

ORIGINAL

yearbook printing proposal

Virginia Military Institute
The Bomb

Prepared by Tami and Scott Stalcup

Balfour

July 17, 2018

RFP #V211-19-006

Due Date: August 7, 2018 Time: 2:00PM EST

balfour[®]
balfour.com

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Balfour

RFP #V211-19-006

VMI Yearbook Printing

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Virginia Military Institute

Lexington, Virginia 24450-0304

Procurement Services
Phone 540-464-7323
Fax 540-464-7669

REQUEST FOR PROPOSALS RFP# V211-19-006

Issue Date: 8 July 2018
Title: Yearbook Printing
Due Date: 7 August 2018 at 2:00 PM EST (mailed or hand-delivered to VMI Procurement Services)
Commodity Code: 96600 – Printing and Typesetting Services
Issuing Agency: Virginia Military Institute
Procurement Services
314 Smith Hall
Lexington, Virginia 24450-0304

Period of Contract: **Notice of Award** through **30 June 2023** (Annually Renewable Thereafter for five (5) successive one (1) year renewals)

Proposals are to be delivered (mailed or hand delivered) to: Virginia Military Institute, Procurement Services, 314 Smith Hall, Lexington, VA 24450. **LATE PROPOSALS WILL NOT BE ACCEPTED.**

All Inquiries for Information Must Be Directed in Writing to: MAJ Lynn Carmack, VMI Procurement Services, carmacklw@vmi.edu. Use of the Understanding of Requirement Form, Attachment A must be submitted for questions concerning specifications or Statement of Needs.

In Compliance With This Request For Proposals And To All The Conditions Imposed Herein, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiation.

Name and Address of Firm:

Taylor Publishing d/b/a Balfour
1550 W. Mockingbird Lane
Dallas, TX Zip Code: 75235
FEI/FIN NO. 75-1251430

Date: July 17, 2018
By: Tami Stalcup
Signature in Ink
Title: Regional Yearbook Representative
Telephone: 434-989-8316
FAX #: (877) 505-2675
Email address: tami@balfourvirginia.com

Note: This public body does not discriminate against faith-based organizations in accordance with the Code of Virginia, § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

ATTACHMENT A

UNDERSTANDING OF REQUIREMENTS

OFFEROR: Taylor Publishing d/b/a Balfour

RFP#: RFP #V211-19-006

Date: July 17, 2018

The following question concerns specifications, Section (number)

Paragraph _____, page _____.

There are no questions at this time, and we fully understand all of the requirements.

All responses to questions may be made by Addendum.

Questions Submitted by: Tami Stalcup, Regional Yearbook Manager

NAME

Taylor Publishing d/b/a Balfour

ORGANIZATION

434-989-8316

PHONE

tami@balfourvirginia.com

EMAIL

This may be FAXED to: (540) 464-7669 or E-Mail to: carmacklw@vmi.edu, MAJ Lynn W. Carmack, Assistant Director of Procurement Services.

CONTRACTOR DATA SHEET

QUALIFICATIONS OF OFFEROR: Offerors must have the capability and capacity in all respects to fully satisfy the contractual requirement.

Indicate the length of time you have been in business providing this type of service. 79 Years
 Months

Provide a list of current references, either college, Educational Institutions, and/or other companies that your firm is servicing. Include the length of service, dollar volume, year contract was entered into, and the name and address of the person the State has your permission to contact. Such listing shall be comprehensive of your firm's customer base and can be formatted as follows:

CURRENT ACCOUNTS:

Account Name, Address & Phone #	Length of Service	\$ Volume/Year
<u>James Madison University</u> Mark Rankin, Adviser Harrisonburg, VA 540-568-6541	<u>over 25 years</u>	<u>\$120,000</u>
<u>George Washington University</u> Deborah Snelgrove, Adviser Washington, D.C. 202-944-8733	<u>1998 to present</u>	<u>\$75,000</u>
	<u>2015 - present</u>	
<u>University of Virginia School of Engineering</u> Charlottesville, VA 22904 Daniel Tavakol		<u>\$25,000</u>

LOST ACCOUNTS:

Account Name, Address & Phone #	Length of Service	\$ Volume/Year
<u>Eastern Mennonite University</u> Reason lost: No longer print yearbooks	<u>2014-2016</u>	<u>\$25,000</u>

Cost Proposal

RFP #V211-19-006
Section VI.
Paragraph B, Item 5a.

Base Price: \$35,136.00

Base price includes all specifications listed in the RFP:

- 1,000 copies, 352 Pages
- Size 9" x 12"
- 100# enamel or dull enamel content paper stock
- Endsheets: One color ink printed on front and back; proofs
- Hard cover with premium binders board, lexotone or lithocote material with one applied ink, silkscreen or foil on front, spine and back lids; design mockup
- 4-Color (all color) printing throughout content pages (photos, text, backgrounds, gradients, graphics, transparencies, etc.)
- Smyth-sewn binding, rounded and backed, headbands
- Unlimited fonts and font sizes, unlimited rule lines; over 200 fonts will be included by Balfour
- Full-size, laser printed color proofs provided on all pages. No corrections charges if new files supplied by The Bomb staff.
- No charge for missed deadlines
- Unlimited process colors and percentages included at no cost. There are no close register charges (we print direct-to-plate.)
- Copy receipt acknowledgements emailed within 24 hours of shipment
- PDF or InDesign packaged files included
- Online page and proof correction submission included
- Freight and handling to VMI included
- Books individually mailed to all graduated subscribers included
- **Scholarship for two staff members to attend the yearly National College Yearbook Workshop or Scholarships for adviser and four students to attend Balfour Virginia Summer Yearbook Camp**
- **Plant trip to Dallas for adviser and editor included**

**** Base price includes all items not mentioned here, but specifically listed in the RFP requirements.

Editor's Kit and Working Supplies

The production kit includes item such as a ladder, color charts, font poster, supply catalog, merchandising catalog, software plug-ins, tech user's guide, template and module design books, YearbookYearbook annual design book, staff calendars, etc. Any additional items may be ordered from our supply desk free of charge.

StudioBalfour Customer Portal

All Balfour customers have access to studio.balfour.com, our customer online experience. The editor may access production reports, payments made, deadlines, specs, as well as design galleries, tutorials, online supply orders, and bal4tv QR code and eYearbook management.

Cost Proposal, continued

RFP #V211-19-006
Section VI.
Paragraph B, Item 5b.

Deadlines

Balfour works with each yearbook staff to set deadlines based on the school's specific needs and calendar. However, for the purposes of the RFP, we propose the following based on August 3 ship date from Dallas:

Cover and Endsheets designs	March 1
52 pages	February 15
70 pages	March 15
70 pages	April 15
92 pages	May 10
68 pages	June 7

Process color, spot color and portraits may be submitted on any deadline. Custom production schedules are available.

Deposit Schedule

30% of the contract will be payable to Balfour on or before February 15 of each year. 45% of the contract is due at the time of the final deadline. The balance will be invoiced after the receipt of the yearbooks by VMI and will be due within 30 days.

Discounts

100% prepayment of the contracted amount by February 15 will earn a 1.5% discount, which will be applied as a credit on the final invoice.

Cost Proposal, continued

RFP #V211-19-006
Section VI. Paragraph
B, Item 5b.

Options and Services not included in base price:

- **Interactive Yearbook Features**

QR Code hosting through Bal4.tv provides safe and secure multimedia files to be placed in the yearbook. **\$50 one time fee per code**; 30 years guaranteed!

- **eYearbooks**

Only current The Bomb subscribers can access an eYearbook, a digital version of the yearbook that is completely created by Balfour. Authentication services means eYearbooks cannot be accessed by non-subscribers. VMI can contract for one eYearbook per subscriber at **\$5/copy -OR- \$9.99** if purchased directly by subscriber.

Cover Options

Materials

Metallic: \$.41/copy; Matte: \$.61/copy; Skivertex: \$.97/copy
Iridescent: \$3.00/copy

Applications

Additional screen/foil: .87/copy; Additional litho ink: .87/copy
Process printed: \$1,085 flat fee
Embossing and graining: \$1.15/copy
Tip-ons: \$1,075 (school applied/company printed); \$1,075
+ \$2.35/copy (company printed and applied)
Metalique: \$1.62/copy
Overtone rub: \$1.98/copy
UV varnish: \$275 + .67/copy
Quarterbinding: \$756 + \$1.00/copy

Endsheet Options

Materials

Rainbow/Elegance: \$.37/copy
Mezzo/Marble, Royal Fiber: \$.86/copy

Applications

Additional litho ink: \$285 per color
4/color front only: \$1,125 per order
4/color DFB: \$1,575 per order
Foil stamp: \$1.09 per copy
Thermoscreen: \$1.39 per copy

Add-Ons

Namestamping/nameplates: \$3.95/line
UV Translucent Fly Sheet .87/copy unprinted; \$1.16 foil stamp
UV Coating on Content Pages \$2.25 per flat, per copy
4-page Foldout: \$1,665; 8-page Gatefold: \$1,990

XI. PRICING SCHEDULE:

BASE PRICE	\$ <u>35,136.00</u>
ADDITIONAL CHARGES/CREDITS:	
Extra Copies (per copy)	\$ <u>31.00</u>
Hourly rate for contractor prepared artwork	\$ <u>1 hour/no charge</u> \$72/hour
Close Register	\$ <u>No Charge</u>
Additional 8-page flats of four-color	\$ <u>\$1,696.00</u>
Blue-line corrections (max charge per page)	\$ <u>No Charge</u>
Credit for unused 8-page color flat	\$ <u>\$200.00</u>
Credit for changing paper stock from 100# to 90#	\$ <u>N/A</u>
Insert onion skin in front of title page	\$ <u>\$870.00</u>
Credit for reduction of books (per book)	\$ <u>\$12.00</u>

Balfour Yearbooks

RFP #V211-19-006
Section VI.
Paragraph B, Item 6a,b&e.
**Company Information
and Proposed Services**

Balfour is a premier provider of school spirit and recognition products for students, military personnel and professional sports teams nationwide. Headquartered in Austin, Texas, Balfour has sold class rings, yearbooks, graduation products, varsity letter jackets, athletic championship (professional and amateur), military products, and affinity jewelry for nearly 100 years. Balfour is owned by Commemorative Brands Inc., a company of American Achievement Corporation (AAC), which reported sales of \$294 million during fiscal year 2011. AAC is a portfolio company of Fenway Partners.

Balfour, under the Taylor Publishing brand, has been printing yearbooks since 1939 and is the preferred publisher for the college market. We sponsor two national workshops: National College Yearbook Workshop in conjunction with College Media Consults and "Meet Me at Miami" in conjunction with the University of Miami. Both are held over the summer.

Our corporate yearbook offices and yearbook manufacturing plant are located in Dallas, Texas, and currently employs over 1,300 associates. We work with 7,000 schools and universities on average annually. At Balfour, we are revolutionizing the way yearbooks are created through technological innovation, team-based manufacturing and extraordinary customer care. We provide a complete yearbook experience – so you and your staff make the most of your memories.

Balfour is the Print Technology Leader:

- 100% digital pre-press and direct-to-plate imaging deliver vastly improved efficiency.
- Individual color-correction of your images to ensure consistent reproduction and color sharpness from page to page.
- Digitally-controlled, eight-color Komori presses print on both sides of the press sheet simultaneously, improving speed and ensuring accurate color registration.
- All-new bindery systems employ digital monitoring to maintain speed

All copies will be bound on Balfour's Kolbus bindery line, installed in 2004 and updated in 2010. The newer updates help to insure a stable and accurate binding while saving yearbook production cycle times and consistency.

RFP #V211-19-006
Section VI.
Paragraph B, Item 6a & b.
**Company Information
and Proposed Services**

Local Publishing Representatives: Tami and Scott Stalcup

Tami Stalcup, Senior Sales Manager. Tami has been a sales representative and territory manager since 2006. Tami's yearbook experience began in 1995 where she was a high school teacher and the yearbook adviser. In addition to advising the yearbook, Tami was also the Development Director for the school, responsible for graphic design and publishing materials for recruitment. Her career began as a graphic artist for Sarah Lee Corporation. With a passion for teaching yearbook, her strengths are exhibited in theme development, editor leadership and team building. Her goals are to help any yearbook program fully develop their theme and enhance their coverage of the student body while producing an award-winning yearbook as a cohesive team. She also serves as an experienced resource to advisers for curriculum needs, grading strategies, and classroom support. She truly believes that the yearbook class or club is the most difficult to teach but the most rewarding to learn. She loves being in the classroom working with students and helping students find their passions in life through the yearbook journalism experience.

Scott Stalcup, Senior Sales Manager. Scott is a published photographer and graphic designer who is passionate about sharing his knowledge with students. He has been invited as a national speaker at JEA, State Press Days, and Summer Yearbook Camps each year. His yearbook experience began as the editor-in-chief in both high school and college, both of which were instrumental in his decision to pursue a degree in Journalism at the University of Memphis. His career began as a medical photographer at the University of Tennessee. Before joining Balfour in 2009, he worked as a graphic designer and marketing manager for 15 years at Hewlett-Packard (HP). He uses that experience to help advisers and students develop strong marketing solutions for their yearbook programs. He also assists schools with any technical and computer solutions, including StudioWorks, InDesign and Photoshop.

Account Executives, Dallas. Assisting from within the plant is your personal Account Executives, Angela Holt and Janey Garrison who help oversee trouble-free production of each page of your yearbook. Angela and Janey have been with Balfour for over 25 years and have helped hundreds of staffs throughout the years. They are available by phone via toll-free number or email and return calls and emails within 24 hours. *The Bomb* will be printed in our Dallas, TX printing plant at 1550 W. Mockingbird Lane. *The Bomb* will be printed on Balfour's state of the art Komori 8-color and 10-color presses. Our Dallas pressroom was recently named "Most Outstanding Pressroom" by Komori while our platemaking facilities were recognized nationally by Kodak. Our Komori presses are the newest available and customers are experiencing a much higher level of print quality unmatched in the yearbook industry. Our pressroom managers have an average of 35 years of experience in the industry, establishing the highest standards for quality inspection and control.

RFP #V211-19-006
Section VI. Paragraph
B, Item 6c. **Plans for
The Bomb**

The Balfour Virginia Team will meet with the editor and staff to determine exact deadlines, technology needs and installation, scheduled visits, design challenges and all other aspects of the process. We will provide training sessions in design, writing, photography and technology throughout the year, as well as provide scholarships to our summer yearbook camp for in-depth planning and training for each new year.

objective to provide excellent service and guidance in the development and publication of award-winning yearbooks, on budget and on time.

hi, i'm tami



experience **06-present | balfour**
yearbook publisher

- assists elementary school to university staffs in building award-winning yearbooks
- assists yearbook advisers in curriculum development and staff management
- provides leadership training and organizational skills to editors
- produces an overnight summer yearbook camp for students and advisers
- develops unique and personal themes and focuses on secondary coverage
- speaker at national and regional journalism conferences, press days and local seminars
- provides personalized software training and technical support
- promotes marketing strategies to yearbook staffs

03-06 | st. benedict at auburndale high school
development director | yearbook adviser

- developed curriculum instruction for yearbook and desktop publishing courses
- created all school publications; advertisements, brochures, newsletters
- designed roughs and final comps for print advertising
- provided copy writing for print media
- implemented marketing strategies to increase student enrollment

97-03 | st. benedict at auburndale high school
graphic art design teacher | yearbook adviser | senior sponsor

- developed curriculum instruction for yearbook, journalism, graphic design & art
- instructed students on adobe indesign, photoshop and microsoft office suite
- served as department chairman, mock trial sponsor, senior class sponsor

also **95-97 sara lee corporation**, graphic designer

91-95 imagine that creative services, partner, graphic designer for medical groups

84-94 university of tennessee medical school, residency recruiter, department of medicine

education

Memphis State University, Memphis, TN
Bachelor of Arts: Communications

strengths

education and graphic design background
engaging, extroverted personality
motivated and energetic work ethic

tami

hi, i'm scott



objective to provide excellent service and guidance in the development and publication of award-winning yearbooks, on budget and on time.

09-present | balfour
yearbook publisher

- assists elementary school to university staffs in building award-winning yearbooks
- provides photography and advanced design training to advisers and staffs
- produces an overnight summer yearbook camp for students and advisers
- develops unique and personal themes and cover designs
- speaker at national and regional journalism conferences, press days and local seminars
- provides personalized software training and technical support
- promotes marketing strategies to yearbook staffs

99-09 hewlett-packard
marketing manager | communications

- created and implemented strategic marketing and sales training plans for server, storage, personal computing & mobile divisions, and enterprise systems and services groups
- collaborated with HP/Microsoft product teams to plan, execute, and measure marketing
- managed HP/Microsoft resellers and sponsors to create joint advertising and promo events

91-99 imagine that creative services
partner

- produced brand identity, sales tools, and photography for medical practices
- designed and executed web presence and print advertising for regional hospitals
- photographed clinical exams, trauma and ob/gyn surgeries for medical journals

- 99-14 marisan group**, marketing consultant
- 04-05 monterey bay aquarium**, website content developer
- 90-93 university of tennessee medical group**, photographer & graphic designer

c o t t

education University of Memphis, Memphis, TN
Bachelor of Arts: Journalism with concentrations in Advertising, Marketing and English
Editor: *DeSoto* Yearbook

Christian Brothers High School, Memphis, TN
Diploma: College Preparatory
Editor: *Chronicle* Yearbook

strengths marketing, design and photography background
patient with natural teaching ability
dedicated and dynamic work ethic

RFP #V211-19-006
Section VI.
Paragraph B, Item 6d.
**Company Information
and Proposed Services**

Software

StudioWorks

An online environment, StudioWorks lets you easily track and manage the status of your publication's documents and images from a single, Internet-enabled application. StudioWorks automates the time-consuming steps in producing a yearbook and allows all yearbook files to be shared across the Internet, making it easy to edit and view pages.

- Visual ladder/planner for page-by-page tracking
- Automatic image links and usage tracking in the spreads
- Auto image formatting and drag-and-drop image placement
- Built-in shortcuts to the most commonly-used features for yearbook
- Import/edit portrait pages from your photographers photo CD
- Library of editable design templates, modules and art
- Batch online file submission
- Printable on-demand online proofing complete control.

Image Share - Get your school community involved by having them contribute photos to your yearbook team (after all, yearbook photographers can't be everywhere!) We make it easy to collect community images at images.balfour.com. You control site access, and uploaded images are delivered right to your StudioWorks yearbook website or - if you use InDesign to create your book - downloadable to your desktop.

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Section VI. Paragraph
B, Item 6e.

As previously noted, Balfour's Dallas plant facility is the largest and most modern of its kind. Because the entire publication stays under one roof, your in-plant representative can "touch" every cover, deadline and proof submissions. Balfour does not subcontract publishing work.

RFP #V211-19-006
Section VI. Paragraph
B, Item 6f.

Neither Balfour nor your local representative will charge for design services. All publishing fees are listed in the pricing schedule and cost proposal.

Your local representatives have been teaching staff workshops for almost 12 years and will be able to meet the requirement of a summer workshop for the editor and staff members. Scholarships will be provided for adviser and up to 4 cadets to attend the summer workshop.

ATTACHMENT D

REFERENCES

Please list at least three (3) references for which you have performed each applicable category of service specified herein and within the past five years.

1. CLIENT: James Madison University

ADDRESS: 800 S. Main, Harrisonburg, VA 22807

CONTACT PERSON/PHONE#: Mark Rankin, Adviser

APPROXIMATE DOLLAR VOLUME PER YEAR: \$120,000 annually

PROJECTS/DATES/DESCRIPTION: Publishing and consulting of The Bluestone Yearbook

2. CLIENT: George Washington University

ADDRESS: 800 21st St., Suite 407, Washington, DC 20052

CONTACT PERSON/PHONE#: Deborah Snelgrove, Adviser 202-994-8733

APPROXIMATE DOLLAR VOLUME PER YEAR: \$65,000 per year

PROJECTS/DATES/DESCRIPTION: Publishing and consulting of the Cherry Tree Yearbook

3. CLIENT: University of Virginia School of Engineering

ADDRESS: 351 McCormick, Thornton Hall

CONTACT PERSON/PHONE#: Daniel Naveed Tavako

APPROXIMATE DOLLAR VOLUME PER YEAR: \$25,000

PROJECTS/DATES/DESCRIPTION: Publishing and consulting on the SEAS Yearbook

November 15, 2016

To whom it may concern:

It is with great pleasure that we recommend to you Tami and Scott Stalcup as yearbook representatives through Balfour.

We have had the honor of working with Mr. and Mrs. Stalcup for three and a half of their six years representing James Madison University's Pacemaker yearbook, *The Bluestone*, of which we serve as members of the editorial board. *The Bluestone* editorial board has been consistently impressed with Mr. and Mrs. Stalcup's guidance and support as they have overseen the publication process of our yearbook.

It is with no hesitation that we affirm that the success of our yearbook is in large part due to Mr. and Mrs. Stalcup's diligence and willingness to come alongside our team as we strive to immortalize history. Not only are Mr. and Mrs. Stalcup professional and organized, but also they bring to our team an unparalleled personal component that fosters an environment of collaboration and motivation. They truly care about the advisers, editors and staff members that they represent, and the sympathetic nature of their work speaks volumes about their characters as individuals and as a team.

Mr. and Mrs. Stalcup possess advanced knowledge of the yearbook realm that allows them to deliver specific, comprehensible responses to queries. Mr. Stalcup displays an understanding of the yearbook profession due to his tenure working on his own university's yearbook as well as his expertise in the area of graphic design. Mrs. Stalcup exhibits extensive insight into the business domain due to her past entrepreneurship as a small business owner. Their combined skillset makes them an incomparable component our – and to any – yearbook team.

With great sincerity do we recommend to you Tami and Scott Stalcup and the entire Balfour team, without whom our yearbook would not know the consistent success it has.

Please do not hesitate to contact *The Bluestone* at jmu.bluestone@gmail.com should you require supplementary information or have additional queries. We would be glad to further our recommendation.

Sincerely,

Hannah Adams, Editor-in-Chief
Michelle Criqui, Executive Editor
Giuliana Macaluso, Copy Editor

The Bluestone
800 South Main Street
Roop Hall G-6
Harrisonburg, VA
22807

To Whom It May Concern:

Since I have advised yearbooks for 34 years, the Stalcups asked me to write a letter of recommendation on their behalf. Although I typically shy away from this sort of thing, I am only too happy to do it for them.

To Tami, Scott, and Nancy, yearbook journalism is more than a business. They are committed to journalism education across the state, even offering their own yearbook journalism summer camp. Scott was a professional graphic designer and photographer who enjoys working one on one with young people. Scott was also the EIC of his high school and college yearbooks. Tami compliments the team with her cheerleading 'can do' attitude and vast yearbook knowledge as a previous high school teacher and yearbook adviser before joining Balfour over 10 years ago. Nancy was also a yearbook EIC as one of Tami's students. She has an upbeat and optimistic personality and has a great rapport with students. These three are hands-down the best reps I've ever worked with. To put a spin on the Spinner lyrics: Whenever you need them, they'll be there (okay that dates me).

This team provides support in and out of the classroom. They have a true compassion for helping students find their own hidden passions. They have demonstrated this by hiring college students from JMU to help them transition from college to employment. They really get to know the yearbook staff more personally and interact with them individually as well as collaboratively.

Harrisonburg High School, James Madison University, and many other schools have achieved so many accolades under them – Pacemaker, College Media Awards, CMA Pinnacle Yearbook... that's what you get when you combine a stellar staff with stellar yearbook reps.

I've worked with many reps who promise the moon and look incredible on paper, but in the end fail to hit the mark. Tami, Scott, and Nancy are the REAL DEAL as they go above and beyond and are truly passionate about yearbook and the impact it has on students.

If you have any additional questions about Tami, Scott, and Nancy or Balfour, please don't hesitate to call me.

Best regards,
Mary Strickler, Adviser
Harrisonburg High School
540-433-2651
mstrickler@harrisonburg.k12.va.us

Small Business Subcontracting Plan

Definitions

Small Business: "Small business " means an independently owned and operated business which, together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years. Note: This shall not exclude SBSB-certified women- and minority-owned businesses when they have received SBSB small business certification.

Women-Owned Business: Women-owned business means a business concern that is at least 51% owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with United States immigration law, or in the case of a corporation, partnership or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with United States immigration law, and both the management and daily business operations are controlled by one or more women who are citizens of the United States or non-citizens who are in full compliance with the United States immigration law.

Minority-Owned Business: Minority-owned business means a business concern that is at least 51% owned by one or more minority individuals or in the case of a corporation, partnership or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.

All small businesses must be certified by the Virginia Department of Small Business and Supplier Diversity (SBSB) by the due date of the solicitation to participate in the SWaM program. Certification applications are available through SBSB online at <https://www.sbsd.virginia.gov> (Customer Service).

Offeror Name: Taylor Publishing d/b/a Balfour

Preparer Name: Tami Stalcup, Regional Yearbook Manager Date: July 17, 2018

Instructions

- A. If you are certified by the Department of Small Business and Supplier Diversity (SBSB) as a small business, complete only Section A of this form. This shall not exclude SBSB-certified women-owned and minority-owned businesses when they have received SBSB small business certification.
- B. If you are not a SBSB-certified small business, complete Section B of this form. For the offeror to receive credit for the small business subcontracting plan evaluation criteria, the offeror shall identify the portions of the contract that will be subcontracted to SBSB-certified small business in this section. Points will be assigned based on each offeror’s proposed subcontracting expenditures with SBSB certified small businesses for the initial contract period as indicated in Section B in relation to the offeror’s total price.

Section A

If your firm is certified by the Department of Small Business and Supplier Diversity (SBSB), are you certified as a (check only one below):

- Small Business
- Small and Women-owned Business
- Small and Minority-owned Business

Certification number: _____ Certification Date: _____

Section B

Populate the table below to show your firm's plans for utilization of SBSB-certified small businesses in the

performance of this contract. This shall not exclude SBSB-certified women-owned and minority-owned businesses when they have received the SBSB small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc.

B. Plans for Utilization of SBSB-Certified Small Businesses for this Procurement

Small Business Name & Address SBSB Certificate #	Status if Small Business is also: Women (W), Minority (M)	Contact Person, Telephone & Email	Type of Goods and/or Services	Planned Involvement During Initial Period of the Contract	Planned Contract Dollars During Initial Period of the Contract
				Balfour performs all publishing work in-house; local service office is woman, minority-owned, though.	
Totals \$					

Congratulations

BALFOUR VIRGINIA & JAMES MADISON UNIVERSITY

*Winner of the
prestigious "Benny"
award, the highest
honor for printing from
the Printing Industries
of America.*



2017 Best of Category
School Yearbooks
James Madison University
The Bluestone 2017



Tami & Scott Stalcup
Balfour Virginia
www.balfourvirginia.com



Printing Industries of America

Premier Print Awards

2017 BEST OF CATEGORY

**Balfour Yearbooks and
James Madison University**

School Yearbooks

The Bluestone 2017

FOUND

the visual resource for all things typography

balfour.



juniors

RUGBY

yearbook.

45 min / 120db

track

HIGH STANDARD

THE
DEBATE
CLUB

GRADUATION



MATH

ACADEMICS

STATE CHAMPIONS
XXXXXXX

BALFOUR FONT INDEX

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BALFOUR FONTS 2018-19

SERIF FONTS

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Bamberg Xlight
Baskerville Light
Cambridge Light
Carat+
Clerface+
Derringer Light
Diet Didot+
Eponymous+
Fine Text Light
Garemond
Genesis
Goudx+
Greek Serif
Hoboken Xlight
Jessica Light
Marbach+
Marcel
Marseille+
Momento
Newton Regular
Old Baskerville
Opus
PeerGynt
Raleigh+
Rinna
Saigon Light
Seville
Silver
Stafford+
STORYTELLER SERIF+
Times Roman
11111 22222
Valencia+

SANS & SLAB FONTS

Arizona
Athena
Benjamin Gothic
Medium
Brown Pro+
Cassius
Chantilly Xlight+
Cosmos
Franklin Gothic FS+
Glasgow Xlight
GREEK

Kettering 105+

Limerick+
Maximo
NEXA RUST SANS+
Olnova Regular
Olympia+
Parzifal
Plexus Medium
Proxima Nova+
Puschkin
Quebec Light+
Readers
Selene
STORYTELLER sans+
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K&I Always A Good Time
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CANVAS TINY+
CANVAS BASIC
CANVAS CURLY SANS
Cashew Apple Ale
Cheers Type
Cinderella
Commercial Script
TI Cottons+
Daniel Script
Drina
Emme+
Felt That
Geoffrey
Good Dog
Good Dog Cool
Happy Birthday
Harlekin
Hilma Script
Hudson
Jefferson Script
Jonathan
Julia Handwritten
Louanna

TT Marks+

Muse Script
Neon Rust Script +
Pinnacchio
Regency
Rough Draft Script
Sandlot
Sheepshooker
SNOWWRITE
Sprint
Storyteller Script +
Windsward
Yokshire
Zephyr
Zephyr

DECORATIVE FONTS

Acapulco
Adonis
Aida Book
ALBER GULCH
Alfonso
Alice Light
Allegro Open
Amarillo
American
Unciale
Angelo
Archibald
ATTENTION
Baskerville Heavy
Bodoni Campanile
Bodonis+
BONANZA
Broadway
CAMPBELL
Castle
Cecilia
CENTRAL PARK
Chantilly Heavy
CHARMING
CHECKPOINT
Chevalier
Chihuahua
Cleveland
CLIENT

Cochise

Columbus
Congress Regular
Cooper Black
COPPERPLATE
Crayonhand
Cupido
CYBERCLASS
Cyprus Light
d&L
Darling
Davenport
DENISE
Digital Light
Dolomit
Dom Casual
Downtown
Drawzing
Dynamo
ELEVATIONS
Embassy
Emilia
Ermy Shade+
Eremitage
Felt Font
Flipper
Florentine
Flower
Fontane
Galeere
Gianna
GLAMOUR
Grinched
HILLMAN
Houston
Hubert
Hurricane
Icecream
IMPORT
Ingrid
Japanette
Jeremiah
Jukebox
Julius Light
KALEIDOSKOP
Lansing
Lifetime

LIGHT BRIGADE

Lillehammer
Limerick Heavy
Loyola!
Lucifer
Luckyluke
Lunchbox
Lydiane
Marengo
Markup
Marshall
MARVIN
MATTHEW
Melbourne Med
Metropolis
Mexico
Midwest
Mormone
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Navajo
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Quadrat Light
Quarter Medium
Quinta
Raleigh Medium
Ramona Medium
Report Light
Richard
Romulus
Rosta
Roundabout
Roxanne

RYBINSTEIN

Safran
Salzburg Xlight
Sarajevo
Savanne
Saycheez+
Seagull Light
Sevilla
Shetwood
Shabby
Shopping
Signora
Sigvar Xlight
Sindbad
Smyrna
SOCIETY COLUMN
Status
Steamer
STENCIL
Strawberry
Sundsvall
SUNFLOWER
swinger
Tabascotwin
Taille
TECHNO
Technozline
Terminal
Tribune
Tripoli
Tyler
Typenrad+
Typewriter
Undine
Wanted
Wellington
Winner
WONDER
WOODSTICK
Xenon Medium
Zartbitter
Zeppelin

+ Additional weights / styles available

TYPOGRAPHY TIPS: 1. Fonts in 8 points or less work best on white backgrounds
2. Decorative fonts are best used at 18 points or greater.
3. For readability, thin fonts work best on white backgrounds (examples: Diet Didot, Limerick, Sword, Emmy, Zuppel)

halfour



THE BOMB

2018

Virginia Military Institute

Volume 124

PROOF



Matthew Kenkel
Commander



Ross Schmeisser
Executive Officer



Samuel Koranda
S-1 Lieutenant

First Battalion Staff



Abdias Girardi
S-2 Lieutenant



John Genkinger
S-3 Lieutenant



Joshua Orr
S-4 Lieutenant



Colin Alexander
S-4 EMT Lieutenant



Philip Harpen
S-5 Lieutenant



Rebecca Serrano
S-6 Lieutenant



John Mobley
S-7 Lieutenant



Dyke: Erica Putney
 Rat: Megan Kelly
 Rank(s): S7 Captain
 Activities: NCAA Women's Soccer, Sigma Tau Delta, Phi Delta Phi

Carlee Mikayla Anderson, Vinton, VA
 English / Navy

To the 18 year old me, don't drink the blue stuff, order two margs on Wednesdays, make new friends. Fail a test, call your mom, go to church. Don't be afraid to cry. Tell them they are wrong, tell them they are right, and always, always have a good time.

To the Mother I, thanks for making me a better person. To the S7 mafia, these were my favorite times. And to Merit, you got this.

To Mom, Dad and Jake, who would've guessed? We did it!!! I love you.

To Erica, I still aspire to be just like you when I grow up. To MK, promise me you will never change. Also, promise me no more pop tart tattoos.

To Jules, D, Sam, Matt and Arthur, thank you so much.

To Emily, 4 years, my dude. I'm going to miss you most.

To the class of 2018, I had the time of my life.

To those who follow, good luck and good vibes. Leave your mark here as you see fit. You'll prove them all wrong.



Dyke: Max Makuch
 Rat: Corey Ianotta
 Rank(s): S1 Lieutenant
 Activities: Rugby, Bagpipe Band, CJSzalankiewicz's Liquid Awareness Club, D.2.D., Napoleon Complex Club- A.K.A. Hotheads United, Argentine Law Enforcement League

Chase Leonardo Antony, Bend, OR
 International Studies / Army Com.

The world has never seen or will ever see the likes of this future Ranger/mirror-model ever again. These two star-crossed worlds collided in a small corner of Virginia, in small corner of Old Dirty Barracks over tubs of Hydroxy Cut and Green Beret manuals. When he's not butt-naked in his hay, you can find this lover-boy hitting up the streets of Roanoke in need of church in his Terry-cloth polo or begging for a toss on the rugby pitch. It's a shame the broads of Harrisonburg never gave this hunk a chance, because at the core of his Napoleon complex is a sweet guy who just wants to please people. You were put on this Earth to pillage and destroy. With that said, the world is your oyster. Move out and draw fire, killer. Also, Valhalla isn't a real thing. -Max "Boomer" Liebl and John "J Kong" Keppeler
 To my classmates and friends at this school, you have been like a second family to me these past four years. I am eternally grateful for the memories we made and will take them with me where ever I go, for the rest of my life. Via Con Dios.



Buka John Anwah, III, Birmingham, AL
 Elect/Computer Engineering / Army

I am just happy to be in college. I'm very grateful to have had this opportunity. While here, I pursued Rank, All Sports, a Double major, and I horribly failed at everything. That sums up this place. You come here for four years to fail and regret life; every day. In fact, the people I care most about are relationships I completely ruined. I adore my Rat roommates: Pernet, Singh, Drake, & Aranzamendez. Likewise, I absolutely love Beane, and Mcallery. When they read this, I'll be miles away. My best friend was Daly. Lastly, my Rat Michael was the only success I had. The kid makes me smile. I've never seen a better heart. He's going to suffer, but I believe he will do great things one day. Ndi Igbo Kwenu!!! When VMI gave Wahala, I responded: "Nwaanyi m'uta ite ofe mmiri mmiri, di ya amuta ipi itata aka were suru ofe".

Translation:
 "If a wife decides to make the soup watery, the husband will learn to dent the Garri before dipping it into the soup".



Dyke: Matthew Clausen
 Rat: Michael Matzeder
 Rank(s): Private
 Activities:



studio *works*⁺ 2019

LAYOUT SAMPLER

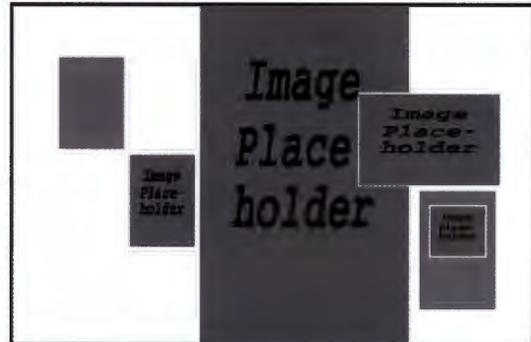
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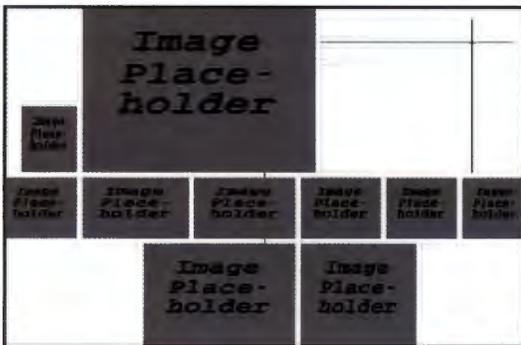
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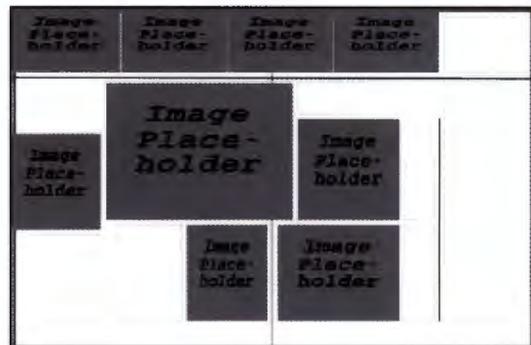
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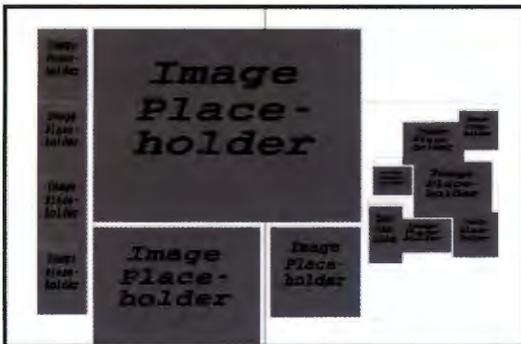
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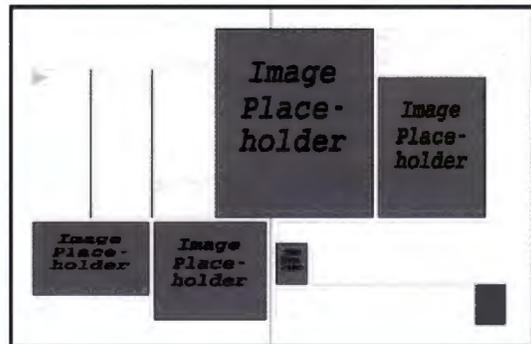
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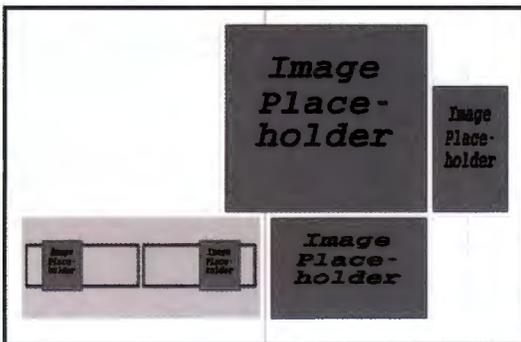
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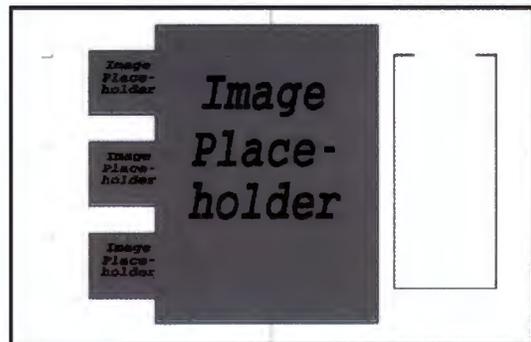
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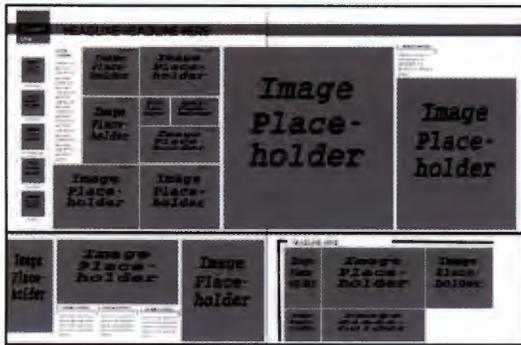


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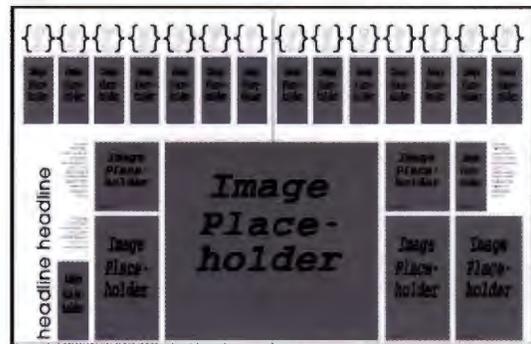
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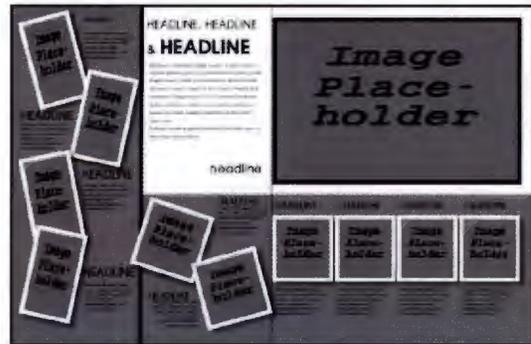
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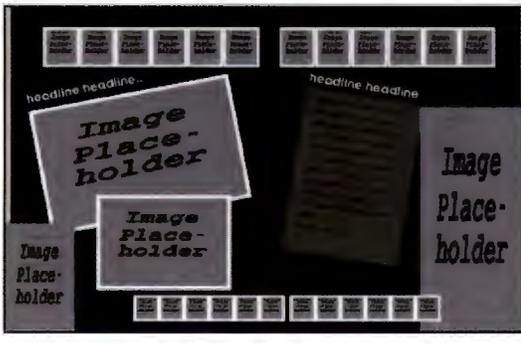
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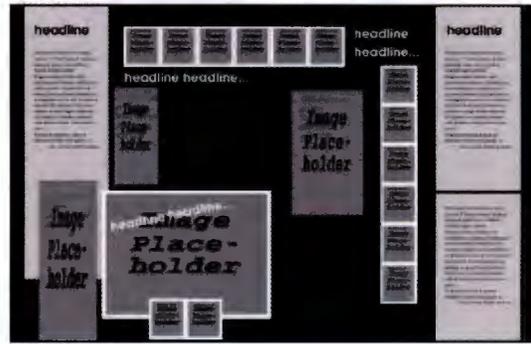
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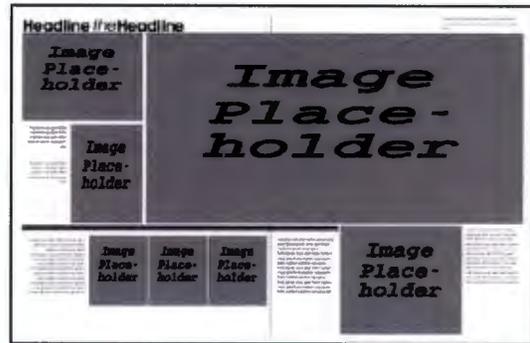


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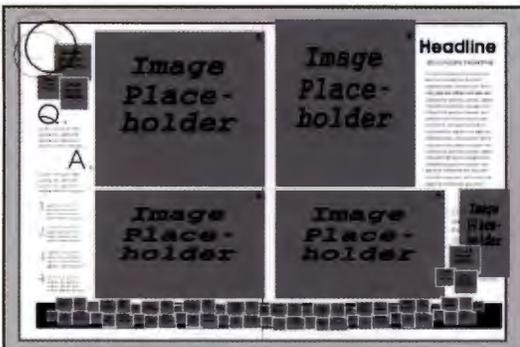
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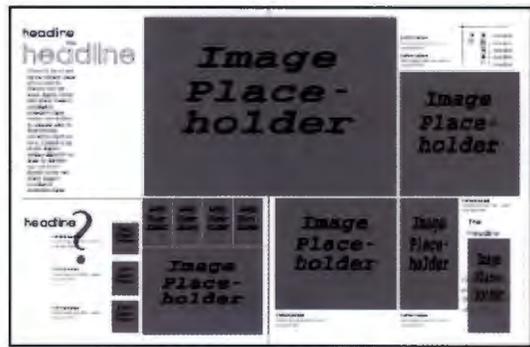
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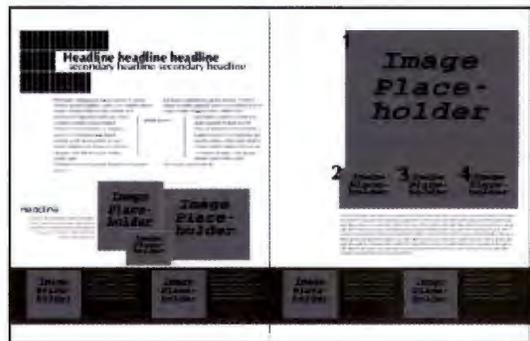
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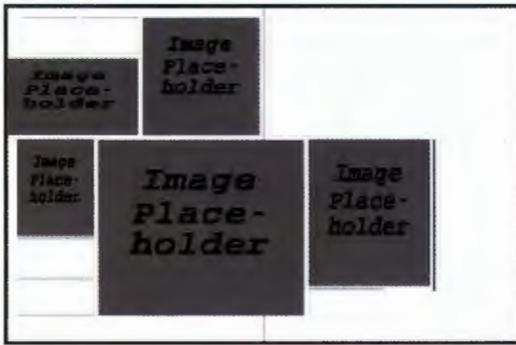


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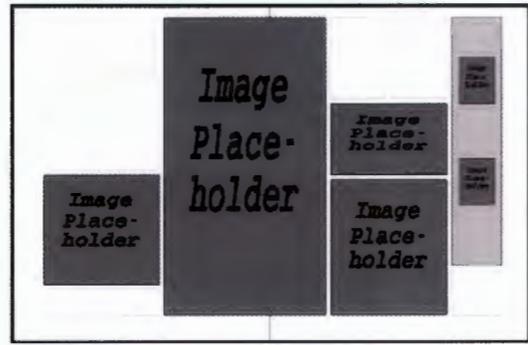


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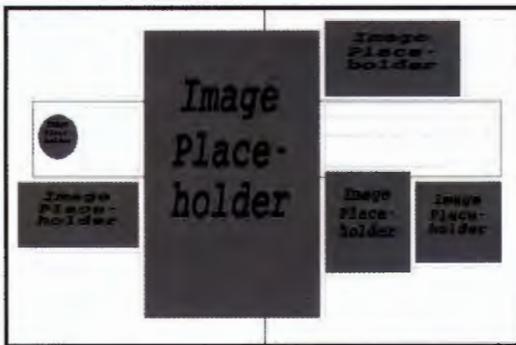
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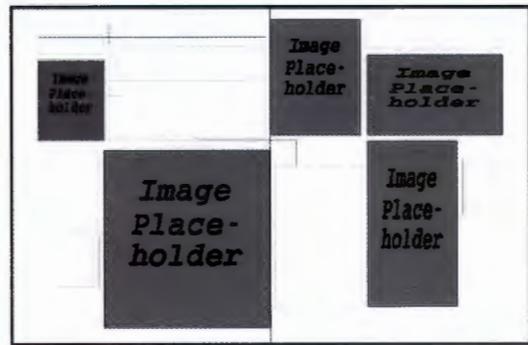
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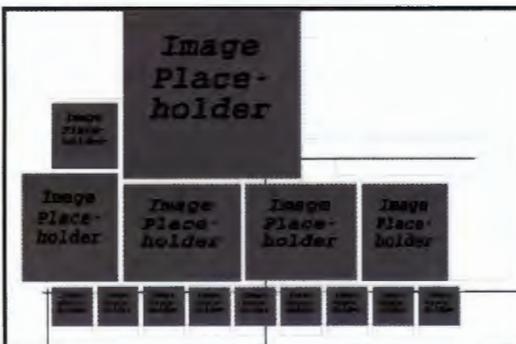
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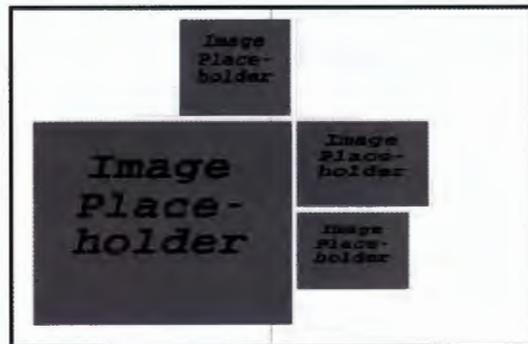
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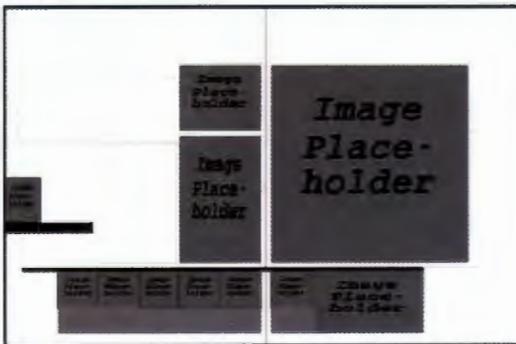
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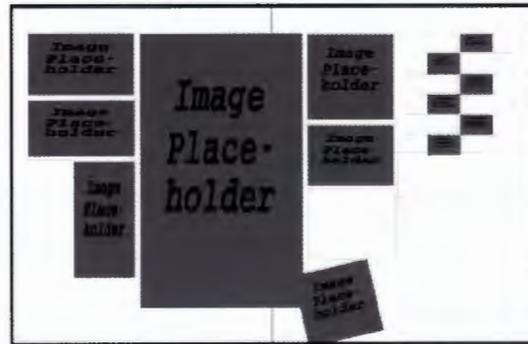
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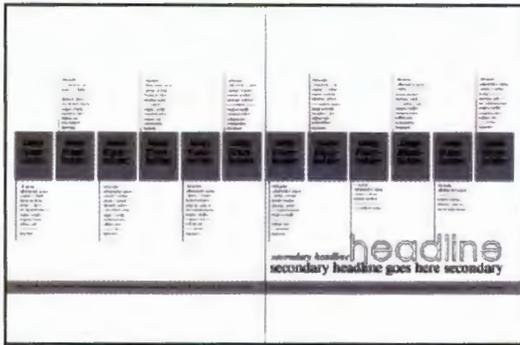


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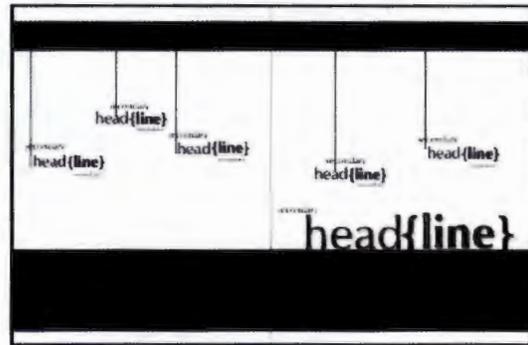


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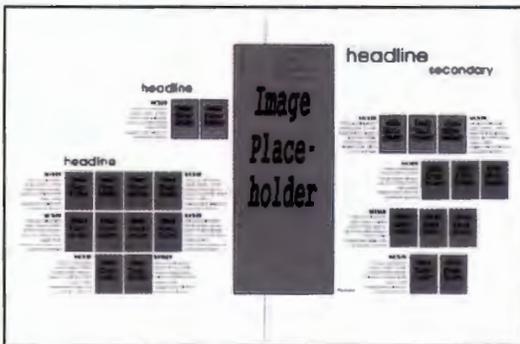
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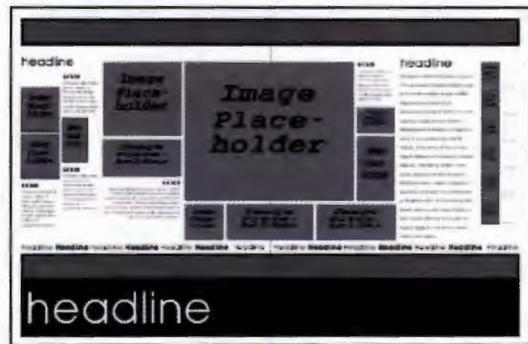
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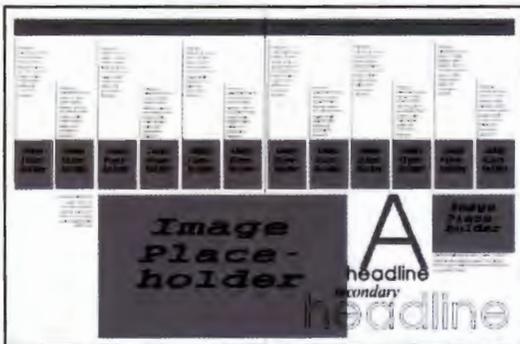
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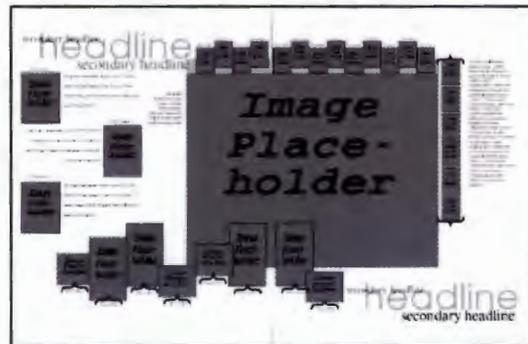
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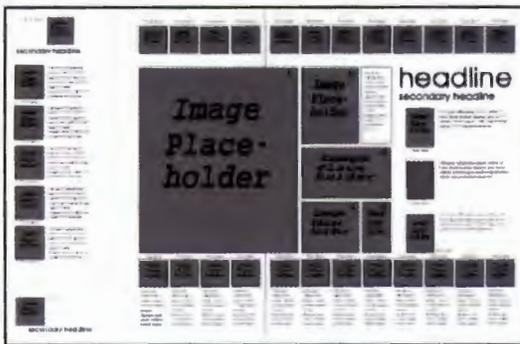
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