



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

State of West Virginia Delivery Order

Order Date: 05-28-2025

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:	CDO 0506 2896 WIC2500000001 1	Change Order No:	Procurement Folder:	1677428
Document Name:	USDA WIC Program Branding and HealthCare Provider Marketing		Reason for Modification:	
Document Description:	USDA WIC Program Branding and HealthCare Provider Marketing			
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 0506 HHR2200000001 1	
Free on Board:	FOB Dest, Freight Prepaid			

VENDOR	DEPARTMENT CONTACT																				
Vendor Customer Code: 000000109305 THE MANAHAN GROUP LLC 222 CAPITOL ST STE 400 CHARLESTON WV 25301 US Vendor Contact Phone: 999-999-9999 Extension: Discount Details: <table><thead><tr><th></th><th>Discount Allowed</th><th>Discount Percentage</th><th>Discount Days</th></tr></thead><tbody><tr><td>#1</td><td>No</td><td>0.0000</td><td>0</td></tr><tr><td>#2</td><td>No</td><td></td><td></td></tr><tr><td>#3</td><td>No</td><td></td><td></td></tr><tr><td>#4</td><td>No</td><td></td><td></td></tr></tbody></table>		Discount Allowed	Discount Percentage	Discount Days	#1	No	0.0000	0	#2	No			#3	No			#4	No			Requestor Name: Courtney M Buskirk Requestor Phone: 304-352-4853 Requestor Email: courtney.m.buskirk@wv.gov 2025 FILE LOCATION _____
	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 515 CHARLESTON WV 25301-3717 US	PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - NUTRITION SERVICES 350 CAPITOL ST, RM 515 CHARLESTON WV 25301-3717 US

Total Order Amount:	\$476,119.00
---------------------	--------------

Purchasing Division's File Copy

CH 6/2/25
PURCHASING DIVISION AUTHORIZATION

DATE: *Tamara 6/3/25*
ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION

DATE: *6-4-25*
ELECTRONIC SIGNATURE ON FILE

Extended Description:

USDA WIC Program Branding and HealthCare Provider Marketing Campaign\

ons25-043

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	25.00000	HOUR	\$105.0000	\$2,625.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2025-07-01	2026-05-31				

Commodity Line Description: Contract Administration/Consultation**Extended Description:**

Contract Administration/Consultation

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	475.00000	HOUR	\$105.0000	\$49,875.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2025-07-01	2026-05-31				

Commodity Line Description: Account Services**Extended Description:**

Account Services

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	25.00000	HOUR	\$105.0000	\$2,625.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2025-07-01	2026-05-31				

Commodity Line Description: Media Buys**Extended Description:**

Media Buys

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	450.00000	HOUR	\$105.0000	\$47,250.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2025-07-01	2026-05-31				

Commodity Line Description: Design & Copy**Extended Description:**

Design & Copy

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
5	82101800	0.00000		\$0.0000	\$373,744.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2025-07-01	2026-05-31				

Commodity Line Description: Media Buying Add-On**Extended Description:**

Percentage Add-On for Media Buying = 5%

Add on Multiplier: 1.05



THE MANAHAN GROUP LLC

222 Capitol Street, Suite 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 // WIC Infrastructure 2025-2026

Date: December 12, 2024

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 awareness of and participation in the WIC program in underserved populations throughout the state. The goal of this effort is to strengthen staff with the training and materials necessary to implement upcoming changes to the WIC Food Package.

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:

July 1, 2025 – May 31, 2026 (*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 975 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	25.00	\$ 105.00	\$ 2,625.00
Account Service	475.00	\$ 105.00	\$ 49,875.00
Design & Copy	450.00	\$ 105.00	\$ 47,250.00
Media Services	25.00	\$ 105.00	\$ 2,625.00

To see labor detailed by spending unit, please see page 2.

Total Labor: \$102,375.00

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, consultant fees, etc.

Commodity Line Description	Outside Cost	Total
Media Buying Add-On	Consultant fees, meeting space and hospitality, printing & production, audio/video licensing fees, translation fees, event fees and rentals, printed materials, promo items, etc.	\$ 373,744.00

To see expenses detailed by spending unit, please see below.

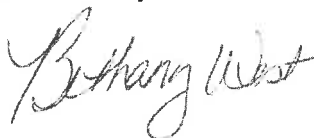
Total Outside Costs: \$373,744.00

Labor and Expenses by Spending Unit:

Spending Unit	Total Anticipated Hours	Total Labor \$	ADMN	ACSV	CRSV	MDSV	Total # Hours by Unit	Outside Costs by Unit	Total Expenses by Unit
Outreach-2896	975	\$ 102,375.00	25	475	450	25	975	\$373,744.00	\$ 476,119.00
	975	\$ 102,375.00	25	475	450	25	975	\$373,744.00	\$ 476,119.00

Total Work Order Not to Exceed: \$476,119.00

Submitted by:



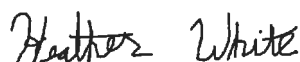
Bethany West
The Manahan Group LLC

Developed and Approved in Partnership



Heidi Staats, ONS Director
12/30/2024

Agreed





STATE OF WEST VIRGINIA
DEPARTMENT OF HEALTH
BUREAU FOR PUBLIC HEALTH
Office of Nutrition Services

Arvin Singh, EdD, MBA, MPH, MS, FACHE
Secretary of Health

Justin J. Davis
Interim Commissioner

MEMORANDUM

TO: Arvin Singh, EdD, MBA, MPH, MS, FACHE
Cabinet Secretary, Department of Health

THROUGH: Justin Davis
Interim Commissioner, Bureau for Public Health

FROM: Heidi Staats *HCS*
Director, Office of Nutrition Services (ONS)

DATE: April 8, 2025

RE: The Manahan Group LLC Delivery Order to Implement the WV WIC Program
FFY2024 Infrastructure Grant Branding and Marketing Initiatives

The purpose of this memorandum is to request a CDO be put in place against the approved CMA HHR22*01 for The Manahan Group LLC to complete services for the Office of Nutrition Services (ONS). This delivery order, outlined Statement of Work and deliverables are necessary to support the West Virginia WIC State Agency as we continue to modernize the program and improve outreach infrastructure.

The ONS was awarded a WIC General Infrastructure award on September 27, 2024, with a performance period through September 30, 2027. The Manahan Group is being engaged to assist ONS with grant objectives of:

- Activities related to the implementation of new USDA-developed WIC branding to support WIC's outreach infrastructure and brand-awareness by developing and implementing re-branding plans, updating and printing materials, updating the WV WIC website, and updating WIC signage to make clinics easier to find.
- Activities related to outreach to potentially eligible participants by developing, implementing and evaluating a healthcare provider marketing campaign highlighting WIC certifications upon hospital discharge from labor and delivery units.
- Expanding The I'm a WIC Kid campaign to build upon WIC's outreach and partnership infrastructure to support current and future efforts.

Each year USDA FNS offers General WIC Infrastructure (WICI) funding to implement national priorities and strategic goals. WICI project awards are a national, competitive proposal process with scoring to ensure projects are innovative, and clearly address a specific need in a way that

can yield measurable results with Program impact. The current work order proposed through this CDO with The Manahan Group is West Virginia's approved award to address USDA FNS priorities of program access and increase Program awareness, support, participation, and equity in underserved populations.

Furthermore, several of the deliverables allows ONS to meet federal requirements noted in Federal Register 246.4 (a)(7): "The State WIC Agency, in cooperation with local agencies, must inform eligible persons of the availability of Program benefits, including the eligibility criteria for participation, the location of local agencies operating the Program, with emphasis on reaching enrolling eligible women in the early months of pregnancy and migrants."

The CDO Statement of Work deliverables and timeline is directly in response to the funded grant project. The timeframe requested for this CDO is from July 1, 2025, through May 31, 2026. The Manahan Group LLC will invoice ONS on actual costs incurred each month per line item and deliverable.

All programs and projects under ONS are 100% federally funded by the USDA FNS. The cost of this project is paid for using special federal funding (FY2024 WIC Infrastructure - WICI) awarded by USDA. The funding cannot be used towards any other ONS objective except costs associated with the awarded infrastructure proposal. If funding is not utilized for this project, it reverts to USDA as unspent.

Your consideration of this request is appreciated. If there are questions or additional information needed, please contact Heidi Staats by phone at 304-352-0960 or by email at Heidi.E.Staats@wv.gov.

Subject: Governor's Office Approval of contracts over \$100,000



Rosen, Bryan D <bryan.d.rosen@wv.gov>
to Wagner, Roberta A, Price, Robert L

Thu, Jan 23,

I spoke with Curtis early today. He relayed the following information for how we will process these through his office.

1. He would like a synopsis of the purchase. I would suggest in most cases we can pull the extended description populate that in the email to him.
2. Please note if there is a specific timeframe in the request.
3. Contracts will be reviewed at the Master Agreement level meaning that he will not be approving DOs.
4. Renewals for contracts over \$100,000 must be approved.

This process is going to be fluid and will likely morph as we move forward but this is the best information that I have today.

Bryan

Filter By

Keyword Search

For more information on how to use our keyword search, visit our help guide

Simple Search

Search Editor

- ☐ Any Words ⁱ
- ☐ All Words ⁱ
- ☐ Exact Phrase ⁱ

e.g. 123456789, Smith Corp

"THE MANAHAN GROUP LLC"

×

Entity

Location

Status

- ☒ Active
- ☐ Inactive

Reset 

Entity Information ^



All Entity Information

Entities

Disaster Response Registry

Responsibility / Q



No matches found

Your search did not return any results for active records.

Would you like to include inactive records in your search results?

Search Inactive

Go Back

You are viewing this page over a secure connection. [Click here](#) for more information.

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 Services - Professional, Scientific and Technical Services - Advertising, Public Relations and Related Services (media, outdoor, direct mail, material distribution)		
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
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
2024
2023
2022
2021
2020
2019
2018
2017
2016
2015
2014
2013
2012
2011
2010
2009

2008
2007
2006
2005
2004
Date filed

[File Your Current Year Annual Report Online Here](#)

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

Monday, June 2, 2025 — 10:07 AM

© 2025 State of West Virginia