

Lexington-Fayette Urban County Government  
DEPARTMENT OF FINANCE & ADMINISTRATION

Jim Gray  
Mayor

Jane C. Driskell  
Commissioner

**ADDENDUM #1**

Bid Number: **#67-2012**

Date: May 15, 2012

Subject: Print & Mailing Services --  
Sewer, Landfill, & Water Quality Fees

Address inquiries to:  
Theresa Maynard  
(859) 258-3320

**TO ALL PROSPECTIVE BIDDERS:**

Please be advised of the following three clarifications to the above referenced bid, **including a new pricing sheet**, starting on page two of this document. **The new pricing sheet, which includes two new lines, must be included with the bid.**

A handwritten signature in black ink that reads "Todd Slatin".

Todd Slatin, Acting Director  
Division of Central Purchasing

All other terms and conditions of the Bid and specifications are unchanged.  
This letter should be signed, attached to and become a part of your Bid.

BID OF: BlueGrass Mailing, Data & Fulfillment Services

ADDRESS: 833 Nandino Blvd, Lexington KY 40511

SIGNATURE OF BIDDER: \_\_\_\_\_

**PRICING:**

Please detail the following items in the price quotation, to cover all cost components of your proposal. Please provide per piece price for each type of document separately as requested, i.e. invoices, past due notices, and letters. All rates are assumed to be for the term of the proposed agreement unless specifically noted otherwise. Pricing should include the cost of paper stock and envelope conversion if applicable.

<b>Printing and mailing services</b> <i>(designate in Per Item Cost):</i>			<b>Cost</b>
1	Printing of invoices	<i>per item</i>	\$ .0172
2	Printing of past due notices	<i>per item</i>	\$ .0172
3	Printing of letters	<i>per item</i>	\$ .0172
4	Printing of window mailing envelope, including one 2-color logo	<i>per item</i>	\$ .0139
5	Printing of invoice paper with two 2-color logos and a remittance stub perforation	<i>per item</i>	\$ .0116
6	Printing of letterhead paper with one 2-color logo	<i>per item</i>	\$ .0116
7	Printing of the window business return envelope (BRE), including one 2-color logo	<i>per item</i>	\$ .01276
8	Folding and inserting single page documents	<i>per item</i>	\$ .0147
9	Folding and inserting multiple page documents	<i>per item</i>	\$ .0147
10	Inserting multiple pieces per envelope	<i>per item</i>	\$ .004 *per each additional insert
11	Sealing, posting, sorting and shipping completed pieces, not including postage	<i>per item</i>	\$ .0063
12	Maintaining valid CASS certification	<i>per item</i>	\$ .0000
13	Maintaining and/or increasing postal discounts	<i>per item</i>	\$ .0000
14	Printing of bill envelope message on back of envelope	<i>per item</i>	\$ .0089
15	Expected Modification Costs (based on requirements answered as "Satisfied with Modification")	<i>total</i>	\$ .0000
16	Training (provided details on hours and trainers in the your response)	<i>total</i>	\$ .0000
17	Any other "typical" line item, one time costs, or other costs anticipated for the proposed services.	<i>total</i>	\$ 4500.00 one time setup
<b>Investments for Project Management &amp; Implementation Services</b>			
18	a) Total of Vendor and Sub-Vendor expenses. (In your response, identify each project team member with hourly rate, estimated hours, and expenses if applicable. Note that travel hours are not billable.)	<i>total</i>	\$ .0000
19	b) Estimated incidental costs (e.g., telephone, administrative, etc.).	<i>total</i>	\$ .0000
20	c) All other costs	<i>total</i>	\$ .0000

21	Applicable fees to incorporate document changes (i.e. a letterhead change).	<i>total</i>	\$ 75.00
22	Hourly rates for document design services (envisioned for inserts).	<i>hourly</i>	\$ 55.00
23	Ongoing annual support and maintenance costs, if any. In your response, include various options (i.e. 24x7, 5x9, others) if applicable.	<i>annually</i>	\$ .0000
<b>Optional Add-Ons to Price:</b>			
24	Hourly rates for document design services upon request for all materials, including, but not limited to, billing inserts. This should also include estimations for time and cost related to the initial bill design portion of the implementation project.	<i>hourly</i>	\$ 55.00
25	Proposed pricing structure, including one-time implementation costs, annual fees and per transaction fees for both LFUCG and LFUCG's customers for electronic billing and payment services. (Provide details in your response.)	<i>total</i>	\$ Electronic Billing & Payment Services (See Attachment)
26	12 DIFFERENT ENVELOPE MESSAGES, message changes monthly		.0000 included in line 14 charge
27	4 DIFFERENT ENVELOPE MESSAGES		.0000 included in line 14 charge

**Questions on Bid #67-2012:**

**Are you able to provide color samples of your current documents and envelopes?**

There are no current documents, this is all new billing processes, and so we have no samples.  
And as it is a new process there are no former vendors or bidders or bid tabulations.

**I see that the Invoices, Past Due Notices and Other Letters are noted as duplex items. Is there variable information on the back of these documents, or does the back contain static information that could be pre-printed? If so, does the pre-printed information vary by document type (Invoice, Past Due Notice, Other Letter)?**

Vendors should base their bids on the following, but understand that these parameters may change since these documents have not been designed yet: The back is static and the information can change according to the type of document. Yes, it could be preprinted. No variable information on the back.

**In the Functional Requirements section, item #2 references the number of mail pieces we should expect to process each day, but the number of pieces is noted as "x" – could you please indicate how many pieces will be submitted for mailing on a daily basis?**

Given the quoted monthly estimate, a rough estimated daily average would be around 5200. But bidders should understand that this daily estimated average may vary greatly up or down, depending on billing cycles which have not yet been finalized.

**Will you consider bids from out-of-state vendors?**

Yes

**Volumes? Page 1 states an annual volume of 284,000 & then states a monthly volume of 115,000??**

LFUCG bills approximately 108,000 sewer accounts, 79,000 landfill accounts and 97,000 water quality management fee accounts annually. Some customers receive one or a mix of all services on one bill, which translates into LFUCG issuing approximately 115,000 bills per month.

**Spot color**

**a. 2-Color Logo - can it be a PrePrinted shell?**

Yes

**b. Is the spot color in the document a box color or is it in the variable information ?**

The spot color is not in the variable information. It will be a box border or a screened fill color.

**c. Is the color in the logo the same color that is printed in the document?**

If they are asking about the logo in the bid document, no

**How often does the message change on the back of the envelope?**

LFUCG may choose to use, or not use, this option. Please itemize the costs for this separately as an optional "add on" and break out that optional Add-on price as follows:

26) 12 SEPARATE ENVELOPE MESSAGES

27) 4 DIFFERENT MESSAGES

**What are the 'other' inserts**

"Other Inserts" could include messages containing information on LFUCG programs, events, environmental tips, etc., and directing people to a Web site.

**Envelopes # 10 and #9**

How many are ordered at one time? 6 mos or one year?

One year

**We would like to know the specifications for all of the preprinted forms, envelopes and inserts you are requesting. These specs should include paper type, size, # colors on front and back, and whether there is variable information to be printed on one side or two. If you have any questions, please call or email me at your convenience.**

THIS IS TOTALLY DEPENDENT UPON BILL AND INSERT DESIGN, WHICH ARE NOT FINALIZED AS OF YET:

2 color and 4 color; if information warrants, inserts will be 2 sided.

RECOMMENDATIONS ARE AS FOLLOWS:

#10 MAILING ENVELOPE COLOR 1/1: LFUCG RETURN ADDRESS ON FRONT, BILL MESSAGE ON BACK. 20# WHITE WOVE SINGLE WINDOW

#9 BRE COLOR 0/1: STANDARD NON-VARIABLE MESSAGE ON BACK OF BRE. 20# WHITE WOVE SINGLE WINDOW.

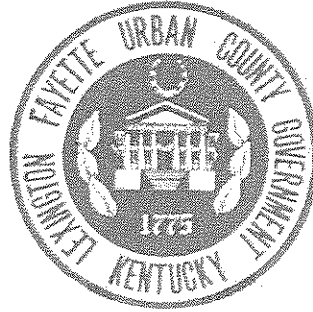
BILL INSERT: 4.25 X 7.5 FINAL SIZE WITH BLEED. NO VARIABLE INFORMATION. 2/2

OTHER INSERT: 4.25 X 3.75 FINAL SIZE WITH BLEED. NO VARIABLE INFORMATION. 2/2

LETTERHEAD: 8.5 X 11 FINAL SIZE. NO VARIABLE INFORMATION. 2/2

# Lexington Fayette Urban County Government

Division of Central Purchasing



Lexington Kentucky

Horse Capital of the World

## INVITATION TO BID #67-2012

### Print & Mailing Services – Sewer, Landfill & Water Quality Fees

#### NOTICE TO BIDDERS

**Bid Opening Date: 05/23/2012**

**Bid Opening Time: 2:00 PM**

**Address: 200 East Main Street  
3<sup>rd</sup> Floor, Room 338**

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**Pre Bid Meeting: N/A**

**Pre Bid Time:**

**Address:**

**INVITATION TO BID**

Bid Invitation Number: #67-2012

Date of Issue: 05/09/2012

Sealed bids will be received in the office of the Division of Central Purchasing, 200 East Main Street, Lexington, Kentucky, until **2:00 PM**, prevailing local time on **05/23/2012**. Bids must be received by the above-mentioned date and time. Mailed bids should be sent to:

**Division of Central Purchasing  
200 East Main Street, Rm 338  
Lexington, KY 40507, (859) 258-3320**

**The Lexington-Fayette Urban County Government assumes no responsibility for bids that are not addressed and delivered as indicated above. Bids that are not delivered to the Division of Central Purchasing by the stated time and date will be rejected.**

All bids must have the company name and address, bid invitation number, and the commodity/service on the outside of the envelope.

Bids are to include all shipping costs to the point of delivery located at: NONE

Bid Security Required: \_\_\_ Yes X No      Performance Bond Required: \_\_\_ Yes X No  
*Cashier Check, Certified Check, Bid Bond (Personal checks and company checks will not be acceptable).*


<b>Commodity/Service</b>
<b>Print &amp; Mailing Services – Sewer, Landfill &amp; Water Quality Fees</b>
See specifications

<b><u>Check One:</u></b> <input checked="" type="checkbox"/> Bid Specifications Met <input type="checkbox"/> Exceptions to Bid Specifications. <i>Exceptions shall be itemized and attached to bid proposal submitted.</i>	<b><u>Proposed Delivery:</u></b> <u>30</u> days after acceptance of bid.
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<b><u>Procurement Card Usage</u></b>
<input type="checkbox"/> Yes    The Lexington-Fayette Urban County Government will be using Procurement Cards to purchase goods and services and also to make payments. Will you accept Procurement Cards?
<input checked="" type="checkbox"/> No

Submitted by: BlueGrass Mailing, Data & Fulfillment Services  
 Firm  
 833 Nandino Blvd  
 Address  
 Lexington KY 40511  
 City, State & Zip

**Bid must be signed:  
(original signature)**

 **President**  
**Signature of Authorized Company Representative – Title**  
 Bill Nichols - **President**  
*Representative's Name (Typed or printed)*  
 859-231-7272 xt 235      859-259-1214  
 Area Code - Phone – Extension      Fax #  
 bill.nichols@bgmailing.com  
 E-Mail Address

**The Affidavit in this bid must be completed before your firm can be considered for award of this contract.**

**AFFIDAVIT**

Comes the Affiant, Bill Nichols, and after being first duly sworn under penalty of perjury as follows:

1. His/her name is Bill Nichols and he/she is the individual submitting the bid or is the authorized representative of BlueGrass Mailing, Data & Fulfillment Services,

the entity submitting the bid (hereinafter referred to as "Bidder").

2. Bidder will pay all taxes and fees, which are owed to the Lexington-Fayette Urban County Government at the time the bid is submitted, prior to award of the contract and will maintain a "current" status in regard to those taxes and fees during the life of the contract.

3. Bidder will obtain a Lexington-Fayette Urban County Government business license, if applicable, prior to award of the contract.

4. Bidder has authorized the Division of Central Purchasing to verify the above-mentioned information with the Division of Revenue and to disclose to the Urban County Council that taxes and/or fees are delinquent or that a business license has not been obtained.

5. Bidder has not knowingly violated any provision of the campaign finance laws of the Commonwealth of Kentucky within the past five (5) years and the award of a contract to the Bidder will not violate any provision of the campaign finance laws of the Commonwealth.

6. Bidder has not knowingly violated any provision of Chapter 25 of the Lexington-Fayette Urban County Government Code of Ordinances, known as "Ethics Act."

7. Bidder acknowledges that "knowingly" for purposes of this Affidavit means, with respect to conduct or to circumstances described by a statute or ordinance defining an offense, that a person is aware or should have been aware that his conduct is of that nature or that the circumstance exists.

Further, Affiant sayeth naught.

[Handwritten Signature]

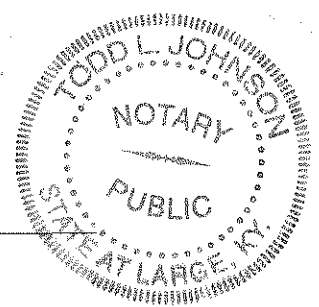
STATE OF Kentucky

COUNTY OF Fayette

The foregoing instrument was subscribed, sworn to and acknowledged before me by Bill Nichols on this the 23rd day of MAY, 2012.

My Commission expires: 8/31/2013

Todd L. Johnson  
NOTARY PUBLIC, STATE AT LARGE



*Please refer to Section II. Bid Conditions, Item "U" prior to completing this form.*

## **I. GREEN PROCUREMENT**

### **A. ENERGY**

The Lexington-Fayette Urban County Government is committed to protecting our environment and being fiscally responsible to our citizens.

The Lexington-Fayette Urban County Government mandates the use of Energy Star compliant products if they are available in the marketplace (go to [www.Energystar.gov](http://www.Energystar.gov)). If these products are available, but not submitted in your pricing, your bid will be rejected as non-compliant.

ENERGY STAR is a government program that offers businesses and consumers energy-efficient solutions, making it easy to save money while protecting the environment for future generations.

#### Key Benefits

- These products use 25 to 50% less energy
- Reduced energy costs without compromising quality or performance
- Reduced air pollution because fewer fossil fuels are burned
- Significant return on investment
- Extended product life and decreased maintenance

### **B. GREEN SEAL CERTIFIED PRODUCTS**

The Lexington-Fayette Urban County Government is also committed to using other environmentally friendly products that do not negatively impact our environment. Green Seal is a non-profit organization devoted to environmental standard setting, product certification, and public education.

Go to [www.Greenseal.org](http://www.Greenseal.org) to find available certified products. These products will have a reduced impact on the environment and on human health. The products to be used must be pre-approved by the LFUCG prior to commencement of any work in any LFUCG facility. If a Green Seal product is not available, the LFUCG must provide a signed waiver to use an alternate product. Please provide information on the Green Seal products being used with your bid response.

### **C. GREEN COMMUNITY**

The Lexington-Fayette Urban County Government (LFUCG) serves as a principal, along with the University of Kentucky and Fayette County Public Schools, in the Bluegrass Partnership for a Green Community. The Purchasing Team component of the Partnership collaborates on economy of scale purchasing that promotes and enhances environmental initiatives. Specifically, when applicable, each principal is interested in obtaining best value products and/or services which promote environment initiatives via solicitations and awards from the other principals.

If your company is the successful bidder on this Invitation For Bid, do you agree to extend the same product/service pricing to the other principals of the Bluegrass Partnership for a Green Community (i.e. University of Kentucky and Fayette County Schools) if requested?

Yes  No



## II. Bid Conditions

- A. No bid may be withdrawn for a period of sixty (60) days after the date and time set for opening.
- B. No bid may be altered after the date and time set for opening. In the case of obvious errors, the Division of Central Purchasing may permit the withdrawal of a bid. The decision as to whether a bid may be withdrawn shall be that of the Division of Central Purchasing.
- C. Acceptance of this proposal shall be enactment of an Ordinance by the Urban County Council.
- D. The bidder agrees that the Urban County Government reserves the right to reject any and all bids for either fiscal or technical reasons, and to award each part of the bid separately or all parts to one vendor.
- E. Minor exceptions may not eliminate the bidder. The decision as to whether any exception is minor shall be entirely that of the head of the requisitioning Department or Division and the Director of the Division of Central Purchasing. The Urban County Government may waive technicalities and informalities where such waiver would best serve the interests of the Urban County Government.
- F. Manufacturer's catalogue numbers, trade names, etc., where shown herein are for descriptive purposes and are to guide the bidder in interpreting the standard of quality, design, and performance desired, and shall not be construed to exclude proposals based on furnishing other types of materials and/or services. However, any substitution or departure proposed by the bidder must be clearly noted and described; otherwise, it will be assumed that the bidder intends to supply items specifically mentioned in this Invitation for Bids.
- G. The Urban County Government may require demonstrations of the materials proposed herein prior to acceptance of this proposal.
- H. Bids must be submitted on this form and must be signed by the bidder or his authorized representative. Unsigned bids will not be considered.
- I. Bids must be submitted prior to the date and time indicated for opening. Bids submitted after this time will not be considered.
- J. All bids mailed must be marked on the face of the envelope:

**“Bid on #67-2012 Print & Mailing Services – Sewer, Landfill & Water Quality Fees”**

and addressed to:      Division of Central Purchasing  
   200 East Main Street, Room 338  
   Lexington, Kentucky 40507

**The Lexington-Fayette Urban County Government assumes no responsibility for bids that are not addressed and delivered as indicated above. Bids that are not delivered to the Division of Central Purchasing by the stated time and date will be rejected.**

- K. Bidder is requested to show both unit prices and lot prices. In the event of error, the unit price shall prevail.
- L. A certified check or Bid Bond in the amount of XX percent of the bid price must be attached hereto. This check must be made payable to the Lexington-Fayette Urban County Government, and will be returned when the material and/or services specified herein have been delivered in accordance with specifications. In the event of failure to perform within the time period set forth

in this bid, it is agreed the certified check may be cashed and the funds retained by the Lexington-Fayette Urban County Government as liquidated damages. Checks of unsuccessful bidders will be returned when the bid has been awarded.

- M. The delivery dates specified by bidder may be a factor in the determination of the successful bidder.
- N. Tabulations of bids received may be mailed to bidders. Bidders requesting tabulations must enclose a stamped, self-addressed envelope with the bid.
- O. The Lexington-Fayette Urban County Government is exempt from Kentucky Sales Tax and Federal Excise Tax on materials purchased from this bid invitation. Materials purchased by the bidder for construction projects are not tax exempt and are the sole responsibility of the bidder.
- P. All material furnished hereunder must be in full compliance with OSHA regulations.
- Q. If more than one bid is offered by one party, or by any person or persons representing a party, all such bids shall be rejected.
- R. Signature on the face of this bid by the Bidder or his authorized representative shall be construed as acceptance of and compliance with all terms and conditions contained herein.
- S. The Entity (regardless of whether construction contractor, non-construction contractor or supplier) agrees to provide equal opportunity in employment for all qualified persons, to prohibit discrimination in employment because of race, color, creed, national origin, sex or age, and to promote equal employment through a positive, continuing program from itself and each of its sub-contracting agents. This program of equal employment opportunity shall apply to every aspect of its employment policies and practices.
- T. The Kentucky Equal Employment Opportunity Act of 1978 (KRS 45.560-45.640) requires that any county, city, town, school district, water district, hospital district, or other political subdivision of the state shall include in directly or indirectly publicly funded contracts for supplies, materials, services, or equipment hereinafter entered into the following provisions:

During the performance of this contract, the contractor agrees as follows:

- (1) The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, age or national origin;*
- (2) The contractor will state in all solicitations or advertisements for employees placed by or on behalf of the contractors that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age or national origin;*
- (3) The contractor will post notices in conspicuous places, available to employees and applicants for employment, setting forth the provisions of the non-discrimination clauses required by this section; and*
- (4) The contractor will send a notice to each labor union or representative of workers with which he has a collective bargaining agreement or other contract or understanding advising the labor union or workers' representative of the contractor's commitments under the nondiscrimination clauses.*

The Act further provides:

KRS 45.610. Hiring minorities - Information required

- (1) For the length of the contract, each contractor shall hire minorities from other sources*

*within the drawing area, should the union with which he has collective bargaining agreements be unwilling to supply sufficient minorities to satisfy the agreed upon goals and timetable.*

- (2) *Each contractor shall, for the length of the contract, furnish such information as required by KRS 45.560 to KRS 45.640 and by such rules, regulations and orders issued pursuant thereto and will permit access to all books and records pertaining to his employment practices and work sites by the contracting agency and the department for purposes of investigation to ascertain compliance with KRS 45.560 to 45.640 and such rules, regulations and orders issued pursuant thereto.*

KRS 45.620. Action against contractor - Hiring of minority contractor or subcontractor

- (1) *If any contractor is found by the department to have engaged in an unlawful practice under this chapter during the course of performing under a contract or subcontract covered under KRS 45.560 to 45.640, the department shall so certify to the contracting agency and such certification shall be binding upon the contracting agency unless it is reversed in the course of judicial review.*
- (2) *If the contractor is found to have committed an unlawful practice under KRS 45.560 to 45.640, the contracting agency may cancel or terminate the contract, conditioned upon a program for future compliance approved by the contracting agency and the department. The contracting agency may declare such a contractor ineligible to bid on further contracts with that agency until such time as the contractor complies in full with the requirements of KRS 45.560 to 45.640.*
- (3) *The equal employment provisions of KRS 45.560 to 45.640 may be met in part by a contractor by subcontracting to a minority contractor or subcontractor. For the provisions of KRS 45.560 to 45.640, a minority contractor or subcontractor shall mean a business that is owned and controlled by one or more persons disadvantaged by racial or ethnic circumstances.*

KRS 45.630 Termination of existing employee not required, when

*Any provision of KRS 45.560 to 45.640 notwithstanding, no contractor shall be required to terminate an existing employee upon proof that that employee was employed prior to the date of the contract.*

KRS 45.640 Minimum skills

*Nothing in KRS 45.560 to 45.640 shall require a contractor to hire anyone who fails to demonstrate the minimum skills required to perform a particular job.*

It is recommended that all of the provisions above quoted to be included as special conditions in each contract. In the case of a contract exceeding \$250,000, the contractor is required to furnish evidence that his work-force in Kentucky is representative of the available work-force in the area from which he draws employees, or to supply an Affirmative Action plan which will achieve such representation during the life of the contract.

- U. Any party, firm or individual submitting a proposal pursuant to this invitation must be in compliance with the requirements of the Lexington-Fayette Urban County Government regarding taxes and fees before they can be considered for award of this invitation and must maintain a "current" status with regard to those taxes and fees throughout the term of the

contract. The contractor must be in compliance with Chapter 13 from the Code of Ordinances of the Lexington-Fayette Urban County Government. The contractor must be in compliance with Ordinance 35-2000 pursuant to contractor registration with the Division of Building Inspection. If applicable, said business must have a Fayette County business license.

Pursuant to KRS 45A.343 and KRS 45A.345, the contractor shall

- (1) *Reveal any final determination of a violation by the contractor within the previous five year period pursuant to KRS Chapters 136 (corporation and utility taxes), 139 (sales and use taxes), 141 (income taxes), 337 (wages and hours), 338 (occupational safety and health of employees), 341 (unemployment and compensation) and 342 (labor and human rights) that apply to the contractor; and*
- (2) *Be in continuous compliance with the above-mentioned KRS provisions that apply to the contractor for the duration of the contract.*

A contractor's failure to reveal the above or to comply with such provisions for the duration of the contract shall be grounds for cancellation of the contract and disqualification of the contractor from eligibility for future contracts for a period of two (2) years.

- V. Vendors who respond to this invitation have the right to file a notice of contention associated with the bid process or to file a notice of appeal of the recommendation made by the Director of Central Purchasing resulting from this invitation.

Notice of contention with the bid process must be filed within 3 business days of the bid/proposal opening by (1) sending a written notice, including sufficient documentation to support contention, to the Director of the Division of Central Purchasing or (2) submitting a written request for a meeting with the Director of Central Purchasing to explain his/her contention with the bid process. After consulting with the Commissioner of Finance the Chief Administrative Officer and reviewing the documentation and/or hearing the vendor, the Director of Central Purchasing shall promptly respond in writing findings as to the compliance with bid processes. If, based on this review, a bid process irregularity is deemed to have occurred the Director of Central Purchasing will consult with the Commissioner of Finance, the Chief Administrative Officer and the Department of Law as to the appropriate remedy.

Notice of appeal of a bid recommendation must be filed within 3 business days of the bid recommendation by (1) sending a written notice, including sufficient documentation to support appeal, to the Director, Division of Central Purchasing or (2) submitting a written request for a meeting with the Director of Central Purchasing to explain his appeal. After reviewing the documentation and/or hearing the vendor and consulting with the Commissioner of Finance and the Chief Administrative Officer, the Director of Central Purchasing shall in writing, affirm or withdraw the recommendation.

### III. Procurement Contract Bid Conditions

- A. The terms of this agreement shall be for 1 year from the date of acceptance of this contract by the Lexington-Fayette Urban County Government. This agreement may be extended for an additional (2) - 1 year renewal upon the written agreement of the bidder and the Lexington-Fayette Urban County Government. Said agreement must be in writing and must be executed prior to the expiration of the current agreement.
- B. Price Changes (**Space Checked Applies**)
- (XXX) 1. Prices quoted in response to the Invitation shall be firm prices for the first 90 days of the Procurement Contract. After 90 days, prices may be subject to revision and such changes shall be based on general industry changes. Revision may be either increases or decreases and may be requested by either party. There will be no more than one (1) price adjustment per quarter. Requests for price changes shall be received in writing at least twenty (20) days prior to the effective date and are subject to written acceptance before becoming effective. Proof of the validity of a request for revision shall be responsibility of the requesting party. The Lexington-Fayette Urban County Government shall receive the benefit of any decline that the seller shall offer his other accounts.
2. No provision for price change is made herein. Prices are to be firm for the term of this contract.
3. Procurement Level Contract
- C. If any contract item is not available from the vendor, the Lexington-Fayette Urban County Government, at its option, may permit the item to be back-ordered or may procure the item on the open market.
- D. All invoices must bear reference to the Lexington-Fayette Urban County Government Purchasing document numbers which are being billed.
- E. This contract may be canceled by either party thirty (30) days after delivery by canceling party of written notice of intent to cancel to the other contracting party.
- F. This contract may be canceled by the Lexington-Fayette Urban County Government if it is determined that the Bidder has failed to perform under the terms of this agreement, such cancellation to be effective upon receipt of written notice of cancellation by the Bidder.
- G. No substitutions for articles specified herein may be made without prior approval of the Division of Central Purchasing.

## EQUAL OPPORTUNITY AGREEMENT

### The Law

- Title VII of the Civil Rights Act of 1964 (amended 1972) states that it is unlawful for an employer to discriminate in employment because of race, color, religion, sex, age (40-70 years) or national origin.
- Executive Order No. 11246 on Nondiscrimination under Federal contract prohibits employment discrimination by contractor and sub-contractor doing business with the Federal Government or recipients of Federal funds. This order was later amended by Executive Order No. 11375 to prohibit discrimination on the basis of sex.
- Section 503 of the Rehabilitation Act of 1973 states:

*The Contractor will not discriminate against any employee or applicant for employment because of physical or mental handicap.*

- Section 2012 of the Vietnam Era Veterans Readjustment Act of 1973 requires Affirmative Action on behalf of disabled veterans and veterans of the Vietnam Era by contractors having Federal contracts.
- Section 206(A) of Executive Order 12086, Consolidation of Contract Compliance Functions for Equal Employment Opportunity, states:

*The Secretary of Labor may investigate the employment practices of any Government contractor or sub-contractor to determine whether or not the contractual provisions specified in Section 202 of this order have been violated.*

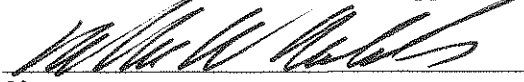
\*\*\*\*\*

The Lexington-Fayette Urban County Government practices Equal Opportunity in recruiting, hiring and promoting. It is the Government's intent to affirmatively provide employment opportunities for those individuals who have previously not been allowed to enter into the mainstream of society. Because of its importance to the local Government, this policy carries the full endorsement of the Mayor, Commissioners, Directors and all supervisory personnel. In following this commitment to Equal Employment Opportunity and because the Government is the benefactor of the Federal funds, it is both against the Urban County Government policy and illegal for the Government to let contracts to companies which knowingly or unknowingly practice discrimination in their employment practices. Violation of the above mentioned ordinances may cause a contract to be canceled and the contractors may be declared ineligible for future consideration.

Please sign this statement in the appropriate space acknowledging that you have read and understand the provisions contained herein. Return this document as part of your application packet.

### Bidders

*I/We agree to comply with the Civil Rights Laws listed above that govern employment rights of minorities, women, Vietnam veterans, handicapped and aged persons.*

  
Signature

BlueGrass Mailing, Data & Fulfillment Services  
Name of Business

**RISK MANAGEMENT PROVISIONS  
INSURANCE AND INDEMNIFICATION**

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**INDEMNIFICATION AND HOLD HARMLESS PROVISION**

- (1) It is understood and agreed by the parties that Vendor hereby assumes the entire responsibility and liability for any and all damages to persons or property caused by or resulting from or arising out of any act or omission on the part of Vendor or its employees, agents, servants, owners, principals, licensees, assigns or subcontractors of any tier (hereinafter "Vendor") under or in connection with this agreement and/or the provision of goods or services and the performance or failure to perform any work required thereby.
- (2) Vendor shall indemnify, save, hold harmless and defend the Lexington-Fayette Urban County Government and its elected and appointed officials, employees, agents, volunteers, and successors in interest (hereinafter "LFUCG") from and against all liability, damages, and losses, including but not limited to, demands, claims, obligations, causes of action, judgments, penalties, fines, liens, costs, expenses, interest, defense costs and reasonable attorney's fees that are in any way incidental to or connected with, or that arise or are alleged to have arisen, directly or indirectly, from or by Vendor's performance or breach of the agreement and/or the provision of goods or services provided that: (a) it is attributable to personal injury, bodily injury, sickness, or death, or to injury to or destruction of property (including the loss of use resulting therefrom), or to or from the negligent acts, errors or omissions or willful misconduct of the Vendor; and (b) not caused solely by the active negligence or willful misconduct of LFUCG.
- (3) In the event LFUCG is alleged to be liable based upon the above, Vendor shall defend such allegations and shall bear all costs, fees and expenses of such defense, including but not limited to, all reasonable attorneys' fees and expenses, court costs, and expert witness fees and expenses, using attorneys approved in writing by LFUCG, which approval shall not be unreasonably withheld.
- (4) These provisions shall in no way be limited by any financial responsibility or insurance requirements, and shall survive the termination of this agreement.

**FINANCIAL RESPONSIBILITY**

Vendor understands and agrees that it shall, prior to final acceptance of its bid and the commencement of any work, demonstrate the ability to assure compliance with the above Indemnity provisions and these other risk management provisions.

**INSURANCE REQUIREMENTS**

YOUR ATTENTION IS DIRECTED TO THE INSURANCE REQUIREMENTS BELOW, AAND YOU MAY NEED TO CONFER WITH YOUR INSURANCE AGENTS, BROKERS, OR CARRIERS TO DETERMINE IN ADVANCE OF SUBMISSION OF A RESPONSE THE AVAILABILITY OF THE INSURANCE COVERAGES AND ENDORSEMENTS REQUIRED HEREIN. IF YOU FAIL TO COMPLY WITH THE INSURANCE REQUIREMENTS BELOW, YOU MAY BE DISQUALIFIED FROM AWARD OF THE CONTRACT.

**Required Insurance Coverage**

Vendor shall procure and maintain for the duration of this contract the following or equivalent insurance policies at no less than the limits shown below and cause its subcontractors to maintain similar insurance with limits acceptable to LFUCG in order to protect LFUCG against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by Vendor. The cost of such insurance shall be included in any bid:

<u>Coverage</u>	<u>Limits</u>
General Liability (Insurance Services Office Form CG 00 01)	\$1 million per occurrence, \$2 million aggregate or \$2 million combined single limit
Commercial Automobile Liability (Insurance Services Office Form CA 0001)	combined single, \$1 million per occurrence
Worker's Compensation	Statutory
Employer's Liability	\$500,000.00

The policies above shall contain the following conditions:

- a. All Certificates of Insurance forms used by the insurance carrier shall be properly filed and approved by the Department of Insurance for the Commonwealth of Kentucky. LFUCG shall be named as an additional insured in the General Liability Policy and Commercial Automobile Liability Policy using the Kentucky DOI approved forms.
- b. The General Liability Policy shall be primary to any insurance or self-insurance retained by LFUCG.
- c. The General Liability Policy shall include a Professional Liability Coverage or an endorsement for this coverage, at the same limits as the CGL. This coverage will be carried for up to three years after the completion of this project.
- d. LFUCG shall be provided at least 30 days advance written notice via certified mail, return receipt requested, in the event any of the required policies are canceled or non-renewed.
- e. Said coverage shall be written by insurers acceptable to LFUCG and shall be in a form acceptable to LFUCG. Insurance placed with insurers with a rating classification of no less than Excellent (A or A-) and a financial size category of no less than VIII, as defined by the most current Best's Key Rating Guide shall be deemed automatically acceptable.

#### Renewals

After insurance has been approved by LFUCG, evidence of renewal of an expiring policy must be submitted to LFUCG, and may be submitted on a manually signed renewal endorsement form. If the policy or carrier has changed, however, new evidence of coverage must be submitted in accordance with these Insurance Requirements.

#### Deductibles and Self-Insured Programs

**IF YOU INTEND TO SUBMIT A SELF-INSURANCE PLAN IT MUST BE FORWARDED TO LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT, DIVISION OF RISK MANAGEMENT, 200 EAST MAIN STREET, LEXINGTON, KENTUCKY 40507 NO LATER THAN A MINIMUM OF FIVE (5) WORKING DAYS PRIOR TO THE RESPONSE DATE.** Self-insurance programs, deductibles, and self-insured retentions in insurance policies are subject to separate approval by



Lexington-Fayette Urban County Government's Division of Risk Management, upon review of evidence of VENDOR's financial capacity to respond to claims. Any such programs or retentions must provide LFUCG with at least the same protection from liability and defense of suits as would be afforded by first-dollar insurance coverage. If VENDOR satisfies any portion of the insurance requirements through deductibles, self-insurance programs, or self-insured retentions, VENDOR agrees to provide Lexington-Fayette Urban County Government, Division of Risk Management, the following data prior to the final acceptance of bid and the commencement of any work:

- a. Latest audited financial statement, including auditor's notes.
- b. Any records of any self-insured trust fund plan or policy and related accounting statements.
- c. Actuarial funding reports or retained losses.
- d. Risk Management Manual or a description of the self-insurance and risk management program.
- e. A claim loss run summary for the previous five (5) years.
- f. Self-Insured Associations will be considered.

#### Verification of Coverage

Vendor agrees to furnish LFUCG with all applicable Certificates of Insurance signed by a person authorized by the insurer to bind coverage on its behalf prior to final award, and if requested, shall provide LFUCG copies of all insurance policies, including all endorsements.

#### Right to Review, Audit and Inspect

Vendor understands and agrees that LFUCG may review, audit and inspect any and all of its records and operations to insure compliance with these Insurance Requirements.

#### DEFAULT

Vendor understands and agrees that the failure to comply with any of these insurance, safety, or loss control provisions shall constitute default and that LFUCG may elect at its option any single remedy or penalty or any combination of remedies and penalties, as available, including but not limited to purchasing insurance and charging Vendor for any such insurance premiums purchased, or suspending or terminating the work.

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**Lexington-Fayette Urban County Government  
Division of Revenue  
Print and Mailing Services – Sewer, Landfill, & Water Quality Fees**

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The Lexington-Fayette Urban County Government is now accepting bids in order to establish a price contract for Print and Mailing Services as per the following specifications:

LFUCG is seeking a Vendor to whom print/mail services can be outsourced, off-site, at the selected Vendor's location, for LFUCG's sanitary sewer, water quality management, and landfill fee bills. It is preferred, but not mandatory, that the selected Vendor also offer robust electronic billing services that may possibly be leveraged by LFUCG in the future.

The proposed solution is required to accommodate billing these fees as of August 31, 2012. On an annual basis, LFUCG will bill the following; 108,000 sewer accounts totaling about \$48 million dollars, 79,000 landfill accounts totaling about \$4.5 million dollars, and 97,000 water quality management fee accounts totaling about \$11.5 million dollars for a total annual billing of approximately \$65.9 million dollars. Approximate number of bills issued to customers is 115,000 per month.

LFUCG outsources billing to Greater Cincinnati Water Works (GCWW), and GCWW will provide all billing files to the selected Vendor. GCWW uses the Ventyx Customer Suite billing system, and the selected Vendor will need to interface with GCWW's billing files.

The table below shows the types of documents that LFUCG envisions. It also indicates the stationary and inserts that may be needed for each type of document. It is expected that 90%+ of invoices will be 1 physical page.

Document	Duplex or Simplex?	8.5x11 Paper with Remittance Stub	8.5x11 Letterhead	Mailing Envelope	Windowed Business Reply Envelope	Inserts
Invoices	D	X		X	X	X
Past Due Notices	D	X		X	X	X
Other Letters	D	X		X	X	X
Other Letters	S		X	X		X
Flats	S		X	X		

The selected solution shall provide for all printing, inserting/mailing activities, and monitoring of the process by LFUCG/GCWW in a seamless solution. This includes the development and provision of reports to allow LFUCG to monitor printing and mailing services activities, and related reports. Mailing will be accomplished in such a manner as to maximize postage discounts.

At a minimum, the Vendor shall provide the following professional services:

- Manage and implement the proposed solution.
- Install and configure any proposed solution software and hardware components.
- Design, construct and test any modifications necessary for the proposed solution.
- Design, construct and test any conversion and interface components necessary to support the proposed solution.
- Train the LFUCG functional users and technical resources that will operate, support and maintain the proposed solution.
- Provide LFUCG with a quick and user-friendly process for updating document content and adding new documents in an environment that may require the Vendor to reformat files into a print ready format.

**PRINTING AND MAILING SERVICES – FUNCTIONAL REQUIREMENTS:**

Functional requirements being taken under consideration are included in the following matrix.

Each of the components listed below contains requirements classified as either mandatory or desired as well as informational requests. The Vendor will use the following criteria to respond to each requirement and information request:

1. Satisfied - This response indicates that the Vendor can satisfy the requirement in their proposed solution and no modifications are necessary. Vendor shall demonstrate any requirements with a "Satisfied" response.
2. Satisfied with Modification – This response indicates that the proposed solution requires changes to current setup to satisfy the described requirement. The number of hours and cost required to design, code, and test a modification should be noted. Vendor shall also provide an explanation of how a feature will be added or modified.
3. Not Satisfied – This response indicates that the Vendor cannot satisfy the requirement in their proposed solution and that the Vendor is not willing to make a modification.

Req. #	Requirement	Type	Response and Comments
1	Receive files via FTP. These files will come directly from the Ventyx Customer Suite billing system. Format shown in Appendix A. (The file type will be a fixed length text file and files will be processed for the selected bill print/mail Vendor on all business days at about 9:00 pm.)	Mandatory	Satisfied - BGMS will receive data via secure FTP. Once files are received, multiple QC checks are performed to verify data, file structure, record count and check for any anomalies.
2	Print, process and mail or otherwise deliver up to x pieces daily. Vendor should expect to receive one or more files for each type of document specified in section x. These files should be processed for inclusion in the late afternoon mail run following receipt of the files.	Mandatory	Satisfied - BGMS will receive data, print, process and mail within 24 hours of receipt of data

Req. #	Requirement	Type	Response and Comments
3	To provide for electronic document review and cancellation by GCWW and LFUCG between the printing and mailing processes. Please specify any software tools and requirements for electronic document review and cancellation.	Mandatory	Satisfied - Online document review via a secure web browser. This allows LFUCG to view, approve or omit any documents prior to print production.
4	Read barcodes and/or OMR marks to intelligently insert the appropriate materials (i.e. inserts and envelopes) for each mail piece.	Mandatory	Satisfied - Onsite intelligent inserters to utilize 2D, 3of9, and OMR marks to intelligently insert envelopes. Additional QC controls includes the use of a camera system to verify output.
5	Insertion equipment for invoices with at least 6 trays capable of handling dynamic insertion based on barcode or OMR logic.	Mandatory	Satisfied - BGMS uses multiple machines with 6-8 inserting hoppers that can be dynamically selected using barcodes.
6	Mail all pieces according to agreed upon postal specifications (i.e. first class, pre-sort, bulk mail, etc.), including achieving all available postal discounts.	Mandatory	Satisfied - BGMS stays current with all USPS postal requirements and serves as a licensed USPS Presort Bureau.
7	For items to be mailed, print all invoices, past due notices, letters and inserts on paper size and weights as determined by LFUCG. Includes use of correct stationary type for a given file. For example, invoice stationary will require perforations for the remittance stub, while most letters will require standard letterhead.	Mandatory	Satisfied - BGMS is a full service provider for all required paper, print, and perforations for print and processing.
8	Source print logo(s) on all stationary materials (paper, envelopes and inserts) in appropriate size(s), location(s) and color(s).	Mandatory	Satisfied - BGMS is familiar with following specified branding requirements.
9	Print documents using spot color printing (black and one additional color at minimum)	Mandatory	Satisfied - BGMS can facilitate the printing of all documents, including spot color printing.
10	Incorporate document revisions within 72 hours of receipt of revisions in the agreed upon format(s).	Mandatory	Satisfied - BGMS will work directly with LFUCG to provide document revisions within 72 hours of receipt of the revisions.
11	Provide CASS and NCOA certification to meet United States Postal Service minimum standards for maximum postage discounts.	Mandatory	Satisfied - BGMS provides seamless processing of data thru CASS, NCOA certifications to capture maximum postage discounts.
12	Process all mail according to United States Postal Service rules, regulations and requirements to ensure the lowest possible postage rates.	Mandatory	Satisfied - BGMS remains current with all USPS postal requirements to provide LFUCG with the lowest possible postage.
13	Provide daily, monthly and annual reports on quantities for each of the materials as used.	Mandatory	Satisfied - BGMS can provide daily, weekly and monthly inventory reports as requested.
14	Provide daily, monthly and annual reports on pieces processed and postage used.	Mandatory	Satisfied - BGMS can provide daily, weekly and monthly postage and processing reports as requested.
15	Provide a minimum of 14 days advance notice of need to add money to postage accounts.	Mandatory	Satisfied - BGMS will request all postage in writing 14 days in advance.
16	Provide the ability to allow LFUCG to make bill content and message changes. Include any requirements needed for this.	Mandatory	Satisfied - BGMS will work directly with LFUCG to make required content changes as requested.
17	Provide the ability to archive bills and letters for up to one year. After that one year period, bills will be moved to a document storage location at LFUCG. The ability to deliver or release these archive bills and letters for storage at LFUCG will also be required.	Desired	Satisfied - As BGMS understands this requirement, we can provide LFUCG access to an electronic file of bill/letters to be viewed / searched via a secure web browser. Upon request, BGMS can output data in specified electronic storage format (i.e. CD)
18	Provide the ability for bill payments to be scanned by our lockbox solution using the scanline on the invoice	Mandatory	Satisfied - BGMS is equipped to output necessary scan line on invoice in order to be scanned by the lock box provider.

The Vendor shall provide an overview of capabilities of possible future deliverables:

- Provide capabilities to introduce ebilling. This implementation timeframe for ebilling should not exceed 90 days.
- Provide document design services upon request for all materials, including, but not limited to, billing inserts.

**PRICING:**

Please detail the following items in the price quotation, to cover all cost components of your proposal. Please provide per piece price for each type of document separately as requested, i.e. invoices, past due notices, and letters. All rates are assumed to be for the term of the proposed agreement unless specifically noted otherwise. Pricing should include the cost of paper stock and envelope conversion if applicable.

	<b>Printing and mailing services (designate in Per Item Cost):</b>		<b>Cost</b>
1	Printing of invoices	<i>per item</i>	\$
2	Printing of past due notices	<i>per item</i>	\$
3	Printing of letters	<i>per item</i>	\$
4	Printing of window mailing envelope, including one 2-color logo	<i>per item</i>	\$
5	Printing of invoice paper with two 2-color logos and a remittance stub perforation	<i>per item</i>	\$
6	Printing of letterhead paper with one 2-color logo	<i>per item</i>	\$
7	Printing of the window business return envelope (BRE), including one 2-color logo	<i>per item</i>	\$
8	Folding and inserting single page documents	<i>per item</i>	\$
9	Folding and inserting multiple page documents	<i>per item</i>	\$
10	Inserting multiple pieces per envelope	<i>per item</i>	\$
11	Sealing, posting, sorting and shipping completed pieces, not including postage	<i>per item</i>	\$
12	Maintaining valid CASS certification	<i>per item</i>	\$
13	Maintaining and/or increasing postal discounts	<i>per item</i>	\$
14	Printing of bill envelope message on back of envelope	<i>per item</i>	\$
15	Expected Modification Costs (based on requirements answered as "Satisfied with Modification")	<i>total</i>	\$
16	Training (provided details on hours and trainers in the your response)	<i>total</i>	\$
17	Any other "typical" line item, one time costs, or other costs anticipated for the proposed services.	<i>total</i>	\$

<b>Investments for Project Management &amp; Implementation Services</b>			
18	a) Total of Vendor and Sub-Vendor expenses. (In your response, identify each project team member with hourly rate, estimated hours, and expenses if applicable. Note that travel hours are not billable.)	<i>total</i>	\$
19	b) Estimated incidental costs (e.g., telephone, administrative, etc.).	<i>total</i>	\$
20	c) All other costs	<i>total</i>	\$
21	Applicable fees to incorporate document changes (i.e. a letterhead change).	<i>total</i>	\$
22	Hourly rates for document design services (envisioned for inserts).	<i>hourly</i>	\$
23	Ongoing annual support and maintenance costs, if any. In your response, include various options (i.e. 24x7, 5x9, others) if applicable.	<i>annually</i>	\$
<b>Optional Add-Ons to Price:</b>			
24	Hourly rates for document design services upon request for all materials, including, but not limited to, billing inserts. This should also include estimations for time and cost related to the initial bill design portion of the implementation project.	<i>hourly</i>	\$
25	Proposed pricing structure, including one-time implementation costs, annual fees and per transaction fees for both LFUCG and LFUCG's customers for electronic billing and payment services. (Provide details in your response.)	<i>total</i>	\$

APPENDIX A  
REGULAR BILL PRINT FILE LAYOUT

Bill Head Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"BillHead"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Bill Type	15	2	A/N	Calculated	
4	Number Of Copies	17	2	N	ubrrecp_num_copies	Number of Bills to Print
5	Bill Print Date	19	11	A/N	rpt_date DD-MON-YYYY	Date on which the bill was generated
6	Bill Print Time	30	8	A/N	rpt_time	Time on which the bill was generated
7	Billing Date	38	11	A/N	printed_date DD-MON-YYYY	Date entered in Print Date parameter
8	Address Name	49	60	A/N	ubrrecp_print_name	UCBCUST – First, Middle and Last names
9	Address DBA	109	35	A/N	ubrrecp_dba	UCRACCT – Doing Business AS (Business Name)
10	Address Attention	144	30	A/N	ubrrecp_street_line1	UCRADDR – Attention
11	Street Number	174	12	A/N	ubrrecp_street_number	UCRADDR – Street Number
12	Street Pre Directional Code	186	2	A/N	ubrrecp_pdir_code_pre	UCRADDR – Pre Directional Code
13	Street Name	188	30	A/N	ubrrecp_street_name	UCRADDR – Street Name
14	Street Suffix Code	218	6	A/N	ubrrecp_ssfx_code	UCRADDR – Street Suffix
15	Street Post Directional Code	224	2	A/N	ubrrecp_pdir_code_post	UCRADDR – Post Directional Code
16	Unit Type	226	6	A/N	ubrrecp_utyp_code	UCRADDR – Unit Type
17	Unit Number	232	6	A/N	ubrrecp_unit	UCRADDR – Unit Number
18	Address Line2	238	30	A/N	ubrrecp_street_line2	UCRADDR – Street Address 2

Field No	Field Name	Offset	Length	Type	Format	Notes
19	Address Line3	268	30	A/N	ubrrecp_street_line3	UCRADDR – Street Address 3
20	City	298	20	A/N	ubrrecp_city	UCRADDR – City
21	State	318	3	A/N	ubrrecp_stat_code	UCRADDR – State
22	Zip Code	321	11	A/N	ubrrecp_zip_1_5 + '-' + ubrrecp_zip_7_10	UCRADDR – Zip Code
23	Delivery Point	332	2	A/N	ucraddr_delivery_point	
24	Carrier Route	334	4	A/N	ucraddr_car_rte	
25	Nation	338	28	A/N	ubrrecp_nation	UCRADDR – Nation
26	Account Number	366	17	A/N	ucracct_cust+'-'+ucracct_prem	UCRACCT – Customer Code + Premises Code
27	Owner ID	383	9	N	ucbprem_cust_code_owner	
28	Owner Name	392	40	A/N	ucbcust_first_name + ucbcust_last_name	UCBCUST – First and Last Names
29	Bill Cycle Code	432	5	A/N	ucracct_cycl_code	UCRACCT – Account Cycle Code
30	Coap Name 1	437	60	A/N	ucrcoap_code is used to determine the coap name from ucrcust.	UCRCOAP – Co-applicant Name
31	Coap Name 2	497	60	A/N	ucrcoap_code is used to determine the coap name from ucrcust.	UCRCOAP – Co-applicant Name
32	Coap Name 3	557	60	A/N	ucrcoap_code is used to determine the coap name from ucrcust.	UCRCOAP – Co-applicant Name
33	Bill Routing Code	617	5	A/N	ucracct_bill_rout_code	
34	Account Status	622	1	A/N	ucracct_status_ind	
35	Company Code	623	10	A/N	ucracct_company_code	Account Maintenance Table
36	Large Print Ind	633	1	A/N	ucbcust_new	
37	Language Ind	634	5	A/N	ucbcust_new	
38	Alternate Bill Format	639	5	A/N	ucracct_new	
39	Bank Draft Cancelled Indicator	644	1	A/N	ucracct_draft_acct_status	When the Status = C and occurred during the current billing period.
40	Bill History Transaction Number	645	15	N		Value from Bill History Table
41	Credit Rating	660	1	A/N	Calculated	



Field No	Field Name	Offset	Length	Type	Format	Notes
42	Master Bill Print Sequence	661	1	A/N	ucmbbil_sub_sort_ind	
43	Bill Sort	662	20	A/N	ucrbill_sort_sequence	
44	Master Bill Number	682	9	N	ucracct_mbil_num	
45	Master Bill Cycle	691	5	A/N	ucmbbil_cycl_code	
46	Email Address	696	60	A/N		
47	Pay By Check Ind	756	1	A/N	ucbcust_pay_by_check_ind	
48	User Exit Field	757	120	A/N		Value from User Exit
48	Due Date	757	8	D	Uabopen_due_date	
49	Consolidated Account Flag	765	1	A/N	Ucracct_parent_ind	
50	Bunch Code	766	4	A/N	Ucracct_bunch_code	
51	Third Party	770	9	A/N	Ucracct_cust_code_resp	
52	Delinquency Code	779	4	A/N	Ucracct_dqnt_code	
53	Send Mail	783	1	A/N	Ucracct_mail_ind	
54	Payment Plan Indicator	784	1	A/N	Ucracct_pmnt_arr	
55	Account Message Code	785	4	A/N	Ucracct_bmsg-code	
56	Bill Payer	789	2	A/N	Uwbapms_vendor_code	
57	Next Meter Read Date	791	8	D	Uwrmrsc_read_date	
58	Original Loan Prem. Address	799	30	A/N	Uabloan_loan_reference	
59	Payment Plan Balance	829	12	A/N	Uarpyar_balance	
60	Payment Plan Due Date	841	8	D	Uarpyar_date_due	
61	Payment Plan Due Amount	849	12	A/N	Uarpyar_balance	
62	Customer Message Code	861	4	A/N	Ucbcust_bmsg_code	
63	Pay By Check Flag	865	1	A/N	Ucbcust_pay_by_check_ind	
64	Municipality Code	866	2	A/N	Ucbprem_muni_code	
65	Past Due Flag	868	1	A/N		Past due with balance >= 20

Field No	Field Name	Offset	Length	Type	Format	Notes
66	VSI Bill Message Flag	869	1	A/N		AUTO service order created
67	First Bill Flag	870	1	A/N		
68	High Usage Flag	871	1	A/N		
69	Billing Frequency	872	2	A/N		

Service Address Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"ServAddr"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Pre Directional	15	2	A/N	ucbprem_pdir_code_pre	
4	Street Number	17	12	A/N	ucbprem_street_number	UCBPREM - Premises Address
5	Street Name	29	30	A/N	ucbprem_street_name	
6	Suffix	59	6	A/N	ucbprem_sffx_code	
7	Post Directional	65	2	A/N	ucbprem_pdir_code_post	
8	Unit Type	67	6	A/N	ucbprem_utyp_code	
9	Unit	73	6	A/N	ucbprem_unit	
10	City	79	20	A/N	ucbprem_city	
11	State	99	3	A/N	ucbprem_state_code_addr	
12	Zip Code	102	10	A/N	ucbprem_zipc_code	zipc 1-5 + '-' + zipc 7-10
13	Delivery Point	112	2	A/N	ucbprem_delivery_point	
14	Nation	114	5	A/N	ucbprem_natn_code	
15	Rate Jurisdiction Code	119	10	A/N		Part of Rate and Tax going into 3.1
16	Tax Jurisdiction Code	129	10	A/N		Part of Rate and Tax going into 3.1
17	Inside City Ind	139	1	A/N	ucbprem_i_o_city_ind	
18	Account Class	140	2	A/N	Calculated	
19	Account Class Description	142	35	A/N	utvscls_desc	Description of the service class code from the Service Address record.
20	Service Location	177	40	A/N	ucrserv_service_location	

Weather Information

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"WeatInfo"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Service Number	15	4	N	ucrserv_num	UCRSERV – Service No
4	Service Type Code	19	4	A/N	ucrserv_styp_code	UCRSERV – Service Type
5	Service Category	23	4	A/N	uabopen_scat_code	UCRSERV – Category
6	Current Per Heating Days	27	8	N	nszCurrentPdHeat	UORWEAT - No of heating days for the current billing period
7	Prev Per Heating Days	35	8	N	nszPrevPdHeat	UORWEAT – No of heating days for the previous billing period
8	Last Year Heating Days	43	16	N	nszLastYearHeat	UORWEAT – No of heating days for the previous year
9	Current Per Cooling Days	59	8	N	nszCurrentPdCool	UORWEAT – No of cooling days for the current billing period
10	Prev Per Cooling Days	67	8	N	nszPrevPdCool	UORWEAT – No of cooling days for the previous billing period
11	Last Year Cooling Days	75	16	N	nszLastYearCool	UORWEAT – No of cooling days for the previous year
12	Average Temperature – This Period	91	6	N	Calculated	
13	Average Temperature – 1 bill ago	97	6	N	Calculated	
14	Average Temperature – 2 bill ago	103	6	N	Calculated	
15	Average Temperature – 3 bill ago	109	6	N	Calculated	
16	Average Temperature – 4 bill ago	115	6	N	Calculated	
17	Average Temperature – 5 bill ago	121	6	N	Calculated	
18	Average Temperature – 6 bill ago	127	6	N	Calculated	
19	Average Temperature – 7 bill ago	133	6	N	Calculated	
20	Average Temperature – 8 bill ago	139	6	N	Calculated	

Field No	Field Name	Offset	Length	Type	Format	Notes
21	Average Temperature – 9 bill ago	145	6	N	Calculated	
22	Average Temperature – 10 bill ago	151	6	N	Calculated	
23	Average Temperature – 11 bill ago	157	6	N	Calculated	
24	Average Temperature – 12 bill ago	163	6	N	Calculated	
25	Average Temperature – 13 bill ago	169	6	N	Calculated	

*This record can be repeated up to 99 times depending on the System Rule*

Payments Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"Payments"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Previous Balance	15	12	N	prev_bal	Billing amount on Customer's last bill
4	Previous Balance Messg	27	30	A/N	EMPTY	
5	Amount Transferred to Payment Arrangement	57	12	N	uabpyar_total_due	Sum of the Open Items less unapplied payments for the establishment of the Payment Arrangement. Only populated on the 1 <sup>st</sup> bill after the creation of a payment arrangement.
6	Payments Received	69	12	N		Total of all payments received since the last bill. This field could be derived as currently being done and compared to the sum of fields 6 thru 10. They should be equal.  When an adjusted bill is rebilled, logic will sum the total payments received for the cancelled bill history row in the payments received field.
7	Total Net Adjustments	81	12	N	adjustments	The Bill Print Payment record will be updated to display the sum of the adjustments that do not have an origin of UBAMBA or UBACNCL for the cancelled bill, in the Total New Adjustment field.
8	Balance Forward	93	12	N	szBalanceForward	Previous Balance-Posted Payments+ Adjustments +Misc. Adjustments – Amount transferred to Payment Arrangements- Restated Charges+ Amount to Payment Arrangement or transferred back (when arrangement is canceled.)

Field No	Field Name	Offset	Length	Type	Format	Notes
9	Current Charges	105	12	N		This the sum of charges in the BillDetl TT record unless the account is on Budget.  When an Adjusted Bill is rebilled, logic will sum the new charges/adjustments and any payments that were posted for the cancelled bill in the current charges field.
10	Payment Arrangement Down Payment	117	12	N		Down Payment is only billed on the first bill following the establishment of the Payment Arrangement
11	Payment Arrangement Installment	129	12	N	uarpyar_amt_due	Installment being billed this billing period.
12	Total Charges	141	12	N		Sum of Energy Charges + Payment Arrangement Down Payment + Payment Arrangement Installment Balance.
13	Total Amount Due	153	12	N	szGTotalAmountDue	Balance Forward + Total Charges.
14	Pay Total Amount By	165	11	A/N	account_due_date DD-MON-YYYY	Date calculated during billing
15	Due Now Amount	176	12	N		Charges unpaid as of the Prior Due Date
16	Due Now Message	188	25	A/N	EMPTY	
17	Previous Bill Due Date	213	11	A/N	DD-MON-YYYY	Pay Total Amount By Date from previous bill

Field No	Field Name	Offset	Length	Type	Format	Notes
18	Bk Draft Message	224	60	A/N	CONDITIONAL	<p>One of three messages:</p> <p>If an account has ucracct_draft_start_date &lt; bill print due date, then a message is prepared.</p> <p>ucracct_draft_acct_statuses = 'P' -- 'Automatic account drafting will begin next month'</p> <p>ucracct_draft_acct_statuses = 'A' and uobsysc_min_draft_amt &lt; draft amount &lt; ucracct_draft_max - 'DO NOT PAY: your account will be drafted on or after [Date]'</p> <p>all other cases -- 'PLEASE PAY - amount is greater than the draft maximum amount'</p>
19	Deposit on Hand	284	12	N		Total Deposit Amount Collected - Total Deposit Amount Applied - Total Deposit Refunded.
20	Unpaid Deposit Amount	296	12	N		Total Deposit Amount - Total Deposit Amount Collected - Total Deposit Refunded.
21	Prior Year Contributions	308	12	N		Amount of the Prior Year's Contributions, which is established in the first month of the Current Year.
22	Misc Adjustments	320	12	N		Offsetting entry for the total dollar amount of items being restated on the bill.
23	Amount Canceled from Payment Arrangement	332	12	N		Total of unbilled payment arrangement installments. When a payment arrangement is cancelled/defaulted, the Bill Print process (UBPBILP) will populate this field with the amount transferred from payment arrangement.



Payment Detail Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"PymtDetl"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Payment Sequence Number	15	2	N		
4	EA Provider Code	17	4	N		
5	Payment Rate Code	21	4	A/N		
6	Payment Amount	25	12	N		
7	Payment Date	37	11	A/N	DD-MON-YYYY	
8	Spontaneous Contribution Ind	48	1	A/N		
9	Payment Reversal Reason	49	4	A/N		

Budget Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"BudgInfo"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Service Number	15	4	N	uabopen_serv_num	Open Item Service No
4	Service Type Code	19	4	A/N	ucrserv_styp_code	Service Type
5	Service Category	23	4	A/N	uabopen_scat_code	Open Item Service Category
6	Budget Charge	27	12	N	tmp_mtd_budget_charge	UABBUDG - Budgeted amount
7	Actual Charge	39	12	N	tmp_mtd_actual_charge	Actual amount associated with the actual consumption
8	Variance	51	12	N	mtd_budget_variance	The difference between the budget charge and the actual charge
9	Cumulative Variance	63	12	N	ytd_budget_variance	Cumulative difference between the budget charge and the actual charge

Payment Arrangement Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"PymtArrg"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Arrangement Number	15	4	N	uarpyar_arrng_num	
4	Payment Arrangement Type Code	19	4	A/N	uabpyar_pyar_code	
5	Payment Arrangement Type Description	23	35	A/N	utrpyar_desc	
6	Amount To Payment Arrangement	58	12	N	uabpyar_total_due	Sum of the Open Items less unapplied payments for the establishment of the Payment Arrangement. Only populated on the 1 <sup>st</sup> bill after the creation of a payment arrangement.
7	Payment Arrangement Down Payment Charge	70	12	N		
8	Payment Arrangement Installment Charge	82	12	N	uarpyar_balance	This is the payment arrangement installment balance.
9	Current Principal Outstanding	94	12	N		Calculated as the sum of all unbilled installments
10	Number of Unpaid Installments	106	3	N		Calculated
11	Number of Installments	109	3	N		Calculated

Billing Detail Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"BillDetl"	
2	Detail Type	9	2	A/N		Identifier assigned by Advantage to designate the type of charge
3	Detail Sequence Number	11	5	N		Sequential number assigned to each detail record within a bill
4	Bill Number	16	6	N	billno	Unique identifier of a bill
5	Service Number	22	4	N	uabopen_serv_num	Open Item Service No
6	Service Type Code	26	4	A/N	ucrserv_styp_code	Service Type
7	Service Description	30	35	A/N	utrstyp_desc	Description of the Service Type Code
8	Service Category	65	4	A/N	uabopen_scat_code	
9	From Date	69	11	A/N	urrshis_action_date MM/DD/YYYY	Date of previous reading
10	From Reading	80	12	N	urrshis_reading	Previous reading
11	From Reading Type	92	4	A/N	urrshis_rtyp_code	Previous reading type ('A'ctual', 'E'stimated', 'R'e-calc of Estimation; BLANK = Re-billed multi-period adjustment SH record)
12	To Date	96	11	A/N	urrshis_action_date MM/DD/YYYY	Date of current reading
13	To Reading	107	12	N	urrshis_reading	Current reading
14	To Reading Type	119	4	A/N	urrshis_rtyp_code	Current reading type ('A'ctual', 'E'stimated)
15	Days of Service	123	3	N	urrshis_dos	Number of days in this billing period for this service.  For metered services, from previous reading date to current reading date.  For non-metered services, from previous charge date to current charge date.
16	Total Consumption	126	15	N	urrshis_consumption	Consumption for this billing period

Field No	Field Name	Offset	Length	Type	Format	Notes
17	Meter Number	141	20	A/N	urrshis_invn_code	Meter number entered on the Service Maintenance form (UCASERV)
18	Multiplier	161	9	N	uirdial_multiplier	Meter multiplier as entered on the Meter Maintenance form (UIAMTIV)
19	Rate Code	170	4	A/N	uabopen_srat_code	Deposit, rate, or adjustment code
20	Rate Description	174	35	A/N	utvsrat_desc	Tariff Description of the Rate
21	Bill Print Description	209	35	A/N	szutrsratBillPrintDesc	Bill Print Description as entered in UTRSRAT
22	Step Consumption	244	15	N	dGConsumption	Consumption for a step
23	Rate Step	259	10	N	dGPrimaryStep	Per unit charge at this step  The BillDetISH record will display the sum of the Service Charge Amount field, from the Rate Rules, for each rate used to generate the charges presented on the bill.
24	Charge Amount	269	12	N	dGPrimaryAmt	Step consumption by rate step
25	Mid-Prd Rate Change Ind	281	1	A/N		Indicates that the rate has undergone a mid-period change
26	Recalc of Estimates Ind	282	1	A/N		<b>Indicates charge reflects a recalculation of estimate</b>
27	Budget Charge Indicator	283	1	A/N		Indicates that the charge is covered under budget plan
28	High / Low Indicator	284	1	A/N		"H" or "L" – Indicates reading was flagged as high or low
29	Number of Units	285	8	N		As entered in UCRSERV
30	UOM on Rate	293	4	A/N	utrsrat_utoms_code	From UTRSRAT
31	<b>UOM used in Calculation</b>	297	4	A/N	uirdial_uoms_code	
32	HBC Indicator	301	1	A/N	ubhhibc_hbc_value_source	
33	Actual Service Type	302	4	A/N	utrsrat_asvc_code	Use the uabopen_scat_code to look up the utrsrat_asvc_code.

Field No	Field Name	Offset	Length	Type	Format	Notes
34	Balance Remaining on Loans	306	12	N	Calculated	The Principal Balance for the loan as displayed via UAALOFF.
35	BTU Factor	318	12	N	urrshis_quality_factor	
36	Pressure Zone Factor	330	12	N	urrshis_pressure_factor	
37	Bill Print Sequence Number	342	3	N	utrsrat_seq_num	
38	Service Type	345	4	A/N	ucrserv_styp_code	
39	Average Cost of Service	349	12	N	Calculated	
40	Service Component Number	361	4	N	ucrscomp_num	Only present for Service Component Bill detail records. Service component numbers are unique for each service
41	Service Provider Code	365	10	A/N	ucrscomp_spro_code	For Service Component bill Detail records only – the component provider code.
42	Provider Description	375	60	A/N	utrspro_company_desc	For Service Component bill Detail records only – the component provider description.
43	Tax Exempt Percentage	435	8	N	uartxex_exempt_percent	
44	Connection Size	443	4	N	uirdial_cnsz_code	
45	Meter Serial Number	447	20	A/N	uibminv_serial_num	
46	Manufacturer Code	467	2	A/N		
47	Read Route	469	5	N	ucrserv_route	
48	Consumption Difference	474	12	N	Calculated	Actual Consumption - Billed Consumption on UBICHST
49	BillGen ID	486	10	N		
50	Service Class	496	2	A/N	Calculated	
51	Channel Number	498	2	A/N		
52	Service Class Description	500	35	A/N	utvscls_desc	Description of the service class code from the Bill Detail record. Populated in the SH Bill Detail record.
53	Meter Address	535	64	A/N	ucrserv_location_id	The location id of the meter captured. Populated in SH the Bill Detail record.

Field No	Field Name	Offset	Length	Type	Format	Notes
54	Billed Consumption	599	15	N	ubbchst_billed_consumption	Populated in SH the Bill Detail record.
55	User Exit Field	614	120	A/N		Value from User Exit
55	First User Exit Field	614	38	A/N		Premises address
56	Suffix	652	6	A/N	Ucbprem_ssfcode	
57	Premise Number	658	7	A/N	Ucracct_premcode	
58	Meter Number	665	10	A/N	Ucradin_invncode	
59	Estimate Reason Code	675	4	A/N	Urrshis_reascode	
60	Original Service Type	679	4	A/N	Ucrserv_stypcode	
61	UOM of Meter	683	4	A/N	Uirdial_uomscode	

EDI 810C Transaction Pass Through Charges Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"Detl810C"	
2	Detail Type	9	3	A/N	"810"	
3	Detail Sequence Number	12	5	N		
4	Bill Number	17	6	N		
5	Service Number	23	4	N	uabopen_serv_num	
6	Service Type Code	27	4	A/N	ucrserv_styp_code	
7	Service Description	31	30	A/N	utrstyp_desc	
8	Service Category	61	4	A/N	uabopen_scat_code	
9	Pass Through Charge	65	12	N	99999999.99 uabopen_charge	
10	Pass Through External Rate Code	77	10	A/N	uardetc_extn_rate_code	
11	Pass Through Detail	87	12	N	99999999.99 uardetc_detail_charge	
12	Pass Through Charge Description	99	100	A/N	uardetc_charge_desc	
13	Pass Through Charging Entity	199	4	A/N	uabopen_spro_code	
14	Pass Through Bill Message	203	80	A/N	uardetc_bill_message	
15	Service Period Start Date	283	11	A/N	uardetc_ser_period_start DD-MON-YYYY	
16	Service Period End Date	294	11	A/N	uardetc_ser_period_end DD-MON-YYYY	
17	Service Number	305	4	N	uardetc_serv_num	
18	Charge Indicator	309	1	A/N	uardetc_charge_ind	
19	Service Code	310	50	A/N	uardetc_service_code	
20	Charge Classification	360	50	A/N	uardetc_chrg_classification	
21	Tax Percent	410	8	N	uardetc_tax_percent	
22	Tax Exempt Code	418	1	A/N	uardetc_tax_exempt_code	
23	Relationship Indicator	419	1	A/N	uardetc_relationship_ind	
24	External Account Number	420	30	A/N	uardetc_extn_acct_number	

Field No	Field Name	Offset	Length	Type	Format	Notes
25	Amount Basis	450	10	N	uardetc_amount_basis	
26	External Old Account Number	460	30	A/N	uardetc_extn_old_acct_number	
27	Service Delivery Point Code	490	30	A/N	uardetc_sdp_code	
28	Unit of Measure Code	520	4	A/N	uardetc_uom_code	
29	Consumption	524	13	N	uardetc_consump	
30	Meter Identifier	537	30	A/N	uardetc_meter_identifier	
31	Bill Print Sequence Number	567	3	N	uardetc_billprt_seq_num	



EDI 810A Transaction Pass Through Adjustments Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"Detl810A"	
2	Detail Type	9	3	A/N	"810"	
3	Detail Sequence Number	12	5	N		
4	Bill Number	17	6	N		
5	Service Number	23	4	N	uabopen_serv_num	
6	Service Type Code	27	4	A/N	ucrserv_styp_code	
7	Service Description	31	30	A/N	utrstyp_desc	
8	Service Category	61	4	A/N	uabopen_scat_code	
9	Pass Through Adjustment	65	12	N	999999999.99 uabadje_adjustment	
10	Pass Through External Rate Code	77	10	A/N	uardetc_extn_rate_code	
11	Pass Through Adjustment Amount	87	12	N	999999999.99 uardeta_detail_charge	
12	Pass Through Adjustment Description	99	100	A/N	uardeta_charge_desc	
13	Pass Through Charging Entity	199	4	A/N	uabopen_spro_code	
14	Pass Through Bill Message	203	80	A/N	uardeta_bill_message	
15	Service Period Start Date	283	11	A/N	uardeta_ser_period_start DD-MON-YYYY	
16	Service Period End Date	294	11	A/N	uardeta_ser_period_end DD-MON-YYYY	
17	Service Number	305	4	N	uardeta_serv_num	
18	Charge Indicator	309	1	A/N	uardeta_charge_ind	
19	Service Code	310	50	A/N	uardeta_service_code	
20	Charge Classification	360	50	A/N	uardeta_chrg_classification	
21	Tax Percent	410	8	N	uardeta_tax_percent	
22	Tax Exempt Code	418	1	A/N	uardeta_tax_exempt_code	
23	Relationship Indicator	419	1	A/N	uardeta_relationship_ind	
24	External Account Number	420	30	A/N	uardeta_extn_acct_number	

Field No	Field Name	Offset	Length	Type	Format	Notes
25	Amount Basis	450	10	N	uardeta_amount_basis	
26	External Old Account Number	460	30	A/N	uardeta_extn_old_acct_number	
27	Service Delivery Point Code	490	30	A/N	uardeta_sdp_code	
28	Unit of Measure Code	520	4	A/N	uardeta_uom_code	
29	Consumption	524	13	N	uardeta_consump	
30	Meter Identifier	537	30	A/N	uardeta_meter_identifier	
31	Bill Print Sequence Number	567	3	N	uardeta_billprt_seq_num	

History Information Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"HistInfo"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Service Number	15	4	N	uabopen_serv_num	Open Item Service No
4	Service Type Code	19	4	A/N	ucrserv_styp_code	Open Item Service Type
5	Service Category	23	4	A/N	uabopen_scat_code	
6	Reading Date This Period	27	11	A/N	urrshis_action_date  DD-MON-YYYY	
7	Consumption This Perd	38	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
8	Cost This Perd	53	12	N	uabopen_billed_chg	99999999.99
9	Days of Svc This Perd	65	3	N	urrshis_dos	
10	Ave Cons This Perd	68	12	N	Calculation	Consumption/Days of Service
11	Reading Date 1 Bill Ago	80	11	A/N	urrshis_action_date  DD-MON-YYYY	
12	Consmpn 1 Bill Ago	91	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
13	Cost 1 Bill Ago	106	12	N	uabopen_billed_chg	99999999.99
14	Days of Svc 1 Bill Ago	118	3	N	urrshis_dos	
15	Ave Cons 1 Bill Ago	121	12	N	Calculation	Consumption/Days of Service
16	Reading Date 2 Bill Ago	133	11	A/N	urrshis_action_date  DD-MON-YYYY	
17	Consmpn 2 Bills Ago	144	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
18	Cost 2 Bills Ago	159	12	N	uabopen_billed_chg	99999999.99
19	Days of Svc 2 Bills Ago	171	3	N	urrshis_dos	
20	Ave Cons 2 Bills Ago	174	12	N	Calculation	Consumption/Days of Service
21	Reading Date 3 Bill Ago	186	11	A/N	urrshis_action_date  DD-MON-YYYY	

Field No	Field Name	Offset	Length	Type	Format	Notes
22	Consumptn 3 Bills Ago	197	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
23	Cost 3 Bills Ago	212	12	N	uabopen_billed_chg	99999999.99
24	Days of Svc 3 Bills Ago	224	3	N	urrshis_dos	
25	Ave Cons 3 Bills Ago	227	12	N	Calculation	Consumption/Days of Service
26	Reading Date 4 Bill Ago	239	11	A/N	urrshis_action_date  DD-MON-YYYY	
27	Consumptn 4 Bills Ago	250	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
28	Cost 4 Bills Ago	265	12	N	uabopen_billed_chg	99999999.99
29	Days of Svc 4 Bills Ago	277	3	N	urrshis_dos	
30	Ave Cons 4 Bills Ago	280	12	N	Calculation	Consumption/Days of Service
31	Reading Date 5 Bill Ago	292	11	A/N	urrshis_action_date  DD-MON-YYYY	
32	Consumptn 5 Bills Ago	303	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
33	Cost 5 Bills Ago	318	12	N	uabopen_billed_chg	99999999.99
34	Days of Svc 5 Bills Ago	330	3	N	urrshis_dos	
35	Ave Cons 5 Bills Ago	333	12	N	Calculation	Consumption/Days of Service
36	Reading Date 6 Bill Ago	345	11	A/N	urrshis_action_date  DD-MON-YYYY	
37	Consumptn 6 Bills Ago	356	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
38	Cost 6 Bills Ago	371	12	N	uabopen_billed_chg	99999999.99
39	Days of Svc 6 Bills Ago	383	3	N	urrshis_dos	
40	Ave Cons 6 Bills Ago	386	12	N	Calculation	Consumption/Days of Service
41	Reading Date 7 Bill Ago	398	11	A/N	urrshis_action_date  DD-MON-YYYY	

Field No	Field Name	Offset	Length	Type	Format	Notes
42	Consumptn 7 Bills Ago	409	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
43	Cost 7 Bills Ago	424	12	N	uabopen_billed_chg	99999999.99
44	Days of Svc 7 Bills Ago	436	3	N	urrshis_dos	
45	Ave Cons 7 Bills Ago	439	12	N	Calculation	Consumption/Days of Service
46	Reading Date 8 Bill Ago	451	11	A/N	urrshis_action_date  DD-MON-YYYY	
47	Consumptn 8 Bills Ago	462	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
48	Cost 8 Bills Ago	477	12	N	uabopen_billed_chg	99999999.99
49	Days of Svc 8 Bills Ago	489	3	N	urrshis_dos	
50	Ave Cons 8 Bills Ago	492	12	N	Calculation	Consumption/Days of Service
51	Reading Date 9 Bill Ago	504	11	A/N	urrshis_action_date  DD-MON-YYYY	
52	Consumptn 9 Bills Ago	515	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
53	Cost 9 Bills Ago	530	12	N	uabopen_billed_chg	99999999.99
54	Days of Svc 9 Bills Ago	542	3	N	urrshis_dos	
55	Ave Cons 9 Bills Ago	545	12	N	Calculation	Consumption/Days of Service
56	Reading Date 10 Bill Ago	557	11	A/N	urrshis_action_date  DD-MON-YYYY	
57	Consumptn 10 Bills Ago	568	15	N	ubbchst_billed_consump + ubbchst_billed_consump _adj	9999999999.999
58	Cost 10 Bills Ago	583	12	N	uabopen_billed_chg	99999999.99
59	Days of Svc 10 Bills Ago	595	3	N	urrshis_dos	
60	Ave Cons 10 Bills Ago	598	12	N	Calculation	Consumption/Days of Service
61	Reading Date 11 Bill Ago	610	11	A/N	urrshis_action_date  DD-MON-YYYY	

Field No	Field Name	Offset	Length	Type	Format	Notes
62	Consumptn 11 Bills Ago	621	15	N	ubbchst_billed_consump + ubbchst_billed_consump_adj	9999999999.999
63	Cost 11 Bills Ago	636	12	N	uabopen_billed_chg	99999999.99
64	Days of Svc 11 Bills Ago	648	3	N	urrshis_dos	
65	Ave Cons 11 Bills Ago	651	12	N	Calculation	Consumption/Days of Service
66	Reading Date 12 Bill Ago	663	11	A/N	urrshis_action_date DD-MON-YYYY	
67	Consumptn 12 Bills Ago	674	15	N	ubbchst_billed_consump + ubbchst_billed_consump_adj	9999999999.999
68	Cost 12 Bills Ago	689	12	N	uabopen_billed_chg	99999999.99
69	Days of Svc 12 Bills Ago	701	3	N	urrshis_dos	
70	Ave Cons 12 Bills Ago	704	12	N	Calculation	Consumption/Days of Service
71	Reading Date 13 Bill Ago	716	11	A/N	urrshis_action_date DD-MON-YYYY	
72	Consumptn 13 Bills Ago	727	15	N	ubbchst_billed_consump + ubbchst_billed_consump_adj	9999999999.999
73	Cost 13 Bills Ago	742	12	N	uabopen_billed_chg	99999999.99
74	Days of Svc 13 Bills Ago	754	3	N	urrshis_dos	
75	Ave Cons 13 Bills Ago	757	12	N	Calculation	Consumption/Days of Service

*This record can be repeated up to 99 times depending on System Rules.*

**Message Record**

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"MssgLine"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill

Field No	Field Name	Offset	Length	Type	Format	Notes
3	Message Text	15	255	A/N	ucbcust_bmsg_code OR ucracct_bmsg_code	Both of these codes are used to retrieve the appropriate message from the UTVBMSG table.
4	Message Origin	270	10	A/N		Only present when printing message lines created from UCRBMSG.
5	Service Number	280	4	N		Only present when printing message lines created from UCRBMSG.

Postal Information Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"PstlInfo"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Bunch Code	15	10	A/N	ucracct_bunch_code	
4	Special Handling Code	25	1	A/N		Not currently used
5	Postnet Bar Code – Mail Address	26	80	A/N		Not currently used
6	Scan Line	106	120	A/N		Value from User Exit
7	Stuffer Indicators	226	12	A/N		Value from User Exit

Third Party Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	ThrdPrty	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Third party Customer Code	15	9	N	ucracct_cust_code_resp	
4	Third Party Cust Name	24	60	A/N	ucbcust_first_name + ubccust_middle_name + ucbcust_last_name	The Customer Name in this field is based on the UCRACCT_CUST_CODE_RESP field in the UCBCUST record the account being processed
5	Third Party DBA	84	35	A/N	ucracct_dba	UCRACCT – DBA
6	Third Party Attention	119	30	A/N	ucraddr_street_line1	UCRADDR – Attention
7	Third Party Street Number	149	12	A/N	ucraddr_street_number	UCRADDR – Street Number
8	Third Party Street Pre Directional Code	161	2	A/N	ucraddr_pdir_code_pre	UCRADDR – Pre Directional Code
9	Third Party Street Name	163	30	A/N	ucraddr_street_name	UCRADDR – Street Name
10	Third Party Street Suffix Code	193	6	A/N	ucraddr_ssfcode	UCRADDR – Street Suffix
11	Third Party Street Post Directional Code	199	2	A/N	ucraddr_pdir_code_post	UCRADDR – Post Directional Code
12	Third Party Unit Type	201	6	A/N	ucraddr_utyp_code	UCRADDR – Unit Type
13	Third Party Unit Number	207	6	A/N	ucraddr_unit	UCRADDR – Unit Number



Field No	Field Name	Offset	Length	Type	Format	Notes
14	Third Party Address Line2	213	30	A/N	ucraddr_street_line2	UCRADDR – Street Address 2
15	Third Party Address Line3	243	30	A/N	ucraddr_street_line3	UCRADDR – Street Address 3
16	Third Party City	273	20	A/N	ucraddr_city	UCRADDR – City
17	Third Party State	293	3	A/N	ucraddr_stat_code	UCRADDR – State
18	Third Party Zip Code	296	10	A/N	ucraddr_zip_1_5 + '-' + ucraddr_zip_7_10	UCRADDR – Zip Code
19	Third Party Delivery Point	306	2	A/N	ucraddr_delivery_point	
20	Third Party Carrier Route	308	4	A/N	ucraddr_car_rte	
21	Third Party Nation Code	312	5	A/N	ucraddr_natn_code	UCRADDR – Nation Code

Provider Address Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"ProvAddr"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Service Number	15	4	N	uabopen_serv_num	
4	Service Provider Code	19	10	A/N	ucrscmp_spro_code	Service Component Provider Code
5	Provider Name	29	60	A/N	ucbcust_last_name + ucbcust_first_name	Service Component Provider Name
6	Component Type Code	89	10	A/N	ucrscmp_scty_code	Service Component Type
7	Component Type Code Description	99	60	A/N	utvvals_desc	Service Component Type Description
8	Pre Directional	159	2	A/N	ucraddr_pdir_code_pre	Pre Directional
9	Street Number	161	12	A/N	ucraddr_street_number	Street Number
10	Street Name	173	30	A/N	ucraddr_street_name	Street Name
11	Suffix	203	6	A/N	ucraddr_ssfy_code	Street Suffix
12	Post Directional	209	2	A/N	ucraddr_pdir_code_post	Post Directional
13	Unit Type	211	6	A/N	ucraddr_unit_type	Unit Type
14	Unit	217	6	A/N	ucraddr_unit	Unit Number
15	City	223	20	A/N	ucraddr_city	City
16	State	243	3	A/N	ucraddr_stat_code_addr	State Code
17	Zip Code	246	10	A/N	ucraddr_zipc_code	Zip Code
18	Delivery Point	256	2	A/N	ucraddr_delivery_point	Delivery Point
19	Carrier Route	258	4	A/N	ucraddr_car_rt	Carrier Route
20	Nation	262	5	A/N	ucraddr_natn_code	Nation Code
21	International Access	267	16	A/N	ucrtele_intl_access	International Access
22	Phone Area Code	283	3	A/N	ucrtele_phone_area	Area Code
23	Phone Number	286	7	A/N	ucrtele_phone_number	Phone Number
24	Phone Extension	293	4	A/N	ucrtele_phone_ext	Extension

Associated Services Information Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Label	1	8		"BillAssi"	
2	Sequence Number	9	5			
3	Bill Number	14	6			
4	Association Type	20	1	A/N		Associated Type from UCRASRV.
5	Associated Company Code	21	10	A/N		Associated Company Code from UCRACCT.
6	Associated Account	31	17	A/N	ucrasrv_cust_code +'-' + ucrasrv_prem_code	Associated Customer Code from UCRASRV + Associated Premises Code from UCRASRV.
7	Associated Service Number	48	4	N	9999	Associated Service Number from UCRASRV.
8	Associated STYP	52	4	A/N		Associated Service Type from UCRSERV/UTRSTYP.
9	Associated SCAT	56	4	A/N		Associated Service Category from UCRASRV.
10	Associated Basis	60	1	A/N		Associated Consumption or Dollars indicator from UCRASRV.
11	Associated Percent	61	8	N	-999.999	Associated Percent from UCRASRV.
12	Associated Status	69	1	A/N		Associated Status from UCRASRV.
13	Associated Start Date	70	11	A/N	DD-MON-YYYY	Associated Start Date from UCRASRV.
14	Associated End Date	81	11	A/N	DD-MON-YYYY	Associated End Date from UCRASRV.
15	Associated A/D Indicator	92	1	A/N		Associated Aggregate/Dependent indicator from UCRASRV.
16	Associated Customer Name	93	60	A/N		Associated Customers First, Middle Initial, Last Name from UCBCUST.
17	Associated Street Number	153	12	A/N		Associated Street Number from UCBPREM.

Field No	Field Name	Offset	Length	Type	Format	Notes
18	Associated Street Pre-Directional	165	2	A/N		Associated Pre-Directional code from UCBPREM.
19	Associated Street Name	167	30	A/N		Associated Street Name from UCBPREM.
20	Associated Street Suffix Code	197	6	A/N		Associated Street Suffix from UCBPREM.
21	Associated Street Post-Directional Code	203	2	A/N		Associated Post-Directional code from UCBPREM.
22	Associated Unit Type	205	6	A/N		Associated Unit Type from UCBPREM.
23	Associated Unit Number	211	6	A/N		Associated Unit Number from UCBPREM.
24	Associated City	217	20	A/N		Associated City from UCBPREM.
25	Associated State	237	3	A/N		Associated State from UCBPREM.
26	Associated Zip Code	240	10	A/N	99999-9999	Associated Zip Code from UCBPREM.
27	Associated Nation	250	5	A/N		Associated Nation from UCBPREM.

Associated Services Consumption Information Record

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Label	1	8		"BillAssc"	
2	Sequence Number	9	5			
3	Bill Number	14	6			
4	Association Type	20	1	A/N		Associated Type from UCRASRV.
5	Associated Percent	21	8	N	-999.999	Associated Percent from UCRASRV.
6	Associated Company Code	29	10	A/N		Associated Company Code from UCRACCT.
7	Associated Account	39	17	A/N	ucrasrv_cust_code +'-'+' ucrasrv_prem_code	Associated Customer Code from UCRASRV + Associated Premises Code from UCRASRV.
8	Associated Service Number	56	4	N	9999	Associated Service Number from UCRASRV.
9	Associated Summed Register Indicator	60	1	A/N		Associated Summed Register Indicator from UCRSERV/UTRSTYP.
10	Associated Meter Number	61	20	A/N		Associated Meter Number from URRSHIS.
11	Associated Meter Serial Number	81	20	A/N		Associated Meter Serial Number from UIBMINV.
12	Associated Reading Type	101	4	A/N		Associated Reading Type Code from URRSHIS.
13	Associated Read Date From	105	11	A/N	MM/DD/YYYY	Associated Previous Read Date from URRSHIS. Action Code = READ.
14	Associated Read Date To	116	11	A/N	MM/DD/YYYY	Associated Current Read Date To from URRSHIS. Action Code = READ.
15	Associated Previous Reading	127	12	N		Associated Previous reading from URRSHIS.
16	Associated Current Reading	139	12	N		Associated Current reading from URRSHIS.

Field No	Field Name	Offset	Length	Type	Format	Notes
17	Associated Consumption	151	15	N	9999999999.999	Associated Current consumption from URRSHIS (adjusted by the meter multiplier).
18	Associated Meter Multiplier	166	8	N	9999.999	Associated Meter Multiplier from URRSHIS.
19	Associated Days of Service	174	3	N	999	Associated DOS value from URRSHIS.
20	Associated Charge Date From	177	11	A/N	DD-MON-YYYY	Associated Previous Charge Date from URRSHIS. Action Code = READ.
21	Associated Charge Date To	188	11	A/N	DD-MON-YYYY	Associated Current Charge Date To from URRSHIS. Action Code = READ.
22	Associated Actual Consumption	199	15	N	9999999999.999	Associated Actual Consumption from UBBCHST.
23	Associated Adjusted Actual Consumption	214	15	N	9999999999.999	Associated Adjusted Actual Consumption from UBBCHST.
24	Associated Billed Consumption	229	15	N	9999999999.999	Associated Billed Consumption from UBBCHST.
25	Associated Adjusted Billed Consumption	244	15	N	9999999999.999	Associated Adjusted Billed Consumption from UBBCHST.
26	Associated Consumption w/ Applied Adjustments	259	15	N	9999999999.999	Associated Calculated Consumption from UBBCHST.
27	Meter UOM	274	4	A/N		Meter Unit of Measure from UBBCHST.
28	Billed UOM	278	4	A/N		Billed Unit of Measure from UBBCHST.
29	User Exit Field	282	120	A/N		Value from User Exit
29	First User Exit Field	282	38	A/N		Premises address
30	Suffix	320	6	A/N	Ucbprem_ssf_code	
31	Premise Number	326	7	A/N	Ucracct_prem_code	
32	Meter Number	333	10	A/N	Ucradin_invn_code	
33	Estimate Reason Code	343	4	A/N	Urrshis_reas_code	
34	Original Service Type	347	4	A/N	Ucrserv_styp_code	

Field No	Field Name	Offset	Length	Type	Format	Notes
35	UOM of Meter	351	4	A/N	Uirdial_uoms_code	

**Bill End Record**

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"Bill_End"	
2	Bill Number	9	6	N	billno	Unique identifier of a bill
3	Bill End Marker Record	15	8	A/N	"UBPBILP1"	

*This record is last record for an account.*

**Trailer Record**

Field No	Field Name	Offset	Length	Type	Format	Notes
1	Record Type Label	1	8	A/N	"Trailer"	
2	Number of Extracts	9	6	N	999999	Sum of the # of BillHead records.
3	Total Amount Due	15	12	N	999999999.99	Sum of the Total Amount Due for all accounts.





## Optional Add-Ons to Price: Item # 25

### Electronic Billing & Payment Services

#### Setup and Site Branding

BGMS will work with LFUCG on design of the basic "look and feel" of the electronic billing portal. This is difficult to estimate without additional information however this may give you a general idea.

Low end integration with no integrated API – approximate cost \$1000. Fully integrated API custom site in the range of \$15,000.

#### Electronic Document (image) storage

Electronic storage of all bills, letters and/or printed communications for one year. Approximately 115,000 images per month at \$.003 / per image (\$ 345 to store all 115, 000 images for one year)

#### E Bill Presentment / Secure Online Retrieval

E-Mail with PDF or Email with link to view bill on line                      \$ .09 / each

#### Monthly Hosting

Hosting of LFUCGs branded secure electronic billing portal      \$ 250 / month

#### Estimated Payment Transaction Fees for VISA, MasterCard, Discover

**Option 1:** Merchant Account Created Through BlueGrass  
LFUCG charges a convenience fee to customer

**Cost:** Full Interchange Rate (published)  
+ 10 Basis Points (of total paid)  
+ \$ .10 per transaction

**Option 2:** Merchant Account Created Through BlueGrass  
LFUCG does NOT charge a convenience fee to customer

**Cost:** Special Utility Interchange Rate (published)  
(\$.75 Personal Credit Card / \$1.50 Commercial Credit Card)  
+ 10 Basis Points (of total paid)  
+ \$ .10 per transaction



Optional Add-Ons to Price: Item # 25  
Electronic Billing & Payment Services

**Estimated Payment Transaction Fees (continued)**

**Option 3:** Merchant Account Held Through Another Vendor

**Cost:** Pass through service  
\$ .20 per transaction

BlueGrass is available to discuss any of the above procedures and/or costs with LFUCG at any time.



# **BLUEGRASS**

MAILING | DATA | FULFILLMENT



## **Bills and Statements** E-Billing Transpromo

### **Complete, verified and cost-conscious processing**

BlueGrass Mailing can process your invoices and statements using the latest techniques to print, verify and route high volume delivery. We manage your database to do selective insertion and camera verification to ensure accuracy. You can rest assured that each of your customers will receive the right statement with the right insert. Check out these other services that INCREASE VALUE and DECREASE COST.

### **eBill Presentment - "Paperless Bills"**

eBill presentment is a process a lot of big companies use to deliver "paperless bills". By allowing your customers to "opt-in" to receiving statements electronically, you reduce costs, give a better customer experience, and in many cases get paid faster. In the past, the opt-in/opt-out process needed to be managed as an IT project, making it available only to large businesses. But, we've invested in technology and have developed the skills to set you up and handle all the details. We can manage your customer list and send out your customers' desired form of communication, electronic or paper as your customer chooses. No IT support needed. We can do it for you.

### **TransPromo**

Sending out monthly statements and invoices is thought of as an unavoidable cost. But, with the clever use of some new technology, we can make this an opportunity to create interest in your products or services and actually generate extra revenue. Here's how. Every invoice or statement has some extra white space on it. This is usually down near where the invoice total is. We know from studies that 97% of your customers look at that number. When 97% of your customers look at something, it just makes sense to take that opportunity to talk to them. Why not print an offer that highlights your product or service? And, since you know who the statement is going to, we can pull information from your database and print a custom tailored message specifically to them. This is called TransPromo, or Transactional Promotion. By putting the white space on your statements to work, you can create interest in your products and generate extra revenue. We can implement and manage the whole process for you. Give us a call to find out how simple it is to start offsetting your invoice expense each month with TransPromo.



# ePaymentsNetwork

Payments Processing with TokenCard™

PCI-DSS Verified Level 1 Service Provider  
TokenCard™  
ePaymentsNetwork Gateway  
Merchant Accounts  
Credit Card Processing  
ACH Origination  
eChecks  
Remittance Processing

ePaymentsNetwork is a DBA of Transaction Processing Partners of Texas, Inc.





- **PCI-DSS Verified Level 1 Service Provider**
  - Highest level of security attainable – able to process an unlimited number of transactions annually.
    - Annual on-site evaluation by certified Security Assessor
    - Quarterly scans by third party
  - Registered with Visa and MasterCard
  - Listed on Visa and MasterCard web sites.
  - Data Center is SSAE 16 compliant

**PCI-DSS: Payment Card Industry – Data Security Standard**

[Simplified video of PCI requirements on youtube.com](#)



## • Key Points

- Takes the PAIN out of PCI-DSS compliance
- Eliminates PCI-DSS compliance for transmitting and storing cardholder data
- Easy to use, transparent to the user
- ePaymentsNetwork Servers are housed in a 30,000 Sq. Ft., SAS-70 certified, facility
- Free API/SDK available for developers
- Easy implementation using web services

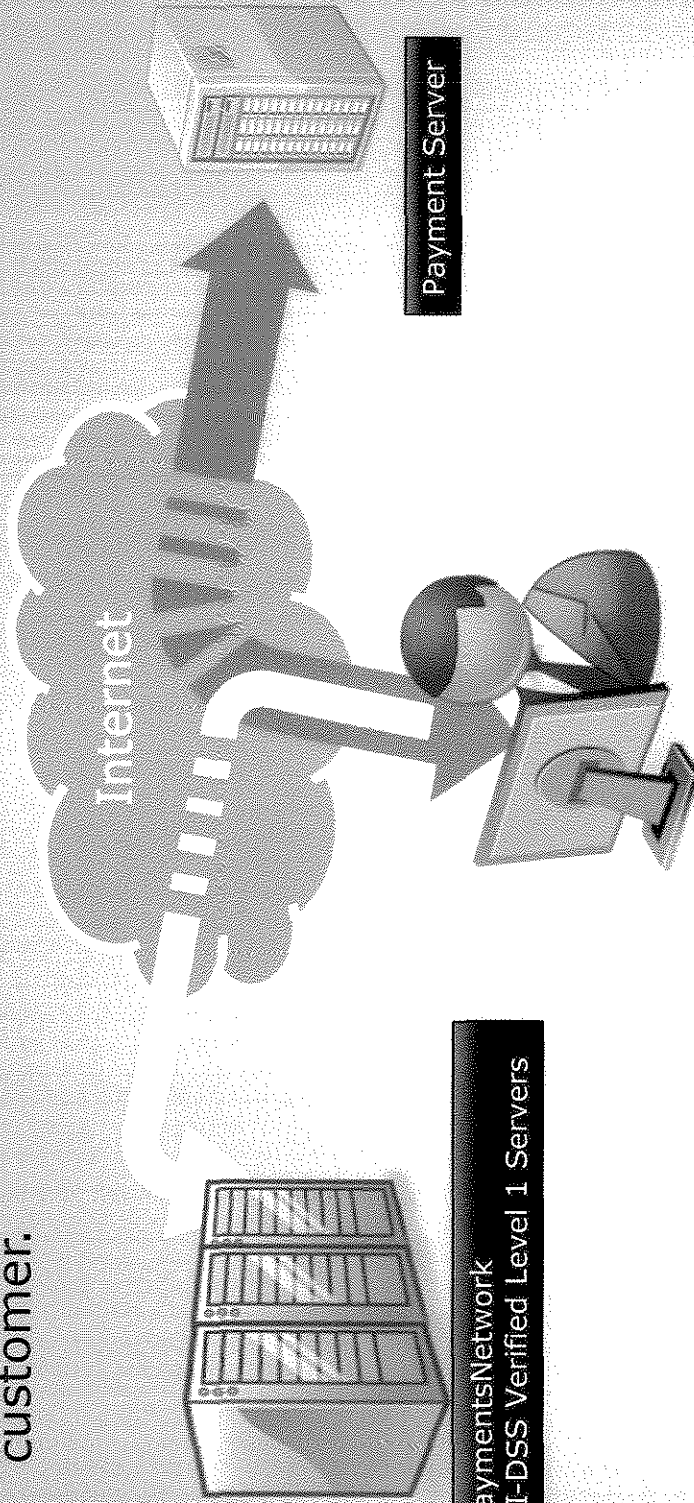
# TokenCard™ – Key Points

Transaction Processing Partners of Texas, Inc. DBA ePaymentsNetwork is a registered ISO and MSP of HSBC Bank National Association, Buffalo, NY.



## Secure payment card capture

- ePaymentsNetwork's proprietary TokenCard™ process enables compliance of PCI-DSS for transmitting cardholder information, by creating a secure "tunnel", through your payment software, to our PCI verified system, during card data entry by your customer.

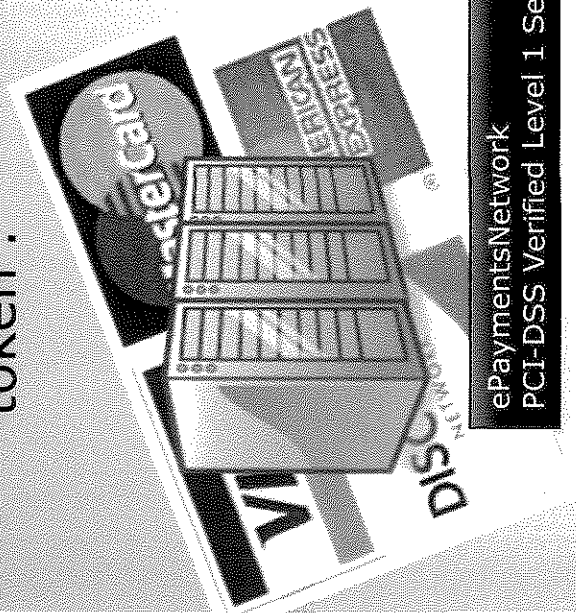


# TokenCard™ Data Capture

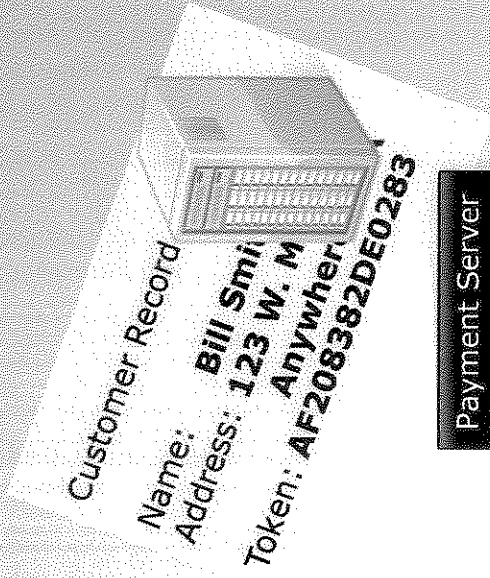


## Secure Card Data Storage

- TokenCard™ ensures your PCI compliance by storing cardholder information on our PCI-DSS Verified Level 1 Servers. You never store cardholder information only a "token".



ePaymentsNetwork  
PCI-DSS Verified Level 1 Servers



Payment Server

# TokenCard™ Data Storage





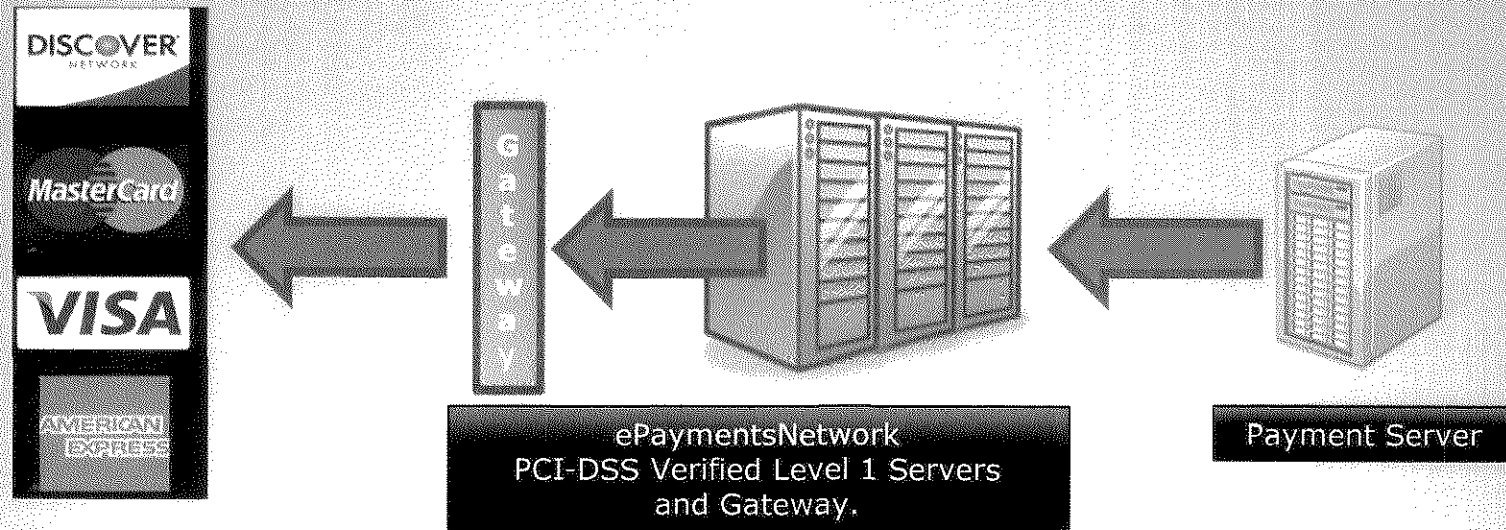
- **Payment authorization with TokenCard**

Uluro Server transmits a TokenCard™ number, instead of a credit card number, along with payment information to ePaymentsNetwork.

ePaymentsNetwork replaces the TokenCard™ with the previously stored real card number.

ePaymentsNetwork Gateway obtains authorization for the payment transaction

TokenCard™ tokens can be safely stored and re-used for recurring payments

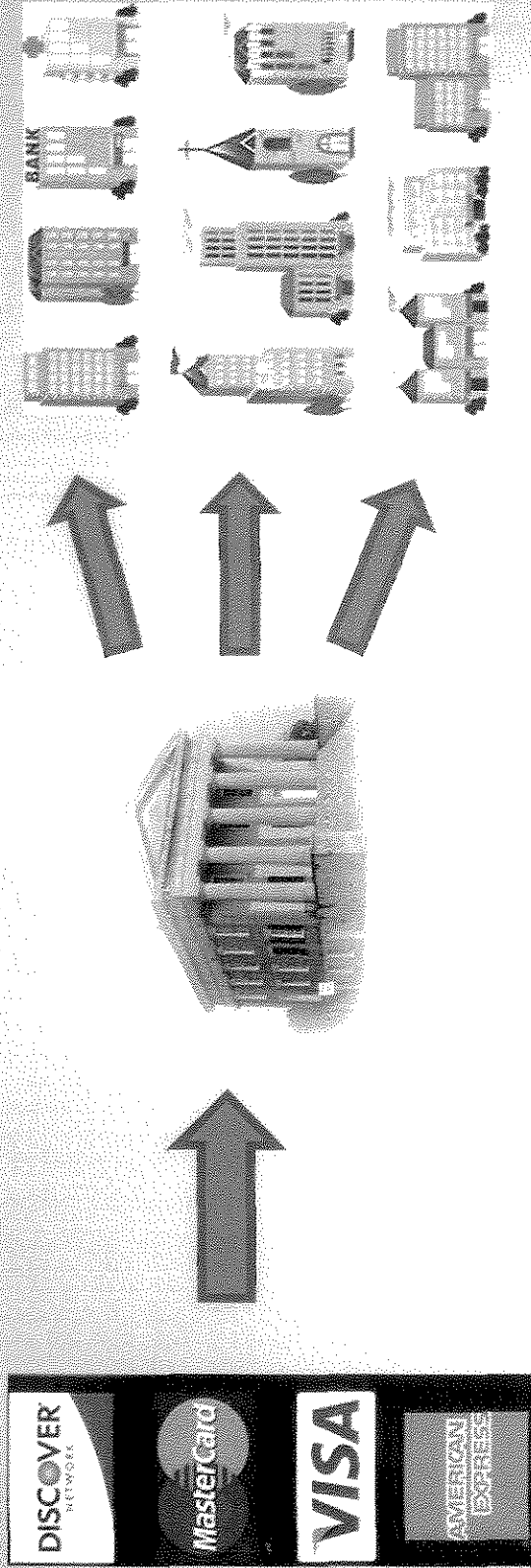


**TokenCard™ Payment Authorization**



## • Settlement

- The Acquiring Bank receives funds from the Issuing Banks for each transaction processed by your Bill Payment Server.
- The Acquiring Bank deposits funds, less fees, to each merchant's bank account.



## TokenCard™ - Settlement

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Lexington-Fayette Urban County Government  
DEPARTMENT OF FINANCE & ADMINISTRATION

Jim Gray  
Mayor

Jane C. Driskell  
Commissioner

**ADDENDUM #2**

Bid Number: **#67-2012**

Date: May 17, 2012

Subject: Print & Mailing Services --  
Sewer, Landfill, & Water Quality Fees

Address inquiries to:  
Theresa Maynard  
(859) 258-3320

**TO ALL PROSPECTIVE BIDDERS:**

Please be advised of the following clarifications to the above referenced bid.

A handwritten signature in black ink that reads "Todd Slatin".

Todd Slatin, Acting Director

Division of Central Purchasing

All other terms and conditions of the Bid and specifications are unchanged.  
This letter should be signed, attached to and become a part of your Bid.

BID OF: BlueGrass Mailing, Data & Fulfillment Services

ADDRESS: 833 Nandino Blvd, Lexington KY 40511

SIGNATURE OF BIDDER: \_\_\_\_\_

A handwritten signature in black ink, appearing to be "William W. [unclear]".

## More Questions on Bid #167-2012

### General:

1. Please provide samples of your Invoices, Past Due Notices, Other Letters and envelopes.  
Not yet developed, we have no samples.

2. Is the same #10 mailing envelope used for all invoices, notices and letters? If not, please identify which documents require separate #10 envelopes.  
Yes.

3. For the Invoices, Past Due Notices and Letters that are specified as Duplex, is the back side static information or is variable printing required on the back side?  
Back is static.

4. Do the Past Due Notices share the same layout as the regular bills with additional text or color, or is the notice a completely different layout?  
Not yet designed.

5. Do the simplex and duplex letters use the same letterhead?  
Unknown at this time.

6. Please provide estimated monthly or annual quantities for:

- Past Due Notices
- Other Letters (duplex)
- Other Letters (simplex)
- Flats

Unknown at this time.

7. Are the flats mailed in 9 x 12 envelopes? If so, are they also pre-printed or double window with an address coversheet.  
We do not expect flats to mail in 9 x 12 envelopes.

8. Are 6 x 9 envelopes leveraged for multi-page bills with 6 - 13 pages?  
This is not anticipated.

9. Are all bidders required to use Green Seal certified papers?  
Yes, where available.

10. Who is your current vendor?  
Kentucky American Water has been sending out these bills for LFUCG, as part of the overall utility billing contract.

11. If possible, please provide the vendors current cost per bill to LFUCG.  
It was part of the overall contract with the utility.

### In the requirements table that begins on page 2 of the specifications:

12. Item 2 - will all files required to be included in the late afternoon mail be sent around 9:00 pm the previous night and no later than 8:00 am the day of mailing?  
Yes.

13. Item 9 - which documents require laser printed spot color (Black+1 color), as this affects the cost.  
Unknown until documents are designed.

14. Item 17 - does the 12 month bill archive need to be accessible online to business office staff, customers, or both, or is this just for backup and retention purposes? If online, who will need access?

As this will be a new service for LFUCG, please recommend and quote your suggested approach. LFUCG is interested in all ways to leverage bill archives, especially providing online access to this information to call center staff.

**Pricing:**

15. Item 7 - A 2 color logo is specified for the #9 business reply envelopes. These are usually generic as the customer fills in their own return address in the upper left corner and the address on the bill stub appears in the envelope window. Where would the logo be printed?

This is unknown since the bill and documents have not been designed yet. For bidding purposes, bid assuming no printing on the front, 1 color on the back; the logo could go on the back; and it could be a single color to keep costs down.

**For electronic billing and payment services:**

1. Will the customer enrollment process for online billing and payments be handled by the Ventyx system or will we need to provide the customer facing enrollment module?

LFUCG's new billing agent, GCWW, will develop, implement & maintain the customer facing enrollment process & integrate the backend with Customer Suite.

2. What electronic delivery methods are desired? (online presentment, e-mail delivery, fax, etc.)

LFUCG is open to many options. Please make your recommendation based on industry best practices.

3. For online payments, will the cost of the service and transaction fees be absorbed by LFUCG or paid for by a convenience fee charged to the end customer?

Paid by convenience fee charged to end user.





# **BLUEGRASS**

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MAILING | DATA | FULFILLMENT

**PROPOSAL FOR  
PRINT AND MAILING SERVICES  
FOR  
LEXINGTON FAYETTE URBAN COUNTY GOVERNMENT**

**May 22, 2012**

**CONFIDENTIAL**



## Table of Contents

I.	Cover Letter .....	1
II.	Executive Summary & Professional Qualifications .....	2-3
III.	Professional Qualifications .....	4
IV.	Overview of Capabilities .....	5
V.	BlueGrass Mailing Data Flow .....	6
VI.	Proposal for Maximized Benefit .....	7-9
VII.	SAS70 Report Dated May 31, 2011 .....	10-35



May 22, 2012

Lexington-Fayette Urban County Government  
Department of Finance & Administration  
200 East Main Street  
Lexington KY 40507

BlueGrass Mailing, Data and Fulfillment Services would like to submit for your approval a proposal for Bid Number #67-2012 Print & Mailing Services – Sewer, Landfill & Water Quality Fees.

BlueGrass Mailing, Data and Fulfillment Services (BGMS) serves as a full service direct marketing company with a diverse staff. For the last 37 years, BGMS has been partnering with their clients to be a complete mailing and marketing solution. We are specialists in direct marketing, communications, billing solutions and fundraising in a variety of mail, e-mail, data and fulfillment processing from concept to implementation.

Since inception, BlueGrass has worked closely with the United States Postal Service to ensure complete understanding of all mailing procedures, discounts and regulations. In addition, we have stayed current technologically by incorporating the latest mail processing equipment, such as variable digital color printing, intelligent inserting, high output laser printers and an Optical Character Reader (OCR). BlueGrass stays up-to-date with all current computing trends using the latest and most efficient software for print management, quality control and mail processing.

We feel comfortable with invoicing and statement processing as we currently partner with other companies to perform all tasks associated with the receipt of data, printing of invoices, mail processing and e-bill presentment.

All of these assets make BGMS a clear choice as a complete solution for printing and mailing services. Please feel free to contact, Jim Buzard via phone 859-231-7272 or email [Jim.Buzard@bgmailing.com](mailto:Jim.Buzard@bgmailing.com) if you need additional information or have questions. We are always available to meet with LFUCG to discuss any items contain herein. In the following pages we have included the documents that pertain to the printing and mailing services proposal.

Sincerely,



Jim Buzard

Business Development  
BlueGrass Mailing, Data & Fulfillment Services



## Executive Summary & Professional Qualifications

BlueGrass Mailing, Data and Fulfillment Services (BGMS) is submitting for LFUCG's approval a proposal for Bid Number #67-2012 Print & Mailing Services – Sewer, Landfill & Water Quality fees.

BGMS understands LFUCG's goals of the print and mailing project to be the following:

- Meet stringent deadlines for printing and mailing
- Ensure print quality for invoices, statements, letters and inserts
- Implement procedures for protection of sensitive data
- Printing of #10 envelopes, #9 reply envelopes, forms, documents
- Provide warehousing of printed items
- Provide daily, monthly and annual reports of material usage
- Provide daily, monthly and annual reports of postage usage

BGMS understands LFUCG's printing and mailing target dates. Deadlines are requirements – not goals. Our team works together seamlessly to meet those deadlines. BGMS is well prepared to receive data via a secure FTP and process data, print, insert and mail the complete data file within 24 hours of receipt.

- We treat all client data as private and confidential. BGMS would manage all LFUCG statements and invoices as sensitive data. Our SAS70 certification outlines our processes for maintaining the security of client data. While adhering to the SAS70 requirements, BGMS also utilizes the latest print management software. These tools help to ensure data integrity, security and various levels of quality benchmarks as well as complete tracking and secure processing through out the document creation and delivery process.

BGMS has an on site graphics design team that are fully versed in creation and development of invoices, statements, letters as well as general document design. LFUCG would have the ability to request document revisions. The requested revisions would be completed within 72 hours.

All data transmission will include quality control techniques to ensure a high level of quality. A multi-level system of data validation is performed to verify aspects such as file structure, record count, check for duplicate file transmissions, etc.





BGMS works directly with LFUCG to allow for online proofing of all documents, statements and invoices via a secure web browser. This allows LFUCG to approve or omit any document prior to printing.

The use of high speed printers allows for timely processing of all documents on a daily basis. Multi-layers of QC are followed to ensure continuous quality during print production.

Once data has been printed, the documents are collated, folded, inserted into envelopes and metered with first class postage. During mail processing, several quality proven techniques are followed to ensure there are no errors incurred. BGMS uses the latest in "intelligent inserting" that utilizes 2D barcodes, OMR marks and/or camera systems. These systems are paramount to the processing of sensitive documents.

BGMS is capable of presenting all invoices, statements and documents electronically to the recipient. Our e-bill presentment system also allows for a LFUCG branded website where LFUCG customer service staff could view documents while handling customer calls. This system also serves as a secure portal for customers to view their documents online.

Envelopes will be produced in bulk quantities. We will store all items in our environmentally controlled, secure facility and maintain inventories of such items.

All processes are performed on site at BlueGrass Mailing Data and Fulfillment Services located at 833 Nandino Boulevard, Lexington KY.



## Professional Qualifications & Specialized Experience

### Jim Buzard: Account Manager

Jim has been serving BGMS clients for a total of 28 years. With his longevity, Jim brings to the team a wealth of mailing and postal knowledge. Jim currently serves as the main point of contact for processing of LFUCG mailings. His role would continue under the proposed services. Jim would be responsible for daily interactions with LFUCG to help facilitate all projects.

### John Young: Director of Sales

John has been helping clients meeting their needs since 1993. He has worked with various clients to develop a strategy to maximize their marketing or invoicing needs. John is knowledgeable in all aspects of invoice processing such as printing, mailing, postage and e-bill presentment. His nearly 20 years of mailing experience as well as his continuing education in new technologies and products, makes John a valuable asset to BGMS as well as our clients.

### Tom Patterson: IT Manager

Tom has directed all BGMS data management and IT tasks since 1987. Tom's daily responsibilities include creating the data flow and work processes for the dispensation of data and print production. While serving in this role with BGMS, Tom has worked with various business types such as: banks, utilities and manufacturing. Tom's experience with a wide range of data types and print management software puts BGMS in the forefront of laser and digital printing.

### Sandy Collins: Inserting Manager

Sandy has 18 years of mail processing experience. She has worked in all aspects of mailing such as: inkjet addressing; bindery and mail sortation. She currently serves as the Inserting Manager at BGMS. Her duties are to oversee daily collation, folding, inserting and metering of client's materials within the stringent time frames required. Her knowledge of the complexities of processing sensitive data is a valuable asset to BGMS. Sandy has been the lead team member in processing sensitive documents for the past 10 years and is very comfortable with managing such products. She works daily on assignments containing confidential data and is skilled at managing those projects and/or directing other team members in the process.

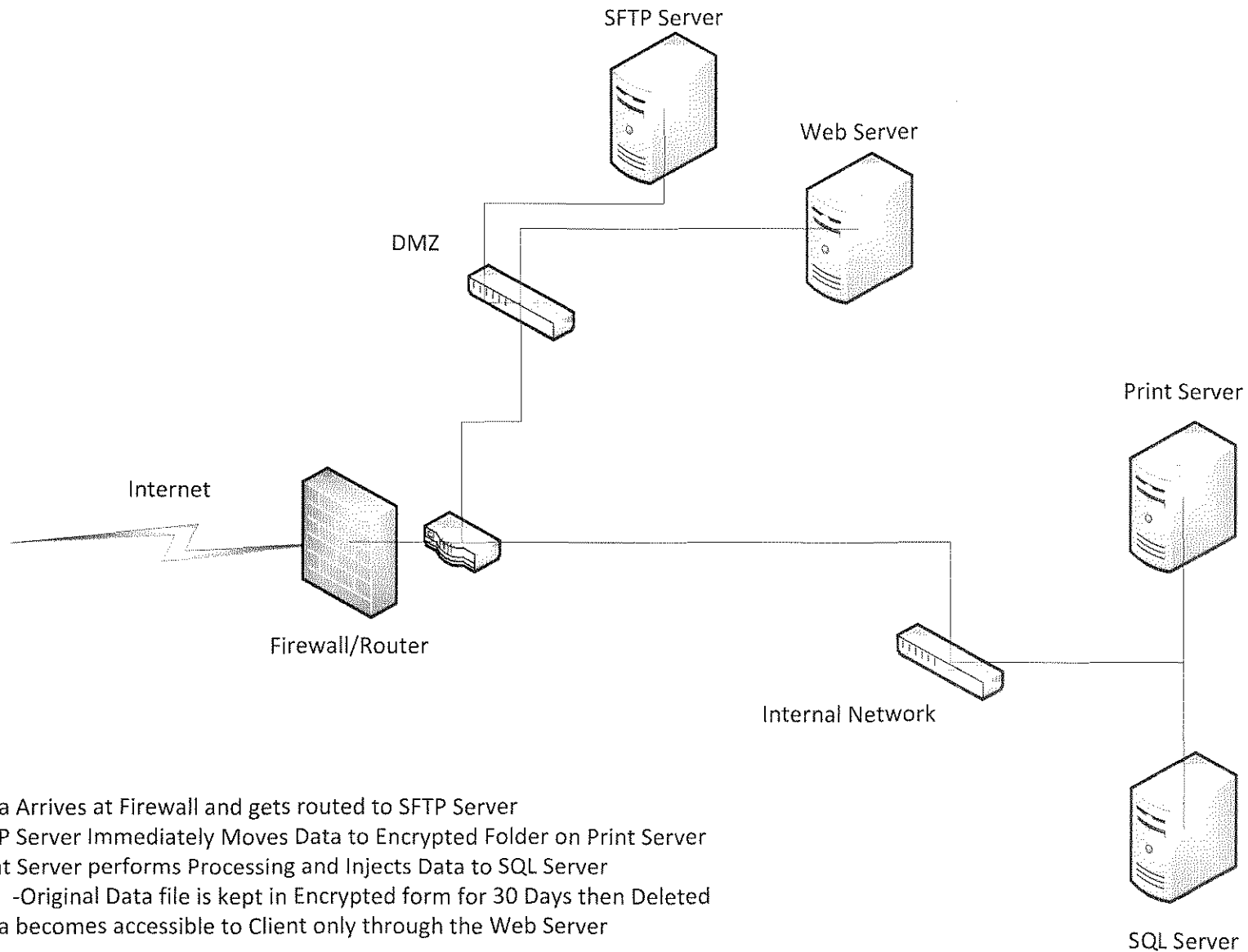


## Overview of BlueGrass Capabilities

- Document design services
- Secure receipt of data
- Secure printing of documents
- Electronic document presentment (ebilling)
- Intelligent inserting with the use of OMR, 2D & 3of9 barcodes
- Maximize postal discounts
- Archiving of documents
- Daily, weekly and monthly inventory reports
- Daily, weekly and monthly postage usage reports
- Comprehensive management and implementation of the proposed solution



# BlueGrass Mailing Data Flow







## Proposal for Maximized Benefit

### Use of TransPromo and inserts to offset mailing costs

As resources dwindle, businesses and government need to control expenditures.... TransPromo could help meet that goal.

A large percentage of customers thoroughly read their bills, invoices and statements. Thus, these documents are valuable for an advertiser. Typically, there is a large amount of "unused" space on invoices (see Exhibit A).

TransPromo (a.k.a. onserts) utilizes "white space" on printed invoices for advertising. This can be done within the original design of the invoice or by allowing our document management software to locate available space on an invoice prior to output. All of this functionality is available at NO ADDITIONAL COST(see Exhibit B).

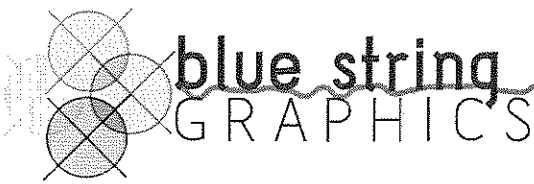
This method of advertising is not new. American Express has used TransPromo to offset the cost of their invoicing for many years. Various other industries have also implemented this process to reduce mailing costs and boost their bottom line.

BlueGrass can develop and manage the sale of marketing ads and inserts that accompany LFUCG invoices. LFUCG would retain complete control of the advertisements. Documents could have variable ads or inserts based upon residential or business recipient.

Because of recent US Postal Service changes, a two ounce letter would mail at the same price as a one ounce letter. This would allow for more inserts without an increase in postage. LFUCG could capture this benefit by including additional advertising inserts within the same envelope as the invoice or statement.

To learn more, please visit our website at: [www.bgmailing.com](http://www.bgmailing.com)





345 Main St. Anytown, USA  
800.928.6245

Service Address	
From	To

Account No.	E-ID
153471	
Due Date for Current Charges	Amount Due After Due Date
SEPT-18	\$ 5200.00
<b>Amount Due</b>	
\$ 5180.00	

Service	Unit Cost	Discount	Amount
Design & Proofing	200.00	-20.00	180.00
Print / Cut / Deliver	5000.00	0.00	5000.00
<b>Previous Balances</b>	<b>Net Payments</b>	<b>Past Due Balances</b>	<b>TOTAL</b>
0.00		0.00	5180.00

It's been a pleasure working with you!

Return this portion with your payment.



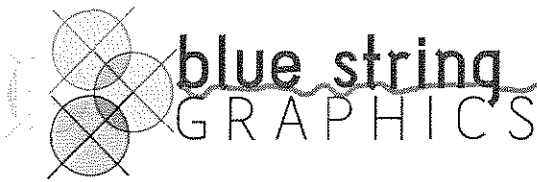
345 Main St. Anytown, USA  
800.928.6245

John Q. Smith  
1920 High Street  
Anytown, USA 12345

Account No.	E-ID
153471	
Due Date for Current Charges	Amount Due After Due Date
SEPT-18	\$5200.00
<b>Amount Due</b>	
\$5180.00	
<b>Amount Enclosed</b>	

If paying with a credit card please complete all required information on the back





345 Main St. Anytown, USA  
800.928.6245

Account No.	E-ID
153471	
Due Date for Current Charges	Amount Due After Due Date
SEPT-18	\$ 5200.00
<b>Amount Due</b>	<b>\$ 5180.00</b>

Service Address	
From	To

Service	Unit Cost	Discount	Amount
Design & Proofing	200.00	-20.00	180.00
Print / Cut / Deliver	5000.00	0.00	5000.00
Previous Balances	Net Payments	Past Due Balances	TOTAL
0.00		0.00	5180.00

It's been a pleasure working with you!



Return this portion with your payment.



345 Main St. Anytown, USA  
800.928.6245

John Q. Smith  
1920 High Street  
Anytown, USA 12345

Account No.	E-ID
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Due Date for Current Charges	Amount Due After Due Date
SEPT-18	\$5200.00
<b>Amount Due</b>	<b>\$5180.00</b>
<b>Amount Enclosed</b>	

If paying with a credit card please complete all required information on the back.



**BlueGrass Mailing, Data & Fulfillment Services**

**Independent Report on Controls Placed in Operation  
under Statement on Auditing Standards No. 70,  
as amended ("SAS 70")**

**As of May 31, 2011**

**BlueGrass Mailing, Data & Fulfillment Services**  
**Independent Report on Controls Placed in Operation under SAS 70, as amended**

Table of Contents  
As of May 31, 2011

	<u>Page</u>
I. Independent Service Auditor's Report .....	1
II. Description of Relevant Controls Provided by BlueGrass Mailing, Data & Fulfillment Services	
A. Organizational Overview and General Control Environment .....	2 - 6
B. Data and Information Security .....	6 - 8
C. Services Provided to Customers .....	8 - 9
D. Corporate Governance.....	9
E. User Control Considerations.....	10
III. Control Objectives and Related Controls	
A. Information Provided by Service Auditor .....	11
B. Control Objectives and Related Controls .....	12 - 15
IV. Other Information provided by BlueGrass Mailing, Data & Fulfillment Services (Unaudited)	
A. Disaster Recovery Plan Overview.....	16 - 20





Mountjoy  
Chilton  
Medley

## Independent Service Auditor's Report

### To BlueGrass Mailing, Data & Fulfillment Services

We have examined the accompanying description of controls applicable to services provided by BlueGrass Mailing, Data & Fulfillment Services ("BGMailing" or "the Company"). Our examination included procedures to obtain reasonable assurance about whether (1) the accompanying description presents fairly, in all material respects, the aspects of BGMailing's controls that may be relevant to a user organization's internal control as it relates to an audit of financial statements, (2) the controls included in the description were suitably designed to achieve the control objectives specified in the description, if those controls were complied with satisfactorily and user organizations applied the controls contemplated in the design of BGMailing's controls, and (3) such controls had been placed in operation as of May 31, 2011. The control objectives were specified by management of BGMailing. Our examination was performed in accordance with standards established by the American Institute of Certified Public Accountants and included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

We did not perform procedures to determine the operating effectiveness of controls for any period. Accordingly, we express no opinion on the operating effectiveness of any aspects of BGMailing's controls, individually or in the aggregate.

In our opinion, the accompanying description of the aforementioned controls presents fairly, in all material respects, the relevant aspects of BGMailing's controls related to its services that had been placed in operation as of May 31, 2011. Also, in our opinion, the controls, as described, are suitably designed to provide reasonable assurance the specified control objectives would be achieved if the described controls were complied with satisfactorily and user organizations applied the controls contemplated in the design of BGMailing's controls.

The description of controls at BGMailing is as of May 31, 2011, and any projection of such information to the future is subject to the risk that, because of change, the description may no longer portray the controls in existence. The potential effectiveness of specified controls at BGMailing is subject to inherent limitations and, accordingly, errors or fraud may occur and not be detected. Furthermore, the projection of any conclusions, based on our findings, to future periods is subject to the risk those changes to systems or controls, or the failure to make needed changes to systems or controls may alter the validity of such conclusions.

The information included in Section IV of this report is presented by BlueGrass Mailing, Data & Fulfillment to provide additional information to user organizations and is not part of BGMailing's description of controls placed in operation. The information in Section IV has not been subjected to the procedures applied in the examination of the description of the controls; and accordingly, we express no opinion on it.

This report is intended solely for use by the management of BGMailing, its clients and the independent auditors of its clients.

A handwritten signature in black ink that reads "Mountjoy Chilton Medley, LLP". The signature is written in a cursive, flowing style.

Louisville, Kentucky  
June 10, 2011

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**Section II: Description of Relevant Controls  
Provided by BlueGrass Mailing, Data & Fulfillment Services**

**BlueGrass Mailing Data & Fulfillment Services**  
**Description of Relevant Controls (Continued)**  
**May 31, 2011**

**A. Organizational Overview and General Control Environment**

**About BG Mailing:**

BlueGrass Mailing, Data & Fulfillment Services was founded in 1974. Our physical plant is located at 833 Nandino Blvd in Lexington, Kentucky. Our fleet of service vehicles travels a tri-state area including Kentucky, Ohio and Indiana. Our building has 60,000 square feet which is electronically secure and is temperature controlled even in our receiving/warehousing area. Over the last 35+ years we have grown from a secretarial service with 2 employees to a full service direct marketing company with a staff of over 100.

We are specialists in direct marketing communications, billing solutions and fundraising in a variety of mail, e-mail, data and fulfillment processing from concept to implementation.

Blue Grass' growth can be attributed to the long term relationships we have developed with our clients. The services we offer have been expanded through the years because of the programs that have been implemented to accommodate our customers' needs.

Since inception, Blue Grass has worked closely with the United States Postal Service to ensure complete understanding of all mailing procedures, discounts and regulations. In addition, we have stayed current technologically by incorporating the latest mail processing equipment, such as variable digital color printing, high speed ink jet printers, top-notch high output laser printers, continuous forms printers and an Optical Character Reader (OCR). Blue Grass also stays abreast of all current computing trends, using the latest and most efficient software.

Our goal is to work with each client to customize solutions to accomplish their transactional, marketing or communication objectives through direct mail or email.

*Management Philosophy*

The control environment within BGMailing is driven by several elements that influence the control-consciousness of BGMailing employees and provides a foundation for other components of internal control. BGMailing is committed to maintaining the highest possible standards of ethical business conduct and maintaining integrity in all business interactions. BGMailing focuses its organizational efforts to ensure continued competence of the management team and in strengthening the processing infrastructure by building upon management philosophy and operating style to further shape processes and a strong control environment. BGMailing also focuses on designing processes and controls to ensure complete, accurate and timely service to meet clients' needs.

BGMailing strives to acquire and retain highly qualified people and to instill an enterprise-wide attitude of integrity and control awareness.

BGMailing management is committed to providing top-quality service to its clients and is dedicated to solving business problems by applying unique processes and technology-based solutions tailored to each client's individual objectives. BGMailing strives to build long-term client relationships based on mutual trust and respect.

**BlueGrass Mailing Data & Fulfillment Services**  
**Description of Relevant Controls (Continued)**  
**May 31, 2011**

**A. Organizational Overview and General Control Environment (Continued)**

*Control Environment*

BGMailing's control environment reflects the overall attitude, awareness, and actions of the executive management team, and other management members concerning the importance of controls and the emphasis given to controls in policies, procedures, methods, and organizational structure.

BGMailing cultivates a business environment where employees understand their responsibilities and are committed to ethical behavior. The executive management team leads this effort by setting a standard through personal behavior, sound hiring practices, maintaining open lines of communication with employees and owners, and maintaining written policies, procedures and standards of conduct. BGMailing's control environment reflects the proactive nature and awareness of its owners and management. The following is a description of the control environment components at BGMailing:

Management Controls: Management of BGMailing is responsible for directing and controlling operations and for establishing, communicating, and monitoring control policies and procedures. Importance is placed on maintaining sound internal controls and the integrity and ethical values of all BGMailing personnel. Organizational values and behavioral standards are communicated to all personnel through the employee handbook.

The executive management team of BGMailing has ultimate responsibility in overseeing the Company's affairs. The team is composed of the Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Operations Officer (COO) and Vice President of Sales. The executive management team meets regularly to discuss matters pertinent to the Company, including review of financial results, technology needs and requirements, key operational changes, client needs, client relations and company accomplishments. The executive management team has developed strategic goals for long-term company planning.

Organizational Structure: The organizational structure of BGMailing provides the overall framework for planning, directing, and controlling operations. BGMailing's structure allows the organization to clearly define responsibilities, lines of reporting and communications, and allows employees to focus on the specific software issues and features affecting its clients. Up-to-date employee handbooks are in place to instruct personnel on routine activities. Employees are also required to acknowledge receipt of an employee handbook, including non-disclosure, non-solicitation confidentiality policies and non-competition agreements on their date of hire.

**BlueGrass Mailing Data & Fulfillment Services**  
**Description of Relevant Controls (Continued)**  
**May 31, 2011**

**A. Organizational Overview and General Control Environment (Continued)**

Organizational Structure (Continued): The Company is organized into five distinct units based on operational workflow and functions:

- Corporate Administration, Finance, Accounting and Human Resources
- Sales & Client Services/Support
- Marketing and Strategic Initiatives
- Operations, Quality, and Product Development
- Enterprise Technology (IT)

Segregation of Functions and Duties: Inherent to internal controls is the principle of segregation of incompatible functions and duties, which is evident throughout the control activities included within this report. BGMailing is structured to delineate responsibilities in a manner that reinforces segregation of duties related to client information and processes.

Human Resources Policies and Procedures: BGMailing's commitment to quality is reflected in the policies and procedures employed for attracting and retaining employees. BGMailing is committed to hire personnel that are talented and knowledgeable in its industry. BGMailing employees combine technical ability with a strong understanding of client service. The level of professionalism throughout the Company is reflective of the success BGMailing has had in attracting top-quality, experienced personnel.

BGMailing has a structured application and interview process, which includes application screening, a screening interview and at least one manager interview. All prospective new employees are required to be approved by the CEO/President and appropriate division manager. The Human Resource Department, through the use of a third-party service provider, performs criminal and other background checks. For any driver position, a Department of Motor Vehicle report is completed as well as drug screening.

New employees must sign an employee handbook acknowledgement. The acknowledgement includes a statement that they have received and read a copy of the employee handbook. This verification is retained in the employees personnel file. The handbook includes, among other items:

- Introduction
- Employment
- Wage and Salary policies
- Employment Benefits
- Absence from Work
- Staff Safety and Health
- Corrective Action
- HIPAA Notices – twice a year
- Sexual Harassment Policy
- Equal Employment Opportunity (EEOC)
- Family Medical Leave Act (FMLA)
- Confidentiality Disclosure

**BlueGrass Mailing Data & Fulfillment Services**  
**Description of Relevant Controls (Continued)**  
**May 31, 2011**

**A. Organizational Overview and General Control Environment (Continued)**

Human Resources Policies and Procedures (Continued): Training of personnel is accomplished through supervised on-the-job training, outside seminars and in-house classes. Certain positions require the completion of special training. Managers are also responsible for encouraging the training and development of employees so all personnel continue to qualify for their functional responsibilities. Formal performance reviews are conducted on an annual basis. Employees are evaluated on objective criteria based on performance. An overall rating (needs improvement, meets job requirements, exceeds job requirements, or outstanding) is assigned.

Insurance: BGMailing believes it maintains reasonable and adequate amounts and types of insurance coverage, subject to market availability, against major risks facing the organization. Coverage is provided by insurance companies that BGMailing believes to be financially sound. A regular review of the adequacy of coverage and financial stability of the insurer is carried out by both appropriate management personnel and BGMailing's external broker.

Risk Assessment: BGMailing has placed into operation a risk assessment process to identify and manage risks that could affect its ability to provide reliable, consistent, accurate and timely services to its clients. This risk identification process allows BGMailing to identify significant risks based on the following:

- Management's knowledge of its services and baseline service levels for its current clients
- Monitoring of changes in legal, regulatory, political and environmental laws and regulations which impact BGMailing's operations
- Monitoring the size and complexity of services to quickly adjust to changes in client needs
- Monitoring of client issues/complaints
- Information security monitoring
- Monitoring of key operational metrics

For any significant risks identified, management is responsible for implementing appropriate measures to monitor and manage these risks (e.g., implementing/revising control procedures, conducting specific audit projects). Actions taken to manage risk from a client's perspective include, among others:

- Establishing and revising policies and procedures to ensure controls are in place to appropriately address changing needs
- Establishing and coordinating appropriate forms, schedules and checklists to be used
- Providing training on processing and reporting standards
- Strengthening of controls to ensure accurate and timely services
- Responding to and acting upon security, business and technology risks identified

**BlueGrass Mailing Data & Fulfillment Services**  
**Description of Relevant Controls (Continued)**  
**May 31, 2011**

**A. Organizational Overview and General Control Environment (Continued)**

Monitoring: The executive management team and other management members are responsible for monitoring and analyzing the quality of internal control performance as a routine part of their daily activities. BG Mailing has developed a system that monitors and reports key corporate and departmental measures. These measurements are based upon ensuring BG Mailing is providing its clients high levels of service that meets their expectations. Some of the key metrics which are being tracked and monitored include the following:

- On-Time Delivery
- Quality Controls
- Customer Issues
- Efficiency of Processes
- Financial Measures, including Rework costs
- Critical Help Desk Processing

Information and Communication: BG Mailing has implemented various methods of communication to ensure all employees understand their individual roles and responsibilities over related controls, to ensure that significant events, changes in processing controls and documentation standards as well as results of key metric tracking are effectively communicated throughout the organization. Executive management and corporate leadership hold periodic meetings to provide insight into strategic direction, key decisions and technology changes. Managers also hold periodic staff meetings as appropriate to address and communicate key processes and control procedures. Employees are required to provide a signature as acknowledgement of receipt and agreement to the information systems policies.

**B. Data and Information Security**

BG Mailing has data and information security policies, standards, and procedures to help ensure the confidentiality, integrity, and availability of information technology ("IT") assets owned by the Company. BG Mailing has a steering committee that oversees IT and is comprised of principal members of management. Regular meetings are held to report problems, solutions, and requests to the steering committee. The IT department is responsible for monitoring system availability, escalating IT issues, correcting problems and reporting regularly to management.

Physical Security: The central servers and data room are located at the corporate headquarters in Lexington, Kentucky which is secured by both proximity and combination locks which only members of IT and other specifically approved personnel can access. The room has fire suppression units and has separate air conditioning controls to prevent overheating. The servers are protected by uninterrupted power supply ("UPS") units to provide for an orderly shutdown and to eliminate data loss. The data room is monitored for environmental elements. If any of the thresholds are exceeded the appropriate personnel is notified. Access to the corporate office is limited to entry by authorized personnel only.

**BlueGrass Mailing Data & Fulfillment Services  
Description of Relevant Controls (Continued)  
May 31, 2011**

**B. Data and Information Security (Continued)**

Computer Viruses: BGMailing has procedures to protect information systems and technology from computer viruses. The procedures express management's commitment to protect information assets. All workstations including laptops are protected with anti-virus software that is regularly updated.

Logical Access: BGMailing has security policies and procedures to protect logical access to information assets housed within the Company. The policies express BGMailing ' commitment to define and protect information assets. A security banner reminds users of security policies prior to their login to information systems. User account access to software systems is restricted to those employees with a job-related need, and modifications to this access are reviewed and approved by appropriate levels of management. Administrative accounts are restricted in number and are limited to those with a job related role within the organization. Password policies are documented to prevent unauthorized access to software systems. The Company's firewalls, virtual network connections, and intrusion detection software are all current and protect against external threats. Servers and workstations are set to automatically lock after a predetermined inactivity time.

Change Management: Formalized change management systems are in place for any changes made to IT-related tasks, software or related programs. There is proper segregation of IT duties from transaction, processing and accounting duties. Promotion to Live/Production environments is assigned to specific individuals who review and verify updates before they are promoted. BGMailing is committed to delivering our customer's a quality product. If a change is made to a customer's product, the customer must review it for accuracy and integrity prior to final implementation.

Data Storage: Management has established policies and procedures to protect data stored on mobile computing devices. Laptops are encrypted. When not in use, laptops are secured with locking cables. For all smart phones granted access to BGMailing information systems, in the event of theft or if the device is stolen, management will remote wipe the data or set it back to factory settings.

Contingency Planning: The BGMailing information technology department has drafted a disaster recovery plan. The plan includes: emergency contact, multiple off-site storage locations, multiple alternative processing sites and essentials server hardware. This plan offers detailed instructions of the processes that are to be performed in the event of unexpected system downtime. The policies address the means by which BGMailing will restore the technical infrastructure and the operating system.

Data is one of BGMailing's most valuable assets. In order to protect this asset from loss or destruction, it is imperative that it be safely and securely captured, copied and stored. The goal of the server backup policy is to outline how and when data residing on BGMailing servers is backed up and stored for the purpose of providing restoration capability. Backups are conducted automatically, using Appassure software. The following are the procedures BGMailing uses in performing backups.

Key servers are backed up at least every 15 minutes. These backups, called snapshots, are maintained on a server located in the server room. Each snapshot is kept for 1 day. Each hourly snapshot is kept for 2 days. Each daily snapshot is kept for 3 days. Each weekly snapshot is kept for 1 week. Each monthly snapshot is kept for 1 month. Roll-up occurs every night at 11:59pm. Roll-up ensures that each snapshot being kept and maintained is the latest version of data possible. Each snapshot is also replicated to a controlled data facility outside of our region.



**BlueGrass Mailing Data & Fulfillment Services  
Description of Relevant Controls (Continued)  
May 31, 2011**

**B. Data and Information Security (Continued)**

Contingency Planning (Continued): All data is encrypted during transmission, as well as on the cloud server. In the event of system failure, any or all machines can be "spun up" in a virtual environment, allowing access to business critical information and files.

All server logs are kept electronically, and reviewed by assigned IT staff to ensure backups have occurred as required. Any condition that has affected backups will be addressed immediately and monitored by assigned IT staff to ensure the problem is corrected. Problems that cannot be resolved by assigned IT staff will be escalated to the IT manager for resolution. At least semi-annually, backup files are tested to ensure data and program files can be restored.

In the event of a power outage, the UPS systems will provide auxiliary power to the server room and other key computers to allow for an orderly shutdown. An additional function of the UPS systems is to protect the server room from power surges. If the power outage is expected to be significant, then BlueGrass Mailing, Data & Fulfillment Services has procedures in place to take the backup files to an offsite location to begin processing and to procure additional auxiliary power sources for extended power outage periods.

**C. Services Provided to Customers:**

- Invoice/Statement Processing, Printing and Electronic Presentment
- Direct Mail Marketing, Graphic Design and Copywriting
- Mailing List Maintenance, Enhancement and Management
- Variable Digital Full Color Printing
- Direct Mail Fundraising
- Mail, Web and E-Mail Blending
- High Speed Laser Printing
- E-Mail Creation, Sending and Tracking
- Literature and Product Fulfillment - Storage and Distribution with Order Entry and Store Front Systems
- Data Entry and Conversions, Data Processing and Programming, Response Tracking, Data Appending
- Mailing List Creation, Research and Brokering
- Mail Co-Mingling for Postage Discounts, Bar-coding, Drop Shipping
- Publication Subscription Renewal Programs

**BlueGrass Mailing Data & Fulfillment Services  
Description of Relevant Controls (Continued)  
May 31, 2011**

**C. Services Provided to Customers (Continued):**

- Rebate Processing and Check Printing
- High Speed Mechanical Envelope Inserting with Camera Verification Systems
- Transpromo - Identifying Blank Areas on Invoices and Statements to Print Advertising Content
- International Shipping and Mailing
- Ink Jet Addressing, Mail Metering/Stamping, Folding, Scoring, Perfing, Cutting and Tabbing

BlueGrass Mailing, Data & Fulfillment Services will work with project administrators and key stakeholders to organize documents and products to be added to the Company's platform. Custom software programming and template design will commence after this planning stage. BlueGrass Mailing, Data & Fulfillment Services collaborates across the entire enterprise, from Management to Marketing to Creative to Sales, in order to implement the most efficient and cost-effective platform.

BlueGrass Mailing, Data & Fulfillment Services employs a well-defined and well controlled process to manage and implement change and functional enhancements. This process includes the following steps:

- Customer data received by secure transmission
- Data is checked for accuracy & quantities are confirmed
- Output documents are created based on customer specifications
- Output documents are checked internally for accuracy
- Digital and/or hard copy proofs are provided to the customer
- After approval from customer, output of requested documents is begun
- During output, quality is checked at predetermined intervals

**D. Corporate Governance**

BlueGrass Mailing, Data & Fulfillment Services has policies and procedures in place to ensure the Company maintains adequate insurance coverage and has adequate internal financial controls. The Company maintains normal business insurance policies that management and the Board have deemed adequate.

**BlueGrass Mailing Data & Fulfillment Services**  
**Description of Relevant Controls (Continued)**  
**May 31, 2011**

**E. User Control Considerations**

BlueGrass Mailing, Data & Fulfillment Services' services are designed with the assumption that certain controls will be implemented by the user organizations. It is not reasonable that all necessary and sufficient control objectives related to these services be solely achieved by BG Mailing's control procedures. Accordingly, BG Mailing clients should establish their own internal controls or procedures to complement those of BlueGrass Mailing, Data & Fulfillment Services. The following client consideration controls should be implemented by clients to provide additional assurance the control objectives surrounding the use of BG Mailing services are met. As these items represent only a part of the control considerations that might be pertinent in the client's control environment, client's auditors should exercise judgment in selecting and reviewing these complementary user organization controls.

- Client organizations are responsible for informing BlueGrass Mailing, Data & Fulfillment Services of any regulatory issues that may affect the services provided by BlueGrass Mailing, Data & Fulfillment Services.
- Client organizations are responsible for ensuring BlueGrass Mailing, Data & Fulfillment Services receives timely, written notification of client requests and changes.
- Client organizations are responsible for ensuring confidentiality of any user ID's and passwords assigned to them for use within the BlueGrass Mailing, Data & Fulfillment Services secured FTP site.
- Client organizations are responsible for immediately notifying BlueGrass Mailing, Data & Fulfillment Services of any termination of employees who have access to the secured FTP site.
- Client organizations are responsible for immediately notifying BlueGrass Mailing, Data & Fulfillment Services of any actual or suspected information security breaches, including compromised user accounts.
- Client organizations are responsible for ensuring output received from BlueGrass Mailing, Data & Fulfillment Services is reconciled to client control expectations.
- Client organizations are responsible for ensuring output reports are reviewed by appropriate individuals for completeness and accuracy.
- Client organizations are responsible for ensuring electronic Protected Health Information transmitted to BG Mailing is appropriately encrypted.

The list of user organization control considerations presented above is not a comprehensive list of all internal control structure policies and procedures that should be employed by user organizations. Other internal control structure policies and procedures may be required at user organizations.

### **Section III**

#### **Control Objectives and Related Controls**

**BlueGrass Mailing Data & Fulfillment Services  
Control Objectives and Related Controls  
May 31, 2011**

**Information Provided by Service Auditor**

Objectives and Scope of the Examination (Type D)

This report on the internal control structure placed in operation by BlueGrass Mailing, Data & Fulfillment Services is intended to provide interested parties with information sufficient to understand the controls surrounding the services, provided by BlueGrass Mailing, Data & Fulfillment Services. This report, when combined with an understanding of the internal controls in place at user organizations, is intended to assist in the assessment of internal controls surrounding BG Mailing services and their impact on user organizations.

The examination was performed in accordance with the AICPA Standards, including Statement on Auditing Standards No. 70, "Service Organizations" as amended by AICPA Statement on Auditing Standards No. 88, "Service Organizations and Reporting on Consistency" (collectively "SAS No. 70"). It is each interested party's responsibility to evaluate this information in relation to the internal control structure in place at each user organization in order to assess the total internal control environment. If an effective user organization internal control structure is not in place, BlueGrass Mailing, Data & Fulfillment Services' internal control structure may not compensate for such weaknesses.

Control Environment

The control environment represents the collective effect of various elements in establishing, enhancing, or mitigating the effectiveness of specific policies, procedures and controls. Our procedures included tests of the relevant elements of BlueGrass Mailing, Data & Fulfillment Services' control environment, including BlueGrass Mailing, Data & Fulfillment Services' organizational structure and approach to segregation of duties, management control methods, personnel policies and practices, risk assessment and monitoring, control activities and information and communication, among others.

Our procedures included the following, to the extent we considered necessary: (a) a review of BlueGrass Mailing, Data & Fulfillment Services' organizational structure, including the segregation of functional responsibilities, personnel policies, and policy and procedure manuals; (b) inquiries of management, operations, administrative and other personnel who are responsible for developing and assuring adherence to and applying internal control structure policies and procedures, (c) observations of personnel in the performance of their assigned duties as well as system and other key documentation that related controls were in place during the period covered by our testing (d) inspection of documents evidencing the performance of the controls stated in the control objectives, among others.

**BlueGrass Mailing Data & Fulfillment Services**  
**Control Objectives and Related Controls**  
**May 31, 2011**

**Control Objective 1:** Controls provide reasonable assurance that policies and procedures are in place to protect customer information.

*Controls Specified by BGMailing:*

- The following Information Systems policies exist and have been approved by an appropriate level of executive management. The policies address system and data security, reliability and management's expectations in these regards:
  - Acceptable Use Policy
  - Anti-Virus Recommended Processes
  - Automatically Forwarded Email Policy
  - Cell Phone Policy
  - Data Backup Policy
  - Email Policy
  - Encryption Policy
  - Information Sensitivity Policy
  - Laptop Security Tips
  - Password Policy
  - Remote Access Policy
  - Virtual Private Network Policy
  - Wireless Access Policy
  - Workstation Security Policy
- Management reviews and updates as necessary all policies annually.
- Employees are required to provide signature as acknowledgement of receipt of and agreement to all of the Information Systems policies.
- Background check is performed on new employees as a condition of hire.
- Applicants have a structured application process which includes an interview and application.
- All new employees receive a copy of the employee handbook and must sign a statement of acknowledgement.

**Control Objective 2:** Controls provide reasonable assurance that the operating and financial viability are assessed and reviewed by management.

*Controls Specified by BGMailing:*

- Financial reports are prepared and reviewed on a monthly basis.
- Results of reviews are reported to management.
- Policies and procedures are updated, reviewed and approved on an annual basis.
- Significant investments in technology are evaluated by management as part of the strategic planning and budgeting process.
- Reasonable and adequate amounts of insurance are kept to protect the Company against major threats.

**BlueGrass Mailing Data & Fulfillment Services**  
**Control Objectives and Related Controls (Continued)**  
**May 31, 2011**

**Information Provided by Service Auditor (Continued)**

**Control Objective 3:** Controls provide reasonable assurance that deployed systems operate as intended by requiring authorization, approval and testing of changes prior to their migration to production.

*Controls Specified by BGMailing:*

- Management has established change management procedures.
- Production environments are restricted to appropriate personnel.
- Data Center manager approves accounts with direct access to production data and reviews these accounts twice a year.
- Data Center manager performs an impact analysis to determine what will be affected by the change.
- Data Center manager develops a back out plan to undo the change in the event of an unsuccessful implementation.
- Data Center manager approves all moves to production environment.
- Servers are reviewed by the Data Center manager at least monthly for updates.
- Customer must review for accuracy and integrity of new service setup/configuration and provide approval prior to its final implementation.
- Access to tools and utilities for data manipulation is restricted.

**Control Objective 4:** Controls provide reasonable assurance that access to systems, hardware and other media is limited to properly authorized individuals.

*Controls Specified by BGMailing:*

- Management has implemented a password policy to prevent unauthorized access to software systems.
- Passwords are required for obtaining access to BG Mailing information systems.
- On the domain, passwords are required to be at least six characters in length, and three of the four complexity parameters: uppercase, lowercase, digit and special character.
- Upon five invalid login attempts within thirty minutes the account will be locked out until reset by administrator.
- Passwords are required to be changed every ninety days and minimum password life is seven days.
- Workstations and server console automatically locks after 10 minutes or inactivity.
- User access is based on job related access is granted or modified by the IT department after approval from Human Resources or his/her manager.
- User access is revoked immediately upon termination of employment.
- Domain and operational application user access reviews are performed annually.
- Administrator access accounts are restricted in number and limited to appropriate personal.
- Banner displays at login notifying user of security expectations.
- Segregation of duties exists within the IT department.

**Control Objective 5:** Controls provide reasonable assurance that access to facilities is restricted to authorized personnel and appropriate identification and authentication is required to gain access.

*Controls Specified by BGMailing:*

- Visitors must sign in at front desk and subsequently escorted throughout facility
- Servers and significant system hardware is located in a secure environment, restricted to authorized access only.
- Environmental factors of server room are monitored and alerts sent to management as needed.
- Server console automatically locks after 10 minutes or inactivity.

**BlueGrass Mailing Data & Fulfillment Services**  
**Control Objectives and Related Controls (Continued)**  
**May 31, 2011**

**Information Provided by Service Auditor (Continued)**

**Control Objective 6:** Controls provide reasonable assurance that information systems and technology are protected from computer viruses.

*Controls Specified by BGMailing:*

- IT management has established procedures across the organization to protect information systems and technology from computer viruses.
- All workstations (desktops/laptops) are protected with an active and regularly updated virus protection system. This includes protection of general data as well as emails.
- Updates are applied automatically on a daily basis to ensure the most current virus signatures and application code are in place.

**Control Objective 7:** Controls provide reasonable assurance that data integrity and access control incidents are mitigated.

*Controls Specified by BGMailing:*

- IT management has defined and implemented a problem management system such that data integrity and access control incidents are recorded, analyzed, resolved and reported in a timely manner.
- Firewall is implemented to protect customer data unauthorized access.
- Firewall vulnerabilities are assessed at least twice annually.
- Domain controller events are logged and reviewed daily.
- Use of a 2D barcode and camera processing system as a quality control mechanism

**Control Objective 8:** Controls provide reasonable assurance that BGMailing protects sensitive information, logically and physically, in storage and during transmission, against unauthorized access or modification.

*Controls Specified by BGMailing:*

- Laptops are encrypted and secured with locking cables when not in use.
- Customers access and transmit data through a secured FTP.
- Management will remote wipe or set back to factory standards company mobile devices, such as smart phones, in the event the device is lost or stolen.

**Control Objective 9:** Controls provide reasonable assurance that critical data is backed-up and protected.

*Controls Specified by BGMailing:*

- Management has implemented a strategy for cyclical backup of data and programs.
- Weekly full backups are retained for one week.
- Differential backups are retained for one month.
- Monthly backups are retained for three months.
- Business Continuity and Disaster Recovery Plans ("BCP/DR plan") list the following:
  - Emergency contact information,
  - Multiple off-site storage locations of the plan,
  - Alternative processing center(s),
  - Essential server hardware
- BCP/DR testing is performed at least annually and covers key scenarios.
- Restoration testing is performed at least semi-annually to test the backup media.



**BlueGrass Mailing Data & Fulfillment Services**  
**Control Objectives and Related Controls (Continued)**  
**May 31, 2011**

**Information Provided by Service Auditor (Continued)**

**Control Objective 10:** Controls provide reasonable assurance that chronological system event data is captured and retained.

*Controls Specified by BG Mailing:*

- System event data is retained to provide chronological information and logs to enable the review, examination and reconstruction of system and data processing to ensure completeness and timeliness of reporting and resolving events.
- Logs are maintained on internal systems, but not directly monitored unless an exception is reported.

**Section IV**

**Other Information provided by BlueGrass Mailing, Data & Fulfillment Services (Unaudited)**

**BlueGrass Mailing Data & Fulfillment Services**  
**Other Information provided by BlueGrass Mailing, Data & Fulfillment Services (Unaudited)**  
**May 31, 2011**

**1 Disaster Recovery Plan Overview**

*1.1 Plan Updating*

It is necessary for the Disaster Recovery Plan (DRP) updating process to be properly structured and controlled. Whenever changes are made to the plan they are to be fully tested and appropriate amendments should be made to the training materials. This will involve the use of formalized change control procedures.

*1.2 Plan Documentation Storage*

Copies of this Plan and a CD containing it will be stored in secure locations to be defined by the Company. Each member of senior management will be issued a CD and hard copy of this plan to be filed at home. Each member of the Disaster Recovery Team will be issued a CD and hard copy of this plan to be filed at home. A master protected copy will be stored on specific resources established for this purpose.

*1.3 Backup Strategy*

The strategy to protect key business processes is for the data to be stored offsite and be restorable in accordance with the *Data Backup Policy*.

*1.4 Risk Management*

There are many potential disruptive threats which can occur at any time and affect the normal business process. We have considered a wide range of potential threats and the results of our deliberations are included in this section. Each potential environmental disaster or emergency situation has been examined. The focus here is on the level of business disruption which could arise from each type of disaster.

Potential disasters have been assessed as follows:

Potential Disaster	Probability Rating	Impact Rating	Brief Description Of Potential Consequences & Remedial Actions
Flood	4	3	All critical equipment is located on 1st Floor
Fire	3	3	
Tornado	3	3	
Electrical storms	3	3	
Electrical power failure	3	3	

Probability: 1=Very High, 5=Very Low

Impact: 1=Total destruction, 5=Minor annoyance

**BlueGrass Mailing Data & Fulfillment Services**  
**Other Information provided by BlueGrass Mailing, Data & Fulfillment Services (Unaudited)**  
**May 31, 2011**

**Disaster Recovery Plan Overview (Continued)**

**2 Emergency Response**

*2.1 Alert, escalation and plan invocation*

**2.1.1 Plan Triggering Events**

Key trigger issues that would lead to activation of the DRP are:

- Total loss of power
- Fire
- Flooding of the premises
- Loss of the building

**2.1.2 Assembly Points**

When the premises need to be evacuated, the DRP invocation plan identifies two evacuation assembly points:

- Primary - Far end of main parking lot;
- Alternate - Parking lot of company across the street

**2.1.3 Activation of Emergency Response Team**

When an incident occurs the Emergency Response Team (ERT) must be activated. The ERT will then decide the extent to which the DRP must be invoked. All employees must be issued a Quick Reference card containing ERT contact details to be used in the event of a disaster. Responsibilities of the ERT are to:

- Respond immediately to a potential disaster and call emergency services;
- Assess the extent of the disaster and its impact on the business, data center, etc.;
- Decide which elements of the DRP should be activated;
- Establish and manage disaster recovery team to maintain vital services and return to normal operation;
- Ensure employees are notified and allocate responsibilities and activities as required.

*2.2 Disaster Recovery Team (DRT)*

The team will be contacted and assembled by the ERT. The team's responsibilities include:

- Restore key services within 12 - 24 business hours of the incident, if possible;
- Recover to business as usual as time and conditions permit;
- Coordinate activities with disaster recovery team, first responders, etc.
- Report to the ERT.

*2.3 Emergency Alert, Escalation and DRP Activation*

This plan has been established to ensure that in the event of a disaster or crisis, personnel will have a clear understanding of who should be contacted. Procedures have been addressed to ensure that communications can be quickly established while activating disaster recovery.

The DRP will rely principally on key members of management and staff who will provide the technical and management skills necessary to achieve a smooth technology and business recovery.

**BlueGrass Mailing Data & Fulfillment Services**  
**Other Information provided by BlueGrass Mailing, Data & Fulfillment Services (Unaudited)**  
**May 31, 2011**

**Disaster Recovery Plan Overview (Continued)**

**2.3.1 Emergency Alert**

The person discovering the incident calls a member of the ERT in the order listed:

- Bill Nichols

If not available try:

- Bob Allen
- Den Brown

The ERT is responsible for activating the DRP for disasters identified in this plan, as well as in the event of any other occurrence that affects the Company's capability to perform normally.

One of the tasks during the early stages of the emergency is to notify the DRT that an emergency has occurred. The notification will request DRT members to assemble at the site of the problem and will involve sufficient information to have this request effectively communicated. The Business Recovery Team (BRT) will consist of senior representatives from the main business departments. The BRT Leader will be a senior member of the Company's management team, and will be responsible for taking overall charge of the process and ensuring the Company returns to normal working operations as early as possible.

**2.3.2 DR Procedures for Management**

Members of the management team will keep a hard copy of the names and contact numbers of each employee in their departments. In addition, management team members will have a hard copy of the Company's disaster recovery and business continuity plans on file in their homes in the event that the headquarters building is inaccessible, unusable, or destroyed.

**BlueGrass Mailing Data & Fulfillment Services  
Other Information provided by BlueGrass Mailing, Data & Fulfillment Services (Unaudited)  
May 31, 2011**

**Disaster Recovery Plan Overview (Continued)**

**2.3.3 Contact with Employees**

Managers will serve as the focal points for their departments, while designated employees will call other employees to discuss the crisis/disaster and the Company's immediate plans. Employees who cannot reach staff on their call list are advised to call the staff member's emergency contact to relay information on the disaster.

**2.3.4 Backup Staff**

If a manager or staff member designated to contact other staff members is unavailable or incapacitated, the designated backup staff member will perform notification duties.

**2.3.5 Personnel and Family Notification**

If the incident has resulted in a situation which would cause concern to an employee's immediate family such as hospitalization of injured persons, it will be necessary to notify their immediate family members quickly.

**3 Media**

*3.1 Media Contact*

Assigned staff will coordinate with the media, working according to guidelines that have been previously approved and issued for dealing with post-disaster communications.

*3.2 Media Strategies*

1. Avoiding adverse publicity
2. Take advantage of opportunities for useful publicity
3. Have answers to the following basic questions:
  - What happened?
  - How did it happen?
  - What are you going to do about it?

*3.3 Media Team*

- Bill Nichols
- Tanya Wilson
- Tom Patterson

*3.4 Rules for Dealing with Media*

**Only** the media team is permitted direct contact with the media; anyone else contacted should refer callers or in-person media representatives to the media team.

**BlueGrass Mailing Data & Fulfillment Services**  
**Other Information provided by BlueGrass Mailing, Data & Fulfillment Services (Unaudited)**  
**May 31, 2011**

**Disaster Recovery Plan Overview (Continued)**

**4 Insurance**

As part of the Company's disaster recovery and business continuity strategies a number of insurance policies have been put in place. These include general liability and business interruption insurance.

**5 Financial and Legal Issues**

*5.1 Financial Assessment*

The ERT shall prepare an initial assessment of the impact of the incident on the financial affairs of the Company. The assessment should include:

- Loss of financial documents
- Loss of revenue
- Theft of check books, credit cards, etc.
- Loss of cash

*5.2 Financial Requirements*

The immediate financial needs of the Company must be addressed. These can include:

- Cash flow position
- Temporary borrowing capability
- Upcoming payments for taxes, payroll taxes, Social Security, etc.
- Availability of company credit cards to pay for supplies and services required post-disaster

*5.3 Legal Actions*

The Company legal department and ERT will jointly review the aftermath of the incident and decide whether there may be legal actions resulting from the event; in particular, the possibility of claims by or against the Company for regulatory violations, etc.

**6 Business Continuity**

Business continuity is of the utmost importance to us. In the event of an incident, efforts will be made to resume key business operations within 12 - 24 hours. If that is not feasible, other avenues of recovery will be explored.

