

CENSUS 2000 PRINTING GIVES GPO A TEMPORARY VOLUME BOOST

By Frederic G. Antoun, Jr.

While everyone knew that the Census Bureau would require a substantial volume of new printed products to complete the massive Census 2000 project, few knew the actual dollars involved. In 1998, the Commerce Department printing budget (which includes the Census Bureau) was \$21 million. In 1999, the Commerce Department budget soared to \$166 million. The reason for the increase, according to OMB, was printing needed for the Census 2000 project. In past years, an increase of \$145 million would not have had such a major impact on the GPO. However, with GPO's volume down to under \$450 million, the increase is indeed significant.

Although a number of large Census jobs have already been awarded, more are on the way. About 15 Census packages, including smaller foreign language versions, and training manuals and advertising materials are still to come.

Of course, it is also significant for GPO vendors who will win this work. Although GPO is doing some of the work in-house (over objections from some in the private sector) most of the work is being put out on contracts. Because of the size of the Census 2000 projects, the major GPO printers very happy.

But what about the rest of the industry? How can medium-sized printers participate in this one time volume bonanza. Watch for runs you can handle. For larger jobs, the GPO allows suppliers to group together by forming a joint venture, and bidding the job in the name of that joint venture. For example, two printers and a mailhouse could join forces to bid on a job which none of them could possibly tackle alone.

The rules regarding establishment and operating of joint ventures for GPO contracts are not extremely complex, but they must be followed. The most important thing printers need to know is that the joint venture agreement must be executed before the bid is submitted, and the bid must be submitted in the name of the joint venture, rather than in the name of one of the participants. GPO's rules regarding joint ventures or "contractor team arrangements," are in the new GPO Contract Terms on my website at <http://www.printlaw.com> A sample joint venture form can be obtained at <http://www.printlaw.com> under "GPO Info."

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