



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: 11-25-2025

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 2888 BBH2600000001 1	Change Order No:	Procurement Folder:	1837818
Document Name:	SOR Opioid Stigma Reduction Campaign 2026		Reason for Modification:	
Document Description:	SOR Opioid Stigma Reduction Campaign 2026			
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: Jennifer L Fletcher Requestor Phone: 304-352-5598 Requestor Email: jennifer.l.fletcher@wv.gov <h1>2026</h1> FILE LOCATION
	Discount Allowed	Discount Percentage	Discount Days																		
#1	No	0.0000	0																		
#2	No																				
#3	No																				
#4	No																				

INVOICE TO	SHIP TO
PURCHASING AGENT - 304-356-4802 HEALTH AND HUMAN RESOURCES BBH/HF 350 CAPITOL ST, RM 350 CHARLESTON WV 25301-3702 US	PURCHASING AGENT - 304-356-4802 HEALTH AND HUMAN RESOURCES BBH/HF 350 CAPITOL ST, RM 350 CHARLESTON WV 25301-3702 US

CR 12-4-25

Total Order Amount: \$386,100.00

Purchasing Division's File Copy

CH 12/3/25

PURCHASING DIVISION AUTHORIZATION
DATE: 12/4/25
ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION
DATE: 12-4-25
ELECTRONIC SIGNATURE ON FILE

Extended Description:

The Manahan Group LLC will create and implement campaign elements to achieve goals set forth such as generating awareness of resources available, increasing website traffic, and increasing requests for Naloxone kits.

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	35.00000	HOUR	\$105.0000	\$3,675.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2026-01-01	2026-09-29				2025-12-01

Commodity Line Description: Contract Administration/Consultation

Extended Description:

Contract Administration/Consultation

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	338.00000	HOUR	\$105.0000	\$35,490.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2026-01-01	2026-09-29				2025-12-01

Commodity Line Description: Account Services

Extended Description:

Account Services

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	183.50000	HOUR	\$105.0000	\$19,267.50
Service From	Service To	Manufacturer		Model No	Delivery Date
2026-01-01	2026-09-29				2025-12-01

Commodity Line Description: Media Buys

Extended Description:

Media Buys

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	278.50000	HOUR	\$105.0000	\$29,242.50
Service From	Service To	Manufacturer		Model No	Delivery Date
2026-01-01	2026-09-29				2025-12-01

Commodity Line Description: Design & Copy

Extended Description:

Design & Copy

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
5	82101800	0.00000		\$0.0000	\$298,425.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2026-01-01	2026-09-29				2025-12-01

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: Gwyndolyn McGee
Mark Lanyon
SOR State Opioid Response Program, WV Department of Human Services (DoHS),
Bureau for Behavioral Health (BBH)

From: Tammy Harper
The Manahan Group LLC

RE: Work Order for SOR Opioid Stigma Reduction Campaign, FY2026

Date: November 11, 2025

Statement of Work to be Performed:

The U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) awarded grant funding to the State of West Virginia to assist with treatment for individuals with Substance Use Disorder. The WV Department of Human Services, Bureau for Behavioral Health State Opioid Response (SOR) Grant Program administers the funding through grants to partners throughout the state. The Manahan Group LLC will work with representatives from SOR Grant Program to expend those dollars.

Addiction is treatable and is all too common in our society. There are many ways to stop the cycle of stigma surrounding substance use disorder in WV. Awareness and education are key. This stigma reduction campaign will address both, by implementing Behavior Change Strategies

Under this Statement of Work, The Manahan Group LLC will create and implement campaign elements to achieve goals set forth such as generating awareness of resources available and increasing website traffic. This will include, but is not limited to the following:

Services

- Campaign Development & Execution
- Development of Social Marketing Tactics
- Production Associated with Campaign Tactics
- Website Development/Updates
- Campaign Optimization & Reporting
- Media Campaign Development & Strategy
- Processing & Management of Invoices

Timeframe:

January 1, 2026 – September 29, 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 835 labor hours to help create, plan, and coordinate the campaign elements for this project. Per the terms of CMA 0506 0506 HHR2200000001 5, the breakdown of hours between commodity line items is as follows:

Commodity Line Description	# Hours	Rate	Total
Contract Admin/Consultation	35	\$105.00	\$3,675.00
Account Services	338	\$105.00	\$35,490.00
Design/Layout	278.50	\$105.00	\$29,242.50
Media Buys	183.50	\$105.00	\$19,267.50

Total Labor: \$87,675.00

Estimated Production and Outside Costs:

The Manahan Group LLC will coordinate production and place media on behalf of WV Department of Human Services, Bureau for Public Health and the SOR Program. Per the terms of CMA 0506 0506 HHR2200000001 5, all outside costs are billed under commodity line item "Media Buying Add-on".

Commodity Line Description	Outside Costs	Total
Media Buying Add-On	Misc.	\$5,002.50
Media Buying Add-On	Media Placements (Net)	\$279,450.00
Media Buying Add-On	5% Mark-up on Media Placements	\$13,972.50

Total Outside Costs: \$298,425.00

WORK ORDER TOTAL: \$386,100.00

Submitted by:

Tammy Harper

Ok
Alfreda Greenhowe

Tammy Harper

The Manahan Group LLC



WEST VIRGINIA DEPARTMENT OF
**HUMAN
SERVICES**

STATE OF WEST VIRGINIA
DEPARTMENT OF HUMAN SERVICES
BUREAU FOR BEHAVIORAL HEALTH

Elizabeth M. Hardy
Commissioner

MEMORANDUM

DATE: November 21, 2025
TO: Purchasing Division
FROM: Jennifer Fletcher
RE: CDO BBH26*01

The Manahan Group LLC will provide services for campaign development and execution, development of social marketing tactics, production associated with campaign tactics, website development/updates, campaign optimization and reporting, media campaign development and strategy, and processing and management invoices. Awareness and education are key and the reduction campaign will address both, by implementing behavior change strategies.



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



Rosen, Bryan D <bryan.d.rosen@wv.gov>

Thu, Jan 23,

to Wagner, Roberta A, Price, Robert L

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



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May 21, 2025



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e.g. 1606N020Q02

The Manahan Group LLC



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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, Scientifical and Techincal Servies - 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 CHARLESTON, WV, 25301
Mailing Address	222 CAPITOL STREET CHARLESTON, WV, 25301 USA
Notice of Process Address	GEORGE MANAHAN 222 CAPITOL STREET CHARLESTON, WV, 25301
Principal Office Address	222 CAPITOL STREET 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
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For more information, please contact the Secretary of State's Office at 304-558-8000.

Friday, November 21, 2025 — 11:08 AM

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