



District School Board of Pasco County

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Heather Fiorentino, Superintendent

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Department of Purchasing
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October 19, 2010

MEMORANDUM

TO: Honorable School Board Members

FROM: Kendra Goodman, CPPO, CPPB, Purchasing Agent 

RE: Elementary Yearbooks Regions 2, 3, 5, 6
Direct Negotiation 11-039-DN

On October 5, 2010, official action was taken to allow permission for the Purchasing Department to directly negotiate with the #1 ranked companies for the purchase of elementary school yearbooks for Regions 2, 3, 5, and 6.

As indicated in our previous request, in order to obtain more competitive pricing, the Purchasing Department contacted the responsible, responsive, highest scoring vendors: Region 2 – Lifetouch, Region 3 – Taylor Publishing, Region 5 – Lifetouch, and Region 6 – Taylor Publishing. As a result, significantly lower pricing was negotiated and the Purchasing Department recommends award of these direct negotiations to:

Region 2 – Walsworth*
Region 3 – Taylor Publishing
Region 5 – Taylor Publishing*
Region 6 – Taylor Publishing

* The negotiations with the #1 ranked vendor for these regions, Lifetouch, was unsuccessful in lowering the pricing structures and therefore, in accordance with the request to negotiate, vendor #2 was then contacted.

The direct negotiations are three-year contracts, renewable annually based upon mutual consent of both parties. The student-direct purchases for these regions will be approximately \$479,148.69 through Internal Funds. The first year of this contract will commence on October 20, 2010 and continue through September 6, 2011.

If you should have any questions regarding this matter, please contact me at your earliest convenience.

KDG/vj (4)

Walsworth - Elementary
Elementary/Middle School Yearbooks

11-039-VI

Pages	28	32	36	40	44	48	52	56	60	64	68	72	76	80	84	88	92	96	100
Copies																			
50-100	\$4.06	\$4.51	\$5.00	\$5.36	\$5.68	\$9.30	\$9.99	\$10.12	\$10.59	\$11.29	\$11.95	\$12.58	\$13.25	\$13.37	\$14.57	\$15.20	\$15.84	\$15.84	\$15.84
101-150	\$3.94	\$4.41	\$4.91	\$5.36	\$7.54	\$8.11	\$9.65	\$9.23	\$9.79	\$10.34	\$10.89	\$11.46	\$12.01	\$12.55	\$13.11	\$12.11	\$13.67	\$13.67	\$13.67
151-200	\$3.92	\$4.26	\$4.76	\$5.26	\$7.02	\$7.52	\$8.05	\$8.56	\$9.08	\$9.58	\$10.07	\$10.59	\$11.09	\$11.61	\$12.14	\$12.14	\$12.62	\$12.62	\$12.62
201-250	\$3.70	\$4.11	\$4.61	\$5.11	\$7.02	\$7.52	\$8.05	\$8.56	\$9.08	\$9.58	\$10.07	\$10.59	\$11.09	\$11.61	\$12.14	\$12.14	\$12.62	\$12.62	\$12.62
251-300	\$3.58	\$3.96	\$4.46	\$4.96	\$7.02	\$7.52	\$8.05	\$8.56	\$9.08	\$9.58	\$10.07	\$10.59	\$11.09	\$11.61	\$12.14	\$12.62	\$12.62	\$12.62	\$12.62
301-350	\$3.46	\$3.81	\$4.31	\$4.81	\$7.02	\$7.52	\$8.05	\$8.56	\$9.08	\$9.58	\$10.07	\$10.59	\$11.09	\$11.61	\$12.14	\$12.62	\$12.62	\$12.62	\$12.62
351-400	\$3.34	\$3.66	\$4.16	\$4.65	\$6.67	\$7.15	\$7.65	\$8.14	\$8.63	\$9.10	\$9.58	\$10.07	\$10.54	\$11.03	\$11.54	\$11.99	\$11.99	\$11.99	\$11.99
401-450	\$3.22	\$3.51	\$4.01	\$4.51	\$6.49	\$6.96	\$7.45	\$7.92	\$8.40	\$8.86	\$9.32	\$9.80	\$10.26	\$10.74	\$11.23	\$11.67	\$11.67	\$11.67	\$11.67
451-500	\$3.10	\$3.36	\$3.86	\$4.26	\$6.21	\$6.66	\$7.13	\$7.58	\$8.04	\$8.47	\$8.92	\$9.38	\$9.82	\$10.27	\$10.74	\$11.17	\$11.17	\$11.17	\$11.17
501-550	\$2.98	\$3.21	\$3.71	\$4.21	\$5.78	\$6.23	\$6.70	\$7.15	\$7.61	\$8.04	\$8.49	\$8.95	\$9.34	\$9.84	\$10.31	\$10.74	\$10.74	\$10.74	\$10.74
551-600	\$2.86	\$3.06	\$3.56	\$4.06	\$5.54	\$5.99	\$6.46	\$6.91	\$7.37	\$7.80	\$8.25	\$8.71	\$9.15	\$9.60	\$10.07	\$10.46	\$10.46	\$10.46	\$10.46
601-650	\$2.74	\$2.91	\$3.41	\$3.91	\$5.03	\$5.48	\$5.95	\$6.00	\$6.98	\$7.39	\$7.84	\$8.30	\$8.74	\$9.19	\$9.66	\$10.36	\$10.36	\$10.36	\$10.36
651-700	\$2.62	\$2.76	\$3.26	\$3.76	\$4.64	\$5.09	\$5.56	\$6.11	\$6.59	\$7.00	\$7.45	\$7.91	\$8.35	\$8.80	\$9.27	\$10.26	\$10.26	\$10.26	\$10.26
701-750	\$2.50	\$2.61	\$3.06	\$3.61	\$4.47	\$4.86	\$5.33	\$5.88	\$6.36	\$6.83	\$7.28	\$7.74	\$8.18	\$8.63	\$9.10	\$10.16	\$10.16	\$10.16	\$10.16
751-800	\$2.38	\$2.46	\$2.86	\$3.41	\$4.31	\$4.70	\$5.17	\$5.72	\$6.20	\$6.67	\$7.12	\$7.58	\$8.02	\$8.47	\$8.94	\$10.06	\$10.06	\$10.06	\$10.06
801-850	\$2.26	\$2.31	\$2.66	\$3.21	\$4.14	\$4.53	\$5.00	\$5.55	\$6.03	\$6.50	\$6.95	\$7.41	\$7.84	\$8.30	\$8.77	\$9.96	\$9.96	\$9.96	\$9.96
851-900	\$2.04	\$2.16	\$2.46	\$3.01	\$3.99	\$4.38	\$4.85	\$5.40	\$5.88	\$6.35	\$6.80	\$7.26	\$7.69	\$8.15	\$8.62	\$9.86	\$9.86	\$9.86	\$9.86
901-950	\$1.94	\$2.01	\$2.26	\$2.81	\$3.82	\$4.21	\$4.68	\$4.98	\$5.71	\$6.17	\$6.62	\$7.08	\$7.51	\$7.97	\$8.47	\$9.76	\$9.76	\$9.76	\$9.76
951-1000	\$1.82	\$1.86	\$2.06	\$2.61	\$3.66	\$4.01	\$4.52	\$4.77	\$5.55	\$6.01	\$6.46	\$6.92	\$7.35	\$7.81	\$8.31	\$9.66	\$9.66	\$9.66	\$9.66

Taylor - Elementary School
Elementary/Middle School Yearbooks

11-039-DN

Pages	28	32	36	40	44	48	52	56	60	64	68	72	76	80	84	88	92	96	100
Copies																			
50-100	\$4.06	\$4.51	\$5.00	\$5.36	\$5.68	\$9.30	\$9.99	\$10.12	\$10.59	\$11.29	\$11.95	\$12.58	\$13.25	\$13.37	\$14.57	\$15.20	\$15.84	\$15.88	\$16.00
101-150	\$3.94	\$4.41	\$4.91	\$5.36	\$7.54	\$8.11	\$9.65	\$9.23	\$10.29	\$10.34	\$10.89	\$11.46	\$12.01	\$12.55	\$13.11	\$12.11	\$13.67	\$13.67	\$13.87
151-200	\$3.92	\$4.26	\$4.76	\$5.26	\$7.02	\$7.52	\$9.45	\$8.56	\$10.00	\$9.58	\$10.79	\$10.59	\$11.55	\$11.71	\$12.14	\$12.14	\$12.62	\$12.62	\$12.80
201-250	\$3.70	\$4.11	\$4.61	\$5.11	\$7.02	\$7.52	\$9.25	\$8.56	\$9.90	\$9.58	\$10.59	\$10.59	\$11.55	\$11.61	\$12.14	\$12.14	\$12.62	\$12.62	\$12.80
251-300	\$3.58	\$3.96	\$4.46	\$4.96	\$7.02	\$7.52	\$9.05	\$8.56	\$9.70	\$9.58	\$10.39	\$10.59	\$11.25	\$11.51	\$12.14	\$12.62	\$12.62	\$12.62	\$12.80
301-350	\$3.46	\$3.81	\$4.31	\$4.81	\$7.02	\$7.52	\$8.05	\$8.56	\$9.08	\$9.58	\$10.09	\$10.59	\$11.09	\$11.61	\$12.14	\$11.99	\$12.62	\$12.62	\$12.80
351-400	\$3.34	\$3.66	\$4.16	\$4.65	\$6.67	\$7.15	\$7.65	\$8.14	\$8.63	\$9.10	\$9.58	\$10.07	\$10.26	\$10.74	\$11.54	\$11.67	\$11.99	\$11.99	\$12.25
401-450	\$3.22	\$3.51	\$4.01	\$4.51	\$6.49	\$6.96	\$7.45	\$7.92	\$8.40	\$8.86	\$9.32	\$9.80	\$9.82	\$10.27	\$11.23	\$11.17	\$11.67	\$11.67	\$11.90
451-500	\$3.10	\$3.36	\$3.86	\$4.26	\$6.21	\$6.67	\$7.13	\$7.58	\$8.04	\$8.47	\$8.92	\$9.38	\$9.34	\$9.84	\$10.74	\$10.46	\$11.17	\$11.17	\$11.50
501-550	\$2.98	\$3.21	\$3.71	\$4.21	\$5.78	\$6.23	\$6.70	\$7.15	\$7.61	\$8.04	\$8.49	\$8.95	\$9.15	\$9.60	\$10.31	\$10.36	\$10.74	\$10.74	\$10.90
551-600	\$2.86	\$3.06	\$3.56	\$4.06	\$5.54	\$5.99	\$6.46	\$6.91	\$7.37	\$7.80	\$8.25	\$8.71	\$8.74	\$9.19	\$10.07	\$10.26	\$10.46	\$10.46	\$10.86
601-650	\$2.74	\$2.91	\$3.41	\$3.91	\$5.03	\$5.48	\$5.95	\$6.00	\$6.98	\$7.39	\$7.84	\$8.30	\$8.35	\$8.80	\$9.66	\$10.16	\$10.36	\$10.36	\$10.56
651-700	\$2.62	\$2.76	\$3.26	\$3.76	\$4.64	\$5.09	\$5.56	\$6.11	\$6.59	\$7.00	\$7.45	\$7.91	\$8.18	\$8.63	\$9.27	\$10.06	\$10.26	\$10.26	\$10.36
701-750	\$2.50	\$2.61	\$3.06	\$3.61	\$4.47	\$4.86	\$5.33	\$5.88	\$6.36	\$6.83	\$7.28	\$7.74	\$8.02	\$8.47	\$9.10	\$9.96	\$10.16	\$10.16	\$10.26
751-800	\$2.38	\$2.46	\$2.86	\$3.41	\$4.32	\$4.70	\$5.17	\$5.72	\$6.20	\$6.67	\$7.12	\$7.58	\$7.84	\$8.30	\$8.94	\$9.86	\$10.06	\$10.06	\$10.16
801-850	\$2.26	\$2.31	\$2.66	\$3.21	\$4.14	\$4.53	\$5.00	\$5.55	\$6.03	\$6.50	\$6.95	\$7.41	\$7.69	\$8.15	\$8.77	\$9.86	\$9.96	\$9.96	\$10.06
851-900	\$2.04	\$2.16	\$2.46	\$3.01	\$3.99	\$4.38	\$4.85	\$5.40	\$5.88	\$6.35	\$6.80	\$7.26	\$7.51	\$7.97	\$8.62	\$9.79	\$9.86	\$9.86	\$9.99
901-950	\$1.94	\$2.01	\$2.26	\$2.81	\$3.82	\$4.21	\$4.68	\$4.98	\$5.71	\$6.17	\$6.62	\$7.08	\$7.51	\$7.97	\$8.47	\$9.76	\$9.79	\$9.79	\$9.89
951-1000	\$1.82	\$1.86	\$2.06	\$2.61	\$3.66	\$4.01	\$4.52	\$4.77	\$5.55	\$6.01	\$6.46	\$6.92	\$7.35	\$7.81	\$8.31	\$9.66	\$9.66	\$9.66	\$9.79