



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

State of West Virginia  
 Request for Quotation  
 34 - Service - Prof

Proc Folder: 250649

Doc Description: RFQ - MARKETING & ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date issued	Solicitation Closes	Solicitation No	Version
2016-10-25	2016-12-07 13:30:00	CRFQ 0705 LOT1700000002	1

**BID RECEIVING LOCATION**

BID CLERK  
 DEPARTMENT OF ADMINISTRATION  
 PURCHASING DIVISION  
 2019 WASHINGTON ST E  
 CHARLESTON WV 25305  
 US

**VENDOR**

Vendor Name, Address and Telephone Number:

Charles Ryan Associates  
 601 Morris Street, Suite 301  
 Charleston, WV 25301  
 304-342-0161

Received  
 OCT 28 2016

12/05/16 16:01:11  
 WV Purchasing Division

**FOR INFORMATION CONTACT THE BUYER**

Michelle L Childers  
 (304) 558-2063  
 michelle.l.childers@wv.gov

Signature X

FEIN #

47-4931131

DATE

12-16-16

All offers subject to all terms and conditions contained in this solicitation

**EXHIBIT A : PRICING PAGE**

A. CATEGORY	CONTRACT SERVICES	Unit of Measure	ESTIMATED HOURS	VENDOR'S HOURLY	TOTAL ANNUAL
			(BASED ON HOURS IN FY 2016)	RATE	COSTS
ACCOUNT MANAGEMENT	1. Account Services	Hour(s)	1000	\$70	\$70,000
	2. General Account Management	Hour(s)	500	\$80	\$40,000
	3. Public Relations	Hour(s)	40	\$60	\$2,400
	4. Research Services	Hour(s)	40	\$50	\$2,000
MEDIA	5. Media Planning and Buying	Hour(s)	400	\$70	\$28,000
	6. Radio	Hour(s)	200	\$65	\$13,000
	7. Television	Hour(s)	300	\$65	\$19,500
	8. Newspaper	Hour(s)	100	\$65	\$6,500
	9. Outdoor Ads	Hour(s)	80	\$65	\$5,200
CREATIVE	10. Illust/Layout/Design and Copywriting Adv.	Hour(s)	800	\$65	\$52,000
	11. Creative/Art Direction or Planning	Hour(s)	500	\$90	\$45,000
	12. Computer Graphics	Hour(s)	100	\$80	\$8,000
DIGITAL	13. Web Site Development and Maintenance	Hour(s)	300	\$80	\$24,000
	14. Web Hosting & Domain	Hour(s)	100	\$25	\$2,500
PRODUCTION	15. Printing	Hour(s)	200	\$25	\$5,000
	16. Film Production	Hour(s)	1000	\$80	\$80,000
	17. Audio Production	Hour(s)	400	\$65	\$26,000
	18. Music Rights/ Trademark	Hour(s)	5	\$25	\$125
PROMOTIONS	19. Sponsorships- Collegiate/ Fairs & Festivals	Hour(s)	35	\$50	\$1,750
	20. Marketing Supplies and Promotions	Hour(s)	200	\$50	\$10,000
<b>TOTAL FISCAL YEAR COST FOR VENDOR SERVICES (1-20):</b>			<b>6300</b>		

*The sum of ESTIMATED HOURS (CONTRACT SERVICES 1-20) IS 6300 HOURS. The quantities shown are estimates only and may be more or less.*

- B. Media Buying Add-on:**  
 All Vendors responding to this RFQ must provide a percentage of add-on media buying activities (not to exceed 5%).  
 This percentage will be multiplied by \$2,500,000.

Vendor's Add-on for media buying is

TOTAL MEDIA ADD-ON COST	\$0	2,500,000	\$0
	\$440,975.00		

- C. TOTAL BID AMOUNT:**  
 (Cost from A. and B. are to be added together to determine the total cost of the proposal.)

REQUEST FOR QUOTATION  
MARKETING & ADVERTISING SERVICES

10.1.4 Failure to remedy deficient performance upon request.

10.2 The following remedies shall be available to Lottery upon default.

10.2.1 Immediate Cancellation of the Contract.

10.2.2 Immediate Cancellation of one or more release orders issued under this Contract.

10.2.3 Any other remedies available in law or equity.

**11. MISCELLANEOUS:**

**11.1. Contract Manager:** During its performance of this Contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.

Contract Manager: Susan Lavenski, CEO

Telephone Number: 304-342-0161

Fax Number: 304-342-1941

Email Address: slavenski@charlesryan.com

**LANGUAGE TO BE INSERTED INTO THE TERMS AND CONDITIONS.**

**# 11. LIQUIDATED DAMAGES:** According to West Virginia State Code §5A-3-4(a)(8), Vendor agrees that liquidated damages shall be imposed at any time during the course of the contract resulting from this Request for Quotation, or at any time during the course of possible renewal years, as described below. This clause shall in no way be considered exclusive and shall not limit the State or Lottery's right to pursue any other additional remedy to which the State or Lottery may have legal cause for action including further damages against the Vendor.

Liquidated damages for Vendor default may include, but are not limited to:

Failure to respond to a request for on-site staff within the specified sixty (60)

# VENDOR PREFERENCE CERTIFICATE

Certification and application is hereby made for Preference in accordance with **West Virginia Code, §5A-3-37**. (Does not apply to construction contracts). **West Virginia Code, §5A-3-37**, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the **West Virginia Code**. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Vendor Preference, if applicable.

**1. Application is made for 2.5% vendor preference for the reason checked:**

- Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or**,
- Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification;
- Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; **or**,
- Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; **or**,

**2. Application is made for 2.5% vendor preference for the reason checked:**

- Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,

**3. Application is made for 2.5% vendor preference for the reason checked:**

- Bidder is a nonresident vendor that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's bid; **or**,

**4. Application is made for 5% vendor preference for the reason checked:**

- Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; **or**,

**5. Application is made for 3.5% vendor preference who is a veteran for the reason checked:**

- Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or**,

**6. Application is made for 3.5% vendor preference who is a veteran for the reason checked:**

- Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

**7. Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.**

- Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) rescind the contract or purchase order; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

**Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.**

Bidder: Charles Ryan Associates      Signed: [Signature]  
 Date: 12-06-16      Title: CEO

\*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.

**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Susan Lavenski, CEO  
(Name, Title)

Susan Lavenski, CEO  
(Printed Name and Title)

101 Monis Street, Suite 301 Charleston, WV  
(Address)

304-342-0161 304-342-1941  
(Phone Number) / (Fax Number)

slavenski@charlesryan.com  
(email address)

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Charles Ryan Associates  
(Company)

[Signature]  
(Authorized Signature) (Representative Name, Title)

Susan Lavenski, CEO  
(Printed Name and Title of Authorized Representative)

12-6-16  
(Date)

304-342-0161 304-342-1941  
(Phone Number) (Fax Number)

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.:** \_\_\_\_\_

**Instructions:** Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

**Addendum Numbers Received:**

(Check the box next to each addendum received)

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3            | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4            | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5            | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Charles Ryan Associates  
Company  
Susan Hewli  
Authorized Signature  
12-6-16  
Date

**NOTE:** This addendum acknowledgment should be submitted with the bid to expedite document processing.  
Revised 6/8/2012

STATE OF WEST VIRGINIA  
Purchasing Division

# PURCHASING AFFIDAVIT

**MANDATE:** 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 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: Charles Ryan Associates

Authorized Signature: [Signature] Date: 12-06-16

State of West Virginia

County of Kanawha, to-wit:

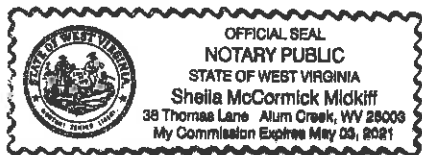
Taken, subscribed, and sworn to before me this 6<sup>th</sup> day of December, 2016

My Commission expires May 3, 2021.

**AFFIX SEAL HERE**

NOTARY PUBLIC Sheila McCormick Midkiff

*Purchasing Affidavit (Revised 08/01/2015)*





**WV LOTTERY RFQ**

SOLICITATION NO. CRFQ 0705 LOTT000000002

SECTION 3 REQUIREMENTS

WEDNESDAY, DECEMBER 7, 2016

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# WHO WE ARE



# WHO WE ARE

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We must warn you - we're not a normal communications firm. We have an insatiable appetite for this business. Each of our experts is abnormally qualified - possessing talent, skills and determination that set us apart. You might say we are obsessed with what we do, which makes us extremely committed to our clients and the tasks at hand.

We lose sleep making sure our clients don't have to. Our solutions are backed by years of proven experience and fueled by our endless devotion to our clients - and of course lots of coffee!

We are excited and prepared to give you the exceptional. We immerse ourselves in the intricacies of your business practices, cultures, goals, relationships and challenges to determine strategies that will work best for you.

Brand communications strategy is at our core. We offer a blend of marketing disciplines including advertising, public relations, creativity, planning, media purchasing, point-of-sale marketing, internet marketing and design, project management, interactive services, crisis communications, research and social media approaches that garner real-time results. We also offer our clients full service TV and video production through CRA Film.

We follow the traditional rules...sometimes. But we aren't afraid of the unorthodox approaches either, challenging the rules when we must.

So no, CRA is not a normal communications firm. There is a method to our madness, or you could say our madness is our method. Our recommendations are an eclectic blend of disciplines that will create, position and communicate your brand efficiently and effectively, setting it apart from the rest.

We'll be normal tomorrow. You need us to be different today.

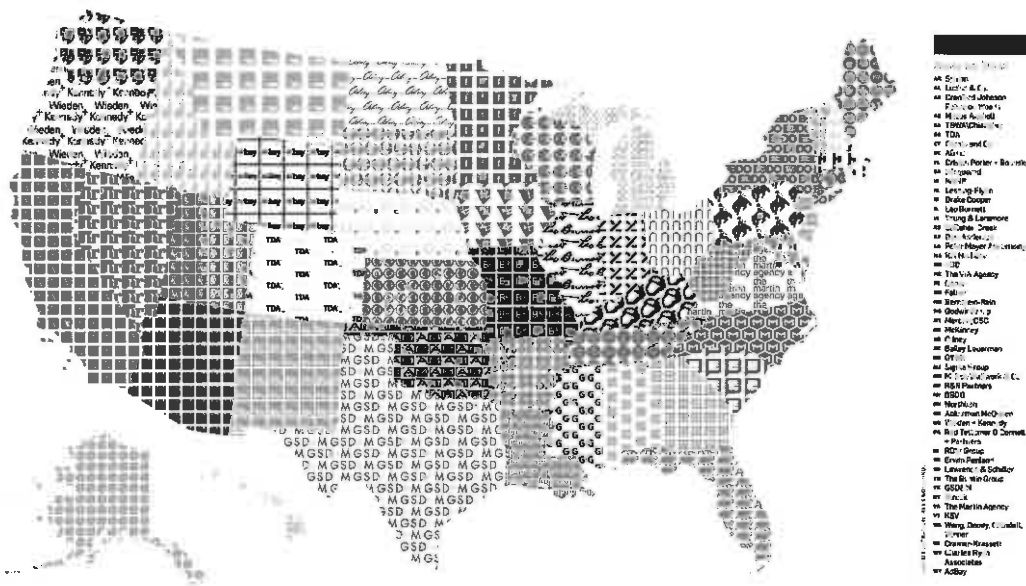
## WHO WE ARE

- One of the largest and most experienced women-owned communications firms in the Mid-Atlantic region, providing integrated marketing strategy for 42 years.
- 32 abnormally qualified brand communications experts.
- Two offices - Charleston, West Virginia, and Richmond, Virginia.
- Two partners with more than 45 years of combined industry experience - Susan Lavenski and Caryn Foster Durham.
- Worked in more than 40 states and several foreign countries assisting some of the most recognizable names in corporate America.
- Partnered with organizations in many facets of business including gaming, retail, entertainment, energy, education, transportation, tourism, manufacturing, the arts, technology, telecommunications, financial services, retail and health care, among others.
- Have extensive experience in the gaming industry having previously worked for the West Virginia Lottery, as well as currently working for the DC Lottery and Mardi Gras Casino & Resort.

In 2013, AdWeek named Charles Ryan Associates in its United States of Ad Agencies as the top shop in West Virginia.

# ADWEEK®

The United States of Ad Agencies  
Our picks for the top shop in each state.





## OUR TEAM

# OUR TEAM

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CRA has 32 full-time employees ready to assist on the WV Lottery account. The following WV Lottery team has been created based on their distinct knowledge and experience working for gaming, retail and entertainment clients.



## **SUSAN LAVENSKI**

Daily Management Contact  
CEO, Principal  
Office: (304) 556-9129  
Mobile: (304) 545-8006  
slavenski@charlesryan.com

With 22 years of experience, Susan is an expert in issues management, has gaming and retail industries experience and has spearheaded the communications efforts for multi-million dollar statewide transportation campaigns, utility expansion projects, controversial elections and health care certificates of need. In other words, she's the consummate problem solver. She has provided strategy for Fortune 500 businesses and worked with local, regional and national public figures, media representatives and business executives. Her work has produced results that garnered statewide, national and international coverage for our clients.

### **Expertise:**

Account Management  
Stakeholder Group Management  
Public Relations Outreach  
Brand Management  
Advertising Strategy  
Public Involvement and Education Strategy  
Message Development and Media Training  
Community Management  
Event Planning

### **Affiliations / Organizations:**

Board of Directors, WV State Chamber of Commerce; Board of Directors, WV Roundtable; Member, Business and Industry Council; Committee Member, West Virginia Manufacturers Association; Committee Member, Marcellus to Manufacturing Committee; Committee Member, Chemical Industry Council; Committee Member, Economic Development Committee, Charleston Area Alliance; Committee Chair, Energy Task Force of the Innovations/R&D Committee for Vision 2030



**DANNY FORINASH**

Day-to-Day Contact  
Senior Account Executive  
Office: (304) 556-9125  
Mobile: (304) 610-0674  
dforinash@charlesryan.com

With 15 years of experience, Danny works directly with clients, communicating regularly about branding strategy and account projects. His experience includes gaming, retail, entertainment, energy, tourism, government, education, community development, economic development and media. As a former journalist, Danny understands public perception, and with more than seven years of experience in marketing, he understands how a brand excels.

**Expertise:**

- Writing
- Brand Management
- Event Planning
- Earned Media Outreach
- Social Media Strategy
- Community Development
- Web-based Marketing
- Advertising
- Message Development

**Affiliations/Organizations:**

Main Streets Charleston Marketing Committee; Ronald McDonald House of Southern West Virginia Marketing Committee; YMCA of Kanawha Valley; Generation Charleston



## **ALISHA MADDOX**

Chief Communications Officer

Office: (304) 556-9110

Mobile: (304) 419-0860

amaddox@charlesryan.com

With 18 years of experience, Alisha specializes in media relations, public involvement and integrated communications strategies for clients in the gaming, retail, transportation, manufacturing, oil and natural gas, business, insurance and nonprofit industries. As a former news reporter, she understands the different perspectives of communications and therefore develops and implements the best strategies for clients. Her strengths are strategy, project management, flexibility and teamwork. She believes the best solutions are obtained from collaboration, cooperation and a mutual respect.

### **Expertise:**

Account Management

Advertising Strategy

Brand Strategy and Management

Communications Plan Development

Community Management

Copywriting and Content Development

Creative Strategy and Development

Earned Media Strategy and Outreach

Event Planning and Management

Marketing Strategy

Message Development and Media Training

Program Strategy and Implementation

Public Relations Strategy and Outreach

Public Involvement and Education Strategies

Research

Social Media Monitoring, Strategy, Development and Implementation

Stakeholder Group Strategy and Management

Tracking, Analytics and Measurement

Web-Based Marketing

Spokesperson Training

### **Affiliations / Organizations:**

Board Member, American Advertising Federation, WV Chapter;

Co-Chair, Marketing Committee, Public Relations Society of America,

WV Chapter; Member, Marketing & Membership Committee, YMCA of

Kanawha Valley; 2014 Leadership West Virginia Graduate;

Co-Founder, Education Committee, Leadership West Virginia;

Member, Superintendent's Stakeholders Advisory Board, West Virginia

Department of Education



**ROBB MAJOR**

Creative Director  
Office: (304) 556-9112  
Mobile: (804) 399-5537  
rmajor@charlesryan.com

With 12 years of experience, including gaming, retail and entertainment, Robb is responsible for developing unique solutions through all mediums, including graphic and website design, video, animation, photography and more to meet clients' needs. He works with CRA's client services team to create a vision for each creative piece, including visual layout, copy writing and overall strategy.

**Expertise:**

- Advertising Strategy
- Animation
- Brand Strategy and Management
- Communications Plan Development
- Copywriting and Content Development
- Creative Strategy and Development
- Design and Graphic Design
- Marketing Strategy
- Message Development
- Print, Collateral and Online Production
- SEO/SEM
- Social Media Monitoring
- Social Media Strategy, Development and Implementation
- Video Production and Editing
- Web Design

**Affiliations/Organizations:**

- Member, GROW Resource Network: Charleston Area Alliance
- Member, American Advertising Federation, West Virginia





## **TOMMY DUTTON**

Digital Manager

Office: (304) 556-9126

[tdutton@charlesryan.com](mailto:tdutton@charlesryan.com)

With 15 years of experience, Tommy is constantly thinking ahead with the end user in mind and implements technology and database solutions that exceed our clients' goals and objectives. He oversees projects through all phases of a system's development life cycle. He stays on top of industry trends and incorporates them into projects. He is CRA's lead project manager for the DC Lottery and has extensive gaming, entertainment and retail experience.

### **Expertise:**

Creative Development

Design

Web Design and Development

Research

Tracking and Measurement

Social Media Strategy and Implementation

Brand Management, Development and Web-Based Marketing



**KIMM BOYD**

Senior Media Buyer  
Office: (804) 237-1395  
Mobile: (480) 216-0839  
kboyd@charlesryan.com

With 15 years of experience, Kimm Boyd is a media maven, with extensive experience in strategizing, buying and negotiating for a wide array of clients in a plethora of industries. She’s worked with major corporations and small organizations in fields ranging from healthcare, to travel, to retail, to gaming. But her expertise runs the branding and communications gamut. The self-proclaimed data-nerd understands the value of quality control, producing research and fine-tuning strategy.

**Expertise:**

- Account Management
- Advertising Strategy
- Audience Profiling
- Research
- Event Planning
- Advertising
- Brand Strategy and Management
- Communications Plan Development
- Earned Media Strategy and Outreach
- Paid Media Strategy and Planning
- Event Planning and Management
- Marketing Strategy
- Media Buying and Analysis
- Message Development
- Media Training
- Print, Collateral and Online Production
- Program Strategy and Implementation
- Research
- Social Media Monitoring
- Social Media Strategy and Implementation
- Tracking, Analytics, and Measurement
- Survey Development

**Affiliations/Organizations:**

- Arizona Integrated Marketing Association
- American Marketing Association



**JENNELLE ARTHUR**

Senior Account Executive  
Office: (804) 556-9153  
Mobile: (917) 609-9923  
jarthur@charlesryan.com

With 5 years of experience, Jennelle loves interacting with people, coming up with out-of-the-box solutions and detail-oriented work. Jennelle’s dedication to managing account assignments and budgets, while also directing communication between clients, vendors and teams, makes her a strong link for our team. Jennelle has experience in fields ranging from entertainment, retail, and legal, just to name a few.

**Expertise:**

- Account Management
- Advertising Strategy
- Communications Plan Development
- Copywriting and Content Development
- Creative Strategy and Development
- Marketing Strategy
- Message Development
- Social Media Strategy, Development and Implementation

**Affiliations /Organizations:**

Children’s Therapy Clinic



**HILARI BARTON**

Account Executive

Office: (304) 556-91107

Mobile: (304) 921-0782

hbarton@charlesryan.com

Hilari specializes in day-to-day client relations, provides direction on account strategy; experience includes gaming, entertainment, energy, education, manufacturing and tourism; strong organizational and communications skills; ensure all projects remain on schedule and that the needs of clients are met at the highest standards.

**Expertise:**

Account Management

Event Coordination

Social Media Management

Proofreading/Editing

Web Content Development/Editing

Writing/Content Development

**Affiliations/Organizations:**

PRSA - West Virginia Chapter, member

WVMA Marcellus and Manufacturing Marketing Committee



**AJ WENDEL**

Director of Photography  
Office: (304) 556-9146  
Mobile: (814) 771-8640  
awendel@charlesryan.com

AJ supports our CRA Film director and executive producer with day-to-day production tasks, including capture, edit and final production of video projects. In addition, AJ assists the team with maintenance and inventory of gear, as well as collaboration on creative vision and development.

**Expertise:**

- Advertising Strategy
- Animation
- Brand Strategy and Management
- Creative Strategy and Development
- Design and Graphic Design
- Video Production and Editing

**Affiliations/Organizations:**

Board Member, AAF WV

Monday, December 5, 2016

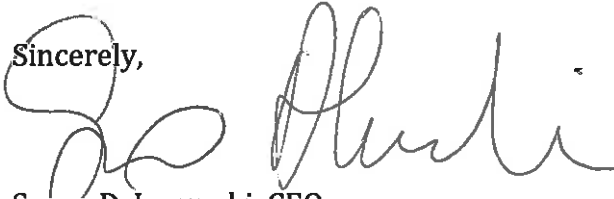
To Whom It May Concern,

Charles Ryan Associates is a multi-million dollar communications firm with offices in Charleston, West Virginia and Richmond, Virginia. With 2016 closing as one of our best financial years in CRA's history, we have a solid financial outlook and strong cash reserves, along with a \$170,000 line of credit. If awarded the West Virginia Lottery account, Lottery and Purchasing representatives can have access to CRA's financial records as long as these records stay confidential and are pertinent to the award of the contract. I can be reached at 304.545.8006.

The notary on this letter has reviewed our 2016 year-to-date financial statement.

Please see the attached letters from our banking institutions.

Sincerely,



Susan D. Lavenski, CEO  
Charles Ryan Associates

my commission expires May 3, 2021.

Sheila McCormick Midkiff





To: Caryn Foster Durham  
Susan Lavenski  
CRA Communications, LLC DBA Charles Ryan Associates

From: Tegan Easterday  
AVP Treasury Management  
Huntington National Bank

Date: December 5, 2016

CRA Communications, LLC DBA Charles Ryan Associates is a valued client of Huntington National Bank. Our relationship spans many years, and their current operating account continues to hold significant balances.

They also have a small 3 year term loan that originated in November of 2015 which has always been current and in good standing.

If you have any further need of assistance please feel free to call me at 304.348.5058

Sincerely,

A handwritten signature in black ink, appearing to read 'Tegan Easterday', written in a cursive style.

**Tegan Easterday**  
**Assistant Vice President**  
**Treasury Management**  
304-348-5058 Office  
888-404-9181 Fax

The Huntington National Bank  
1 Huntington Square  
WE3007  
Charleston, WV 25301  
[tegan.easterday@huntington.com](mailto:tegan.easterday@huntington.com)



WWW.THECITIZENSBANK.COM

WWW.THECOMMUNITYBANK.COM

DIVISIONS OF THE CITIZENS SAVINGS BANK, MARTINS FERRY, OH  
MEMBER FDIC

Loan Processing Center  
P O Box 10  
Martins Ferry, OH 43935  
740.633.0445 x-6111  
loandept@thecitizensbank.com  
Equal Housing Lender

December 5, 2016

To whom it may concern:

Please accept this letter as verification that CRA Communications LLC has the following active accounts with The Citizens Bank.

<u>Company Name</u>	<u>Account Type</u>	<u>Date Opened</u>	<u>Orig. Loan Amount</u>	<u>Current Balance</u>	<u>Authorized Signers</u>
CRA Communications LLC	Business Line Of Credit	2/1/2016	\$170,000.00	\$0.00	Caryn Foster Durham Susan D. Lavenski

As of November 18, 2016, Caryn Foster Durham and Susan D. Lavenski are the only guarantors and authorized signers on all accounts. All loan conditions and covenants have been met as agreed upon and CRA Communications is held in highest regards at The Citizens Bank.

Sincerely,

W. Tanner Russell  
Sr. Commercial Banking Executive  
[TRussell@TheCitizensBank.com](mailto:TRussell@TheCitizensBank.com)  
304-233-5626 x6131