



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

State of West Virginia Master Agreement

Order Date: 10-15-2021

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

Order Number:	CMA 0613 9900 VET1900000001 4	Procurement Folder:	432025
Document Name:	Integrated Marketing Plan & Execution	Reason for Modification:	Change Order No. 3 - to renew contract under same terms, conditions and pricing.
Document Description:	Master Agreement - Integrated Marketing Plan & Execution		
Procurement Type:	Central Master Agreement		
Buyer Name:			
Telephone:			
Email:			
Shipping Method:	Best Way	Effective Start Date:	2018-08-01
Free on Board:	FOB Dest, Freight Prepaid	Effective End Date:	2022-07-31

VENDOR		DEPARTMENT CONTACT	
Vendor Customer Code:	VC0000005060	Requestor Name:	Maria A Yoakum
ORION STRATEGIES LLC		Requestor Phone:	(304) 558-3661
PO BOX 11847		Requestor Email:	maria.a.yoakum@wv.gov
CHARLESTON	WV 25339	<div style="font-size: 48pt; font-weight: bold;">22</div> FILE LOCATION _____	
US			
Vendor Contact Phone:	304-982-6050 Extension:		
Discount Details:			

INVOICE TO	SHIP TO
DIVISION OF VETERANS ASSISTANCE	DIVISION OF VETERANS ASSISTANCE
1900 KANAWHA BLVD	1900 KANAWHA BLVD
BUILDING 5, ROOM 205	BUILDING 5, ROOM 205
CHARLESTON	CHARLESTON
WV 25301	WV 25301
US	US

10-20-21
 BAT

Purchasing Division's File #

Total Order Amount:	Open End
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ENTERED

PURCHASING DIVISION AUTHORIZATION
 DATE: *Tanya H. 10/19/2021*
 ELECTRONIC SIGNATURE ON FILE

ATTORNEY GENERAL APPROVAL AS TO FORM
 DATE: *John S. Gray 10/21/2021*
 ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION
 DATE: *Beverly Tolson 10-25-2021*
 ELECTRONIC SIGNATURE ON FILE

Extended Description:

Change Order No. 3 - issued to renew the original contract according to all terms, conditions, prices and specifications contained in the original contract including all authorized change orders.

Effective date of renewal 08/01/2021 through 07/31/2022

Renewals Remaining: 0

All provisions of the original Contract and subsequent Change Orders not modified herein shall remain in full force and effect.

No other changes.

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
1	80141505			HOUR	49.500000
	Service From	Service To			

Commodity Line Description: Strategic Planning/Client Serv/Creative Direc/Message Dev

Extended Description:

Strategic Planning/Client Services/Creative Direction/Message Development

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
2	80141505			HOUR	49.500000
	Service From	Service To			

Commodity Line Description: Research/Analysis

Extended Description:

Research/Analysis

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
3	80141505			HOUR	49.500000
	Service From	Service To			

Commodity Line Description: Public Education/Public Relations

Extended Description:

Public Education/Public Relations

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
4	80141505			HOUR	49.500000
	Service From	Service To			

Commodity Line Description: Events Planning/Management

Extended Description:

Events Planning/Management

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
5	80141505			HOUR	49.500000
	Service From	Service To			

Commodity Line Description: Website/Social Medial Managment

Extended Description:
Website/Social Medial Managment

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
6	80141505			HOUR	49.500000
	Service From	Service To			

Commodity Line Description: Video/Broadcast Production

Extended Description:
Video/Broadcast Production

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
7	80141505			HOUR	49.500000
	Service From	Service To			

Commodity Line Description: Earned Media/News Releases

Extended Description:
Earned Media/News Releases

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
8	80141505			HOUR	49.500000
	Service From	Service To			

Commodity Line Description: Print Production

Extended Description:
Print Production

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
9	80141505			HOUR	49.500000
	Service From	Service To			

Commodity Line Description: Special Project Management/Crisis Communication

Extended Description:
Special Project Management/Crisis Communication

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
10	80141505			HOUR	0.000000
	Service From	Service To			

Commodity Line Description: Annual Media Buy add-on 3%

Extended Description:
Annual Media Buy add-on 3%



Edward A. Diaz
Cabinet Secretary

State of West Virginia
Department of Veterans Assistance

September 8, 2021

Mr. Chris Hall
Orion Strategies LLC.
P.O. Box 11847
Charleston, WV 25339

Re: CMA 0613 9900 VET1900000001 - Integrated Marketing Plan & Execution

Mr. Hall,

The State of WV Department of Veteran's Assistance is offering to renew the Integrated Marketing Plan & Execution contract for our agency per Central Master Agreement (CMA) 0613 9900 VET1900000001 under the same terms, conditions and pricing.

The final renewal period will begin on August 1, 2021 and expire on July 31, 2022. If Orion Strategies LLC agrees to this renewal, please sign the below and return this letter as soon as possible.

Attached is a Purchasing Affidavit that is to be part of the purchase order and is required to be signed and dated. In addition, please include a copy of Orion Strategies LLC current Certificate of Liability Insurance for our files. Please contact me at 304-558-3661 with any questions. Thank you.

Sincerely,

Heather L. Brunton
Chief Financial Officer

Orion Strategies LLC. agrees to renew the contract as stated above under the same terms and conditions in the original central master agreement and any change orders thereto.

Signature

September 17, 2021
Date Signed

Chris Hall, Director of Business Operations
Printed Name and Title

Cc: Guy Nisbet, Agency Purchasing Buyer
Enclosure(s): Purchasing Affidavit



Lyle, Tara L <tara.l.lyle@wv.gov>

Re: Orion Contract

1 message

Spencer, Brittany M <brittany.m.spencer@wv.gov>
To: "Lyle, Tara L" <tara.l.lyle@wv.gov>

Tue, Oct 12, 2021 at 11:20 AM

Good morning! Here is the information you requested for the Orion contract.

I do have a question, we already have a security system in place, but it's old. The issues is wires might need to replaced, is that considered construction?

On Thu, Aug 26, 2021 at 1:42 PM Lyle, Tara L <tara.l.lyle@wv.gov> wrote:

Sure - I have attached the change order checklist for you. This is the last renewal for this contract so be thinking about next steps since the contract will expire on 7/31/2022. You will have to re-bid the services since the contract will be expiring next year.

First, you will need the following from the vendor -

1. Letter signed by you, the agency, and the vendor agreeing to the renewal period. You can use the letter you attached just change the renewal dates to 08/01/2021 to 07/31/2022.
2. Purchasing Affidavit - I have attached a copy. The vendor will have to have this form notarized.

Next, you should always check the vendor's registration status in OASIS. You can do this by going to the JUMP TO box and typing in VCUST. You can search by the vendor number. Orion is current with their registration so they should be fine.

Also, check the WV Secretary of State's Office (WVSOS) through the following link -

<http://apps.sos.wv.gov/business/corporations/>

Orion appears to be fine with the WVSOS office too.

Then, we will have to set up the change order in OASIS. To do this, go to the last entry in OASIS and click the EDIT button. This will give you another version which will be in DRAFT mode. I will do this for you so you can see the language we use for standard renewal change orders.

This should get you started. Once you have the signed letter and affidavit back from the vendor, email those over to me and we'll go from there.

I am going to send you some helpful documents in a separate email that will assist you with some processes.

Any questions, please let me know. Again, I would be happy to meet with you for some one-on-one training if you would like.

Thanks,
Tara

On Thu, Aug 26, 2021 at 9:48 AM Spencer, Brittany M <brittany.m.spencer@wv.gov> wrote:

Good morning. We need to renew our agreement with Orion, and we aren't sure how to go about it. Would you be able to assist me please and thank you?

----- Forwarded message -----

From: **Brunton, Heather L** <heather.l.brunton@wv.gov>
Date: Thu, Aug 26, 2021 at 9:33 AM
Subject: Fwd: Orion Contract
To: Brittany M Spencer <brittany.m.spencer@wv.gov>
Cc: Michele D Cunningham <michele.d.cunningham@wv.gov>

*Backlog
affidavit*

Good morning, Brittany! Would you please reach out to Tara Lyle to inquire what are our next steps for renewing the Orion agreement? The latest renewal expired on 07/31/2021, so I'm not sure how we need to proceed in order to exercise the last renewal option.

Thank you,
Heather

----- Forwarded message -----

From: **Brunton, Heather L** <heather.l.brunton@wv.gov>

Date: Mon, Aug 16, 2021 at 3:33 PM

Subject: Re: Orion Contract

To: Bayless, Daryle W <daryle.w.bayless@wv.gov>

Cc: Randy W Coleman <randy.w.coleman@wv.gov>, Michele D Cunningham <Michele.D.Cunningham@wv.gov>

Hi Daryle,

This is good news! Just to clarify that we're all on the same page: I've attached the most recent renewal letter attached to the Central Master Agreement in wvOasis. If I am looking at the wrong one, please let me know. This most recent contract renewal has an expiration date of 07/31/2021. And you are correct: two extensions have been previously awarded, with one remaining. I don't want to speak out-of-turn on necessary next steps to renew, so Michele and I will loop Brittany in as she will work with Purchasing on renewal process and updating the CMA in wvOasis.

As we are all aware, there were a multitude of unpaid invoices totaling over \$119k that we struggled to pay at the end of the fiscal year. During FY2020 and FY2021, total paid was \$252K. I'm certainly not questioning the work Orion has provided the Department, just pointing out that any cost savings here will be greatly beneficial. Shaving off 20% of the \$252K is roughly \$50K - which could help fund a position.

Actually, having this information now is great timing. The FY2023 Appropriation Requests are due 09/01, and reducing this budget line will allow me to increase Personal Services to help accommodate any anticipated salary increases during the next fiscal year.

Once you meet with Orion to discuss the reduced workload, please let me know our anticipated savings. It may not be a huge amount of savings over the next six to twelve months, however every little bit helps.

Thank you,
Heather

On Mon, Aug 16, 2021 at 12:48 PM Bayless, Daryle W <daryle.w.bayless@wv.gov> wrote:

Hi, Heather -

I hope you had a good week in Mississippi.

Randy and I had a meeting with a guy from the state Communications Hub to talk about a potential transition from Orion handling our communication needs to that organization. It appears that the Hub is at least six to twelve months from having the full capabilities that we will need.

We have one more extension available under the contract and would like to exercise that option to get us to a point where we can comfortably transition to a (hopefully) less expensive option when it is available.

I'm also planning on meeting with the Orion folks this week to see if we can agree on a plan to shave about 20 percent of the work (and cost) off the top and reduce their work to essential functions.

I apologize - I know I'm springing this on you well inside of the normal 30-day prior to contract end deadline - I think it ends at the end of this month. Is there anything you need from me to move forward?

Best,
Daryle

Daryle W. Bayless

West Virginia Department of Veterans Assistance

Director of Operations/Communications Director

Office of the Cabinet Secretary

1900 Kanawha Boulevard East
Building 5, Suite 205
Charleston, West Virginia 25305
304-558-3661
Daryle.w.bayless@wv.gov

----- Forwarded message -----

From: "Cunningham, Michele D" <michele.d.cunningham@wv.gov>
To: Heather L Brunton <heather.l.brunton@wv.gov>
Cc:
Bcc:
Date: Wed, 8 Sep 2021 13:49:22 -0400
Subject: Fwd: Orion Contract
FYI

----- Forwarded message -----

From: **Spencer, Brittany M** <brittany.m.spencer@wv.gov>
Date: Thu, Aug 26, 2021 at 9:48 AM
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To: Tara L Lyle <tara.l.lyle@wv.gov>
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Daryle

Daryle W. Bayless
West Virginia Department of Veterans Assistance
Director of Operations/Communications Director
Office of the Cabinet Secretary
1900 Kanawha Boulevard East
Building 5, Suite 205
Charleston, West Virginia 25305
304-558-3661
Daryle.w.bayless@wv.gov

—
Michele Cunningham
Comptroller
WV Department Of Veterans Assistance
1900 Kanawha Blvd E Bldg. 5 Rm. 205
Charleston, WV 25305
(304)558-3661 (Phone)
(304)558-3662 (Fax)

4 attachments

 **CMA VET19-01 renewal vendor letter - SIGNED (1).pdf**
179K

 **Orion Contract.eml**
263K

 **Orion Final Extension FY2022 (1).pdf**

10/12/21, 3:15 PM

State of West Virginia Mail - Re: Orion Contract

437K

 **pa affidavit (1).pdf**
342K

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

CONSTRUCTION CONTRACTS: Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

ALL CONTRACTS: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Origin Strategies, LLC

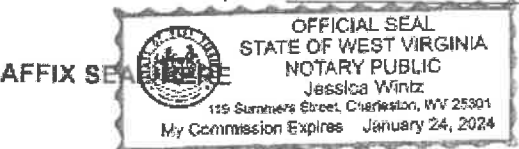
Authorized Signature: [Signature] Chris Hall Date: 9/25/21

State of WV

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 25 day of September, 2021

My Commission expires 01/24/2024, 2024



NOTARY PUBLIC [Signature]

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.

ORION STRATEGIES, LLC

See attached

Organization Information								
Org Type	Effective Date	Established Date	Filing Date	Charter	Class	Sec Type	Termination Date	Termination Reason
LLC Limited Liability Company	1/16/2007		1/16/2007	Domestic	Profit			

Organization Information			
Business Purpose	5418 - Professional, Scientific and Technical Services - Professional, Scientific and Technical Services - Advertising, Public Relations and Related Services (media, outdoor, direct mail, material distribution)		Capital Stock
Charter County	Upshur	Control Number	0
Charter State	WV	Excess Acres	
At Will Term	A	Member Managed	MBR
Par Value			

At Will Term Years	
Authorized Shares	Young Entrepreneur Not Specified

Addresses	
Type	Address
Designated Office Address	33 WEST MAIN STREET BUCKHANNON, WV, 26201
Mailing Address	PO BOX 1083 BUCKHANNON, WV, 26201 USA
Notice of Process Address	CURTIS WILKERSON 33 WEST MAIN STREET BUCKHANNON, WV, 26201
Principal Office Address	33 WEST MAIN STREET BUCKHANNON, WV, 26201 USA
Type	Address

Officers	
Type	Name/Address
Member	CURTIS WILKERSON 58 S. KANAWHA STREET BUCKHANNON, WV, 26201
Organizer	CURTIS WILKERSON 118 CAPITOL STREET CHARLESTON, WV, 25301
Type	Name/Address

Annual Reports	
Filed For	

2021
2020
2019
2018
2017
2016
2015
2014
2013
2012
2011
2009
2008
Date filed

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

Friday, October 15, 2021 — 4:06 PM

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Orion Strategies

<http://www.orion-strategies.com/>

PO Box 11847
Charleston, WV 25339



Marketing, Advertising & Consulting

☎ 304-982-6050

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Upcoming Events

10/15/2021 1:00 PM
Chamber Field Trip to InMotion
Physical Therapy
[Learn More](#)

10/18/2021 10:30 AM
Ribbon Cutting for People First
Cafe
[Learn More](#)

10/27/2021 12:00 PM
Special Events Committee
[Learn More](#)

Recently Joined Members

Donatos Pizza
Renew Transformational
Strategies
Malia & Co. Salon and Spa
St. Marys Galaxy Food Center
Mountain State ESC: MOV Adult
Education
D BYERS & ASSOCIATES
Buff City Soap
Pioneer Laundry, LLC - Wash n
Go
Quality Care Associates Urgent
Care & Wellness Center
McClinton Auto Group
David Hall Chiropractic, LLC
Bella Luxe Studio



STRATEGIC COMMUNICATIONS
GRASSROOTS ADVOCACY
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Orion Strategies is a strategic communications and public relations firm with a staff of experienced professionals in media and stakeholder relations, federal and state government affairs, grassroots advocacy, polling, research and creative services. We provide the tools and expertise to meet our clients' needs.

Whether building public dialogue or influencing legislation, we are able to identify our client's audience, determine the message and utilize the correct tool to deliver results.

Washington, DC
104 North Carolina Avenue, SE
Washington, DC 20003

Pittsburgh
101 West Main Street
Suite 301
Carnegie, PA 15106

Columbus
4200 Regent Street
Suite 200
Columbus, OH 43219

Shenandoah Valley
651 Foxcroft Avenue
Suite 203
Martinsburg, WV 25401

Charleston
119 Summers Street
Charleston, WV 25301

Buckhannon
33 W. Main Street
Buckhannon, WV 26201