- Sessions at workshops, including one-day workshops.
- Tech demos of Walsworth products, including our Online Design web-based creation program.
- Ideas for increasing yearbook and ad sales.
- Critiques of spreads and other yearbook-related projects throughout the school year.



Photo by Mitchell A. Franz

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MARKETING MATERIALS AND PROGRAMS

Sell more yearbooks and ads more ways with Walsworth.

- Designate a marketing manager to run your marketing and sales. To help them do their job, use our *My Marketing Plan* workbook.
- One of the best times of the year to sell yearbooks is at the beginning of the school year. Our *Using Yearbook Sales Tables* manual can help.
- Reach buyers online with our Online Sales program. Place a banner on your school website and take buyers directly to yearbookforever.com.
- Get Customized Marketing posters, fliers, banners, postcards and more just for your school.
- Our Parent Email Program (PEP) has proven sales results.
- Create your own marketing materials using our Do-it-yourself Templates.
- Learn how to use social media to create awareness of your book.
- See our marketing materials at walsworthyyearbooks.com/marketing.

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GET AMAZING EFFECTS USING ONLINE DESIGN!

Achieve all of these effects and more right in Walsworth's Online Design program. No Photoshop needed!

HEADLINE
HEADLINE
HEADLINE

Spice up your headlines by adjusting letter spacing and adding colors or gradients.

“Quote from student goes here.” -Student name

Get creative with your text. Put text on a path, around a shape, or put a photo within your text.



AMAZING TRICKS

We are the only family-owned yearbook provider. Our innovative technology and tools help you create award-winning yearbooks and keep the tradition of yearbooks strong.

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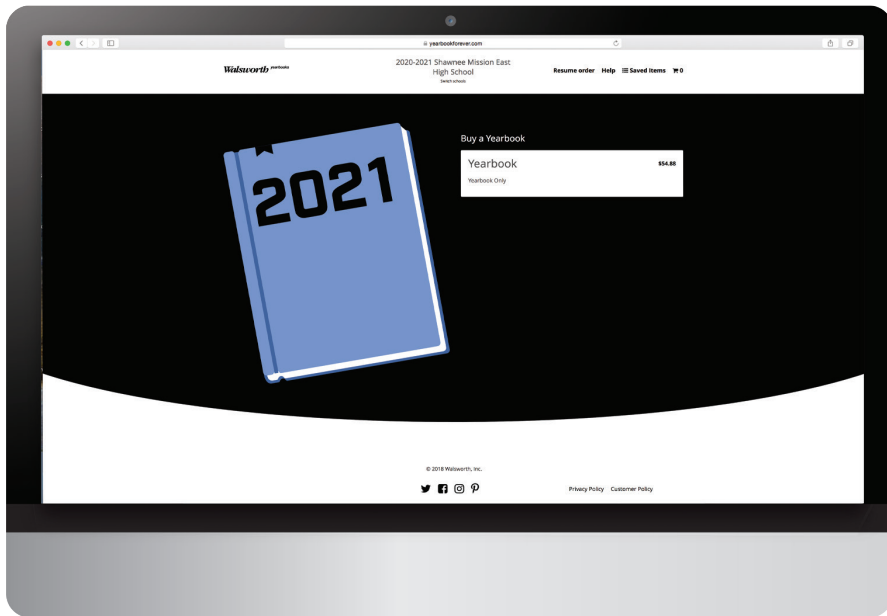
Make your spreads stand out by creating cut-out images using Online Design's Clipping Path feature.



Your photos will be eye-catching using the Cartoonify effect to transform it into a cartoon.



The Clipping Path will also let you create fun effects like a torn photo.

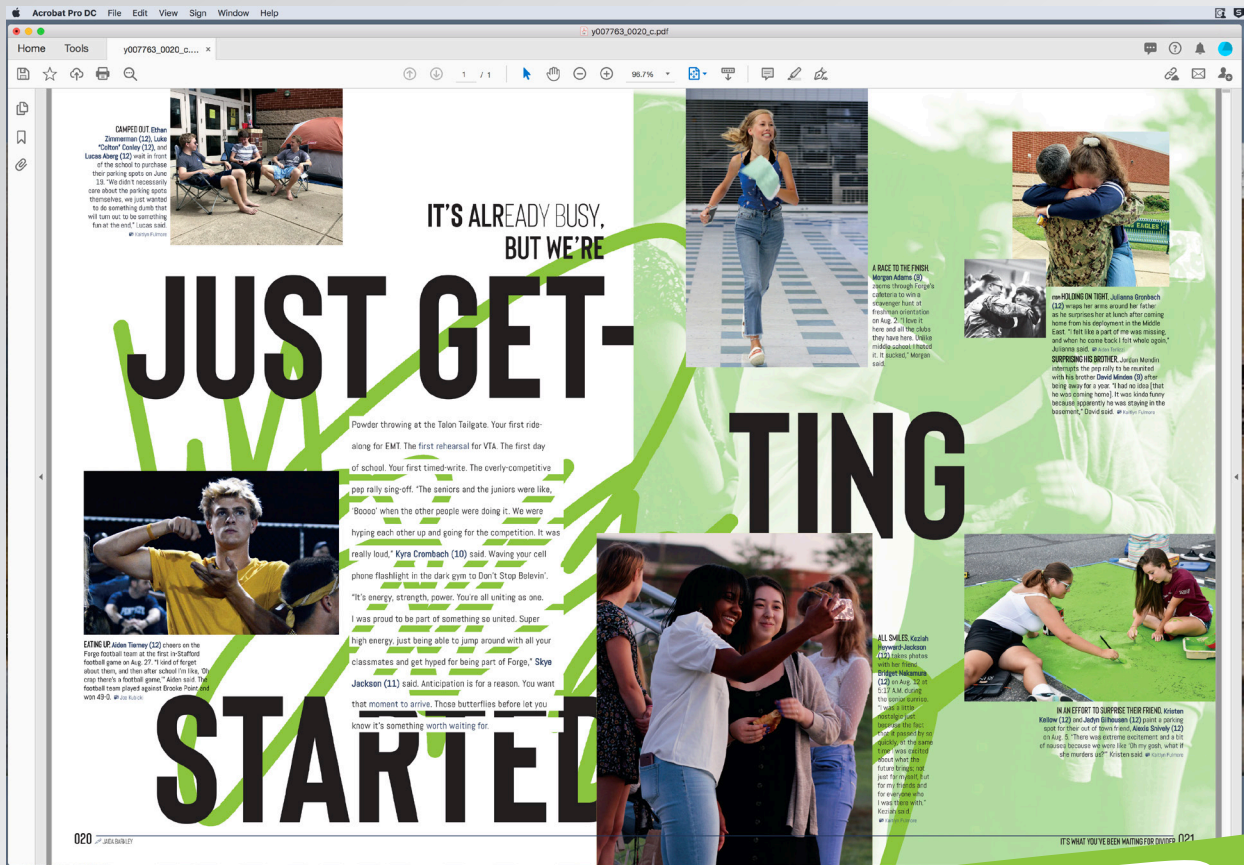


ONLINE YEARBOOK SALES

Online yearbook sales are a snap for you and your buyers.

- Parents, grandparents and faculty can go online anytime to order and pay for a yearbook and options like namestamping.
- Buyers can pay by credit card or PayPal.
- The burden of handling money is eliminated.
- Sales tracking reports simplify record keeping and yearbook distribution.
- Schools using Online Yearbook Sales sold an **additional \$2.00 per book** in options. That is more money for your program with no additional effort from you.

We are the only family-owned yearbook provider. Our innovative technology and tools help you create award-winning yearbooks and keep the tradition of yearbooks strong. Contact me today to learn more!



PDF BUILDER

Be in complete control with Walsworth's PDF Builder.

- You create the PDFs, so you know exactly what your pages will look like before submitting them. Now that's control.
- By using PDFs, your deadlines become more flexible and your turnaround time is shorter.
- Your page, with images and fonts, becomes one document. No more missing links.
- With the PDF Builder Enhancement and instructions in The Process Manual, creating your PDFs is easy.

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“PEP was instrumental in increasing our sales this year. Parents loved the easy reminders, and every time an email went out, we immediately sold another set of yearbooks.”

**Chelsea Watts
Ingrid B. Lacy Middle School, Pacifica, California**

REACH MORE PARENTS WITH OUR PARENT EMAIL PROGRAM (PEP)

Tired of order forms not making it home to parents? Emails reach parents easily and efficiently and take students out of the delivery equation. You send us your parent email list, and we take care of the rest.

- Our Parent Email Program has helped many schools increase their yearbook sales by more than 50 copies.
- Don Walsworth, President, signed our **Email Campaign Assistance Services Agreement**, which documents his personal commitment not to share or sell email addresses.
- Parents who purchase a yearbook online will be automatically removed from our list.
- Last Chance emails are sent one to two weeks prior to your sales end date. Get those procrastinators with the Last Chance email!

To sign up, go to walsworthyearbooks.com/pep and complete the form. Let us help you sell more yearbooks and ads all year long.

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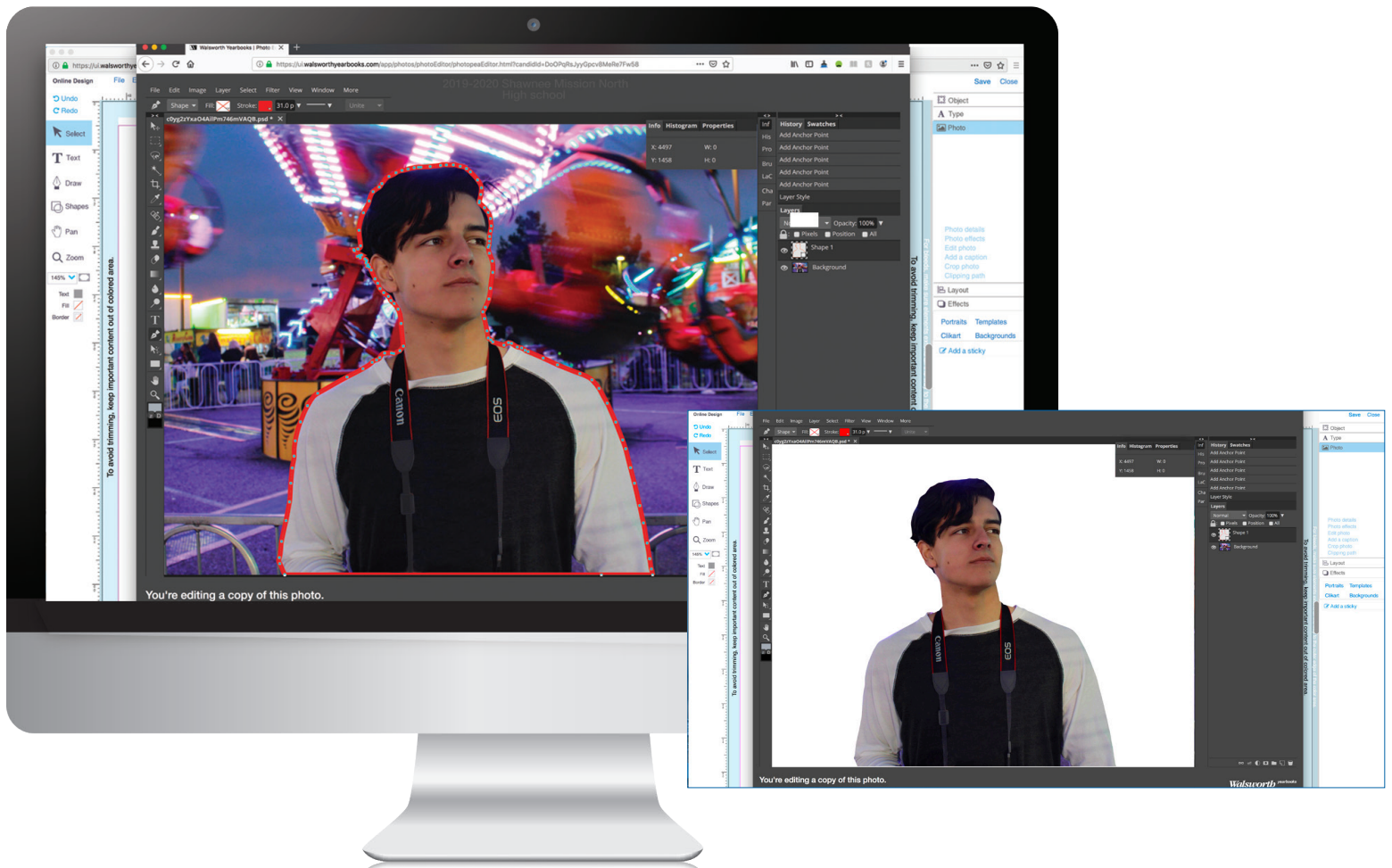
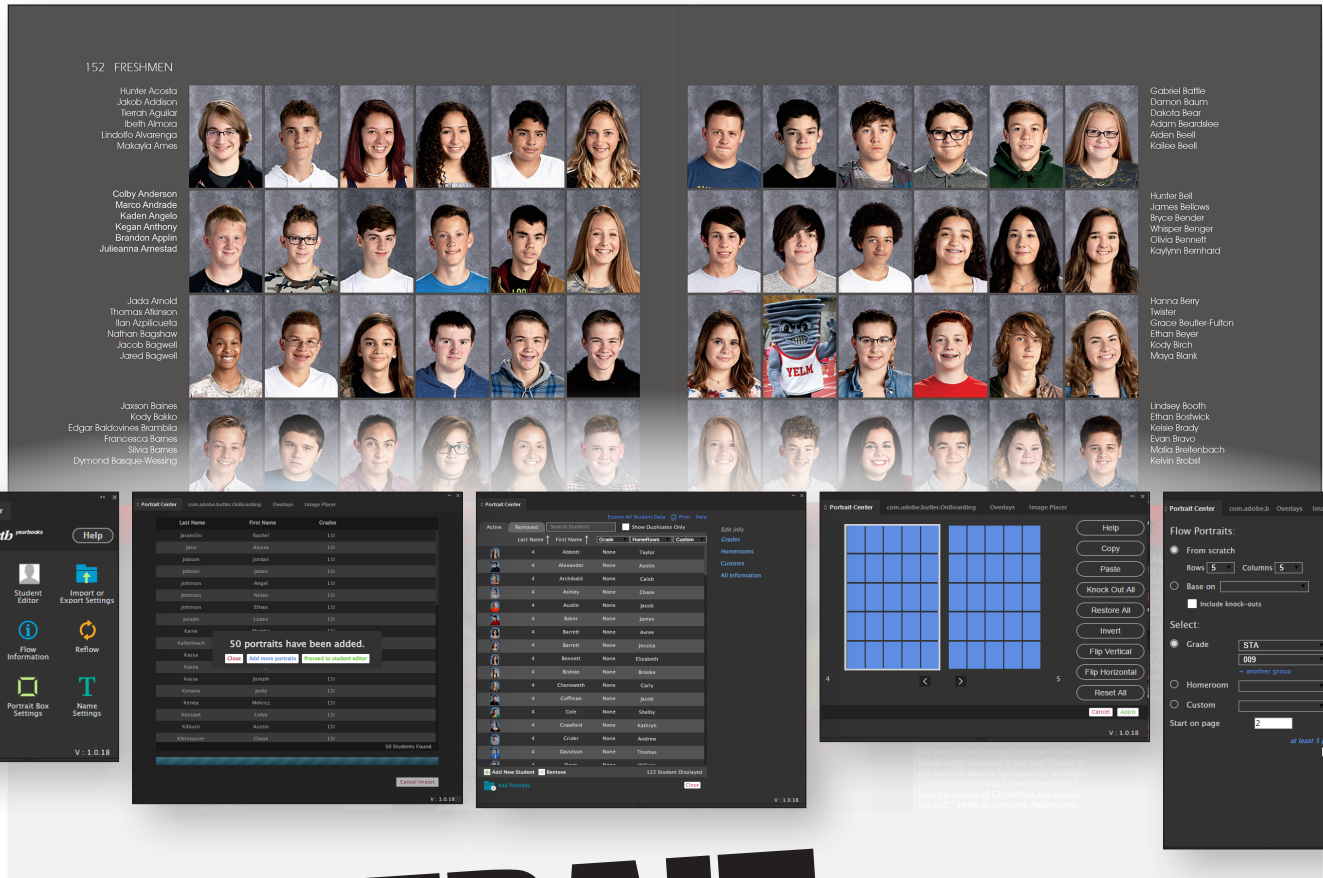


PHOTO EDITING IN ONLINE DESIGN

Are you aware of the powerful photo editing capabilities at your fingertips in Online Design? Walsworth provides more-amazing-than-ever tools that help you achieve professional quality photo editing without the price tag.

- You can **work wonders on your images** in Online Design.
- Get a **professional quality photo editing tool** at no additional cost.
- Our editing tool gives you dozens of ways to **edit, enhance and apply unique effects** to your photos, ranging from simple fixes like red eye, contrast and brightness to more sophisticated tools like cobbing and color enhancements.

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PORTRAIT CENTER

InDesign CC users have a fast, efficient way to work with their portrait images and build their portrait pages – Walsworth’s **Portrait Center** plug-in.

- Import, view, edit and flow your portrait images on to the page – all in one palette.
- Upload your portrait images into Portrait Center in just a couple clicks.
- Edit portrait information on a single student or batch edit several student entries at once by grade or homeroom in the Student Editor.
- Use a variety of design and styling options – apply knock-outs to pages, adjust the shape and spacing of portrait boxes and try out different fonts on portrait names.

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PROOFING

Walsworth lets you use the **proofing** system that's right for you.

- Walsworth is flexible when it comes to proofs – paper, disk or go online to proof your yearbook.
- Make all your corrections digitally at no additional charge.
- Stop waiting for the FedEx truck – send and receive your proofs online through the Walsworth website.

We are the only family-owned yearbook provider. Our innovative technology and tools help you create award-winning yearbooks and keep the tradition of yearbooks strong. Contact me today to learn more!



“Walsworth gave us the tools that helped us easily conduct a bilingual marketing campaign. In one week, we sold 100 yearbooks!”

- Carol Mills, yearbook adviser,
Eisenhower High School

“Walsworth put together a bilingual email we sent to our school community. The kids not only finally started understanding what the yearbook was all about, but also understood how to get one.”

- Cindy Hunter, yearbook adviser,
A.C. Davis High School

REACH SPANISH-SPEAKING PARENTS IN A MEANINGFUL WAY

Walsworth developed a whole new way of marketing the yearbook to the Spanish-speaking community. We do more than simply translate our marketing pieces from English to Spanish. We partnered with experts who specialize in marketing to Spanish-speaking communities. Our materials are culturally relevant and respect core values.

- We help Spanish-speaking parents understand the tradition of the yearbook, and how the yearbook is a wonderful way to celebrate their students’ school life.
- We developed marketing materials to help you, including fliers and emails.
- Email marketingyearbooks@walsworth.com to get started.

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STRATUS GIVES YOU FULL ACCESS

Stratus gives your yearbook staff full access to Adobe® InDesign® and Photoshop®

Walsworth's Stratus is here for you!

- Stratus delivers the complete capabilities of InDesign and Photoshop.
- Accessing these solutions through Walsworth removes the burden of purchasing and updating Adobe software licenses.
- Stratus is available 365/24/7, giving you the convenience of working anytime, anywhere you are online.



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Photo by Heather Micknicz



LEADING-EDGE TECHNOLOGY

Work smarter and faster with **Walsworth Yearbooks' exclusive cutting-edge technology.**

- **Online Design** – One of the world's most sophisticated online page creation applications, Online Design allows you to work anytime, anywhere you have Internet access.
- **InDesign** – Walsworth and Adobe work together to help advisers and editors stay on the cutting edge, including full support of the most recent versions of InDesign.
- **InDesign Enhancements** – Our plug-ins simplify page production, add consistency and save you time.
- **PDF** – PDFs give you complete control of your printed pages. Walsworth is the only yearbook company that provides software to create certified PDF files.
- **YearbookHelp.com** – From learning how to write great captions and tips on design and photography to InDesign and Online Design support, **yearbookhelp.com** provides everything you need to create a great book.
- **W|eCare** – Walsworth provides live, interactive technical support that links you online with a specialist. Let the specialist take control of your computer and show you solutions to your desktop publishing queries.
- **Computer Support** – Our desktop specialists are available when you have questions – by phone, email or W|eCare.

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WALSWORTH YEARBOOKS

Our mission

Creating value for our customers, company and communities.

Who we are

- More than 80 years of printing excellence – since 1937
- The only family-owned yearbook company, now run by the second and third generations of the Walsworth family
- The most experienced and knowledgeable yearbook management team – we have more than 385 years of yearbook experience
- Never bought, never sold
- 99.6% customer satisfaction rating
- More than 600 employees with Master Printer status, demonstrating our printing expertise
- Profits reinvested in the company to keep Walsworth the leader in yearbook technology

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Photo by Brooke Thielges

W|eCARE

Tech support matters to us. That's why Walsworth offers real time, online computer support with **W|eCare**.

- Get live, screen-sharing support sessions right in your classroom with a specialist in desktop publishing or Online Design.
- All you need is an Internet connection.
- We can exchange information and files online.
- You show us your question, we show you solutions, right on the screen.

When our support team can see your problem, they can solve it quicker with W|eCare.

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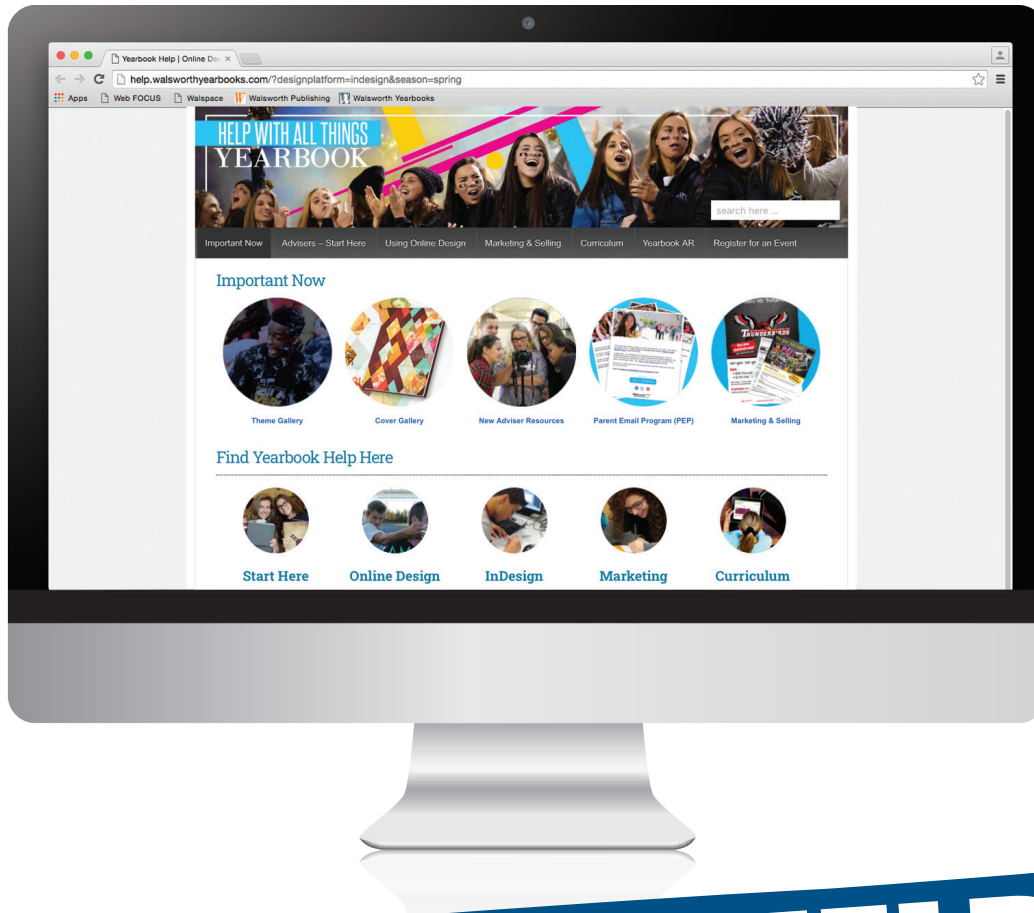


WORKING WITH THE BEST

Many award-winning advisers and staffs put their trust in Walsworth to print their yearbooks. These include winners of prestigious national awards from the Columbia Scholastic Press Association (CSPA), National Scholastic Press Association (NSPA), Journalism Education Association (JEA) and Quill & Scroll.

- In 2021, **Walsworth printed 26 yearbooks that won national honors**, giving us the **highest percentage of award-winning customers in the country**. Twenty-two books won **CSPA Crown awards**, and 22 won **NSPA Pacemaker awards**.
- Over the past four years, students in Walsworth customer high schools have captured more than 45% of the Sweepstakes honors in the annual **Quill and Scroll National Yearbook Excellence Contest**.
- In the contest's 25-year history, JEA has named seven high school advisers who are Walsworth customers as the **H.L. Hall Yearbook Adviser of the Year**.

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YEARBOOK HELP

The most comprehensive online yearbook resource – **Yearbook Help**.

At **yearbookhelp.com**, Walsworth's exclusive and comprehensive online training website, you and your staff will find information on every yearbook topic from creating your yearbook to staff management.

- Yearbook Help is organized into five areas: Advisers - Start Here; Using Online Design or Using InDesign/Creative Cloud; Marketing & Selling; Curriculum; and Register for Events.
- Topics in the Important Now area change regularly - ensuring your staff will always know what they need to do next.
- Concise instructional posts, presentations and videos help your staff learn the steps to creating your yearbook.

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💡 The activities were short and easy to use, making the concepts very simple to review and go over with my students. I feel the ‘fluff’ is left out and the necessary skills to create a yearbook are kept in place. 💡

–Erica Aceret, adviser, Oswego High School,
Oswego, Illinois



Get the most powerful yearbook journalism curriculum

YEARBOOK SUITE

- Student workbooks contain short lessons with activities to get students creating a yearbook faster.
- The Adviser Edition contains each of the workbooks plus instructional tips, a list of Common Core State Standards met, our “First 30 Days” lesson plans and more.
- Each unit is written by experts in each topic, including four JEA Yearbook Advisers of the Year.
- Purchase student workbooks by unit, so you get the material you need:

Staff management
Design
Interviewing
Editing

Theme development
Marketing/advertising
Writing
Legal

Coverage
Photojournalism
Captions/headlines

See it at all walsworthyearbooks.com/yearbooksuite.

**Our “New Advisers
Field Guide to Yearbook”
explains what you need to
know and how and when to
do it. It’s great for veteran
advisers, too.**

We are the only family-owned yearbook provider. Our innovative technology and tools help you create award-winning yearbooks and keep the tradition of yearbooks strong. For more information and to order, go to walsworthyearbooks.com/yearbooksuite.



COVER

OPTIONS

If you can imagine it, Walsworth's **cover options** will make your cover a reality.

- Our Creative Services artists can create a custom cover unique for your theme. Meet with them at workshops or in an online Virtual Cover session.
- Go to walsworthyyearbooks.com/covergallery to get inspiration for your cover.
- Bring your cover to life by using Yearbook AR to include eye-popping 3D animations and videos.
- Consider a premium cover material such as Leathertone, Rich Matte, Brushed Metal and more.
- Add special touches with hot foil, embossing and grains.
- Standard covers can be used as-is or personalized with your theme, year, school name, color and more.
- For your convenience, use our Yearbook Blueprint manual located in your Planning Kit to select a standard cover.

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FSC-CERTIFIED PAPER

For Walsworth, **being green** is a way of life.

For more than 25 years, we have worked to **recycle, replace and sustain** our resources to improve our community and the environment.

Walsworth was the **first** yearbook company in the U.S. to achieve Forest Stewardship Council® (FSC®) certification (FSC®-C004755).

FSC is an independent organization that protects our forests. Through their many efforts, they ensure that the forest ecosystem is sustained, trees are repopulated for future generations and that people and the environment are treated with respect.

Our certification means...

- We can offer paper that comes from responsibly managed forests.
- The option of purchasing FSC®-certified paper gives you a chance to make a positive impact on the planet.
- Your yearbook can carry the FSC® logo.

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Indoor	Outdoor	Indoor	Outdoor
	 Yellow PMS 1375		 Dark Blue PMS 7705
	 Tan PMS 7572		 Blue Violet PMS 688
	 Red Orange PMS 7418		 Primary Red PMS 7635
	 Green PMS 7473		 Red PMS 7636
	 Primary Blue PMS 2183		 Orange PMS 2348
	 Light Blue PMS 646		 Red-Violet PMS 688



GLOW- IN-THE-SUN INK

Watch your yearbook glow in the sun

Make your yearbook cover fun and dynamic with **Glow-in-the-Sun Ink.**

- Your cover dramatically changes colors when you take it outside in the sunlight!
- Glow-in-the-Sun ink fits perfectly with themes about change or metamorphosis.
- Choose from a selection of 12 colors.

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MYCOVER

Imagine a yearbook cover so unique, each student has their own, personalized version. That's what you get with Walsworth's **MyCover**.

- MyCover is more than a student's name on their cover, even more than their photo.
- MyCover enables you to create unique and personalized covers that will wow students.
- Design options are only limited by your imagination.

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PAGE EDGE PRINTING



A fun new personalization option for you

Add an extra touch of personalization to your book by **printing on the page edges**.

- Include a custom message, school logo or mascot.
- Allow students to personalize their book with name and icons.
- Extend a cover design or yearbook theme on to the page edges.
- Available in black ink.

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SAMPLE COVER PROGRAM

See and hold your actual cover before your book is bound with Walsworth's **Sample Cover Program.**

- Walsworth creates your cover and sends it to you. It's the real deal – a three-dimensional cover, not a two-dimensional print.
- See and experience a new perspective of your cover and the applications you selected such as embossing, debossing, hot foil or metal gloss.
- See how the bleed wraps around the edges.
- Use the cover as a marketing tool to let students, faculty and even parents see what the yearbook will look like and encourage more buyers.

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ETC.

EXTRA TOPIC COVERAGE

Cover the entire school year by creating a supplement. With Walsworth, it's easy.

- Walsworth's supplements are competitively priced.
- Turnaround is quick – as fast as two weeks.
- Supplements can be sent to print using any of Walsworth's submission methods.
- Include coverage after your last deadline, such as prom, graduation and sports playoffs.
- Pricing is the same when supplements are used as literary magazines, sports championship season booklets, school directories, anniversary books or other commemorative publications.

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SAIL Sophomores Roberto Lugo and Kyle Bramson slash the waves. Lugo is the Skipper and Bramson was the Crew. "This team is made of individuals that are passionate for the sport," said Lugo. Photo by Bob Pugh

wind in my sails

THE SAILING TEAM COMPLETED THE SAISA SOUTH POINTS CIRCUIT.

Conquering this title, the sailing team crossed the finish line. Tying for first place at states, the team was comprised of 16 members that competed at seven regular season events throughout the school year.

"The meets usually start early; at around eight we start putting the boats together, prepping them up. The boats are not ours, we rent them at the Coral Reef Yacht Club located in Coconut Grove," said junior Teodoro Bueres.

Tying for first place during the regular season, earned the team a spot that the SAISA District Championships on Mar 17-18, in Jacksonville, FL.

"In meets, you have many schools from all over Florida that come to compete. There is a lot of pressure, but we handle it well. As a whole, our team has very good asset when it comes to races and competitions," said senior Mateo Puch.

During their last meet before the District Championships, the team beat its rival, Ransom Everglades.

"We are very competitive, so beating Ransom felt very good, yet that doesn't change the fact we believe in sportsmanship and have a lot of respect for their team," said Puch.

There are two individuals on every boat, the Skipper, who navigates the boat according to the direction of the wind and water, and the Crew, who helps stabilize the boat when it takes speed.

"The Skipper really needs to know how to predict the wind and tide, and the Crew needs to use a lot of upper and lower body strength to keep the boat low," said sophomore Roberto Lugo.

Article by Ignacio Isparriz Diaz



Burges High School

UV COATING MAKES YOUR PAGES SHINE!

Walsworth's **UV coating** adds a finish that will make your yearbook pages shine.

- UV coating is a clear, glossy coating that can enhance all or just part of a page or photo.
- With flood UV coating, entire pages or an entire flat can stand out.
- Using spot UV coating, highlight certain elements on a page, such as your senior portraits, text or shapes – even a specific part of a photo.
- Adding UV coating is easy and affordable.

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When you want assistance in designing your cover, arrange a virtual cover session on your schedule.

- Invite a Creative Services artist into your classroom via webcast, for a face-to-face meeting on web camera, to discuss your cover.
- Our artists use a drawing tablet to create and immediately send you a JPG file with the cover.
- You receive an instant proof to review. No waiting for paper files.
- Decisions about your cover can be made immediately.
- Your staff receives focused attention.
- Folio and other artwork also can be created.

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BRING YOUR YEARBOOK TO LIFE!

Our exclusive Yearbook AR app gives schools a powerful, easy-to-use augmented reality creation toolset with unlimited storage on a reliable platform.

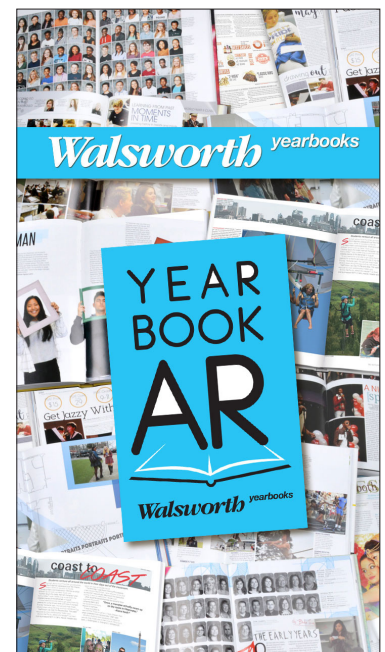
Bring your yearbook to life with Yearbook AR, Walsworth's augmented reality app that brings a whole new interactive experience to your yearbook. See the Homecoming dance leap off the page. Watch the marching band perform. Relive chemistry class. Here's how it works:

- Download the Yearbook AR app.
- Find the images and graphics in your yearbook tagged with the Yearbook AR icon.
- Open the app, scan each image marked with an AR icon and watch it come to life!

Walsworth Yearbooks is the leader for augmented reality yearbook content and we are making it fun and easy to use:

- No channels to follow
- No individual accounts to create
- Get creative by using special motion effects, 3D shapes, background audio and more.

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Download Yearbook AR from the App Store or Google Play and scan the image above to see Yearbook AR in action.