



Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
Delivery Order

CORRECT ORDER NUMBER MUST APPEAR
 ON ALL PACKAGES, INVOICES, AND
 SHIPPING PAPERS. QUESTIONS
 CONCERNING THIS ORDER SHOULD BE
 DIRECTED TO THE DEPARTMENT
 CONTACT.

Order Date: 11-22-2021

Order Number:	CDO 0506 2896 WIC2200000001 1	Procurement Folder:	968414
Document Name:	Rebranding of National WIC Association 12/15/21-09/30/22	Reason for Modification:	
Document Description:	Rebranding of National WIC Association 12/15/21-09/30/22		
Procurement Type:	Central Delivery Order		
Buyer Name:	Crystal G Hustead		
Telephone:	(304) 558-2402		
Email:	crystal.g.hustead@wv.gov		
Shipping Method:	Best Way	Master Agreement Number:	CMA 0511 HHR2000000002 1
Free on Board:	FOB Dest, Freight Prepaid		

VENDOR				DEPARTMENT CONTACT	
Vendor Customer Code:	000000109305			Requestor Name:	Judith A Brinegar
THE MANAHAN GROUP LLC 222 CAPITOL ST STE 400				Requestor Phone:	304-356-4120
CHARLESTON WV 25301				Requestor Email:	judith.a.brinegar@wv.gov
US				<div style="font-size: 48pt; font-weight: bold;">22</div> <div style="font-weight: bold;">FILE LOCATION _____</div>	
Vendor Contact Phone:	999-999-9999	Extension:			
Discount Details:					
	Discount Allowed	Discount Percentage	Discount Days		
#1	No	0.0000	0		
#2	No				
#3	No				
#4	No				

INVOICE TO	SHIP TO
PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - NUTRITION SERVICES 350 CAPITOL ST, RM 519 CHARLESTON WV 25301-3717 US	PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - NUTRITION SERVICES 350 CAPITOL ST, RM 519 CHARLESTON WV 25301-3717 US

Total Order Amount:	\$664,450.00
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Purchasing Division's File Copy

ENTERED

CH 11/22/21
 PURCHASING DIVISION AUTHORIZATION
 DATE: *Lundastarper 11/22/21*
 ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION
 DATE: *Beverly Tolson 11-30-21*
 ELECTRONIC SIGNATURE ON FILE

Extended Description:

The Manahan Group LLC will work with the Office of Nutrition Services/WV WIC Program on initiatives to generate an awareness and understanding of WIC services through creation and production of collateral materials and staff training. The campaign's goals is to reach both vendors and participants with details about the program to support and grow the WIC Program as well train staff for consistent implementation statewide. Branding needs to be applied to nutrition education materials, physician targeted initiatives, and WIC Farmers Market Nutrition Program. The Manahan Group initiated a recruitment and retention campaign with ONS, which needs expanded to WIC vendor management materials for retailers and farmers, breastfeeding support materials and training.

Time frame will be from December 15,, 2021- September 30, 2022

The Manahan Group LLC will invoice ONS on actual costs incurred each month per line item and deliverable.

Total Work Not to Exceed: 664,450.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	15.00000	HOUR	\$105.0000	\$1,575.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2021-12-15	2022-09-30				

Commodity Line Description: Contract Administration/Consultation

Extended Description:

Contract Administration/Consultation
15 Hrs @ \$105.00= \$1,575.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	1000.00000	HOUR	\$105.0000	\$105,000.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2021-12-15	2022-09-30				

Commodity Line Description: Account Services

Extended Description:

Account Services
1000 Hrs @ \$105.00+ \$105,000.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	60.00000	HOUR	\$75.0000	\$4,500.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2021-12-15	2022-09-30				

Commodity Line Description: Internet/World Wide Web

Extended Description:

Internet/World Wide Web
60 Hrs @ \$75.00= \$4,500.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	575.00000	HOUR	\$105.0000	\$60,375.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2021-12-15	2022-09-30				

Commodity Line Description: Design and Copy

Extended Description:

Design and Copy
575 Hrs @ \$105.00= \$60,375.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
5	82101800	5.00000	HOUR	\$0.0000	\$0.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2021-12-15	2022-09-30				

Commodity Line Description: Data Acceptance and Transfer

Extended Description:

Data Acceptance and Transfer
5 Hrs @ \$0.00=\$0.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
6	82101800	0.00000		\$0.0000	\$493,000.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2021-12-15	2022-09-30				

Commodity Line Description: Media Buying Add-On

Extended Description:

Percentage Add-On for Media Buying = 0%
Vendor will pass through actual costs with NO MARKUP



THE MANAHAN GROUP LLC

222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

Work Order

To: Heidi Staats
Office of Nutrition Services, WV WIC Program

From: Bethany West

RE: Work Order for ONS // WV WIC Program, 2022

Date: August 23, 2021

Statement of Work to be Performed:

The Manahan Group LLC will work with the Office of Nutrition Services // WV WIC Program on initiatives to generate an awareness and understanding of WIC services through creation and production of collateral materials and staff training. The campaign's goal is to reach both vendors and participants with details about the program to support and grow the WIC Program as well as train staff for consistent implementation statewide.

Planning on this project has commenced and management will be finalized after the last invoice has been received from outside vendors and processed for payment.

Timeframe:

December 15, 2021 – September 30, 2022 *(The Manahan Group LLC will honor the terms, conditions and pricing past the expiration date of the master agreement for this work order.)*

Estimated Labor and Costs:

The Manahan Group LLC will need a total of 1,655 labor hours to help create, plan, coordinate and execute the campaign elements for this project. The breakdown of hours is as follows:

Commodity Line Description	# Hours	Rate	Total
Contract Admin/Consultation	15.00	\$ 105.00	\$ 1,575.00
Account Service	1,000.00	\$ 105.00	\$ 105,000.00
Internet/Worldwide Web	60.00	\$ 75.00	\$ 4,500.00
Design & Copy	575.00	\$ 105.00	\$ 60,375.00
Data Acceptance & Transfer	5.00	\$ -	\$ -

Total Labor: \$171,450.00

Estimated Outside Costs:

The Manahan Group LLC will work with subcontractors on production costs associated with this project including but not limited to website hosting & programming, photography, research, printing, promotional items, radio and video production, translation services, event costs, etc.

Commodity Line Description	Outside Cost	Total
Media Buying Add-On	Outside production costs associated with the overall campaign (may include printing, shipping, video production, and other program related expenses)	\$ 493,000.00

Total Outside Costs: \$493,000.00

Total Work Order Not to Exceed: \$664,450.00

Submitted by:



Bethany West

The Manahan Group LLC

Ok.



ONS 2022 Work Order Deliverables	
<u>Job</u>	<u>Specs</u>
Admin	
2022 All Staff Mandatory Training	Various
F2F Operational Quality Improvement Initiative (OQII) Meetings	
OQII Guide	Flat: 17" x 11" + bleed / Finished: 8.5" x 11", 16 pages + cover, 120# Gloss cover, 100# gloss interior, trim/bound
Special Needs Resource Guide	Digital Piece
MIS Unit	
XR Desk Guide	New Project for FY21, reprint in FY22
MailChimp Staff Newsletter Template	TBD
Civil Rights Training Video	10 min - State Staff + diverse talent
Outreach	
Stocking Your Pantry	TBD
Food Bank Stickers	New project - 3 x 5 for use on food boxes (rolls of 100)
Choices Handouts (food package changes)	Requested sample
Welcome to WIC video	12-15 min - 2-3 locations + talent
Physician Packets	New project for FY21, reprint in FY22
Vendor Unit	
Cashier Training Video	20 Min - No need for talent - state staff + vendors
Annual Vendor Training Video	15-20 min - State Staff
How to Become a WIC Vendor Video	8/10 min - Location + talent, Client anticipates being on-site for edit
Vendor Portal Reference Guide	8.5x11 booklet with heavy stock cover (approx. 13 pages)
Technology Brochure (include Pacify)	Client is sending sample - we will have artwork
Promotional Items for WIC Vendors	Pens
Promotional Items for WIC Vendors	Pop sockets
Promotional Items for WIC Vendors	Lanyards
Nutrition Services	
Basics of Breastfeeding Pocket Guide	odd size (3" x 5"), 4-fold // 5 Panel
USDA Breastfeeding Curriculum Training Guides and Handouts	8.5 X 11", white, stapled upper left corner
CTADS	heavy paper, 3 colors(yellow, green and blue), stapled (upper left corner), front and back

<u>Quantity</u>	<u>Labor</u>		<u>Cost (Expenses)</u>	<u>Project Status</u>
	<u>CSV</u>	<u>ACSV</u>		
	100	300	\$209,000.00	
3x	20	120	\$16,500.00	
220	25	125	\$2,200.00	
	10	20	\$0.00	
250	12	10	\$1,000.00	
4	5	5	\$0.00	
MP4 file	30	30	\$30,000.00	
25,000	10	10	\$1,636.00	
100,000	8	5	\$3,525.00	
25,000	12	15	\$1,500.00	
	30	30	\$55,000.00	
2,500	25	35	\$5,000.00	
MP4 file	30	30	\$25,000.00	
MP4 file	30	30	\$20,000.00	
MP4 file	30	30	\$20,000.00	
500	35	20	\$2,200.00	
25,000	12	15	\$3,500.00	
2000	6	5	\$1,000.00	
2000	6	5	\$6,100.00	
2000	6	5	\$6,200.00	
25,000	20	20	\$4,200.00	
on hold	18	20		
10,000	15	20	\$5,500.00	

Risk Code Sheets	cardstock, 8.5 X 11", 3 colors - yellow, green and blue, front and back
Participant Agreement (include telehealth acknowledgement)	tearpad of 50, 8.5 X 11", white paper, front and back,
<u>Food List</u>	
Update Electronic Materials (PDF, Web versions)	
Reprint Shopping Guide	8.75" x 8.5" Flat, folded to 8.75" x 4.25", 44 pgs + cover
<i>Purchase Order Approved</i>	<i>December 15, 2021 - September 30, 2022</i>
<i>CDO WIC22000000*1</i>	

80	15	20	\$250.00	
25,000	8	10	\$925.00	
Monthly	48	72	\$0.00	
25,000	8	8	\$36,000.00	
	574	1,015	\$456,236.00	
			\$492,734.88	Total Expenses (est.+ 8%)
			\$171,450.00	Total Labor
			\$664,450.00	Workplan Total (est. + 8%)

West Virginia Secretary of State — Online Data Services

Business and Licensing

Online Data Services Help

Business Organization Detail

NOTICE: The West Virginia Secretary of State's Office makes every reasonable effort to ensure the accuracy of information. However, we make no representation or warranty as to the correctness or completeness of the information. If information is missing from this page, it is not in the The West Virginia Secretary of State's database.

THE MANAHAN GROUP LLC

Organization Information								
Org Type	Effective Date	Established Date	Filing Date	Charter	Class	Sec Type	Termination Date	Termination Reason
LLC Limited Liability Company	9/4/2003		9/4/2003	Domestic	Profit		9/4/2103	

Organization Information			
Business Purpose	5418 - Professional, Scientific and Technical Servies - Professional, Scientific and Technical Servies - Advertising, Public Relations and Related Services (media, outdoor, direct mail, material distribution)		Capital Stock
Charter County	Kanawha	Control Number	59437
Charter State	WV	Excess Acres	
At Will Term	T	Member Managed	MGR
At Will Term Years	100	Par Value	
Authorized Shares		Young Entrepreneur	Not Specified

Addresses	
Type	Address
Designated Office Address	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
Mailing Address	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301 USA
Notice of Process Address	GEORGE MANAHAN 222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301

Principal Office Address	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301 USA
Type	Address

Officers	
Type	Name/Address
Manager	GEORGE MANAHAN 222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
Member	GEORGE B. MANAHAN
Organizer	BRENT PAULEY SUITE 1710 900 LEE STREET EAST CHARLESTON, WV, 25311 USA
Organizer	GEORGE MANAHAN SUITE 1710 900 LEE STREET EAST CHARLESTON, WV, 25311 USA
Type	Name/Address

DBA			
DBA Name	Description	Effective Date	Termination Date
BRIDGEWORKS COMMUNICATIONS, LLC	TRADENAME	3/22/2005	
CHARLESTON MAGAZINE	TRADENAME	5/30/2006	
THE MANAHAN GROUP	TRADENAME	11/18/2010	
THE MANAHAN GROUP	TRADENAME	9/4/2003	6/14/2005
DBA Name	Description	Effective Date	Termination Date

Name Changes	
Date	Old Name
6/14/2005	MANAHAN & PAULEY LLC
Date	Old Name

Date	Amendment
5/14/2008	DISSOCIATION FILED REMOVING R. ROBERT SAMPLES
6/14/2005	NAME CHANGE: FROM MANAHAN & PAULEY LLC
Date	Amendment

Annual Reports

Filed For
2021
2020
2019
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2017
2016
2015
2014
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2011
2010
2009
2008
2007
2006
2005
2004
Date filed

For more information, please contact the Secretary of State's Office at 304-558-8000.

Monday, November 22, 2021 — 1:18 PM

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