

## To: POCA Board 2016, on Changing Newsletter printers

At the 2016 POCA Fun Rally, I was surprised to find that M.S had contacted a 'new, cheaper print shop' for printing the Newsletter and Quarterly. During a very brief talk after the President's Breakfast, M.S. showed me a number of samples that this shop did. The number \$8000/yr cheaper was mentioned. There was no contact shown so he promised to send me a link for evaluation.

He also mentioned it was 'in Wyoming' (actually turned out to be in western Montana), which is not convenient to our home in N. Nevada nor the Profiles Editor's residence in N. California. When things go wrong- and they do- it's nice to be able to drive to the shop and carry along a hard copy of the Newsletter.

I and Judy have done this 100-mile round-trip twice in the 10 years we've been using our current printer in Reno. Driving to Montana in the event of a problem is entirely out of the question.

The link arrived the following Thursday after the Sunday wrap-up of the Fun Rally. The potential new printer is actually in Great Falls, Montana, called 'PrintingcenterUSA.Com'. Much of their business is on-line but they have Service Rep's. The first one spent 1/2 hour listening to me describe what POCA needed, and promised a quote later that day. It never arrived; a call a week later to one of the two shop owners produced a formal quote via e-mail two days later (see below left):

### Proposed new Newsletter printer



Size- 8-1/2x 11  
Pages- 28 (cover + 24 inside)  
Inside ink (1/1)- black ink both sides)  
Cover finish- none  
Cover paper- 100lb matte finish  
Paper inside- 60lb uncoated text  
800-900 copies from emailed pdf  
Hard proof mailed 2nd day air to n.NV(\$25.00)  
Addressed/mailed postage presort Std (\$505.70)  
Turnaround- 3 business days  
Shipping overs TBD  
Total- **\$1449.90/month** (per K. Evans quote #85577-K (rev-1))

'Overs' - extras printed (900 copies but only 850 members currently) must be bundled & shipped to Judy McCartney in Garden Grove, CA, for use in New Member Packets she sends to prospective new members. Charge, if any for this is undetermined on the above quote.  
**Color-ANYTHING is extra charge**

### Current (since June 2006) Newsletter printer



Size- 8-1/2x 11  
Pages- 28 (cover + 24 inside)  
Inside ink (1/1)- black ink both sides)  
Cover finish- none  
Cover paper- 100lb matte finish  
Paper inside- 60lb uncoated text  
800-900 copies from emailed pdf  
Hard proof Fed-Ex o'night to N. NV (\$0.0)  
Addressed/mailed postage presort Std (\$625.70)  
Turnaround- 3 business days  
  
Total- **\$1450/month** (per JT Weir quote # 6/2016)

Hard proof shipped next-day Fed-Ex to Minden, NV at **no charge**  
Overs shipped to Garden Grove, CA, **no charge**  
Color front & back cover on Dec issue, **no charge**  
**Other color is extra charge.**

So, **bottom line- there is NO verified price advantage between printers. BOTH** yield a verified cost of \$17,400/year, as long as the U.S Post Office maintains current 3rd class price, the Newsletters are all 28 pages and the number of members does not increase above 900 (subtract about 60 foreign members who do NOT get paper copies). Both bids expire 15 July.

Since there is zero fiscal gain in changing from our current reliable local printer with over ten years of amicable service to POCA, I see no reason for the Board to consider changing printers. And since my resignation was contingent on a vote to change printers without any formal bids, if the proposal is voted down or withdrawn, I will continue as usual as POCA Newsletter editor, as long as there's no further meddling.

*Note- the values/yr shown are \$7600 LESS than the oft-mentioned "\$25,000/yr" for delivering Newsletters. This is an erroneous number. Previous yearly costs published included up to 4 mailings per year WITH A PROFILES MAGAZINE in an envelope and the pair mailed 1st class, all charged to 'Newsletter print/mail'.*