



Smithsonian  
MAGAZINE

# PRODUCTION MANAGEMENT PROPOSAL





1953 GALLOWES ROAD, SUITE 500  
VIENNA, VA 22182  
P: 703.734.5700 F: 703.734.0136

April 10, 2023

Smithsonian Media  
420 Lexington Avenue, Suite 2335  
New York, NY 10170

Attn: Paul Masse, *Consumer Marketing Director*, and Rose Drayton, *Marketing Manager, New Business*

Dear Paul and Rose,

Thank you for the opportunity to participate in the Smithsonian Magazine Direct Mail Printing RFQ. We are incredibly proud to serve the Smithsonian Institute in many areas and would be honored to add value to our partnership by helping to produce Smithsonian Magazine. We are pleased to present you with our proposal response. All information contained herein is confidential.

Strategic partnerships are vital to the execution of your direct mail programs. With the challenges facing our industry, it is increasingly important to select the right partner. Production Solutions intends to help you by providing exceptional client service while executing your production needs on schedule at competitive and consistent costs, freeing up valuable time for you and your team to focus on fundraising.

If you have any questions regarding this proposal, you may reach me either by phone at 703.981.7752 or by email at [pmcvean@psmail.com](mailto:pmcvean@psmail.com).

Thank you again for the opportunity to participate in this process and we look forward to your feedback.

Sincerely,

*Patrick McVean*

Patrick McVean, *Business Development Director*

# WRITTEN RESPONSE

## Our Background

Proudly serving the nonprofit community for nearly 35 years, Production Solutions, Inc. (PS) is one of the nation's top direct response production management firms. Nonprofit organizations communicate with their donors in the most effective ways possible through PS' customized solutions. With a unique blend of historical knowledge, unmatched buying power, nonprofit expertise, package format ideas, specialized management processes, quality control proficiency and trending insights, you receive the best production management value in the market.

At Production Solutions, our promise is simple: we exist to benefit and enhance your organization. Our vision is all about inspiring more people to give, and our purpose is to create solutions that elevate the experiences of others. Our people-first culture is what sets us apart from other organizations. We take care of each other, our customers, our partners, and even our communities with our Pay-It-Forward initiatives. And we prioritize and embrace diversity and pride ourselves on our commitment to Diversity, Equity & Inclusion. As leaders in our industry, we have set goals and concrete steps within a strategic plan toward valuing and respecting our common humanity and diversity. We've been diligently working towards our goals (and accomplishing many of them!) since April 2021. It doesn't matter if you have worked for PS for six months or six years; you are valued equally.

Founded in 1987 as a privately-owned S-Corporation by George Lizama and Greg Albright, PS was purchased by Moore of Tulsa, Oklahoma in November 2016. Being a good partner to you, means being a good partner to *your* partners – whomever they are. We work productively with Moore and non-Moore production facilities, agencies, cagers, and data providers every day.

## Our Network at Work for You

PS has a deep commitment to cost savings and budget maximization. We leverage our diverse supplier base and utilize customized sourcing strategies to support the needs of our clients. Our approach is tailored by matching the production requirements within each direct response program with the latest technologies and materials available from the nation's top manufacturers.

Through our proprietary procurement tools, we facilitate bids from our strictly qualified supplier base of more than 75 companies. These supplier partners offer a range of direct mail-related products and services, including, but not limited to traditional formats, inline packages, premiums (overseas & domestic production), specialty formats, back-end fulfillment, and print-on-demand technologies. Each supplier partner has been vetted and approved based on 1) competitive pricing, 2) customer service, 3) product quality and availability, 4) financial stability, 5) operational redundancy, and 6) data security controls.

You are provided with a single point of contact for ease of process with access and involvement from a team of professionals to support your goals and priorities and enhance your fundraising efforts. Your full-service team is dedicated to ensuring all your production runs smoothly.

## Experience with Jetson Specialty Marketing Services, Inc.

Being a good partner to you means being a good partner to your partners. We are proud to enjoy fruitful relationships and have a demonstrated history of successfully working with and enhancing the effectiveness of agencies, vendors, and partners from all categories on behalf of our mutual clients. We are platform agnostic, committed to transparency and dedicated to the success of your mission.

Of note, we have been a key partner alongside many prominent suppliers, mailshops and agencies in the nonprofit fundraising space as their production management firm. We do have experience successfully

partnering with Jetson Specialty Marketing Services, Inc., and found them to be communicative, responsive, and professional. We would be honored to work together with them again on behalf of Smithsonian Magazine.

## Postal Logistics

With postage comprising nearly half of the overall package costs, having a knowledgeable and reliable partner for your postal logistics is critical. We partner with the industry's premier logistics providers to support our postal logistics strategies which include: 1) commingling, 2) drop shipping to NDC/SCFs, 3) co-palletization, and 4) hybrid solutions.

We will evaluate your individual program criteria - volume, package formats, campaign strategy, mailing frequency, individual mailing schedule requirements, etc. - and optimize your files accordingly. We then employ the most efficient and dependable plan in coordination with PS-vetted partners involved at each stage in the postal logistics process.

Destination entry plans will be developed for your mailings to provide value for your postage spend while simultaneously ensuring your in-home delivery needs and expectations are met. PS is continually evaluating the current, most strategic postal logistics strategies while leveraging our partnerships to ultimately, mail more intelligently.

One of the biggest strengths of the PS team is that we provide details *on USPS promotions, USPS information, and USPS management*. We keep your team in the know about USPS incentive programs and we facilitate registration for such campaigns that will help your organization realize cost savings, which is critical during the current economic conditions.

## Let's Make More Possible

Our unmatched buying power, nonprofit expertise, specialized management processes, quality control proficiency, and trending insights save you immeasurable time and money. Working with PS mitigates risk generated by current market conditions as well as the many pitfalls of production management. At the onset of any client relationship, we work to obtain program pricing based on your annual mail volumes and package format make-up. Your Account Managers are also evaluating options as package specs arrive to us - ways to make a package more economical to produce by leveraging technology or through minor tweaks that don't affect strategy or, ganging opportunities within your program and with other organizations. It is important to note that in today's environment of paper allocations proper management of bulk ordering on a large-scale basis is not easily achievable. As market conditions adjust and return to a semblance of normal, we can utilize bulk ordering and ganging opportunities for cost-savings in the future.

When savings are not possible, we look for ways to contain costs despite rising paper, freight, and manufacturing costs. We also stay well-informed of USPS promotions that offer postal rebates and manage the registration process for you as well.

Another element to cost containment is annual budget creation, appropriately managing that budget and accurately recording package cost data so that you can understand the big picture and analyze the results accordingly for educated future decision-making.

## Areas of Specialty

More than flawless direct mail production management, PS operates as an extension of our clients' fundraising and marketing teams. When you allow our team the opportunity to maximize our areas of

specialty, it allows you and your partners to focus on your areas of expertise. Budgets are maximized, risk is mitigated, and creativity is unleashed.

The primary services we specialize in are:

- Print and lettershop procurement management
- Campaign management designed for maximum ROI
- Identification of efficiencies and cost-saving opportunities
- Data processing
- Postal logistics management
- Mail tracking
- Inventory management
- Production assessments
- Fulfillment
- Education, including client trainings and industry updates

## Quality Control You Can Count On

Our 30+ years of service in the nonprofit fundraising industry have afforded us a significant amount of experience and exposure to what works well and an awareness of the many pitfalls that can adversely impact production. We've taken that historical knowledge and invested in people and technology to enhance and refine our production management processes and quality control measures. Service and quality must be complemented by people with a genuine desire to deliver positive results. PS is dedicated to a healthy organizational culture that fosters and encourages those that serve you to bring about the best production management quality, value, and experience every day.

Simply put, we define "quality" as:

- Producing clients' work consistently and on time, accurately
- Responding to our clients' needs and requirements, and
- Striving to deliver an impeccable service experience, every time.

The goal throughout the quality control process is to minimize and/or eliminate the amount of time our clients' team spends reviewing the various checkpoints in the process. Account Managers use production management SOPs and provide approval documents and files that are reviewed first to ensure accuracy upon the initial review, while advising on any areas of opportunity or possible quality enhancements. Further, as specialists in the nonprofit fundraising industry, our quality control procedures and training are built around the complexities and nuances of acknowledgements, appeals, acquisition, renewals, calendars, and everything in between.

While the plan is to avoid any mistakes or missteps, when inevitable problems arise, as your trusted partner and extension of your team, our top priority is to minimize exposure and find an ideal solution, as quickly as possible. We are always active participants in the resolution, regardless of the source of the issue.

We understand that the more time our clients focus on strategy and planning, and less time on production management, the more effective they can be in their role, leading to better results for their fundraising campaigns. We support all our clients with a robust, highly experienced account team, that includes a primary Account Manager and additional points of external escalation and internal issue resolution via your assigned Production Director, and your Business Development Director. Each primary Account Manager has additional Account Managers that can be leveraged for either backup or



redundancy based on client needs. There is no shortage of talent and expertise available at a moment's notice, for any given situation, assuring your components are produced accurately and on time.

## PS Senior Leadership

**Please introduce your Senior Management team and provide their biographies. Describe what role and relationship, if any, they would have in Planned Parenthood's mid-level program.**

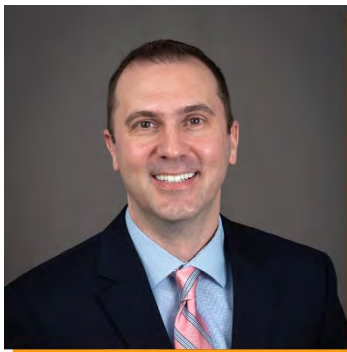
The PS Senior Management team is comprised of our President, COO and Vice Presidents. Their roles benefit our clients as their leadership and support trickle down to each person who serves each account. Our President, COO and VP of Production all have first-hand experience with the ins and outs of direct mail production and have grown into their leadership roles from the level of Account Manager to senior leadership of the company. Their individual experience and expertise in production is remarkably strong and is coupled with a spirit of continuous improvement. This executive leadership team constantly seeks opportunities for PS to maximize efficiencies, prioritize our people, and deliver impeccable service experiences. They are committed to the pursuit of futuristic, innovative, agile, creative solutions to problems which provide our clients with not only best-in-class production management, but also a strategic partnership that elevates your donor's experience.

Ultimately, there is no problem too complex or too large that we cannot find a solution to when this entire team comes together.



**Ben Harris, *President***

Since 1998 Ben has served and led here at PS from the heart. He began his journey at PS serving clients in account management and ascended into leadership roles that shaped who he is today. He is thoroughly invested in the people and culture of PS. Ben refers to himself as the "Chief Employee Officer" and lives that people-focused approach every day. Splitting his time between California and Virginia, Ben enjoys spending time with his wife and three children. He loves to exercise, host fun parties, and go to the beach for leisure and to surf.



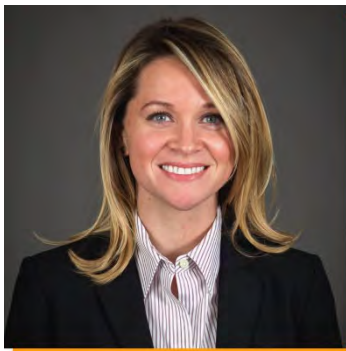
**Drew Wilson, *Chief Operations Officer***

Since joining us in 2003, Drew has held many important roles during his tenure starting in account management, growing into leadership and he now oversees the Production, Resource, Accounting, and Information Technology divisions. Drew is integral to shepherding our company's vision, purpose and leadership values and he is also proud to have launched "*PS University*" our training and professional development arm. He is a certified Project Management Professional (PMP)®, and lives in Michigan with his wife, daughter and their dog, Oscar.



**Paul Cornetta, *Vice President of Production***

Paul has been with PS since January 2011 and came to our team with over 23 years of experience in magazine production in multiple different areas, Paul's expertise in the industry and in managing and motivating teams is unmatched. Paul served PS as an Account Manager before transitioning to Production Director and then to VP of Production. Paul is the father of four children. He and his wife enjoy time with their children and grandchildren. Paul has a keen interest in history, loves Italian food, and is a huge NY Mets and Giants fan.



**Leigh Janis, *Vice President of Sales & Client Experience***

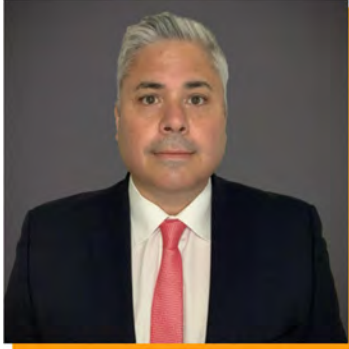
Leigh has been serving with PS since 2015. Leigh has over seven years of experience in our industry with relationship management and client development. She is passionate about supporting clients, both internally and externally, and works cross-functionally to meet company and client goals. Leigh leads the Business Development and Marketing teams with vision and inspiration. She resides in Northern Virginia with her husband, three children and dog, Max. Leigh is Certified Story Facilitator, enjoys cheering on her kids at baseball and she also coaches youth basketball.

## Your Account Team

We support all our clients with a robust, highly experienced account team, that includes a primary Account Manager and additional points of external escalation and internal issue resolution via your assigned Production Director, and your Business Development Director. Each primary Account Manager has additional Account Managers that can be leveraged for either backup or redundancy based on client needs. At PS, we have seven Production Directors managing teams of 6-12 Account Managers. There is no shortage of talent and expertise available at a moment's notice, for any given situation, assuring your components are produced accurately and on time.

In addition to our Production team, our Resource team specializes in USPS requirements, regulations, and promotions as well as vetting new sourcing options, redundancy planning, manufacturing innovations, supplier management, data privacy, logistics, mail tracking, production issue resolution, environmental sustainability and more. The Resource team is an essential component to our ability to proactively serve our clients via their Account Management team, freeing the day-to-day contact to focus on delivering quality, accurate, and efficient production implementation.





**Patrick McVean, *Business Development Director***

With more than 20 years serving as a member of the PS team, Patrick brings an unparalleled level of expertise in direct marketing, fundraising, and production management experience to the table. With a strong commitment to the long-term health of his clients' overall fundraising programs, he has a strong track record in strategic vision as well as the implementation of campaigns for many organizations. He resides in Northern Virginia with his wife and two children, is a super fan of Bruce Springsteen, loves world history and enjoys traveling.



**Amy Pruden, *Production Director***

Amy has been a part of the PS team since 2015, working hand in hand with her team of Account Managers. Amy has over 40 years of experience in the Print and Direct Mail industry. As a trusted leader, her care and attention allows her team to thrive and accomplish amazing work on behalf of amazing clients. She has a strong growth mindset that empowers her colleagues to add tremendous value to your program. Amy lives in Tennessee, and she loves wine, spending time with loved ones, boating, hiking, and walks along the Carolina coastal beaches.



**Lynda Russell, *Senior Account Manager***

With over 35 years of direct mail experience, Lynda is happy to have enjoyed 17 of those as a member of our team excelling in production management. Lynda enjoys working with amazing organizations. Her clients and team describe her as supportive, patient and as someone who delivers impeccable customer service experiences. Residing in New Hampshire, Lynda telecommutes full time, and she loves to watch the Food Network and the New England Patriots! She also enjoys spending time with her 5 grandchildren.



**Gina Martinelli, *Account Manager***

In 2019, Gina joined the PS team after earning over 30 years of experience in our industry. She has an incredibly strong background in production management with scheduling, print, lettershop, logistics, postal and fulfillment. Gina is clearly invested in the success of her clients' programs and looks forward to serving yours! Her positivity and authenticity shine through in her impactful work. She telecommutes from Pennsylvania, loves spending time with her husband and their yellow lab, enjoys cooking, nature and activities with her grandson.

## References

### **Heifer International (29-year partnership)**

Kim Perrow, Senior Director of Direct Marketing  
1 World Avenue, Little Rock, AR 72202  
P: 501.907.2663 | E: kim.perrow@heifer.org

### **American Heart Association (15-year partnership)**

Sherry Minton, Director Direct Response Field Operations and Development  
7272 Greenville Avenue, Dallas, TX 75231  
P: 214.706.1422 | E: sherry.minton@heart.org

### **National Parks Foundation (8-year partnership)**

Lori Held, Senior Director, Direct Response  
303 East Wacker Drive, Suite 2300, Chicago, IL 60601  
P: 202.796.2497 | E: lheld@nationalparks.org

### **Feeding America (2-year partnership)**

Rose Cashner, Director of Direct Marketing  
161 N. Clark Street, Suite 700, Chicago IL 60601  
P: 847.875.2187 | E: rcashner@feedingamerica.org

# PRICING



# THANK YOU!

