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# Smithsonian Institution and Production Solutions Partnership

March 12, 2024



# Agenda

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- Introductions and Executive Overview
- Production Services
  - Team Leadership, Overview, Coordination with Agency
  - Production Coordination, Communication, Purchasing
  - Quality Control, Implementation, Inventory
- Q&A



# Good Afternoon!



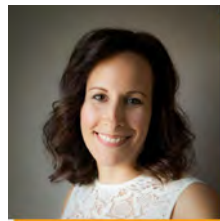
**Patrick McVean**  
*Business  
Development  
Director*



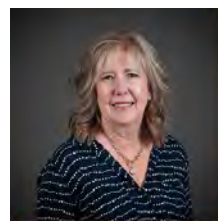
**Leigh Janis**  
*Vice President of  
Sales and Client  
Experience*



**Ben Harris**  
*President*



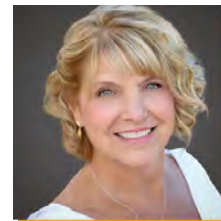
**Meg Ferguson**  
*Business  
Development Director,  
CFRE*



**Amy Pruden**  
*Production Director*



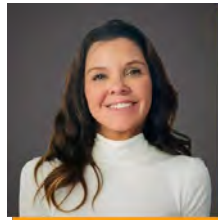
**Tom Estler**  
*Senior Account  
Manager*



**Debra Von Alst**  
*Account Manager*



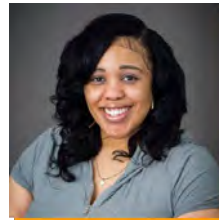
**Maria Santiago**  
*Account Manager*



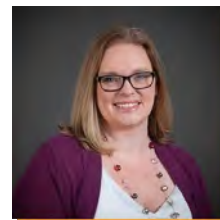
**Kim Martin**  
*Account Manager*



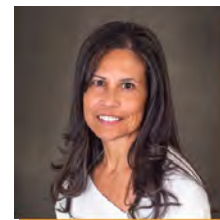
**Steffen Weeber**  
*Account Manager*



**Shantelle Usual**  
*Account Manager*



**Heidi Alexander**  
*Account Manager*



**Calmira Rodriguez**  
*Account Manager*



# Inspiring More People to Give

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- ✓ Delivering Elevated Experiences
- ✓ People-first Culture
- ✓ Focus on Employee Engagement



# Investing In Your Future



## Data Security and Privacy

- HIPAA and Privacy Rule compliant
- Annual security assessments
- Privacy program to align with GDPR and U.S. State Privacy laws



## Sustainability

- Commitment to reduce, reuse, recycle
- 98% remote workforce
- Sustainable sourcing partners

## Diversity, Equity and Inclusion



**1500**

Hours  
invested



**57**

Training  
cohorts



**\$95,025**

Training costs  
invested

# PS at-a-glance

SERVING

**117**

**NONPROFIT**  
Clients & Agencies



**550 Million**  
PIECES OF MAIL  
SENT ANNUALLY

**35 Years of  
Excellence**



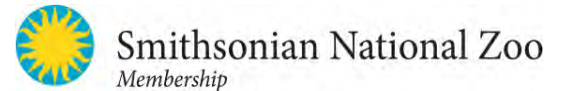
**92%**  
Client  
Retention



**115+**  
IN-NETWORK  
SUPPLIERS



# Current Smithsonian Partnerships



# Adaptive and Responsive Partnership

2015 – 2023

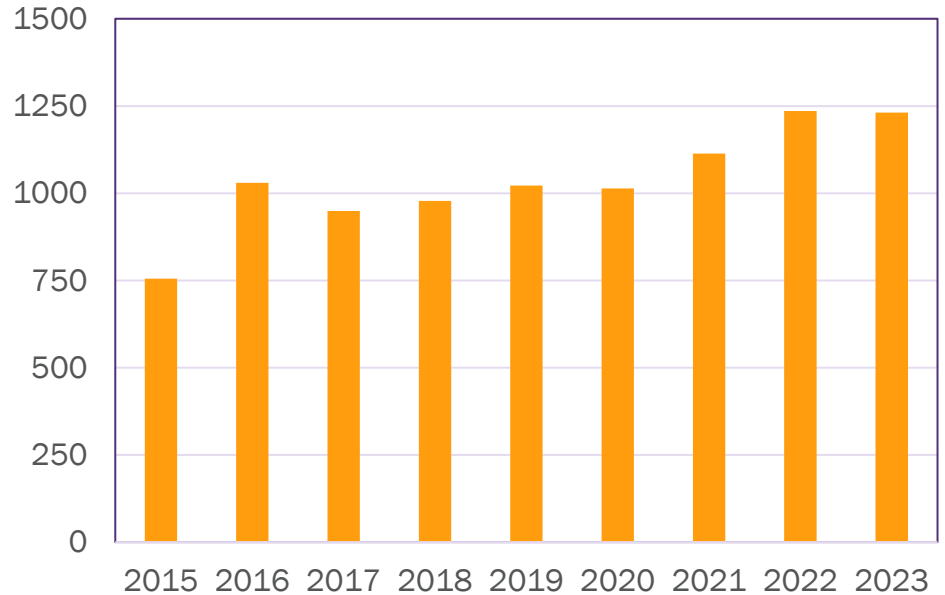


Total Work Orders: **9,338**

Annual Average: **1,038**

Monthly Average: **87**

## Work Order Growth by Year (All Accounts)



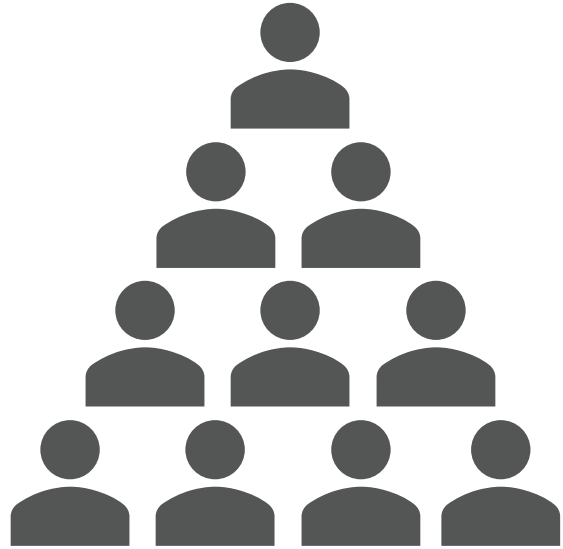


# Production Services



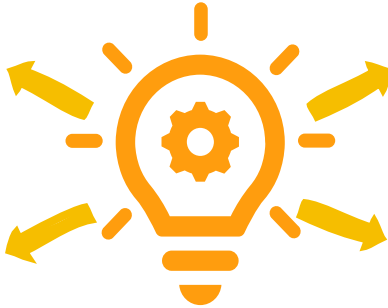
# An Extension of Your Team

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## Account Team

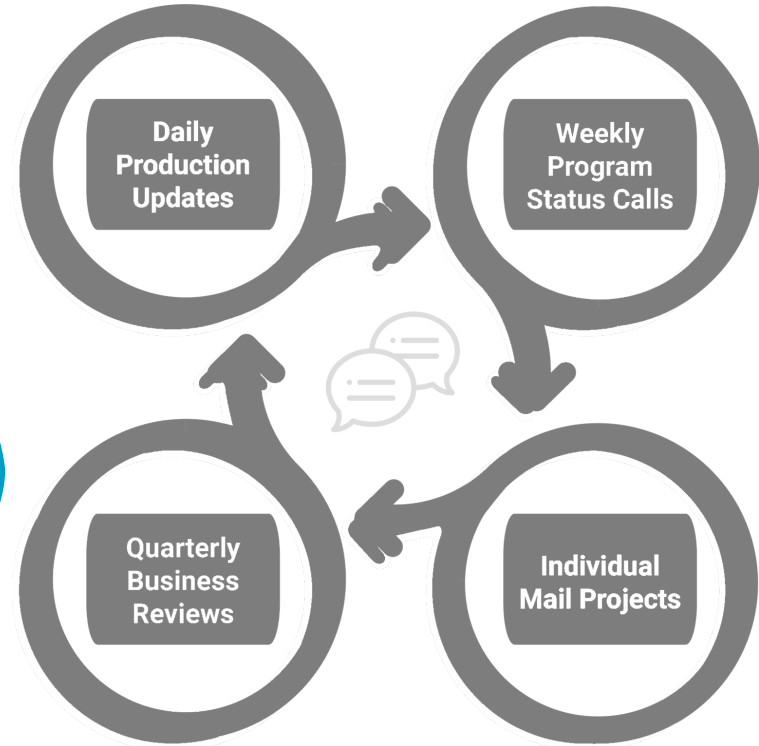
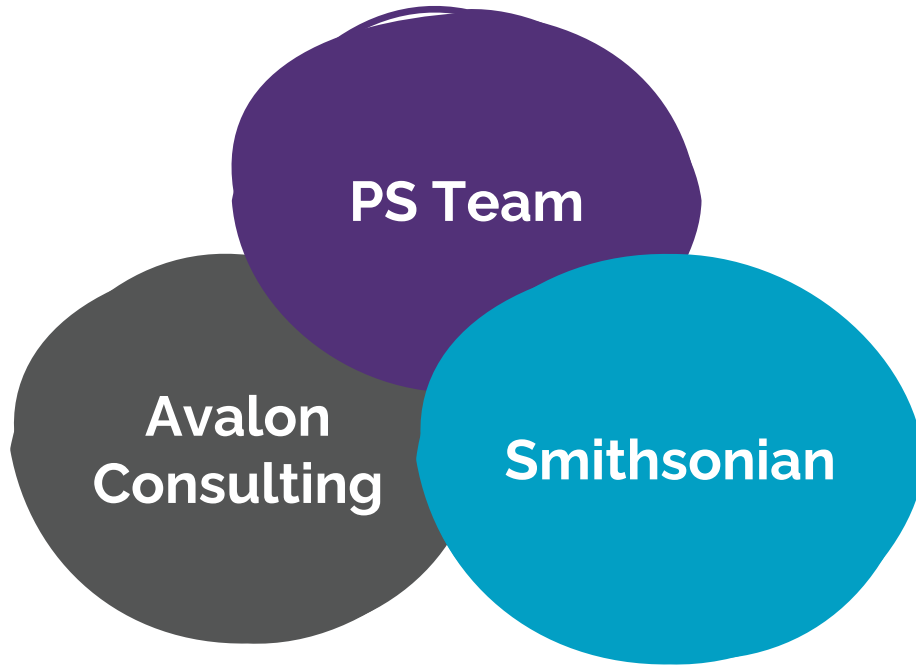
*Flexible, Scalable, Adaptable,  
Cross-trained for Redundancy*



## Resource Department

*Strategy, Innovations, Supplier  
Relations, Postal Logistics*

# Trust and Communication Yield Accurate Results

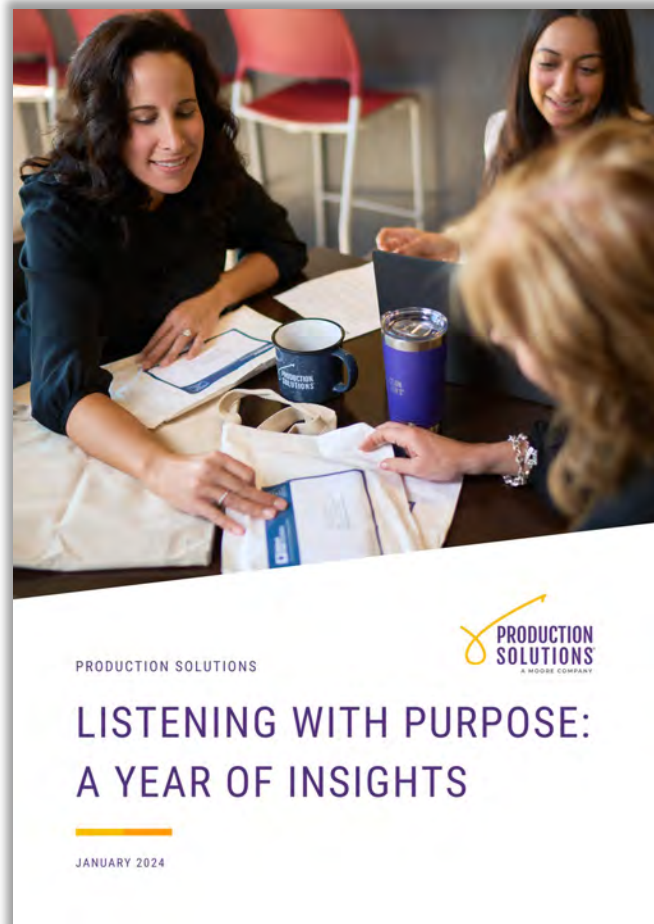


# Client Listening Tour

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## Key Themes

- Bring New Ideas & Technology to the Table
- Contain Costs & Accurately Forecast
- Make it Easy & Consistent
- Integrate for an Omnichannel Approach
- Shorten Time to Market

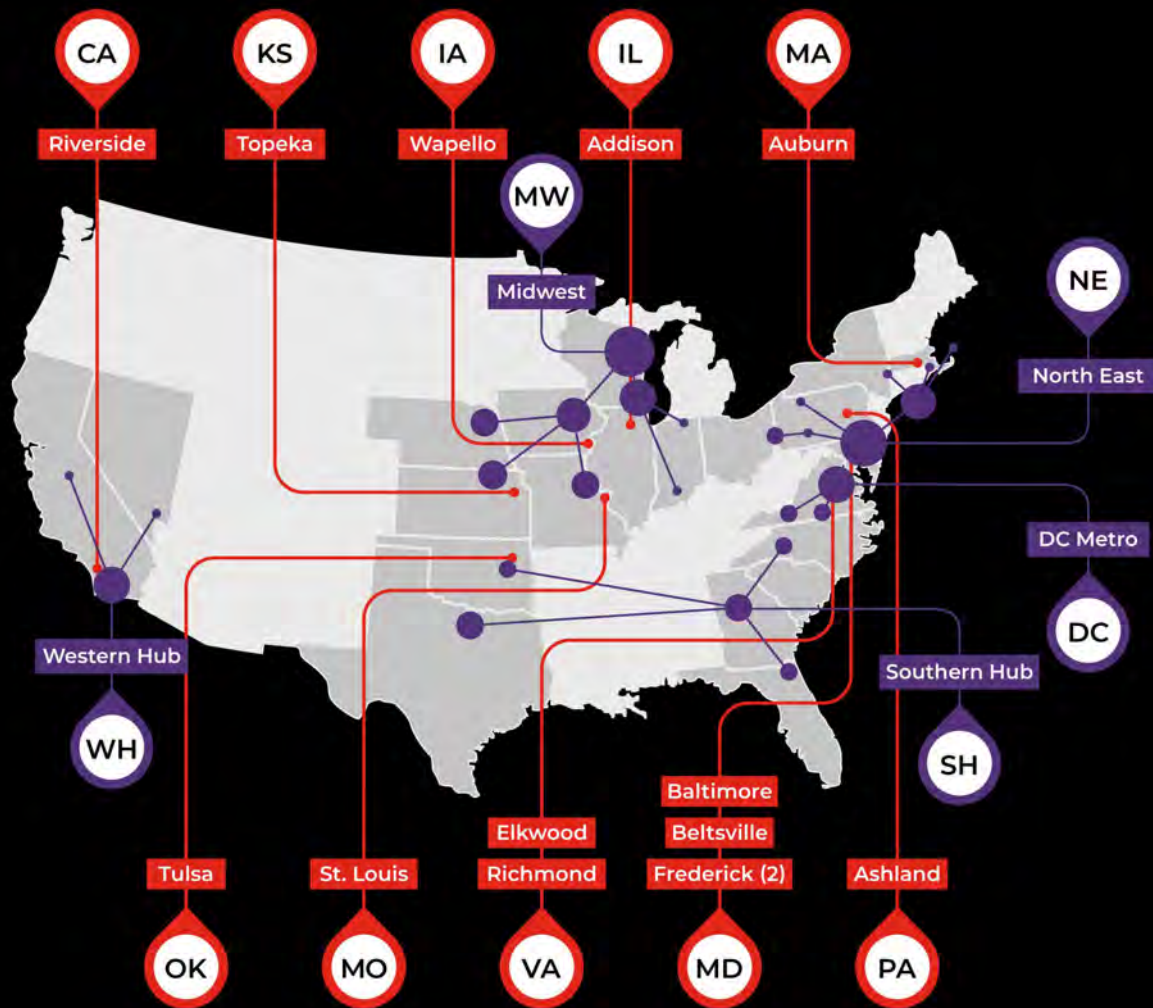


# Long Standing Value Proposition



- ✓ Producing your mail program accurately and on time,
- ✓ Responding to your needs and requirements, and
- ✓ Striving to deliver an impeccable service experience, every time.





# Our Network Customized for Smithsonian

Configuring a group of  
partners which are the  
**best fit for your program.**

# Highly Vetted Supplier Partner Network Based on the Following Criteria:

- ✓ Financial Stability
- ✓ Competitive Pricing
- ✓ Product Quality
- ✓ Customer Service
- ✓ Operational Redundancy
- ✓ Geographical Location
- ✓ Capabilities and Manufacturing Equipment
- ✓ Environmental Sustainability
- ✓ Data Security and Privacy Practices Such As HIPAA
- ✓ Commitment to Diversity, Equity and Inclusion Practices



# Keys to Accurate & On-Time Campaigns

[illegible]

- ✓ Planning, planning, and more planning
- ✓ Proven processes and systems
- ✓ Seat at the strategy table early
- ✓ Investment into training creates depth of knowledge
- ✓ Monitoring, mail tracking for visibility
- ✓ Diversified, vetted & healthy supplier network
- ✓ Robust Quality Control (QC) procedures

# Inventory Management

- ✓ Monitoring accuracy of counts; including physical counts and weight verifications
- ✓ Inventory coding on components and consistent labeling of work orders/boxes/cartons
- ✓ Continued verification of spoilage percentage to ensure levels are in line

2024 NMAAHC Renewal Inventory					Mailing Name		02.24 Renewal		Additional Notes about mailing	
					Package	Mail date	Mailing Qty			
					PACKAGE A - R1		4,018			
					PACKAGE U - R1U		389			
					PACKAGE X - R2DC		104			
					PACKAGE B - R2		6,808			
					PACKAGE C - R3		3,755			
					PACKAGE D - R4/R6		14,398			
					PACKAGE E - R5		2,970			
					PACKAGE G - R7/R8		4,090			
					Mailing Total		36,532			
Component	Code or copy	Item ID	Packages used in	Starting qty	Notes by Component	Qty of Material in	Mailing Totals	Balance		
R1 #10 DW Envelope	NMAAHC24-REN-E-R1 - "ANNUAL RENEWAL NOTICE"		R1, R1Z, R1O, R1R	169,000			4,018	164,781		
R1U #10 CF Envelope	NMAAHC24-REN-E-R1U - "EXCLUSIVE INVITATION ENCLOSED"		R1U	3,000			389	2,592		
R2 DC #10 SLW Envelope	NMAAHC24-REN-RE-R2DC - Director's Circle		R2DC	3,000			104	2,891		
R2/R3 #10 SLW Envelope	NMAAHC24-REN-E-R2-R3 - "Your Membership Expires Soon"		R2, R3	82,000			10,563	70,909		
R4/R5/R6 #10 SLW Envelope	NMAAHC24-REN-E-R4-R5-R6 - "Your Membership Has Expired"		R4, R5, R6	368,000			17,368	349,764		
R7/R8 #10 SLW Envelope	NMAAHC24-REN-E-R7-R8 - "LAST CHANCE"		R7, R8	56,000			4,090	51,706		
R1 8.5x14 Letter Reply	NMAAHC24-REN-L-R1		R1	174,000			4,018	169,781		
R1U 11x17.2 up Letterhead	NMAAHC24-REN-L-R1U		R1U	3,000			389	2,592		
R1U 8.5x14 middle pref Cert/Reply	NMAAHC24-REN-R-R1U		R1U	3,000			389	2,592		
R2 DC 8.5 x 14 Letter Reply	NMAAHC24-REN-LR-R2DC		R2DC	3,000			104	2,891		
R2 8.5x14 Letter Reply	NMAAHC24-REN-LR-R2		R2	43,000			6,808	35,852		
R3/R4/R6 8.5x14 Letter Reply	NMAAHC24-REN-LR-R3-R4-R6		R3, R4, R6	250,000			18,153	230,939		
R5 8.5x14 Letter Reply	NMAAHC24-REN-LR-R5		R5	169,000			2,970	165,882		
R7/R8 8.5x14 2 up Reply	NMAAHC24-REN-R-R7-R8		R7, R8	58,000			4,090	53,706		
#9 Reply Envelope	H0000RD - NMAAHC23-REN-E002		All Packages	618,786			36,532	580,427		
2022 Material										
Northstar insert					91710/N/A		3,844			



# Client Experience

Ease of Process | Accountability | Partnership



# Q&A

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# Thank You!

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