
ORIGINAL



West Virginia State Treasurer's Office

Advertising/Marketing Services

BUYER: Linda B. Harper, Senior Buyer

SOLICITATION NO.: CRFP ST01700000001

BID OPENING DATE: November 1, 2016

10/31/16 12:57:57
WV Purchasing Division

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4.3 QUALIFICATIONS AND EXPERIENCE

4.3.1 Name, Mailing Address, Corporate Address, Phone & Primary Contact

Stonewall Retail Marketing

154 ½ Front Street

Marietta, Ohio 45750

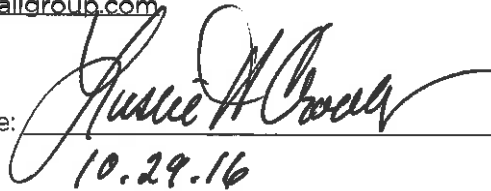
740.373.2334 (P)

740.373.3105 (F)

Contact Name: Leslie Crooks

lcrooks@stonewallgroup.com

Vendor Signature:



Date:

10.29.16



4.3 QUALIFICATIONS AND EXPERIENCE

4.3.2 Information about Vendor including company description, legal structure, ownership (direct or indirect), staffing numbers, organizational chart, pending contract(s) to merge or sell any portion of the firm, and any other information that will assist in evaluation the firm.

Response:

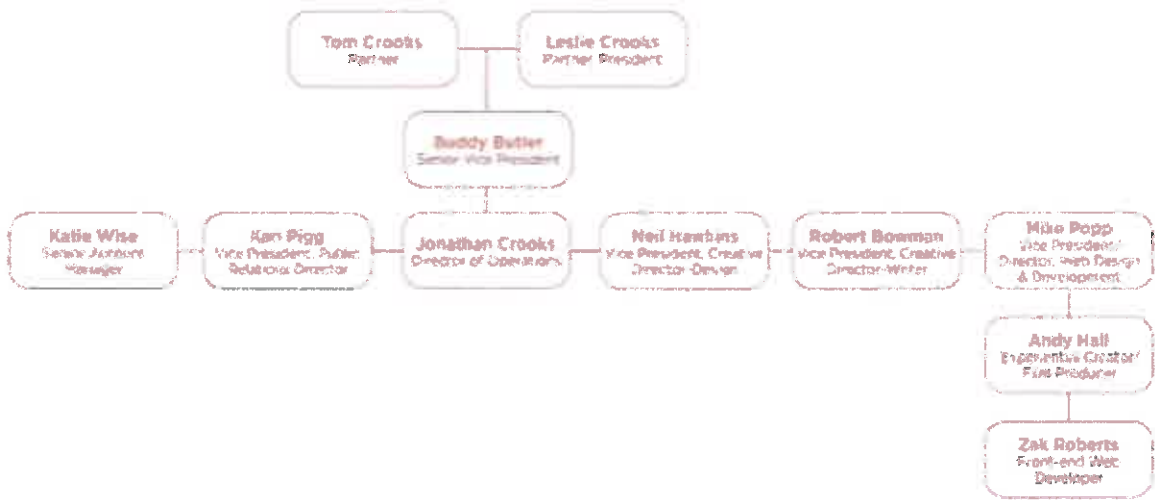
Stonewall Group, a full service marketing/communications company, was founded in September 2000. Stonewall Group is a non-resident small, women owned business, in accordance with West Virginia Code 5A-3-59 and West Virginia Code of State Rules. Stonewall has been approved by the Purchasing Division as a certified small, women-owned business. The company is incorporated in the State of Ohio as a Sub-Chapter S corporation. The company is owned by Leslie A. Crooks (majority) and Thomas J. Crooks (minority). Stonewall Group does NOT have any pending contract(s) to merge or sell any portion of the firm.

Hallmarks of The Stonewall Group are big agency experience combined with small agency intimacy and agility. We are committed to perform for our clients. We keep our efforts simple and focused and work diligently to exceed client expectations through the development of strategically integrated programs, all within a quick and efficient timeframe.

Our lines of business include strategic planning, research and analysis, strategic branding, digital marketing, interactive/website design, advertising, media planning and buying (offline and online creative and media), public relations, direct marketing, sales promotion, video production, event management, collateral design, graphic design, copywriting and social media. The company has thirteen full-time and three part-time employees. We believe that regular, responsive, and clear communications enhance the understanding of client goals and solidifies the alignment on desired outcomes. Stonewall is committed to providing the latest in technology to assist in communications efforts.

4.3 QUALIFICATIONS AND EXPERIENCE

Organizational Chart



4.3 QUALIFICATIONS AND EXPERIENCE

4.3.3 Describe the scope and length of experience of your firm in providing Services similar to those requested in this RFP. In your discussions specifically include:

a. Size and type of engagements handled by your firm, with annual billings

Response:

CLIENTS

WV Department of Commerce, WV (5 years) – Advertising, Branding, Web –	\$4,000,000
Oglebay Park Resort, WV (1 year) – Branding, Marketing, Advertising, Web, PR, Events –	\$ 500,000
Adventures on the Gorge, WV (12 years) – Branding, Marketing, Advertising –	\$ 400,000
Greater Parkersburg CVB, WV (13 years) – Branding, Marketing, Advertising, PR –	\$ 400,000
Lexington Rockbridge Tourism, VA (1 year) – Branding, Marketing, Advertising, PR –	\$ 200,000
Downstream Strategies, WV (2 years) – Branding, Marketing, Advertising and Web –	\$ 150,000
Cambridge, Guernsey VCB, OH (10 years) – Branding, Marketing, Advertising, Web, PR –	\$ 150,000
Tucker County CVB, WV (7 years) – Branding, Marketing, Advertising, Web, and PR –	\$ 500,000
Shale Crescent USA, WV/OH (1 year) – Branding, Marketing, Advertising, Web, PR –	\$ 150,000
Jefferson County CVB, WV (1 year) – Branding, Marketing, Advertising, PR –	\$ 100,000
WV Department of Education (1 year) – Feed to Achieve, WV – Branding, Advertising, Web, PR, Events –	\$ 120,000
Peoples Bank (4 years), WV, OH, KY – PR, Social Media –	\$ 100,000
Simonton Windows & Doors (10 years), WV, OH – Advertising –	\$ 50,000
Southeastern Medical Center, OH (5 years) – Branding, Marketing, Advertising –	\$ 100,000
MOV Regional Airport, WV (10 years) – Branding, Advertising, Web, PR, Events –	\$ 40,000
The Kroger Company, Atlanta, GA (projects) – Advertising Projects –	\$ 25,000
FedComp, VA – Web, Branding (3 years) –	\$ 25,000

4.3 QUALIFICATIONS AND EXPERIENCE

Southeastern Ohio Port Authority, OH (5 years) - Branding, Web -	\$ 25,000
Visit Southern West Virginia, WV (8 years) - Branding, Advertising -	\$ 300,000
The Wilds, OH (9 years) - Branding, Advertising, Marketing, PR, Events -	\$ 250,000
Wood County Solid Waste Authority, WV (6 years) - Branding, Advertising, Web -	\$ 25,000
Fort Boreman Historic Park, WV (5 years) - Branding, Signage -	\$ 25,000
Wood County Commission, WV (8 years) - Branding, Advertising, Web -	\$ 25,000
West Virginia Drug Testing Centers (less than 1 year) - Web, Branding, Advertising -	\$ 25,000
Caron, OH (less than 1 year) - Web Design and Development -	\$ 25,000
Charlottesville Parks & Recreation, VA (1 year) - Special Projects	

4.3 QUALIFICATIONS AND EXPERIENCE

b. In-house capabilities

Response:

Collateral Material Design

Strategic Planning

Copywriting

Trade Show Booth Design

Development of Campaigns

Video Filming and Production

Development of Promotional Strategies

Website Design and Development

Digital Advertising

Direct Mail Campaigns

Event Planning and Coordination

Graphic Design

Logo Design

Market Research

Media Planning and Buying

Newsletters

Packaging Design

Project Management

Project Planning and Budgeting

Print Advertising

Public Relations

Sales Promotion

Search Engine Optimization and Search Engine Marketing

Social Media Planning and Implementation

4.3 QUALIFICATIONS AND EXPERIENCE

c. Location from which services provided

Response:

154 ½ Front Street

Marietta, Ohio 45750

4.3 QUALIFICATIONS AND EXPERIENCE

d. Any other information you believe distinguishes your firm.

Response:

Our success comes from chemistry, teamwork, a strong sense of trust, and a shared and unrelenting passion to win. The Stonewall Group provides value to our clients by keeping our overhead low, providing superior thinking and creativity, and most importantly, developing ideas that generate results.

We believe that listening is one of the most powerful forms of communication and we are very good at it. It is fundamental in assuring we understand needs, wants, aspirations, expectations, deadlines and directions. We listen and we ask questions with open hearts and minds; listen to what is said and what is not said; listen to our clients, to the market, and to each other.

We are a creative company and believe all of our services are creative in their own way. The most visible part of this, however, is the output of an idea expressed in a communications concept. How do we develop these ideas? While "discipline" is not commonly used in the same sentence as "creativity," it is an integral part of our process thinking at Stonewall. The discipline comes from the planning process, outlined above, where information is gathered, processed, distilled and translated into the "ah-ha" insights that feed creativity. If we, or anyone, could explain the creative process clearly, we might be able to program a computer to do it. While we can't totally explain creative thinking, we know the model that works; "Ah-ha" insights plus the best creative talent in the business = the most powerful creative ideas in the business. That's the Stonewall model.

We're in the business of helping our clients achieve objectives. That's what gets us juiced. We're not in the creative awards business, but winning awards provides some additional validation of success.

Stonewall participates in some award competitions and we win more than our fair share.

4.3 QUALIFICATIONS AND EXPERIENCE

4.3.4 Discuss your firm's interest in and/or experience providing Services similar to those requested in this RFP specifically for government programs and banking, investment or other financial services.

Response:

Stonewall Group has experience providing services similar to those requested in this RFP specifically related to government programs including the following for the State of West Virginia:

Stonewall Group is the Agency of Record for the Feed to Achieve program within the West Virginia Department of Education. The program is a first of its kind in the nation based upon the simple, but important, premise that every child needs nutritious meals in order to achieve his or her potential. West Virginia Feed to Achieve requires that every child is provided the opportunity for two nutritious meals per school day but allows the West Virginia Office of Child Nutrition to secure funding that will support programs that feed children while school is not in session.

Stonewall Group is the Agency of Record for the West Virginia Department of Commerce working with Commerce Communications on website design and development, media planning and other projects for West Virginia State Parks, West Virginia Small Business Development Centers, WorkForce West Virginia, West Virginia Development Office, West Virginia Division of Energy, West Virginia Division of Rehabilitation Services, and Heartland Intermodal Gateway. Stonewall Group served as the Agency of Record for the West Virginia Division of Tourism for a number of years.

Stonewall Group has extensive experience in the banking, investment and financial services industries. We currently work with Peoples Bank, a holding company for banks operating in West Virginia, Ohio and Kentucky (NASDAQ: PEBO). In addition, Stonewall Group works with Riverview Credit Union providing services to over 6,000 members with over 70 Select Employer Groups. Previous experience of our staff members includes United Bank...one of the top fifty largest banking companies in the United States.

Stonewall Group has a great interest in working with the West Virginia Treasurer's Office to assist in advocating for citizen's rights, reuniting state residents with lost assets, providing access to education for every West Virginian through the SMART529 College Savings Plan, and retirement planning through WV Retirement Plus and retirement planning education tools.

Stonewall Group has a deep interest and love for West Virginia. Most of our employees live or grew up in West Virginia. We service clients throughout the State of West Virginia and have a deep abiding interest in the citizens and economy of the State.

4.3 QUALIFICATIONS AND EXPERIENCE

4.3.5 Of your engagements within the last (3) three years, list three (3) that are similar to this engagement that demonstrate the ability of your firm to provide the Services to the Agency. At least two (2) of the engagements should have annual billings in excess of \$250,000.

Response:

CLIENT ENGAGEMENT #1: THE WEST VIRGINIA DIVISION OF TOURISM

The West Virginia Division of Tourism works to cultivate a world-class travel destination for visitors of all ages and interests. Following the January 2014 chemical leak from the Freedom Industries facility located adjacent to the Elk River near Charleston, Stonewall Group recommended a comprehensive quantitative market research study to understand the impact of this event on consumer perception and consideration of West Virginia as a leisure travel destination. To put the concern in perspective, shortly after the leak there were over 215,000 Facebook references to the spill; 182,950 Twitter "tweets"; over 9,000 blog mentions; and hundreds of thousands news articles...all mostly negative. For speed of results and cost effectiveness, an online research study was implemented with each of the West Virginia Division of Tourism's target MSA's. The survey was completed with a representative population sample within each of the 11 market areas, ensuring an appropriate mix of age and gender. REPASS, a firm with deep roots in West Virginia, was recommended by Stonewall Group, to conduct the online research among targeted audiences in Cincinnati, Charlotte, Greensboro, Lexington, Pittsburgh, Richmond, Roanoke, Washington, DC, Charleston, West Virginia and areas of West Virginia outside the Charleston Metropolitan Area (92% of visitors to WV travel less than 200 miles to visit the state; 80% travel less than 150 miles).

The survey was conducted in February with nearly 1,500 completed surveys (100 to 150 in eachMSA). Information objectives included:

- Overall awareness and perception of the leak issue
- Overall impression of the state following the incident
- Degree to which the incident would impact consideration of travel to West Virginia
- Which markets are most concerned/impacted, in order to prioritize and apply the appropriate marketing investments?

Key Findings:

- Awareness of the chemical leak was high with approximately 50% of all respondents indicating they had read, seen or heard "a great deal" or "a lot" about the chemical leak issue. 90% had some level of awareness.

4.3 QUALIFICATIONS AND EXPERIENCE

- Knowledge of the leak increased with education and level of identification with environmental issues.
- The vast majority aware of the leak (80%) believe it impacted only certain parts of the state.
- The event created a reason for a high percentage of consumers to remove West Virginia from their “consideration set” of destination locations (among those aware, 34% claimed a negative impact on intent to consider).

Top Strategic Takeaways:

- West Virginia needed to be proactive and aggressive in promoting the key brand attributes of the State.
- Top-of-mind recall varied by market (Charleston - 69%, Washington, DC - 28%).
- West Virginia's brand attributes were not changed as a result of the chemical spill and needed to be the focus of spring marketing campaigns.
- Natural Beauty
- Abundance of outdoor recreational activities
- Relatively low cost and ease of access vs. competitive states
- A significant % of out-of-state visitors to West Virginia have a direct connection to the State through family, friends and former residents.

Strategic Media Plan:

The market research findings was used to secure and additional \$1.2 million in funds from the Secretary of Commerce to supplement the Division of Tourism's spring/summer 2014 marketing campaign.

The campaign was launched in April to mitigate negative impact from the spill and to stimulate consideration of visitation to West Virginia. Advertising dollars were invested in markets with the greatest opportunity (based upon research findings - Cincinnati, Columbus, Washington D.C., and

4.3 QUALIFICATIONS AND EXPERIENCE

Pittsburgh); secondary markets included Charlotte, Greensboro, Lexington, Richmond and Roanoke) and West Virginia (#1 source of overnight visitation to WV). The media mix was optimized to achieve high frequency and reach of messaging utilizing television (65% of investment), digital PRIZM segmentation data and Scarborough media lifestyle research provided insights into efficiently targeting likely visitors. The program ran from April through June to take advantage of the primary planning period for leisure travelers (67% of visitors to WV plan their trips less than 3 weeks prior to visiting).

Results:

A Nielsen Vizu study conducted of West Virginia's digital rich media creative indicated a lift of 35% in intent to visit West Virginia versus non viewers of the rich media. The Nielsen Online Brand Effect platform allowed Stonewall Group and the West Virginia Division of Tourism to measure brand lift in real time during the campaign. Brand lift is defined as the percentage increase in the primary marketing objective of a brand advertising campaign...the extent to which the advertising has shifted consumer preference.

Longwood's International was commissioned by the West Virginia Division of Tourism to conduct an Image and Advertising Accountability Research Study following the spring/summer 2014 marketing campaign. The study focused on findings related to:

- * West Virginia's image as a travel destination vs. its key competitors
- * The impact of the advertising on West Virginia's image as a travel destination
- * The bottom-line impacts of the campaign

The study found that the spring/summer advertising campaign:

- * Generated 1.5 million trips to West Virginia during the campaign
- * Generated \$180.9 million in visitor spending
- * Generated \$13 million in state and local taxes
- * Every dollar on advertising generated \$96 in incremental spending in WV and \$7 in additional tax dollars
- * Every dollar invested in marketing generated 0.8 trips in the spring/summer of 2014 (higher trip count per dollar invested than Michigan Tourism)

4.3 QUALIFICATIONS AND EXPERIENCE

- West Virginia's strengths were "beautiful mountains," "white water rafting," "excellent hunting," great for "hiking and backpacking," great for "exploring nature," "good place to go camping," "great for canoeing/kayaking," "excellent for skiing."
- Similar to competitive states, four in ten indicate they plan an overnight or day visit to West Virginia in the next year
- West Virginia was perceived similarly to North Carolina and Virginia as a sports and recreation destination better than other competitive states.
- Past experience strongly influences the perception of West Virginia as being exciting, a family destination, an adult destination, being worry free, great sightseeing, having a good climate, excellent sports & recreation, and being affordable.

Annualized billings of \$2.3 million

4.3 QUALIFICATIONS AND EXPERIENCE

CLIENT ENGAGEMENT #2: ADVENTURES ON THE GORGE

Adventures on the Gorge (AOTG) is an all-inclusive adventure resort nestled on the rim of the scenic New River Gorge in West Virginia. Stonewall Group has been working with Adventures on theGorge for ten years.

Challenge:

Adventures on the Gorge (AOTG) is an all-inclusive family adventure resort nestled on the rim of the scenic New River Gorge in West Virginia. The AOTG resort was born from the same desire to explore and discover that has inspired journeys and great expeditions throughout history. At AOTG there's literally an activity for everyone, of any age, with experiences customized for any budget.

The DNA of four legendary whitewater rafting outfitters—Class VI, Mountain River Tours, the Rivermen and Songer—is still an integral part of AOTG. The strategic shift from being the premier white water rafting companies on the New and Gauley River to being a single world class outdoor adventure resort was driven, in part, as a result of declining rafting numbers for all West Virginia outfitters over the past 10 years. To offset the lost revenue, the management at AOTG had the vision to consolidate rafting companies while expanding into new adventure activities such as zip lines, expanded camp grounds, cabins, amenities, and more. The primary goal of these investments has been to increase daily revenue per person.

Market Research:

Over the past 5 years AOTG has repositioned and rebranded itself as an all-inclusive world premier outdoor adventure resort. As a part of a strategic branding initiative AOTG and Stonewall

Marketing Group conducted qualitative (focus groups) and quantitative research (online survey of past customers and prospects) to gain important insights in terms of attracting new customers and engaging past customers to return. A series of mini-focus groups was conducted to provide an understanding of the consumer perspective of family outdoor adventure vacations, as well as to illuminate and humanize the second phase online quantitative research questionnaire development allowing the team to uncover underlying, unrecognized opportunities and concerns. This phase was used as a tool to enhance insights, understanding, and acceptance.

4.3 QUALIFICATIONS AND EXPERIENCE

An online study was conducted to expand on the learning from the qualitative research and provide conclusive and actionable results to the management team of AOTG that will inform strategy, prioritize audiences and markets, and set the tone for positioning the resort as "American's Premier Outdoor Adventure Resort." At the same time the market research was being conducted, AOTG invested in a Nielsen/Prizm market audience segmentation analysis to determine customer/prospect profiles in terms of demographics, lifestyles, and psychographics and market opportunities for growth. In addition Scarborough Media Services was incorporated to match up with the Nielsen Segmentation study results to pinpoint media most frequently relied upon by the audience segments.

Findings:

Focus group results supported AOTG's branding strategy of product/service expansion indicating that consumers considering an outdoor/adventure trip place great value on the ability to relax, unwind, and get away from the stresses of life while participating in a number of experiences and activities...experiencing something new and different. Key sentiments for adventure travel that emerged from the focus groups was the ability to experience natural beauty, find relaxation by disconnecting from daily stresses, and connecting with family and friends. Quantitative research confirmed much of the focus group conclusions including the favorable consideration for outdoor/nature-based getaways. From a messaging stand- point, it was determined that importance needed to be placed upon the many new amenities, activities and offerings at AOTG, including less adventurous options while communicating the emotive reasons for choosing an outdoor getaway over a traditional beach vacation.

A Nielsen/Prizm segmentation study confirmed key audience segments and markets offering the greatest potential for visiting AOTG from a lifestyle standpoint.

Solution:

Travelers cherish their traditional week long beach vacations and outdoor adventure trips are considered alternatives over shorter getaways throughout the summer. Unique communications and offerings were provided to target audiences throughout AOTG's primary markets with a greater emphasis on leisure and social activities. Targeted efforts were also developed for various market segments to attract families, couples getaways and adventure enthusiasts.

4.3 QUALIFICATIONS AND EXPERIENCE

Quantitative and qualitative research was important in providing market trends and messaging while Nielsen/Prizm provided greater definition of audience segments, markets and the most efficient media options for reaching targeted audiences. Television and radio were incorporated into the plan to target the key feeder markets of Cincinnati and Columbus. Direct mailings of an award winning and professional "coffee table" catalog was mailed to past customers along with new prospect names from Nielsen/Prizm that conformed to the demographic, lifestyle and psychographic characteristics of the AOTG customer. Direct mailings were utilized throughout the year to past customers and prospects.

AOTG utilized NetSeer technology to allow AOTG to deliver the right message, to the right target prospects, in the right frame of mind with virtually zero waste. NetSeer technology was employed in the important target market of Washington, DC, Baltimore and northern Virginia. NetSeer is an advanced media buying solution that uses content, not keywords, to find the best ad placements. Using online content instead of keywords, NetSeer scans the content of web pages to understand their true meaning to find the best ad placements for brand campaigns across the web. In addition, Facebook paid advertising, print advertising, email blasts, SEO, social media and other media venues were incorporated throughout the year to build awareness, understanding, acceptance and visitation.

Impact:

AOTG captured market share from the competition while increasing white water rafting trips for the first time in many years.

Annualized billings of \$400,000

4.3 QUALIFICATIONS AND EXPERIENCE

Client Engagement #3: SHALE CRESCENT USA

Background

In 2014, business leaders in the Mid-Ohio Valley (counties in the states of Ohio and West Virginia) decided to take action in attracting manufacturing businesses to the area. This action was based, in large part, on the abundance of natural gas from the Marcellus and Utica Shale plays. The combination of having the lowest natural gas prices in the industrialized world, great quantities of fresh water for manufacturing and transportation, the area's proximity to market, i.e. within a day's drive to over 50% of the North American population, and an exceptional quality of life (low tax infrastructure, low crime rate, quality education, lower than national average housing prices, etc.) provides a unique advantage to Mid-Ohio Valley.

Strategy

Branding the region became a key strategic consideration to define the region geographically and to create a reason to believe. Stonewall Group conducted research and met with industry leaders. The resulting branding recommendation was Shale Crescent USA...The Ohio Valley Energy Advantage. Shale Crescent USA is the premiere place for high energy using manufacturing facilities to locate and do business. What better way to revitalize an area than to create hundreds, hopefully thousands, of good paying manufacturing jobs. A great deal of strategy went into the development of the brand name.

- First of all, "Shale" came from the Utica and the Marcellus Shale Oil and Gas fields which lie adjacent and as a part of the region.
- Crescent...means uplifting, going forward, and interestingly enough, the Ohio River forms a crescent shape in the Mid-Ohio Valley, from roughly the Huntington, WV area north to the Wheeling area, and...
- USA...we are marketing to the World's top 200 energy users. We want all of them to know that these world class assets exist in the United States.

So, just as people automatically think of New York as the Big Apple and the high tech region of northern California as the Silicon Valley, we want the Mid-Ohio Valley to be known as the Shale Crescent USA.

4.3 QUALIFICATIONS AND EXPERIENCE



Deliverables

- * Brand name, logo and positioning line
- * Letterhead, business cards and envelopes
- * A website shalecrescentusa.com
- * A high quality video that tells the Shale Crescent USA story.



<https://vimeo.com/155821634>

- * In conjunction with the Marietta College Capstone class the top 200 energy users in the world along with the key contacts have been identified
- * Stonewall Group developed, produced and coordinated a high energy, premiere launch event to kick off the public announcement of the Shale Crescent USA that attracted an audience of over 800 to the newly renovated Peoples Bank Theatre in Marietta, Ohio.
- * Print literature was developed.

4.3 QUALIFICATIONS AND EXPERIENCE

- A video was produced with regional business leaders providing on camera testimonials about the advantages of doing business in the Shale Crescent USA.
- Public Relations included a Media Kit with resources, facts and releases that was distributed to media outlets nationally, regionally and locally. Follow-up was coordinated with a teleconference with invited media outlets the day of the launch event.
- PowerPoint presentations were produced by Stonewall Group for a variety of audiences including C-level executives and area organization to provide funding.



4.3 QUALIFICATIONS AND EXPERIENCE

Results to Date

- Premier event attracted over 800 business, civic and government leaders.



- Public relations supporting the premier event generated over \$75,000 in media exposure including a significant article in the Wall Street Journal.
- Over six presentations have been made to large manufacturing business prospects and funding sources. More are scheduled. The initiative has been self-funded by the communities served with over \$250,000 raised and over 3,000 volunteer hours logged.

Annualized billings of \$150,000



4.3 QUALIFICATIONS AND EXPERIENCE

4.3.6 Identify the person who will have overall, hands-on account management responsibilities for the Services, who will be known as the account executive. Provide a resume for this individual, including his or her qualifications, experience with similar projects, and number of years with the firm and primary work location.

Response:

Leslie A. Crooks - President

lcrooks@stonewallgroup.com 740.373.2334 (Office) 304.615.6916 (Cell)

Brief Resume:

Leslie Crooks built her advertising career at Fahlgren Advertising where she served in a variety of account service and marketing roles including Senior-Vice President/Account Management Director.

She managed the West Virginia and Virginia operations of the company and provided marketing leadership for a number of companies including West Virginia Tourism, WV State Parks, UnitedNational Bank (West Virginia and northern Virginia), Peoples Bank, The Kroger Co. (Mid-Atlantic KMA, headquartered in Roanoke, Virginia), McDonald's Restaurants, The West Virginia Lottery, and Cadillac. Leslie has provided management leadership on Feed to Achieve, and media planning for the West Virginia Department of Commerce Agencies through Commerce Communications including West Virginia State Parks, West Virginia Rehabilitation Services, Heartland Intermodal Gateway, Feed to Achieve, West Virginia Development Office, Face Your Future WV, and the My State. My Life campaign. Leslie is a founding partner of The Stonewall Group and serves as President. She is a graduate of Parkersburg Catholic High School and holds a bachelor's degree in marketing from Marshall University and served on the Marshall University School of Business Board.

4.3 QUALIFICATIONS AND EXPERIENCE

4.3.7 Identify the person(s) in your firm, other than the account executive, who will be generally be assigned to provide the Services. Describe the role of each person listed and provide a brief resume of each person listed which includes his or her qualifications, experience, expertise with similar projects, and number of years with the firm.

Response:

Thomas J. Crooks – Management Supervisor

tcrooks@stonewallgroup.com 740.373.2334 (Office) 304.615.6904 (Cell)

Brief Resume:

Tom has spent most of his career focused on building brands for a number of recognized corporations and businesses including Florida Tourism, West Virginia Tourism, Adventures on The Gorge, Cadillac, General Electric Plastics, The Kroger Co., McDonald's Restaurants, The Tampa Tribune, the West Virginia Department of Commerce (Development Office, Face Your Future Campaign, My State. My Life Campaign) and Carrier Corporation. He served as President and Chief Operating Officer of Fahlgren Advertising before starting Stonewall Group in 2001. Prior to his time with Fahlgren, Tom worked with Ketchum Advertising in Pittsburgh, Pennsylvania. Tom is a founder and Partner of The Stonewall Group. He is a graduate of Parkersburg High School and the University of Richmond.

Katie Wise – Senior Account Manager

kwise@stonewallgroup.com 740.373.2334 (Office) 304.374.3916 (Cell)

Katie Wise is a senior account manager who will be working in conjunction with Leslie Crooks on the overall account management responsibilities for the services to be provided. She is located in our Marietta, Ohio office but spends a great deal of her time in Charleston, West Virginia. Katie has served as an account manager at Stonewall Group for the past three years. She has served as primary conduit between Stonewall Group and the Department of Commerce (including West Virginia State Parks, the West Virginia Development Office and WorkForce West Virginia), West Virginia Division of Tourism, the Tucker County Convention and Visitors Bureau and West Virginia Feed to Achieve. Her primary roles include media planning, strategic planning, event planning, day-to-day account supervision and project facilitation. Katie joined Stonewall Group after graduating Magna Cum Laude from Marshall University with a degree in PR and political science.

4.3 QUALIFICATIONS AND EXPERIENCE

Neil Hawkins - Creative Director, Design

nhawkins@stonewallgroup.com 740.373.2334 (Office) 304.615.2466 (Cell)

Brief Resume:

Neil has worked in a creative environment with a background that includes over twenty years of experience with regional and national clients. Neil's proficiencies in design varies from print and interactive design to packaging, broadcast production and new media. He has worked with clients from diverse industries including Hunter Fan, Ames True Temper, Lee Middleton Original Dolls, Rossi Pasta and various record labels in Nashville including RCA Records. Neil has years of experience working with State Agencies in West Virginia including the Division of Tourism, Department of Commerce, Feed to Achieve, My State. My Life and a variety of West Virginia based clients. He has won many awards for print, interactive and broadcast work. A graduate of Buckannon Upshur High School and West Virginia University with bachelor of Fine Arts in Art, Neil is a member of American Institute of Graphic Arts, Pittsburgh (AIGA) and Advertising Association of Charleston (AAC).

Robert Bowman - Creative Director, Copy

rbowman@stonewallgroup.com 740.373.2334 (Office) 304.488.3433 (Cell)

Brief Resume:

Having nearly 20 years of experience, Robert has won numerous regional and national awards for

His both print and broadcast work. Robert worked as a freelance copywriter in Atlanta for J. Walter Thompson, Orkin, Netb@nk, USWeb/CKS, March First Corporation, Tooth and Nail Records and the Piedmont Park Conservancy. He has experience working with the West Virginia Division of Tourism, the West Virginia Department of Commerce, Feed to Achieve, My State. My Life and a variety of West Virginia based clients. He is a member of the American Copy Editors Society (ACES). Robert graduated from Duval High School in Lincoln County and West Virginia State University with a B.S. in Business Administration, and received a Certificate of Copywriting from the Creative Circus School of Advertising in Atlanta, Georgia.

4.3 QUALIFICATIONS AND EXPERIENCE

Kari Pigg – Public Relations Director

kpigg@stonewallgroup.com 740.373.2334 (Office) 304.580.1160 (Cell)

Brief Resume:

Kari will serve as the public relations account manager handling public relations and event coordination. Kari Thompson has served as a communications/public relations point person for the past 15 years in both the non-profit and for-profit business sectors. She has organized and implemented public relations plans and communication needs internally and externally for Habitat for Humanity International, General Electric Plastics, Ohio Valley University, Peoples Bank and a number of tourism destinations throughout West Virginia including the West Virginia Division of Tourism. She has experience in organizing and promoting special events. Kari worked with the Smithsonian Institution and West Virginia Humanities Council in hosting a traveling exhibit regarding the American Home Front during World War II. A graduate of Parkersburg High School and the University of Mississippi with a bachelor's degree in journalism, Kari is a member of the Public Relations Society of America and the Mid-Atlantic Tourism Public Relations Alliance.

Andy Hall – Experiential Creator/Film Producer

ahall@stonewallgroup.com 740.373.2334 (Office) 740.350.8021 (Cell)

Brief Resume:

Andy will serve as the experiential creator and film producer on the business. Andy has designed a number of award winning websites and films for clients including Feed to Achieve, West Virginia Division of Tourism, WorkForce WV, WV Small Business Development Centers, My State. My Life, Face Your Future WV, West Virginia State Parks and the WV Development Office. Prior to joining Stonewall, Andy had a successful career as an independent graphic designer, serving many industries, including alternative healthcare, music, and events and festivals. He also has a strong background in corporate identity and logo design. Andy is a graduate of Parkersburg South High School and Salem International University with a bachelor's degree in Religion and a Philosophy minor.

4.3 QUALIFICATIONS AND EXPERIENCE

4.3.8 Describe your company's approach when there is turnover on a project team, including your ability to continue client services at the established level of quality and without interruption.

Response: Stonewall Group strives to seamlessly cover employee turnover through the active engagement of senior management with all clients. If awarded this business, Tom Crooks, a partner at Stonewall Group will serve as Management Supervisor working closely with Leslie Crooks and Katie Wise. Stonewall Group has experienced very low employee turnover in the past. Stonewall structures our account service in a three tiered approach to ensure the West Virginia Department of Treasury is able to reach any of us at any given time. If turnover occurs among these three individuals there is a seasoned back-up prepared to cover your business.

4.4 PROJECT AND GOALS

4.4.1 Project Management and Methodology

4.4.1.1 GOAL: Efficient and cost-effective marketing, advertising and/or public relations campaigns. Discuss your firm's approach to planning and budgeting as it pertains to developing marketing, advertising and/or public relations campaigns. Explain how you will use available program funds in an efficient and cost-effective manner to achieve the desired results. Include a narrative of how your firm involves clients in finalizing plans and budgets.

Response:

We believe that regular, responsive, and clear communications enhance the understanding of client goals and solidifies the alignment on desired outcomes. We believe that listening is one of the most powerful forms of communication and we are very good at it. It is fundamental in assuring we understand needs, wants, aspirations, expectations, deadlines and directions.

Planning at Stonewall is based on a simple but powerful model. Information is the foundation for the insights that are catalysts for the ideas that power results. The Stonewall planning process is designed to assure the most relevant information is discovered, processed and turned into powerful insights. A solid foundation of information is critical and it is the starting point for our planning work. We review all previous research conducted, explore all secondary information and identify any critical information gaps. We conduct research in a responsible and practical manner that maximizes the investment of the client and eliminates wasted time and effort. The Stonewall Group has worked with a number of industry-leading research firms utilizing a range of research methodologies.



4.4 PROJECT AND GOALS

Stonewall Group approaches budgeting in a disciplined manner with the goal to provide the greatest benefit to the client at the lowest cost. We work with clients to develop plans that insure we are communicating the right message, to the right audience, at the right time, in the most cost effective manner possible to generate the greatest return on investment. This process takes many forms in terms of creative production (print, broadcast, digital and public relations concepts) that incorporate forethought in design resulting in cost-effective production with high production values. Stonewall Group secures a minimum of three competitive quotes on all outsourced printing, research, photography, etc. projects. Quotes are shared with the client, discussed and approved.

Media is typically a large investment. Stonewall Group not only leverages our media buying statewide but explores creative ways to maximize exposure for the lowest investment. An example is partnering with the WV Broadcasters Association for radio and television coverage throughout West Virginia for typically a fraction of the cost to make paid buys. We have also worked with the West Virginia Newspaper Association and West Virginia Outdoor Board Association in similar ways often receiving a ROI of ten to one or greater. In all cases, clients are involved in the rationale and final decision making with Stonewall Group always providing a point of view and rationale for recommendations.

4.4 PROJECT AND GOALS

4.4.1.2 GOAL: Multidimensional advertising

In accordance with the itemized advertising plans and budgets, the Vendor is responsible for the design, production, procurement distribution and placement of program advertising materials.

Discuss your firm's approach to design and production, including your effort to ensure the material is relevant to the campaign/project goals.

Response:

We invest our hearts, minds, and souls into the client relationship, maintaining a heartfelt stake in the client's business as if it were our own. We passionately strive to deliver a superior creative product and fresh perspectives—whether it is advertising, strategic planning, sales promotion, public relations, digital marketing, or media planning—that builds brands, grows organizations and sells products and services at a value to our clients. We are a creative company and believe all of our services are creative in their own way. The most visible part of this, however, is the output of an idea expressed in a communications concept. How do we develop these ideas? While “discipline” is not commonly used in the same sentence as “creativity,” it is an integral part of our process thinking at Stonewall. The discipline comes from the planning process where information is gathered, processed, distilled and translated into the “ah-ha” insights that feed creativity. Information is the foundation for the insights that are catalysts for the ideas that power results. The Stonewall planning process is designed to assure the most relevant information is discovered, processed and turned into powerful insights. We develop a creative brief based upon this information and review with the client for approval. Once approved, Stonewall Group will develop multiple creative concepts for client review. Collaboration is an important part of the creative process. If warranted, Stonewall Group and the client may opt for informal focus groups with the target audience to test multiple concepts.

4.4 PROJECT AND GOALS

Discuss your approach in determining the best public information and promotional strategy, including the range of advertising media that would be considered appropriate for the strategy, such as newspaper, broadcast (radio, television, internet), social media, direct mail, printed materials (flyers, signs, posters, displays, pamphlets, brochures, booklets, manuals and reports) and other collateral materials.

Response:

Segmenting the target audiences (dividing the marketplace into parts that are definable, and actionable) is the essence of our approach to determining messaging and promotional strategies. This involves defining the audience by demographics, location, benefits/needs, behaviors and attitudes. The result is increased customer/audience focus and alignment. We place emphasis on identifying your best customers, locating them throughout West Virginia, and inspiring them to take action with the right message at the right place. This philosophical approach helps drive not only the messaging but also the promotional strategy whether it be newspaper, social media, direct mail, printed materials or broadcast. In other words, the audience and the content drive the promotional strategy. Each has advantages and disadvantages. The goal is to maximize engagement and eliminate waste.

Discuss your firm's media buying capabilities, including your methods to place and track media.

Response:

There are massive changes occurring in the fragmented media landscape that requires more diligence and determination than ever before to craft a smart media plan. Our media approach begins with a research-based platform that goes beyond the traditional age and gender demographics that are typically used in media planning. We believe effective media planning requires an in-depth understanding of the key lifestyles, interests and geographic location of the target audience. These facts and details enable Stonewall to directly identify specific audio, video, and digital, print and out of home media required to engage with the target audience. Our relationships with media partners and strong negotiation skills allow us to cost-effectively deliver the best programs for our clients.

Because no one software program can effectively perform for every client, Stonewall utilizes a variety of programs to create the intelligence necessary to craft very targeted and measurable media campaigns. Such measurements include: Google Analytics, social engagements, event attendance to name a few. Details discussed on Page 46.

4.4 PROJECT AND GOALS

We partner with Nielsen Corporation and their PRIZM audience target segmentation to determine how advertisers can best reach their customers, who their best customers are, and what their best customers are like; Scarborough to reveal media relevancy to the target audience; STANDARD RATE AND DATA SERVICES (SRDS) to obtain data regarding local, regional, national and international advertising opportunities, for all media types; Arbitron (Nielsen) for audio/video measurements and multi-platform utilization/audience values and; STRATA which provides the industry's top-rated systems for traditional and emerging media.

Media Buying Case Study: West Virginia Department of Commerce. "My State. My Life" Campaign.

This campaign promoted the fact that completion of a high school degree and additional education/training is one of the most important investments people can make to secure a good career and higher earnings. Thousands of jobs will be available in West Virginia over the next decade that will require more than a high school education.

Key Markets/Audiences

Primary - Junior/Senior High School Students throughout West Virginia and their parents.

Secondary - Unemployed workers throughout West Virginia.

Communication/Media Goals

Build Awareness of the importance of an education in today's economy including:

- High School education or equivalent

- Two-year Associates Degree

- Technical or vocational training

- Four year college degree or higher

Educate West Virginians of career opportunities available in West Virginia today and over the next decade.

Address value of traditional four year degrees but dispel notion that a technical degree is only for individuals who can't cut a four year college degree.

Engage audiences with key facts to support exciting career opportunities.

Communicate that education equals opportunity.

4.4 PROJECT AND GOALS

Campaign Deliverables

Developed campaign theme and logo that was simple yet impactful to the target audience - "My State. My Life."

Developed a short motivational and fact-filled film that is posted on the website, YouTube, Facebook and has been played at all PR events targeted to schools throughout West Virginia.

State-Wide Television and Radio Campaign - :30 TV/:30 Radio

Stonewall Group developed a television commercial and radio spots that aired throughout West Virginia via the West Virginia Broadcasters Association Public Education Partnership. \$21,000 investment yielded a 15:1 return on investment with over 19,600 "My State. My Life." radio and television commercials airing across West Virginia over a time period of three months. The total return on investment amounted to over \$292,000.

Print, posters, brochures and collateral pieces were developed for use in schools throughout the state, for hand out to students, parents and school counselors.

State-Wide Cinema Advertising - :30 TV

The "My State. My Life" television campaign aired in every theater throughout West Virginia over a time period of four months (September - December, 2014) generating over 900,890 premium big screen impressions and over 520,000 LEN lobby impressions.

Website

Stonewall Group developed a dynamic website that launched prior to the campaign launch and featured a short "My State. My Life." video featuring an introduction by Governor Earl Ray Tomblin. The site has attracted over 22,000 unique users and over 15,200 page views with an average session duration of 1:00 minute and :02 seconds. The full-length video has been viewed over 15,000 times on the website. Importantly, there have been over 12,200 visitor events with 20.69% to the "2 Year Program Jobs" section, over 20.34% to the "1 Year Program Jobs" page, over 19% to the "4 Year Program Jobs" pages.

4.4 PROJECT AND GOALS

Facebook and Twitter

Social media continues to be one of the quickest means of reaching the age demographic outlined in the “My State. My Life.” campaign. We developed an engaging, and visually appealing Facebook and Twitter page to help promote student involvement and provide an easy outlet for sharing information. The campaign’s branding components such as the logo and recognizable imagery are utilized on both pages, and the social media handles were promoted in each school campaign event the Governor spoke at.

Public Relations

The Governor held a number of “My State. My Life.” rallies at high schools throughout West Virginia to launch the campaign. The Governor has also recognized the campaign in various press events, including multiple educational summits as well as the 2015 State of the State Address at the West Virginia Legislature. These meetings with students, parents, staff and educational figures across the state generated nearly awareness and understanding of the campaign throughout West Virginia.

Dollar Investment Results

This campaign came with a small media spend of 74,500 – it performed extremely well based on exposure from the WVBA and the PR efforts. The media investment achieved at least a reach of 90% of the target market with this audience seeing or hearing the message at least 15 times.

The TOTAL media investment resulted in an exposure amount equal to \$1,292,000.

4.4 PROJECT AND GOALS

4.4.1.3 GOAL: Research and evaluation of projects

Discuss your firm's ability to provide research, such as surveys and focus groups. Explain your firm's strategy for evaluating the effectiveness of marketing, advertising and/or public relations.

Response:

We believe in utilizing and evaluating all available data and information prior to embarking on the development of a new brand or marketing campaign for a client. We review all previous research conducted and develop a strategy for gathering missing information. Our first priority is to review all existing secondary research available from the client, through associated industry organizations and the Internet. If it is determined that additional information is required, we work with a number of industry-leading research firms to explore different methodologies based upon specific goals and objectives relevant to the client. In previous research initiatives, Stonewall Group has worked with Randall Travel

Marketing; R.L. Repass and Partners located in Cincinnati, Ohio; Nielsen PRIZM Premier for target market segmentation; Persuadable Research Corporation of Overland Park, Kansas; Dean Runyan and Associates; and Longwoods' International. Stonewall Group has also provided online surveys for clients and focus groups, all contingent upon the goals, objectives and budgets of our clients. On an annualized basis, Stonewall Group invests approximately \$100,000 per year in primary market research on behalf of our clients. Our approach is an interactive process with the client whether it be for qualitative research such as focus groups or quantitative research such as online surveys.

Market research can play an important role in the evaluation of marketing, advertising and/or public relations campaigns. This is particularly true in instances where goals including building awareness of specific programs or services that do not require immediate action. Stonewall Group also tracks website analytics during campaign cycles for web visitation and duration of stays; and employs public relations software such as Vocus, PR Newswire and Meltwater for distribution and tracking services. Ultimately, measurement of specific calls to action stated clearly in campaigns in the best form of measurement. With digital media, Stonewall Group engages the latest technology to provide for audience tracking by demographics, retargeting, and tracking to a specific campaign website.

4.4 PROJECT AND GOALS

4.4.1.4 GOAL: Organized and effective educational and promotional events

Discuss your approach in organizing informational public meetings, conferences, workshops, training sessions, seminars, press conferences, promotional tours, fundraisers and/or other events. Explain your strategy in managing various events.

Response:

Stonewall Group has experience in organizing and running all of the above types of meetings. Most recently we organized an event in Marietta, Ohio for a client to launch a multi-state development initiative attended by over 800 people including multiple speakers, slide presentations, and custom produced videos. Stonewall Group coordinated all aspects of the event. We also coordinated all public relations for the event resulting in over \$50,000 in coverage regionally, including an article in the Wall Street Journal.



4.4 PROJECT AND GOALS

In addition, Stonewall Group recently helped launch the Feed to Achieve program to help end childhood hunger in West Virginia at the capital in Charleston.



The event was held at the West Virginia state capitol complex and drew attendance from dozens of West Virginia Board of Education members and faculty, various social service organizations, food banks, teachers, regional media and public attendees. The goal of the launch event was to establish public awareness and to promote the new website, which strongly encourages users to donate to the cause. During website development, we worked closely with the West Virginia Treasurer's Office to establish a donation system and corresponding donation page for the website.

The event required a great deal of structure, planning and team work between SWG employees and West Virginia Office of Child Nutrition team members. We worked closely with the Office of Child Nutrition to reserve the location (West Virginia Capitol lawn) and worked tirelessly to coordinate key speakers, event highlights and media attendance. We also worked closely with the West Virginia Department of Education's Communications Office to secure the West Virginia Superintendent of Schools, Dr. Michael Martirano, as the keynote speaker and facilitated media advisories and press releases in conjunction with the Communication Office. Event highlights included a backpack stuffing demonstration utilizing thousands of pounds worth of food delivered by the Mountaineer Foodbank to stuff 1,000 backpacks. With the support of a local high school ROTC program and volunteers from the events audience, all 1,000 backpacks were filled and delivered to a local school.

Prior to the event, multiple printed items featuring Feed to Achieve's message, logo and statistics needed to be designed, developed and produced. These items included: multiple standee banners, a podium banner, a press backdrop, t-shirts and drawstring bags. To maximize press exposure, we ensured prominent positioning for the media and connected reporters with key interviewees. We also developed press kits, which included fact sheets and contact pages, a copy of the media advisory and press release and corresponding Feed to Achieve literature pieces.

4.4 PROJECT AND GOALS

4.4.1.5 GOAL: Coordinated online messaging with overall campaign

Discuss firm's ability to provide website and social media Services, including design and maintenance. If possible, include an innovative use of a digital format. Include examples of your ability to coordinate a digital format with an overall marketing campaign.

Response:

Stonewall Group leverages the best combination of technology, services and data to deliver high performing plans to integrate website and social media Services. A summary of our process to provide integrated website and social media Services is below:

Website Development Process

Any effective web design and development process is one that provides structure to the project, while still not limiting creativity and customization. A simple, clear path from start to finish outlining procedures and expectations provides the best road map for a successful website design and development project.

Design and development of a website is a partnership between SWG and a client. Whereas SWG provides technical expertise for design and development, the client provides guidance on content, feature set, and the look and feel of the site. Timely communication and clearly defined workflows between SWG and the client is essential for a successful partnership.

The web development process breaks down each of these items into high-level tasks. These tasks often involve milestones or checkpoints that need to be met or in deliverables that need to be produced - these are all identified in the process.

In addition, some tasks have templates that can be used and others have guidelines that can be followed. This increases the level of standardization across projects and avoids 'reinventing the wheel'.

The SWG website design and development process follows these steps: **Concept, Discovery, Content Plan, Design Concepts, Development, Content-Design-Development Cycle, Testing & Training, Launch** and associated **Post-Launch Activities**.

4.4 PROJECT AND GOALS

Concept

This is where the project is defined. The key tool for doing this is the creative brief. It is the document we go back to if we have questions about the goals or requirements of the project, or if scope creep threatens to interfere.

Once the scope of the project is fully understood a project plan can be developed.

Discovery

The discovery phase begins with the kick-off meeting in which the project is officially started. This phase largely involves research - into the competitive landscape, into users' needs and goals, and so on. Focus is placed on discussion of your business goals for a new website. This is a face to face meeting with all key players involved in the project. Overall project scope, goals and objectives are clearly defined.

The process begins with a SWG review of the content and functionality of your current site. This information evolves into understanding of your target audience and the functionality and information that will be most important to communicate. Inspirational websites from within and outside your industry are shared and reviewed. This is a valuable step because it provides thought starters and a sense of shared direction.

Additionally, we will clearly define "who will be doing what?" Who will be the main point of contact for content? Who will be supplying imagery? We will review the timeline and major milestones that need to be met to keep the project on time and on budget.

This initial discovery session usually last two to three hours and SWG will prepare a detailed Discovery report following this meeting so all players are on the same page with the project and next steps. A follow up meeting with the client to review Discovery direction and to gather additional input will happen after Discovery notes are prepared.

4.4 PROJECT AND GOALS

Content Plan

Too often, the last item discussed in a website project is content. We build a beautiful chassis and then just transfer over old, outdated content from an old site into a new container. This is not the way to build a great website. Content development and design actually tend to occur concurrently rather than sequentially. For instance, we need to have a good idea of the information architecture of the site (which is done in the design phase) before we start developing the content. A Content Vision should guide the overall philosophy of your online messaging and a guiding force that will shape the future content of your site. The Content Vision document identifies the tone, style and voice of the content for your new site. It will also provide sample copy for the home page and key landing page as samples for the client to follow.

Prioritizing the importance of all the content on your new site will guide us in the development of an appropriate site map for the site. We will identify content that can be repurposed; content that needs edited; and content that needs developed. As the content is developed, it will typically impact the IA (information architecture) by adding or taking away pages or (rarely) even sections of a site.

Features are also affected by availability of content. For example, if a slideshow is desired, are there existing images of high enough quality to support that feature? If you desire a blog or news feature, do you have existing content to populate it and are you prepared to add new content on a fairly regular schedule?

The Stonewall Project Management System is often utilized for larger sites to allow clients to upload content directly to a project portal for their website project.

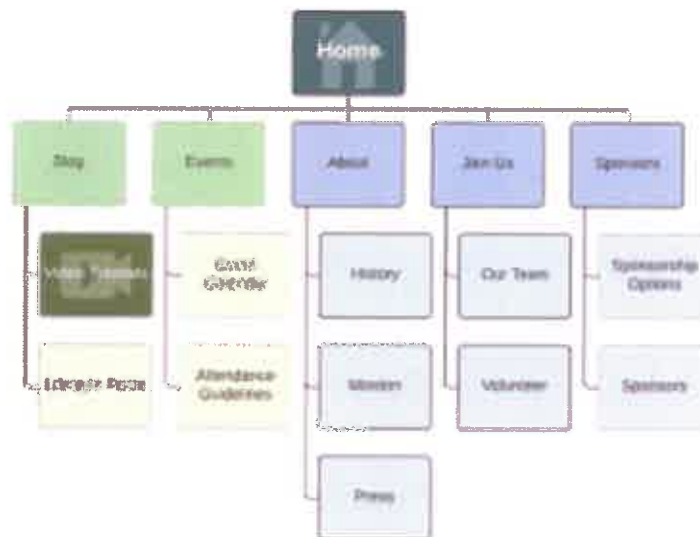
4.4 PROJECT AND GOALS

Sitemaps

Content is organized within websites and is reflected in the navigational structure (menu system) of the site. The site map will identify all pages of a site, usually organized in sections of related pages for larger sites. Identifying the navigational structure defines the scope of content for the project and is also necessary for the designer to produce accurate and appropriate concepts.

A second purpose for a sitemap is that it can also be used to tell Google and other search engines about the organization of your site content. Search engine web crawlers like Googlebot read this file to more intelligently crawl your site.

Also, your sitemap can provide valuable metadata associated with the pages you list in that sitemap: Metadata is information about a webpage, such as when the page was last updated, how often the page is changed, and the importance of the page relative to other URLs in the site.



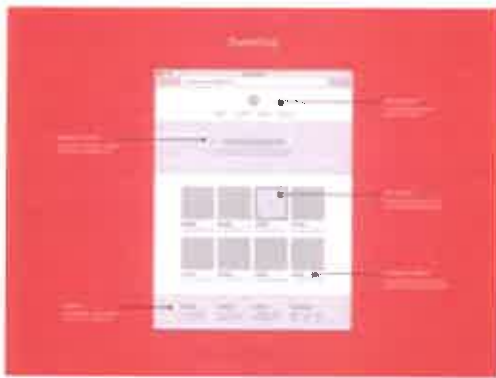
4.4 PROJECT AND GOALS

Wire Frames

Wire frames are a visual representation on how content will be organized on your new site.

This information architecture provides a clear understanding of a new site's navigation and user experience in advance of the design stage. A wire frame typically shows, in abstract blocks, where the navigation, features (such as a slideshow), logos, main content area, headers and footers will appear on the page.

Wire frames will be developed for the home page and key landing pages of the new site.



4.4 PROJECT AND GOALS

Design Concepts

The design phase is about bringing ideas to life. Stonewall will present design concepts (PDF format) for client review, revisions and approval. Design concepts include homepage, interior page, and mobile layouts. Concepts will include relevant features, sample content and navigation. Upon client approval of concepts, web development will begin.

Design begins with the development of the site's information architecture (IA) and the testing of lo-fi prototypes which are presented as PDF files.

This testing phase is critical as it's very easy to make changes here that would be very time-consuming to do later on in the project.

Once we have the web site IA worked out, the actual visual design is done and approved. We try to build in sufficient time for the visual design piece to be as iterative as needed - there's nothing worse than trying to be creative when up against a really tight deadline.

It's really important to get the design approved before starting the next phase, development. It's much easier to do rework a design in Photoshop than in HTML, so it really saves time to make sure that the development phase only involves building out the site and no designing 'on-the-fly'.



4.4 PROJECT AND GOALS

Development

After the design is approved, the technical development begins. We like to review the site template before the bulk of the pages are built out to make sure that the coding is up to our standards. SWG develops custom CMS template(s) based on approved designs. SWG installs features, codes functionality, executes and tests the necessary programming and site tools, and place content according to the approved concepts. Once the homepage and interior page templates are complete and populated, they are reviewed by the design team and passed on to the client for approval.

It's not uncommon that some design tweaks get made during this phase, as we're always having ideas about how the site can be improved.

However, if these ideas could cause a material slip in deadlines, they may well get pushed back to a 'phase 2' enhancement. We also like to do more usability testing on the actual site to make sure we haven't missed anything.

And, of course, the site goes through a thorough content and code QA check.

Content - Design - Development Cycle

Once the client approves the initial site development, the Content, Design and Development cycle begins according to an established timeline.

The client is encouraged to start collecting page content as soon as possible. Most clients find it easiest to concentrate on pages as they appear in the navigation, one section at a time. Page content (textual and visual) is passed from the client to the SWG Design Team for layout and then on to the Development Team for implementation on the site. It then goes back to the Design Team for review and then on to the client for approval.

Testing & Training

Once all pages are populated, internal testing by SWG, the client, and others as appropriate is completed and any issues are addressed, SWG will train your team on the Content Management System of your new website. The user-friendly CMS will allow your team to make updates to content on the site and perform normal day to day functions to keep the site fresh and up to date.

4.4 PROJECT AND GOALS

Site Launch

After all pages of the site are populated, the overall functionality of the site is tested. Upon final approval, the site (currently on a development account provided by SWG) is packaged for deployment on a production account. Any necessary DNS changes are made and the site goes live for the general public.

We typically avoid launching on a Friday (who wants to be working late into Friday night, or on a weekend?) and make sure that the appropriate IT/technical resources are available for support once the process begins.

Once we've launched the site, we'll do a complete link check and that any 3rd party applications are working as expected.

Post-Launch Activities

Once the site is live, we set up a maintenance plan with the client. We'll then do an internal project post-mortem among our team, and later on with the client. It's really important to do these, so that you can learn from things that went well and things that didn't.

Search Engine Optimization

As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

This includes:

- Optimization of Website content, description and keywords.
- Setup of Google Webmaster Tools for account, inclusion of Google code, xml sitemap, robots.txt, web page optimization and testing.
- Submission of site to Search Engines and Directories for optimized "organic" search.
- Ongoing SEO on a monthly basis once initial submission is complete.

4.4 PROJECT AND GOALS

Search Engine Marketing

Search engine marketing, or SEM, is a form of Internet marketing that promotes websites by increasing their visibility in search engine result pages (SERPs) through the use of paid placement, contextual advertising, and paid inclusion.

This includes:

- Selection of keywords and text ads for Pay-Per-Click advertising.
- Setup of Google Adwords account, inclusion of Google code, traffic estimating and testing.
- Ongoing SEM on a monthly basis once initial submission is complete.
- Establish monthly Adwords Budget.

Web Analytics and Reporting

Web analytics is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage. There are two categories of web analytics; off-site and on-site web analytics.

- Off-site web analytics refers to web measurement and analysis irrespective of whether you own or maintain a website. It includes the measurement of a website's potential audience (opportunity), share of voice (visibility), and buzz (comments) that is happening on the Internet as a whole. SWG uses Quantcast and Alexa among other off-site reporting services.
- On-site web analytics measure a visitor's journey once on your website. This includes its drivers and conversions; for example, which landing pages encourage people to make a purchase. On-site web analytics measures the performance of your website in a commercial context. This data is typically compared against key performance indicators for performance, and used to improve a web site or marketing campaign's audience response. SWG uses server logfile analysis, Google Analytics and third-party reporting (EyeBlaster or PointRoll) for campaign specific information.



4.4 PROJECT AND GOALS

Social Media/Networking

Social Media/Networking Capabilities

Social media is the collection of tools and online spaces available to help accelerate your information and communication needs. SWG can provide the initial set up as well as the day-to-day monitoring and management of these initiatives.

This includes:

- ✦ Installation and training (Facebook, Twitter, Youtube, Instagram, LinkedIn)
- ✦ Web monitoring service
- ✦ Participation & customer engagement (Constant Contact, MailChimp)
- ✦ Strategy
- ✦ Blog development
- ✦ Content development
- ✦ Post scheduling
- ✦ Performance analytics
- ✦ Response strategy
- ✦ Social media advertising
- ✦ Branded social media
- ✦ User engagement enhancements (contests, promotions, listening/engagement)

4.4 PROJECT AND GOALS

4.4.1.6 GOAL: Affordable and quality subcontracted services

Provide a list of the services contemplated under this RFP that you expect to be provided by subcontractors; detail how they may benefit the agency; and explain your process for selecting subcontracted services.

Response:

Stonewall Group would subcontract printing under this RFP. In each instance we would provide a minimum of three competitive quotes from vendors inside and outside of West Virginia, depending upon the nature of the print job. Stonewall Group works with a number of printing vendors throughout West Virginia and the region. The benefit that our clients realize is the highest production value at the lowest or at a minimum, a competitive price. Other services that could be subcontracted include research (depending upon the goals, objectives and budget) and original photography. In each case, projects would be competitively quoted with multiple vendors. Stonewall Group maintains an active list of vendors by category and we meet with vendors to stay abreast of new technology and equipment.

4.4.2 CREATIVITY AND APPROACH

4.4.2.1 GOAL: A creative and comprehensive advertising campaign

To demonstrate its ability to meet the needs of the Agency, provide an advertising campaign the Vendor has completed for a client within the last (24) months (qualifying campaigns completed for the Agency during this timeframe should not be used as examples).

Provide the advertising plan and budget, discussion of the strategy, types of subcontractors used and copies of materials used. Discuss the purpose of the campaign, how the materials were coordinated, how the message was conveyed, how the campaign progressed, whether the campaign remained within budget and the success of the campaign.

Response:

Adventures on the Gorge (AOTG) is an all-inclusive adventure resort nestled on the rim of the scenic New River Gorge in West Virginia. Stonewall Group has been working with Adventures on the Gorge for over ten years.

Challenge:

Adventures on the Gorge (AOTG) is an all-inclusive family adventure resort nestled on the rim of the scenic New River Gorge in West Virginia. The AOTG resort was born from the same desire to explore and discover that has inspired journeys and great expeditions throughout history. At AOTG there's literally an activity for everyone, of any age, with experiences customized for any budget. The DNA of four legendary whitewater rafting outfitters—Class VI, Mountain River Tours, the Rivermen and Songer—is still an integral part of AOTG. The strategic shift from being the premier white water rafting companies on the New and Gauley River to being a single world class outdoor adventure resort was driven, in part, as a result of declining rafting numbers for all West Virginia outfitters over the past 10 years. To offset the lost revenue, the management at AOTG had the vision to consolidate rafting companies while expanding into new adventure activities such as zip lines, expanded camp grounds, cabins, amenities, and more. The primary goal of these investments has been to increase daily revenue per person.

Market Research:

Over the past 5 years AOTG has repositioned and rebranded itself as an all-inclusive world premier outdoor adventure resort. As a part of ongoing strategic branding initiatives AOTG and Stonewall

4.4.2 CREATIVITY AND APPROACH

Marketing Group conducted qualitative focus groups with staff and customers/prospects as well as quantitative research (online survey of past customers and prospects) to gain important insights in terms of attracting new customers and engaging past customers to return. A series of mini-focus groups was conducted to provide an understanding of the consumer perspective of family outdoor adventure vacations, as well as to illuminate and humanize the second phase online quantitative research questionnaire development allowing the team to uncover underlying, unrecognized opportunities and concerns. This phase was used as a tool to enhance insights, understanding, and acceptance.

An online study was conducted to expand on the learning from the qualitative research and provide conclusive and actionable results to the management team of AOTG that provided input for strategy, prioritization of audiences and markets, and set the tone for positioning the resort as "American's Premier Outdoor Adventure Resort." At the same time the market research was being conducted, AOTG invested in a Nielsen/Prizm market audience segmentation analysis to determine customer/prospect profiles in terms of demographics, lifestyles, and psychographics and market opportunities for growth. In addition Scarborough Media Services was incorporated to match up with the Nielsen Segmentation study results to pinpoint media most frequently relied upon by the audience segments.

Findings:

Focus group results supported AOTG's branding strategy of product/service expansion indicating that consumers considering an outdoor/adventure trip place great value on the ability to relax, unwind, and get away from the stresses of life while participating in a number of experiences and activities...experiencing something new and different. Key sentiments for adventure travel that emerged from the focus groups was the ability to experience natural beauty, find relaxation by disconnecting from daily stresses, and connecting with family and friends. Quantitative research confirmed much of the focus group conclusions including the favorable consideration for outdoor/nature-based getaways. From a messaging stand- point, it was determined that importance needed to be placed upon the many new amenities, activities and offerings at AOTG, including less adventurous options while communicating the emotive reasons for choosing an outdoor getaway over a traditional beach vacation.

A Nielsen/Prizm segmentation study confirmed key audience segments and markets offering the greatest potential for visiting AOTG from a lifestyle standpoint.

4.4.2 CREATIVITY AND APPROACH

Solution:

Travelers cherish their traditional week long beach vacations and outdoor adventure trips are considered alternatives over shorter getaways throughout the summer. Unique communications and offerings were provided to target audiences throughout AOTG's primary markets with a greater emphasis on leisure and social activities. Targeted efforts were also developed for various market segments to attract families, couples getaways and adventure enthusiasts. Quantitative and qualitative research was important in providing market trends and messaging while Nielsen/Prizm provided greater definition of audience segments, markets and the most efficient media options for reaching targeted audiences. Television and radio were incorporated into the plan to target the key feeder markets of Cincinnati and Columbus. Direct mailings of an award winning and professional "coffee table" catalog was mailed to past customers along with new prospect names from Nielsen/Prizm that conformed to the demographic, lifestyle and psychographic characteristics of the AOTG customer. Direct mailings were utilized throughout the year to past customers and prospects. AOTG utilized digital technology to allow delivery of the right message, to the right target prospects, in the right frame of mind with virtually zero waste. Digital campaigns ran in the important target market of Washington, DC, Baltimore and northern Virginia. An advanced digital media buying solution that uses concepts, keywords, themes and retargeting was employed to find the best ad placements. In addition, Facebook paid advertising, print advertising, email blasts, SEO, social media and other media venues were incorporated throughout the year to build awareness, understanding, acceptance and visitation.

Impact:

AOTG captured market share from the competition while increasing visitation and revenues. In addition, white water rafting customers increased for the first time in over ten years.

Stonewall Group reached out to RL Repass of Cincinnati to conduct the market research. The campaign was produced on time, on budget and produced positive results.

(See creative samples enclosed in this response)

4.4.2 CREATIVITY AND APPROACH

4.4.2.2 GOAL: A well-designed and memorable brand awareness campaign

To demonstrate its ability to meet the needs of the Agency, provide an example of a brand development, rebranding or increased brand awareness project the Vendor has completed for a client within the last twenty-four (24) months.

Provide the plan, budget, research, and any key marketing or advertising materials that accompanied the project. Discuss the strategy of the brand development, rebranding or increased brand awareness and the success of the efforts. Explain how you ensured the branding was representative of the client.

Response:

Background

In 2014, business leaders in the Mid-Ohio Valley (counties in the states of Ohio and West Virginia) decided to take action in attracting manufacturing businesses to the area. This action was based, in large part, on the abundance of natural gas from the Marcellus and Utica Shale plays. The combination of having the lowest natural gas prices in the industrialized world, great quantities of fresh water for manufacturing and transportation, the area's proximity to market, i.e. within a day's drive to over 50% of the North American population, and an exceptional quality of life (low tax infrastructure, low crime rate, quality education, lower than national average housing prices, etc.) provides a unique advantage to Mid-Ohio Valley.

Strategy

Branding the region became a key strategic consideration to define the region geographically and to create a reason to believe. Stonewall Group conducted research and met with industry leaders.

The resulting branding recommendation was Shale Crescent USA...The Ohio Valley Energy

Advantage. Shale Crescent USA is the premiere place for high energy using manufacturing facilities to locate to do business. What better way to revitalize an area than to create hundreds, hopefully thousands, of good paying manufacturing jobs. A great deal of strategy went into the development of the brand name. First of all, "Shale" came from the Utica and the Marcellus Shale Oil and Gas fields which lie adjacent and as a part of the region. Crescent...means uplifting, going forward, and interestingly enough, the Ohio River forms a crescent shape in the Mid-Ohio Valley, from roughly the Huntington, WV area north to the Wheeling area, and...USA...we are marketing to the World's top 200 energy users. We want all of them to know that these world class assets exist in the United States.

4.4.2 CREATIVITY AND APPROACH

So, just as people automatically think of New York as the Big Apple and the high tech region of northern California as the Silicon Valley, we want the Mid-Ohio Valley to be known as the Shale Crescent USA.



Deliverables

- Brand name, logo and positioning line
- Letterhead, business cards and envelopes
- A website www.shalecrescentusa.com



4.4.2 CREATIVITY AND APPROACH

- * A high quality video that tells the Shale Crescent USA story.



<https://vimeo.com/155821634>

- * In conjunction with the Marietta College Capstone class the top 200 energy users in the world along with the key contacts have been identified.
- * Stonewall Group developed, produced and coordinated a high energy, premiere launch event to kick off the public announcement of the Shale Crescent USA that attracted an audience of over 800 to the newly renovated Peoples Bank Theatre in Marietta, Ohio.
- * Print literature was developed.
- * A second video was produced with regional business leaders providing on camera testimonials about the advantages of doing business in the Shale Crescent USA.
- * Public Relations included a Media Kit with resources, facts and releases that was distributed to media outlets nationally, regionally and locally. Follow-up was coordinated with a teleconference with invited media outlets the day of the launch event. PR generated a value of over \$50,000 including an article in the Wall Street Journal.

4.4.2 CREATIVITY AND APPROACH

- PowerPoint presentations were produced by Stonewall Group for a variety of audiences including C-level executives and area organization to provide funding.

Results to Date

Premier event attracted over 800 business, civic and government leaders.



Over ten presentations have been made to large manufacturing business prospects and funding sources. More are scheduled. The initiative has been self-funded by the communities served with over \$500,000 raised and over 3,000 volunteer hours logged.

ATTACHMENT B - MANDATORY SPECIFICATION CHECKLIST

4.5 Mandatory Requirements

4.5.1 Stonewall Group is capable of providing or securing the full range of advertising services detailed

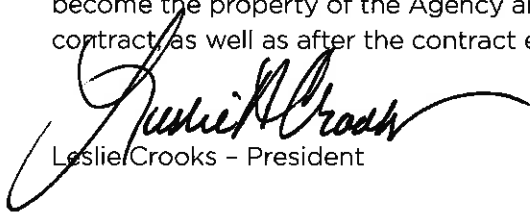
4.5.2 Stonewall Group has been in business providing the Services required for 16 years.

4.5.3 Stonewall Group will assist the Agency in developing a series of public information and promotional strategies designed to utilize available funds in a timely and cost-effective manner to achieve desired results. In addition, Stonewall Group will propose an itemized advertising plan and budget and shall work with the Vendor to determine timeframes and deadlines for each project. Stonewall Group will issue progress reports for all ongoing projects with mutually agreed upon schedules.

4.5.4 Stonewall Group will be responsible for finding low cost providers and negotiating favorable rates for advertising and third-party purchases. Stonewall Group will submit plans and costs to the Agency for approval prior to implementation. Stonewall Group shall remit payments to subcontractors with 45 days of receipt of invoice, regardless of whether the Vendor has been reimbursed by the Agency.

4.5.5 All materials and campaigns produced for the Agency must be approved in advance by the Agency before Vendor commences work.

4.5.6 Stonewall Group acknowledges that all materials and campaigns produced for the Agency will become the property of the Agency and may be used at any time during the engagement of this contract, as well as after the contract expires or is terminated.



Leslie Crooks - President

10.29.16

Date:

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.

Leslie A. Crooks, President
(Name, Title)
Leslie A. Crooks, President
(Printed Name and Title)
154 1/2 FRONT ST, MARIETTA, ON 45750
(Address)
740.373.2334 p 740.373.3105 f
(Phone Number) / (Fax Number)
LCROOKS@STONEWALLGROUP.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.

STONEWALL RETAIL MARKETING, INC
(Company)
Leslie A. Crooks, President
(Authorized Signature) (Representative Name, Title)
Leslie A. Crooks, President
(Printed Name and Title of Authorized Representative)
OCTOBER 24, 2016
(Date)
740.373.2334 p 740.373.3105 f
(Phone Number) (Fax Number)

REQUEST FOR PROPOSAL

West Virginia State Treasurer's Office -- CRFP STO1700000001

Certification and Signature Page

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

STONEWALL RETAIL MARKETING, INC
(Company)

LESLIE A. CROOKS, PRESIDENT
(Representative Name, Title)

740.373.2334 p 740.373.3271 f
(Contact Phone/Fax Number)

October 24, 2016
(Date)

State of West Virginia

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: Stonewall Retail Mfg. Inc

Signed: Justie A. Crooks

Date: OCTOBER 24, 2016

Title: President

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

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: Stonewall Retail Marketing, Inc

Authorized Signature: Justie A Brooks Date: 10.24.16

State of OHIO

County of WASHINGTON, to-wit:

Taken, subscribed, and sworn to before me this 24th day of OCTOBER, 2016.

My Commission expires 9/23, 2019.

AFFIX SEAL HERE



NOTARY PUBLIC

Randall Jacob Pellett

Purchasing Affidavit (Revised 08/01/2015)



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

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

Proc Folder: 173831

Doc Description: Advertising/PR/Marketing

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-09-08	2016-10-19 13:30:00	CRFP 1300 STO1700000001	1

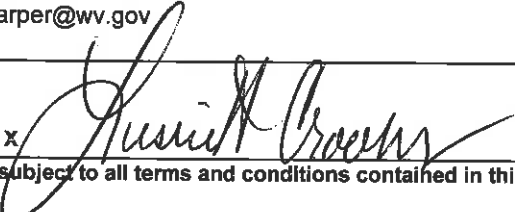
BID RECEIVING LOCATION

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

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X 

FEIN # 31-1737497

DATE October 24, 2016

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



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

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

Proc Folder: 173831

Doc Description: Advertising/PR/Marketing

Proc Type: Central Master Agreement

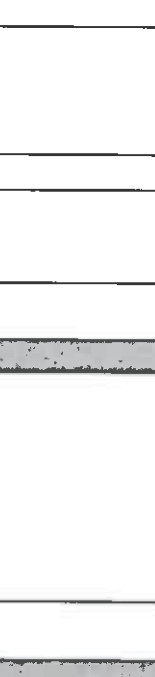
Date Issued	Solicitation Closes	Solicitation No	Version
2016-09-13	2016-10-19 13:30:00	CRFP 1300 STO1700000001	2

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

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X 

FEIN # 31-1737497

DATE 10.24.14

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



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

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

Proc Folder: 173831

Doc Description: Addendum 2 -Advertising/PR/Marketing

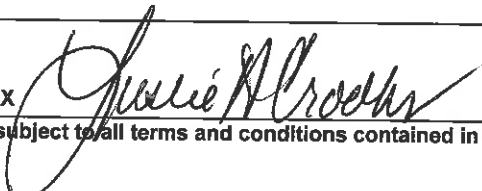
Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-10-03	2016-11-01 13:30:00	CRFP 1300 STO1700000001	3

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

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER
 Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X  FEIN # 31-1739497 DATE 10.24.16

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



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

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

Proc Folder: 173831

Doc Description: Addendum 3 -Advertising/PR/Marketing

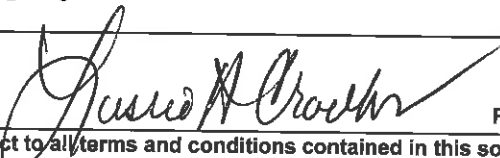
Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-10-13	2016-11-01 13:30:00	CRFP 1300 STO1700000001	4

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

Vendor Name, Address and Telephone Number:

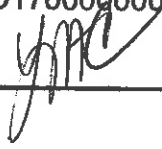
FOR INFORMATION CONTACT THE BUYER
 Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X  FEIN # 31-1737497 DATE 10.24.16

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

SOLICITATION NUMBER: CRFP STO1700000001

Addendum Number: 1



The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- | Modify bid opening date and time
- | Modify specifications of product or service being sought
- | Attachment of vendor questions and responses
- | Attachment of pre-bid sign-in sheet
- | Correction of error
- | Other

Description of Modification to Solicitation:

Addendum # 1 issued for the following reasons:

1. To change the the commodity lines in wvOASIS to match the commodity lines on the Attachment C: Cost Sheet.

Online responses remain prohibited. No other changes.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

SOLICITATION NUMBER: STO1700000001

Addendum Number: 2

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- | Modify bid opening date and time
- | Modify specifications of product or service being sought
- | Attachment of vendor questions and responses
- | Attachment of pre-bid sign-in sheet
- | Correction of error
- | Other

Description of Modification to Solicitation:

Addendum # 2 issued for the following reasons:

1. To extend the bid opening from 10/19/2016 to 11/01/2016, at 1:30 p.m.

Responses to vendor questions will be issued under a separate addendum.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

SOLICITATION NUMBER: STO1700000001

Addendum Number: 3

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- | Modify bid opening date and time
- | Modify specifications of product or service being sought
- | Attachment of vendor questions and responses
- | Attachment of pre-bid sign-in sheet
- | Correction of error
- | Other

Description of Modification to Solicitation:

Addendum # 3 issued for the following reasons:

1. To publish vendor questions with responses.
2. To modify SECTION FOUR: PROJECT SPECIFICATIONS, Subsection 4.4.1.5 GOAL: Coordinate online messaging with overall campaign, see Q.13./A.13.

No other changes

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFP STO17*01

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 checked="" 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.

STONEWALL RETAIL MARKETING, INC
Company
Justin A Crooks
Authorized Signature
10.24.16
Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

Revised 6/8/2012



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
10/24/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Reagle & Padden, Inc. 200 Star Avenue, Suite 210 Parkersburg WV 26101		CONTACT NAME: Glenna Schott PHONE (A/C, No, Ext): (304) 422-8476 FAX (A/C, No): (304) 428-7374 E-MAIL ADDRESS: glenna@reagle-padden.com	
INSURED STONEWALL RETAIL MARKETING INC 154 1/2 FRONT ST MARIETTA OH 45750		INSURER(S) AFFORDING COVERAGE INSURER A: Sentinel Insurance Co, LTD NAIC # 11000 INSURER B: CSU Producer Resources, Inc INSURER C: INSURER D: INSURER E: INSURER F:	

COVERAGES CERTIFICATE NUMBER: 2016-17 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR			40SBIAIW2278	3/19/2016	3/19/2017	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ See Below GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC						
A	AUTOMOBILE LIABILITY ANY AUTO ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS SCHEDULED AUTOS NON-OWNED AUTOS <input checked="" type="checkbox"/>			40SBIAIW2278	3/19/2016	3/19/2017	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB EXCESS LIAB DED RETENTION S						EACH OCCURRENCE \$ AGGREGATE \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	40SBIAIW2278 Ohio Employers Liability	3/19/2016	3/19/2017	WC STATUTORY LIMITS OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
B	E&O & Professional Liab Fidelity Bond			CSU0056881 CSU0056881	4/9/2015	4/9/2017	Incl Personal & Adv Injury \$ 1,000,000 \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER

West Virginia State Treasurers Office
322 70th Street SE
Charleston, WV 25304

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Glenna Schott/GS

Glenna M. Schott

ATTACHMENT B - MANDATORY SPECIFICATION CHECKLIST

4.5 Mandatory Requirements

4.5.1 Stonewall Group is capable of providing or securing the full range of advertising services detailed

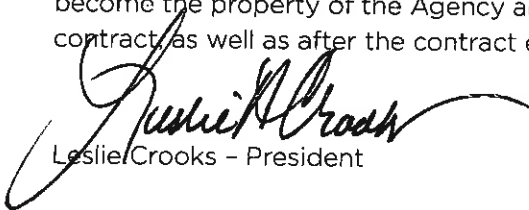
4.5.2 Stonewall Group has been in business providing the Services required for 16 years.

4.5.3 Stonewall Group will assist the Agency in developing a series of public information and promotional strategies designed to utilize available funds in a timely and cost-effective manner to achieve desired results. In addition, Stonewall Group will propose an itemized advertising plan and budget and shall work with the Vendor to determine timeframes and deadlines for each project. Stonewall Group will issue progress reports for all ongoing projects with mutually agreed upon schedules.

4.5.4 Stonewall Group will be responsible for finding low cost providers and negotiating favorable rates for advertising and third-party purchases. Stonewall Group will submit plans and costs to the Agency for approval prior to implementation. Stonewall Group shall remit payments to subcontractors with 45 days of receipt of invoice, regardless of whether the Vendor has been reimbursed by the Agency.

4.5.5 All materials and campaigns produced for the Agency must be approved in advance by the Agency before Vendor commences work.

4.5.6 Stonewall Group acknowledges that all materials and campaigns produced for the Agency will become the property of the Agency and may be used at any time during the engagement of this contract, as well as after the contract expires or is terminated.



Leslie Crooks - President

10.29.16

Date:

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.

Leslie A Crooks, President
(Name, Title)
Leslie A. Crooks, President
(Printed Name and Title)
154 1/2 FRONT ST, MARIETTA, OH 45750
(Address)
740.373.2334 p 740.373.3105 f
(Phone Number) / (Fax Number)
LCROOKS@STONEWALLGROUP.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.

STONEWALL RETAIL MARKETING, INC
(Company)
Leslie A Crooks, President
(Authorized Signature) (Representative Name, Title)
Leslie A. Crooks, President
(Printed Name and Title of Authorized Representative)
OCTOBER 24, 2016
(Date)
740.373.2334 p 740.373.3105 f
(Phone Number) (Fax Number)

REQUEST FOR PROPOSAL

West Virginia State Treasurer's Office -- CRFP STO170000001

Certification and Signature Page

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

STONEWALL RETAIL MARKETING, INC
(Company)

LESLIE A. CROOKS, PRESIDENT
(Representative Name, Title)

740.373.2334 p 740.373.3271 f
(Contact Phone/Fax Number)

October 24, 2016
(Date)

State of West Virginia

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: Stonewall Retail Mfg. Inc

Signed: Justie A. Crooks

Date: OCTOBER 24, 2016

Title: President

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

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: Stonewall Retail Marketing, Inc

Authorized Signature: Julie Brooks Date: 10.24.16

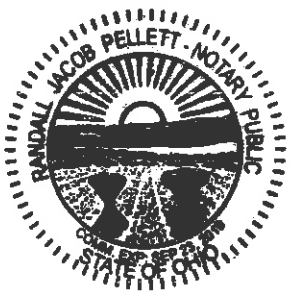
State of OHIO

County of WASHINGTON, to-wit:

Taken, subscribed, and sworn to before me this 24th day of OCTOBER, 2016.

My Commission expires 9/23, 2019.

AFFIX SEAL HERE



NOTARY PUBLIC Randall Jacob Pellett



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

State of West Virginia
 Request for Proposal
 34 — Service - Prof

Proc Folder: 173831

Doc Description: Advertising/PR/Marketing

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-09-08	2016-10-19 13:30:00	CRFP 1300 STO1700000001	1

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

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X  FEIN # 31-1737497 DATE October 24, 2016

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



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

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

Proc Folder: 173831

Doc Description: Advertising/PR/Marketing

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-09-13	2016-10-19 13:30:00	CRFP 1300 STO1700000001	2

BID RECEIVING LOCATION

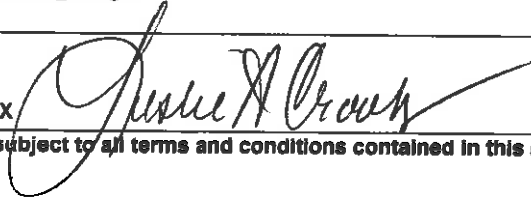
BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X  FEIN # 31-1737497 DATE 10.24.14

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



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

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

Proc Folder: 173831

Doc Description: Addendum 2 -Advertising/PR/Marketing

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-10-03	2016-11-01 13:30:00	CRFP 1300 STO1700000001	3

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:

(Empty space for vendor information)

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X *Julie A. Crocker* FEIN # *31-1737497* DATE *10.24.16*

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



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

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

Proc Folder: 173831

Doc Description: Addendum 3 -Advertising/PR/Marketing

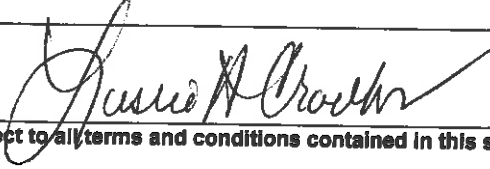
Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-10-13	2016-11-01 13:30:00	CRFP 1300 STO1700000001	4

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

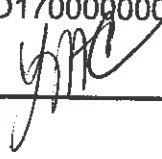
Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER
 Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X  FEIN # 31-1737497 DATE 10.24.16
 All offers subject to all terms and conditions contained in this solicitation

SOLICITATION NUMBER: CRFP STO1700000001

Addendum Number: 1



The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- | Modify bid opening date and time
- | Modify specifications of product or service being sought
- | Attachment of vendor questions and responses
- | Attachment of pre-bid sign-in sheet
- | Correction of error
- | Other

Description of Modification to Solicitation:

Addendum # 1 issued for the following reasons:

1. To change the the commodity lines in wvOASIS to match the commodity lines on the Attachment C: Cost Sheet.

Online responses remain prohibited. No other changes.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

SOLICITATION NUMBER: STO1700000001
Addendum Number: 2

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

Description of Modification to Solicitation:

Addendum # 2 issued for the following reasons:

1. To extend the bid opening from 10/19/2016 to 11/01/2016, at 1:30 p.m.

Responses to vendor questions will be issued under a separate addendum.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

SOLICITATION NUMBER: STO1700000001
Addendum Number: 3

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- | Modify bid opening date and time
- | Modify specifications of product or service being sought
- | Attachment of vendor questions and responses
- | Attachment of pre-bid sign-in sheet
- | Correction of error
- | Other

Description of Modification to Solicitation:

Addendum # 3 issued for the following reasons:

1. To publish vendor questions with responses.
2. To modify SECTION FOUR: PROJECT SPECIFICATIONS, Subsection 4.4.1.5 GOAL: Coordinate online messaging with overall campaign, see Q.13./A.13.

No other changes

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFP STO17*01

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 checked="" 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.

STONEWALL RETAIL MARKETING, INC
Company
Jessie A Crooks
Authorized Signature
10.24.16
Date

JTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
10/24/2016

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PRODUCER Reagle & Padden, Inc. 200 Star Avenue, Suite 210 Parkersburg WV 26101		CONTACT NAME: Glenna Schott PHONE (A/C No. Ext): (304) 422-8476 FAX (A/C No.): (304) 428-7374 E-MAIL ADDRESS: glenna@reagle-padden.com	
INSURED STONEWALL RETAIL MARKETING INC 154 1/2 FRONT ST MARIETTA OH 45750		INSURER(S) AFFORDING COVERAGE	
		INSURER A: Sentinel Insurance Co, LTD	NAIC # 11000
		INSURER B: CSU Producer Resources, Inc	
		INSURER C:	
		INSURER D:	
		INSURER E:	
		INSURER F:	

COVERAGES **CERTIFICATE NUMBER: 2016-17** **REVISION NUMBER:**

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INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR WVP	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		40SBAIW2278	3/19/2016	3/19/2017	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ See Below GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COM/POP AGG \$ 4,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC					
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS	40SBAIW2278	3/19/2016	3/19/2017	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB EXCESS LIAB	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE				EACH OCCURRENCE \$ AGGREGATE \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/>	40SBAIW2278 Ohio Employers Liability	3/19/2016	3/19/2017	WC STATUTORY LIMITS OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
	B E&O & Professional Liab Fidelity Bond		CSU0056881 CSU0056881	4/9/2015 4/9/2015	4/9/2017 4/9/2017	Incl Personal & Adv Injury 1,000,000 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER West Virginia State Treasurers Office 322 70th Street SE Charleston, WV 25304	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Glenna Schott/GS <i>Glenna M. Schott</i>
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