



Request for Proposal
Integrated Marketing Plan and Execution
West Virginia Department of Veterans Assistance
CRFP 0613 VET1800000001

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Date: *April 16, 2018*

ORIGINAL

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Attachment A: Vendor Response Sheet

Provide a response regarding the following: firm and staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives were and how they were met.

3.1 Company description, history and years of experience related to public relations projects that might be considered similar in scope to this project.

Vendor Response:

Stonewall Group, a full-service marketing/communications company, founded in September 2000, is a **non-resident small, women owned business, in accordance with West Virginia Code 148-22-9 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).

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

Our lines of business include strategic planning, public relations, research and analysis, strategic branding, digital marketing, interactive/website design, traditional advertising, media planning and buying (offline and online creative and media), direct marketing, sales promotion, video production, event management, collateral design, graphic design, copywriting and social media. The company has eleven full-time employees.

We believe that regular, responsive, and clear communications enhance the understanding of client goals and solidify the alignment on desired outcomes. Stonewall is committed to providing the latest in technology to assist in communications efforts.

Our success over the past 20 years comes from chemistry, teamwork, a strong sense of trust, and a shared and unrelenting passion to achieve client goals and objectives. 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 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. While “discipline” is not commonly used in the same sentence as “creativity,” it is an integral part of our process thinking at Stonewall Group. The discipline comes from the planning process where information is gathered, processed, distilled and translated into insights that feed creativity. We’re in the business of helping our clients achieve objectives.

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 strategic and tactical implementation that require forethought in the accomplishment of client goals and objectives.

For media planning and placement, Stonewall Group not only leverages 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.

Stonewall Group has worked with a number of clients similar in scope to the West Virginia Department of Veterans Assistance RFP requirements that involved integrated marketing efforts, including public relations.

CLIENT ENGAGEMENT #1: THE WEST VIRGINIA DIVISION OF TOURISM

Project Manager: Tom Crooks @ tcrooks@stonewallgroup.com – 740.373.2334

Project Type: Spring marketing campaign for West Virginia Tourism after Elk River chemical spill.

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 of 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 from a representative population sample within each of the 11 target 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 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 of 2014 with nearly 1,500 completed surveys (100 to 150 in each MSA). 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.
- * 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 were used to secure an 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 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)
 - * 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.

CLIENT ENGAGEMENT #2: ADVENTURES ON THE GORGE

Project Manager: Tom Crooks @ tcrooks@stonewallgroup.com – 740.373.2334

Project Type: Spring/Summer marketing campaign for Adventures on the Gorge

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 8 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 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.

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 standpoint, 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.
- * 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/Prism 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.

CLIENT ENGAGEMENT #3 : SHALE CRESCENT USA

Project Manager: Tom Crooks @ tcrooks@stonewallgroup.com – 740.373.2334

Project Type: Brand building awareness campaign for multi-state economic development initiative.

In 2014, business leaders in the Mid-Ohio Valley 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 the 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.

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.
- * In conjunction with the Marietta College Capstone Class the top 200 energy users in the world have been identified and targeted as the primary audience
- * Stonewall Group developed, produced and coordinated high energy, premiere launch event to kick off the public announcement of the Shale Crescent USA that attracted an audience of over 1,400 the newly renovated Peoples Bank Theatre in Marietta, Ohio and the Smoot Theater in Parkersburg.
- * Print literature was developed.

- * 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 for fund raising efforts.

Results to Date

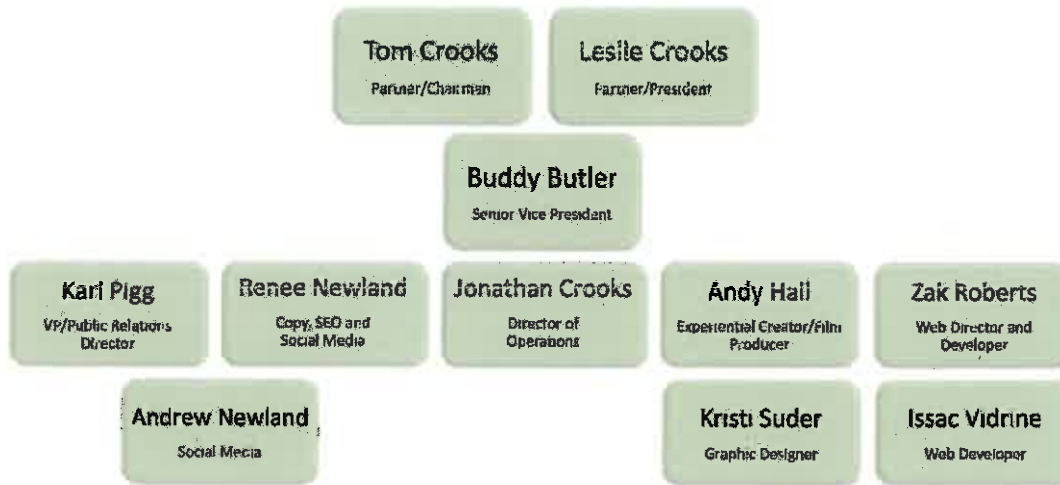
- * Targeted events attracted over 1,400 business, civic and government leaders.
- * Public relations efforts supporting Shale Crescent USA have generated over \$1,500,000 in earned media exposure, nearly 80,000,000 impressions (nationwide), including significant article placement in the Wall Street Journal, Forbes, Bloomberg Business, Columbus Dispatch, World Oil, Pittsburgh Gazette, Cincinnati Enquirer, Charleston Gazette, and many other trade publications, newspapers and radio stations across the country.

STONEWALL GROUP PUBLIC RELATIONS EXPERIENCE IN WEST VIRGINIA & SURROUNDING STATES

Shale Crescent USA - WV & Ohio	Loudoun County CVB - Virginia
West Virginia Division of Tourism	Lexington, Virginia CVB
Tucker County CVB	Oglebay Resort
Jefferson Savings Bank	Peoples Bank – WV, Ohio & KY
Wood County Economic Development	Adventures on The Gorge
Greater Parkersburg CVB	Guernsey County CVB - Ohio
Marietta, Ohio CVB	The Wilds - Ohio
West Virginia Development Office	Polymer Alliance Zone of WV

3.2 An organizational chart, listing names, titles and number of full-time and significant company-contracted staff employed (on the date of your bid) by your organization. Specifically, list the names of employees and general roles they would likely play during the execution of this contract.

Vendor Response:



Thomas J. Crooks – Partner, Account Manager for the WV Department of Veterans Assistance

tcrooks@stonewallgroup.com

Tom Crooks will serve as the primary account manager on the West Virginia Department of Veterans Assistance business. Tom has spent most of his career focused on building brands for a number of recognized corporations and businesses including the West Virginia Development Office, West Virginia Tourism, West Virginia Lottery, Adventures on The Gorge, Cadillac, General Electric Plastics, The Kroger Co., McDonalds Restaurants, The Tampa Tribune, the West Virginia Department of Commerce and Carrier Corporation. Raised in Parkersburg, West Virginia, Tom’s client experiences have provided him with an intimate knowledge of West Virginia from the eastern panhandle to the Ohio Valley and from the northern panhandle to southern West Virginia. He served as President and Chief Operating Officer of Fahlgren Advertising before starting Stonewall Group in 2000. Prior to his time with Fahlgren, Tom worked with Ketchum Public Relations 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.

Leslie A. Crooks – Partner, Media Planner & Buyer for the West Virginia Department of Veterans Assistance

lcrooks@stonewallgroup.com

Leslie will provide media planning and buying expertise for West Virginia Department of Veterans Assistance. 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.

Born and raised in West Virginia, Leslie has provided marketing leadership for a number of companies including West Virginia Tourism, WV State Parks, United National Bank (West Virginia and northern Virginia), Peoples Bank, The Kroger Co. (Mid-Atlantic KMA, headquartered in Roanoke, Virginia), McDonald's Restaurants, and the West Virginia Lottery, to name a few. Leslie has worked closely on strategic planning and media planning/buying for WV 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, West Virginia Development Office, "Face Your Future WV, and the "WV 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.

Kari Pigg – Public Relations Manager for the West Virginia Department of Veterans Assistance

kpigg@stonewallgroup.com

Kari will serve as the public relations account manager handling public relations and event coordination for the West Virginia Department of Veterans Assistance. She has served as a communications/public relations point person for the past 15 years in both the non-profit and for-profit business sectors. Kari 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/Designer for the West Virginia Department of Veterans Assistance

ahall@stonewallgroup.com

Andy will serve as video producer, web designer and graphic designer for West Virginia Department of Veterans Assistance. 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, “WV My State. My Life,” “Face Your Future WV,” West Virginia State Parks, the WV Development Office, Adventures on The Gorge, Tucker County CVB, Greater Parkersburg CVB, Oglebay Resort, Jefferson County CVB, and Shale Crescent USA, to name a few. 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

Kristi Suder – Senior Graphic Designer for the West Virginia Department of Veterans Assistance

ksuder@stonewallgroup.com

Having been a graphic designer for over 12 years, Kristi has extensive experience across a broad range of businesses. Her talent has helped Stonewall garner many awards. Kristi specializes in collateral and digital design. Prior to joining Stonewall Group, Kristi worked in the graphics department at the Bureau of Public debt in Parkersburg, WV.

Kristi was born and raised in West Virginia and is graduate of Marshall University with a bachelor’s degree in graphic design.

Renee Newland – Copy, SEO Specialist for the West Virginia Department of Veterans Assistance

rnewland@stonewallgroup.com

Renee is an expert in the development of social media campaigns, search engine optimization and her knowledge of digital marketing is extensive.

Renee is experienced in developing SEO campaigns, providing SEO site audits, collaborating with team members for effective digital marketing strategies, implementing organic site optimization through premiere content, writing quality copy for website landing pages, SEO blog campaigns, email campaigns, web CTA’s, press releases, brochures and company marketing material.

Renee worked for Farotech SEO Solutions and graduated Magna Cum Laude from Northland International University.

Jonathan Crooks - Director of Operations, Traffic for the West Virginia Department of Veterans Assistance

jcrooks@stonewallgroup.com

Jonathan has been with Stonewall Group for the past 10 years serving in account management, website project management, Traffic Manager and as Director of Operations. Jonathan, will be responsible for the timely flow of all West Virginia Department of Veterans Assistance jobs. He has an in-depth understanding of online marketing, social media platforms, website design and development, and of project management workflows.

Buddy Butler – Senior Vice President, Strategic Planning for West Virginia Department of Veterans Assistance

bbutler@stonewallgroup.com

Born and raised in West Virginia, Buddy Butler is a 25-year veteran of the travel industry. His career began with Fenton Art Glass before joining Stonewall Group 2004. Buddy was VP of Client Development for Paramore Digital in Nashville, TN from 2012 through 2015 and then returned to SWG in 2016 as Senior Vice President. Buddy has worked in the development of brand strategies, media planning and creative efforts for the West Virginia Division of Tourism, Travel South USA, Adventures on the Gorge, Visit Southern West Virginia, Winterplace Ski Resort, and over a dozen CVB's in West Virginia, Virginia, and Ohio. Butler served on the West Virginia Tourism Commission from 1999 to 2002 and is on the Board of Directors for the West Virginia Hospitality & Travel Association and the Ohio Travel Association. In 2002, Butler was named "Distinguished West Virginian" by Governor Bob Wise for his work in tourism. Buddy received a Bachelor of Communication from Bowling Green State University and a Masters degree in Organizational Communication from Ohio University.

Zachary Roberts – Senior Web Developer for the West Virginia Department of Veterans Assistance

zroberts@stonewallgroup.com

A native West Virginian, Zachary has been with Stonewall since early 2012, helping build and facilitate the development of countless websites and web applications. He has two associates' degrees from Washington State Community College, in Web Programming and Computer Support Technology, and is currently working towards his Bachelor's degree in Applied Technology in Software Engineering at West Virginia University.

Isaac Vidrine – Associate Digital and Web Developer for the West Virginia Department of Veterans Affairs

ividrine@stonewallgroup.com

Isaac is Stonewall Group’s associate digital and web developer and will assist on the West Virginia Department of Veterans Assistance business in the development eNewsletters, digital advertising and website updates and revisions. Isaac is a native West Virginian finishing his degree at West Virginia University.

Andrew Newland – Social Media Manager for the West Virginia Department of Veterans Assistance

anewland@stonewallgroup.com

Andrew is social media manager for Stonewall Group and administers social media marketing and advertising for our clients. Andrew will serve the same role for the West Virginia Department of Veterans Assistance providing planning and goal setting, development of brand awareness and online reputation, content related assets that are relevant, original and of high quality. Andrew will work with West Virginia Department of Veterans Assistance staff to create regular publishing schedule.

3.3 Company information and references for any subcontractors you would be likely to utilize during the execution of this contract. Similarly, list information and references for any individuals you would be likely to utilize during the execution of this contract in the event these individuals are self-employed and affiliated with a company.

Vendor Response:

Stonewall Group does not anticipate the need to utilize the services of any individuals outside of our employ to service the West Virginia Department of Veterans Assistance. We do subcontract printing, as needed, 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 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 frequently to stay abreast of new technology and equipment.

3.4 Contact names, telephone numbers and e-mail addresses of three clients that may be contacted as references.

Vendor Response:

Keith Burdette, President, West Virginia Polymer Alliance Zone
Parkersburg, West Virginia
Keith.Burdette@pazwv.org or KBurdette@bowlesrice.com
304.210.4931

Dave Hartvigsen, President, Adventures on The Gorge
Lansing, West Virginia
d.hartvigsen@onthegorge.com
304.574.4375

Jessica Waldo, Executive Director, Tucker County Convention and Visitors Bureau
Davis, WV
jessica@canaanvalley.org
304.259.5315

Section 4, Subsection 4.1 To establish a statewide strategy and execute a plan that significantly increases the number of West Virginia veterans who visit WVDVA field and claims offices and, as a result, increase the total dollar amount of awards offered to West Virginia veterans. The existing total dollar amount of awards to West Virginia veterans should increase by \$150 Million per year, which would bring the total to \$2 Billion (plus) by fiscal 2020. (Results will be measured by the metric utilized in fiscal year 2016 by the WVDVA to determine its statewide award amount.)

The WVDVA is seeking to drive traffic into its field office and/or is seeking realistic ways to better reach into communities. The field offices are reasonably well-represented throughout the state, especially considering the finite number of staff able to spread out to the field and itinerant offices. The WVDVA is seeking stronger, clearer visibility to veterans across the state.

Vendor Response:

Stonewall group will develop and implement a strategically integrated plan designed to build greater visibility, awareness, understanding and engagement with WV veterans utilizing television and radio (West Virginia Broadcasters Association), outdoor advertising (West Virginia Outdoor Advertising Association), newspaper (West Virginia Newspaper Association), SEO (Search Engine Optimization) and SEM (Search Engine Marketing) to drive greater traffic to the WVDVA website, statewide public relations and events, geo-targeted digital advertising, email and direct mail programs targeting West Virginia veterans, and social media outreach. As a part of these efforts, Stonewall Group will arrange pre-scheduled visits to all West Virginia Veterans Assistance Offices throughout West Virginia to meet staff, reviews goals and objectives, and discuss program implementation.

Section 4, Subsection 4.2 To establish a statewide strategy and execute a plan that delivers the WVDVA'S messages to a higher number of "younger" veterans – younger being defined as veterans who served in the U.S. armed forces during (roughly) the past 25 years.

The WVDVA seeks research and analysis regarding the most effective uses of traditional and/or social media, as well as ways to create word-of-mouth messages that reach younger veterans. Many West Virginia veterans, especially younger ones, are likely leaving benefits and cash "on the table" that are available to them. The WVDVA seeks fresh, workable ideas for reaching veterans who are not being served.

Vendor Response:

Stonewall Group will implement a two-phased approach to conducting market research to determine the most effective uses of traditional and/or social media, to effectively reach "younger" veterans.

Phase I will utilize focus groups conducted around the State of West Virginia in Martinsburg, Clarksburg/Fairmont, Beckley, Charleston/Huntington, Parkersburg and Wheeling. The main purpose of focus group research is to draw upon veterans attitudes, feelings, beliefs, experiences and reactions in a way in which would not be feasible using other methods, for example observation, one-to-one interviewing, or questionnaire surveys. The bottom-line is that information from focus groups could change the way the West Virginia Department of Veterans Assistance delivers services and messaging to veterans.

Phase II will build upon Phase I findings (if deemed a priority) through online market research to explore answers to questions that arise from the qualitative focus groups. The findings from the quantitative study would provide larger sample sizes of thoughts and opinions of West Virginia veterans. In addition, online

surveys can be conducted quickly, generate honest responses, and findings can be reviewed in real time. In addition, with survey software, advanced statistical techniques can be utilized to analyze survey data to determine validity, reliability, and statistical significance, including the ability to analyze multiple variables while allowing for a broad range of data can be collected (e.g., attitudes, opinions, beliefs, values, behavior, factual).

Stonewall Group has used a number of professional Research firms for various clients (past and present) including the West Virginia Division of Tourism, Adventures on The Gorge, MAGNAM Innovation Park, The Greater Parkersburg CVB, The Guernsey County CVB, Oglebay Resort, Shale Crescent USA, The Marietta CVB, The Kroger Co., Southeastern Regional Medical Center, and The Rivermen. Stonewall Group has also utilized Survey Monkey and Google to conduct online market research for a number of our clients. Costs associated with research conducted by vendor firms would be passed through at net cost.

Section 4, Subsection 4.3 To generally raise the statewide recognition of both the WVDVA and Cabinet Secretary Dennis Davis, utilizing earned media, social media, news releases, public events, and potentially, traditional advertising to accomplish this goal.

Vendor Response:

Stonewall Group proposes to raise statewide recognition for WVDVA and Secretary Davis through increased exposure on the WVDVA website (both for Secretary Davis and video interviews with veterans); through SEO analysis and SEM campaigns, through the facilitation of statewide Town Hall meetings with veterans, and through the creation of a statewide event on Veteran's Day sponsored by WVDVA to be held at the Barboursville Veterans Home. This special event will pay special tribute to our state's veterans and will feature guest speakers from the state, region and nationally.

In addition, Stonewall will develop and coordinate Op-Ed articles by Secretary Davis to appear in statewide newspapers. The events referenced will create earned media exposure and will be supported by social media platforms. Stonewall Group will take great care in the integration of marketing tactics to insure the attainment of maximum visibility across all events and meetings.

Section 4, Subsection 4.4 To raise awareness of the West Virginia Veterans Home (Barboursville, W.Va.) and, as a result, increase (during the durations of this contract) by at least 50 percent, the number of residents at the facility.

The Veterans Home offers housing, meals, recreation, and some forms of medical assistance to homeless veterans. The facility can serve as temporary respite or a place for veterans to call home. Unfortunately, the facility does not appear to be well known outside of the Huntington-Barboursville area.

Vendor Response:

Stonewall Group will implement a Veterans Day event at the Barboursville Veterans Home featuring statewide and national speakers to draw veterans to attend and to generate statewide and national media coverage. In addition, Stonewall Group will produce a video on the Veteran's Home focusing on testimonials from current residents and featuring the benefits and amenities of the Veterans Home, to be utilized on the WVDVA website and social media platforms.

Section 4. Subsection 4.5 To improve the quality and increase the quantity of content on WVDVA'S web and Facebook sites, as well as create, if necessary, and deliver messages via other avenues of social media contact.

Vendor Response:

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?

To accomplish this goal, Stonewall Group will conduct a detailed SEO analysis on the current site. Results will be incorporated into the site to improve content relevancy and online search ratings. This analysis will also yield the kind of content that is deemed most important to veterans and will thus strategically direct the nature of new content to be added to the website as well as relevancy of social media posts. Stonewall Group provides the following social media measurement services: Web monitoring services, participation & customer engagement (Constant Contact, MailChimp), Strategy, Blog development, Content development, scheduling, performance analytics, response strategy, social media advertising, branded social media, and user engagement enhancements (contests, promotions).

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.

Section 4, Subsection 4.6 To monitor news and developments statewide and using the website and social media, publicize appropriate events and developments.

Vendor Response:

Stonewall group will utilize Meltwater for media intelligence providing media and social media monitoring. Monthly reports on article placements and social media performance will be provided to the West Virginia Department of Veterans Assistance. Stonewall Group will supplement this with online searches to ensure full reporting coverage. Special events and other promotions will be incorporated into our Public Relations and Publicity plan for WVDVA with planning conducted on an annual basis including prescheduling and the creation of deliverable timelines.

Section 4, Subsection 4.7 To create (or have appropriate relationships for sub-contracting such work) web-quality, and perhaps television-quality, videos to promote the Department of Veterans Assistance and/or issues that the Department deems important to West Virginia veterans.

Vendor Response:

Stonewall Group has an award winning, in-house film/video capability and does not envision using subcontracting services for such work. The Stonewall Group has conceived and developed web-quality and television quality videos for clients including: Polymer Alliance Zone of West Virginia, Adventure on The Gorge, West Virginia State Parks, West Virginia Feed to Achieve, West Virginia Development Office, Oglebay Resort, Tucker County West Virginia CVB, Shale Crescent USA, Greater Parkersburg CVB, Jefferson County West Virginia CVB, and others. Below are links to examples of our video and film work.

Polymer Alliance Zone of West Virginia <https://vimeo.com/261114099>

Shale Crescent USA <https://vimeo.com/260492077>

Greater Parkersburg CVB <https://vimeo.com/228387957>

Ritchie County CVB <https://vimeo.com/206132312>

Tucker County CVB <https://vimeo.com/196782705>

WV Rehabilitation Services <https://vimeo.com/195684552>

Jefferson County CVB <https://vimeo.com/191994333>

West Virginia State Parks <https://vimeo.com/189637315>

West Virginia Feed To Achieve <https://vimeo.com/180057646>

Oglebay Resort <https://vimeo.com/173820748>

Adventures on The Gorge <https://vimeo.com/161941178>

Jobs After Coal <https://vimeo.com/123197775>

West Virginia Development Office <https://vimeo.com/235784304>

Section 4, Subsection 4.8 To utilize earned media – television, newspapers, radio, web-based news services - to achieve the goals of this statewide

promotional and educational campaign through compelling news stories and other appropriate news hooks.

Vendor Response:

Stonewall Group has two experienced public relations professionals assigned to the WVDVA account (Tom Crooks and Kari Pigg). Both have experience in working with media outlets on a local, statewide and national basis. A detailed public relations plan will be developed annually to maximize all opportunities and to create synergies with social media efforts. Integration of earned media efforts into an overall marketing plan is essential to the successful achievement of WVDVA goals. Tom and Kari have both pitched stories to local, statewide, regional and national media and have experience planning events.

Section 4, Subsection 4.9 To assist the Department as it attempts to raise awareness of two potentially high-profile programs: Veterans to Agriculture and Mountain State 22, a veterans-specific, suicide-prevention program. To also assist the Department with any new future initiatives that will require public relations/marketing.

The WVDVA has attempted for years to sponsor a Veterans to Agriculture programs that is aimed at giving veterans-especially veterans suffering from PTSD – a means to earn income by owning and operating small farms. Whereas other veterans/agriculture programs exist, the WVDVA is on the ground floor with an initiative that gives veterans the opportunity to receive academic credits while being taught how to farm. It will also assist veterans with obtaining appropriate land to farm and markets for products raised.

The WVDVA in the fall of 2016 initiated a community-based suicide-prevention program aimed at finding and helping veterans at risk. Three communities began programs. They achieved varying degrees of success. The Department is taking a renewed interest in helping this program succeed.

Vendor Response:

Stonewall Group will explore partnerships with statewide organization including the West Virginia Department of Agriculture, the West Virginia Farm Bureau, the West Virginia Food and Farm Coalition, the Mountain State 22 program, the first state managed program in the country designed to reduce veteran suicides. The creation of strategic partnerships will create synergies to build awareness of these specialized programs for West Virginia's veterans. Most importantly, both programs provide invaluable services to West Virginian's veterans.

Section 4, Subsection 4.10 To publicize and assist with the management of Department of Veterans Assistance-sponsored events.

Vendor Response:

Stonewall Group has the staff in place to assist the management of WVDVA with sponsored events and publicity. We have experience planning and managing small events for 50 participants to events with attendance of over 1,000.

Section 4, Subsection 4.11 To produce and distribute news releases, as necessary.

Vendor Response:

Stonewall Group uses Cision (Formerly Vocus) to create press databases and for news release distribution. Cision has a data base of over 1.6 million contacts, outlets, and editorial calendars. Cision also provides media pitch able opportunities to reach journalists, bloggers, and social influencers.

Section 4, Subsection 4.12 The awarded company would serve as communications consultants and, if necessary, hands-on partners regarding potential public relations efforts and/or the management of crisis communications issues, including, but not limited to, needs within: WVDVA headquarters and programs initiated and managed through headquarters office; the West Virginia Veterans Home; the West Virginia Veterans Nursing Facility (Clarksburg, W.Va.); the Donel C. Kinnard Memorial State Veterans Cemetery (Institute, W.Va.)

Vendor Response:

Stonewall Group has extensive experience and knowledge in strategic planning and marketing communications. We would welcome the opportunity to serve as hand-on partners with WVDVA. In addition, we have experience in guiding clients through difficult and stressful crisis communications.

Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in section 4, Subsection .5:

Section 4, Subsection 5.1 Interested vendors must have experience working in the following arenas: research and analysis, public relations, message development, grassroots marketing, video development, events planning and management.

Vendor 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 Longwood's 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 on quantitative research such as online surveys.

Market research can play an important role in the evaluation of marketing, advertising and/or public relations campaigns.

Stonewall Group also tracks website analytics during campaign cycles for web visitation and duration of stays; and employs public relations software such as



Cision, PR Newswire and Meltwater for distribution and tracking services. Ultimately, measurement of specific calls to action stated clearly in campaigns is 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.

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.

Establishing the “value proposition” and “key messaging” for the Department of Veterans Assistance is key to all marketing efforts (Public Relations, Grassroots Marketing, Video Development, Events Planning and Management). Stonewall Group will place a priority on the development or review and approval of the “value proposition” and “key messaging” as these documents will drive all brand marketing to West Virginia’s 173,000 + veterans.

Section 4, Subsection 5.2 Interested vendors must have prior experience working in all regions of West Virginia, with regions being defined in the following manner: Southern West Virginia, Eastern West Virginia/Potomac Highlands, Eastern Panhandle, North-Central West Virginia, Mid-Ohio Valley, Northern Panhandle.

Vendor Response:

Members of the Stonewall Group team have extensive experience and knowledge working throughout West Virginia including the Northern Panhandle, Mid-Ohio Valley, Metro Valley, Mountain Lakes, New River/Greenbrier Valley, Potomac Highlands, Eastern Panhandle, and Mountaineer Country regions of West Virginia with the following companies and organizations:

- The West Virginia Department of Commerce (Statewide)
- The West Virginia Development Office (Statewide)
- The West Virginia Division of Tourism (Statewide)
- West Virginia State Parks (Statewide)

-
- West Virginia Feed to Achieve Campaign (Statewide)
 - West Virginia "My State. My Life." Campaign (Statewide)
 - West Virginia "Face Your Future" Drug Campaign (Statewide)
 - The West Virginia Lottery (Statewide)
 - Tri-State McDonald's Co-Op (Statewide)
 - The Greenbrier Resort, White Sulphur Springs
 - The Greenbrier County CVB, Lewisburg
 - Adventures on The Gorge, Lansing
 - Southern WV CVB. Beckley
 - Tucker County CVB, West Virginia
 - Canaan Valley Resort, West Virginia
 - Jefferson County CVB, West Virginia
 - Jefferson Security Bank, Charlestown/Martinsburg/Inwood/Barron/Shepherdstown
 - River Riders Outfitters, Harpers Ferry
 - Greater Parkersburg CVB, Wood County
 - Polymer Alliance Zone of West Virginia
 - Lakeview Resort, Morgantown
 - Oglebay Resort, Wheeling
 - St. Francis Hospital, Charleston
 - INCO Alloys, Huntington
 - West Virginia Cadillac Dealers Association (Statewide)
 - Fenton Art Glass, Williamstown
 - Downstream Strategies, Morgantown
 - Wood County Commission, Wood County
 - General Electric, Parkersburg
 - Ames Lawn & Garden Tools, Parkersburg
 - Borg-Warner, Parkersburg
 - United National Bank (Statewide)
 - Mid-Ohio Valley Regional Airport, Wood County and surrounding counties
 - Peoples Bank (WV, Ohio and KY)
 - Central West Virginia Airport, Clarksburg/Fairmont
 - Morgantown Municipal Airport
 - Greenbrier Valley Airport, Greenbrier County and surrounding counties
 - Shale Crescent USA (WV and Ohio Valley)
 - Simonton Windows, Parkersburg and Ritchie County

Section 4, Subsection 5.3 Interested vendors must have previously managed campaigns that involved video production for television or internet.

Vendor Response:

Stonewall Group has in-house video production capability and has created, developed and produced video for the following WV companies and organizations:

WV State Parks	Peoples Bank
WV Division of Tourism	West Virginia Lottery
Simonton Windows	Tucker County Tourism
Shale Crescent USA	Jefferson County CVB
Greenbrier Valley Airport	Oglebay Resort
Morgantown Municipal Airport	Polymer Alliance Zone
Central West Virginia Airport	Parkersburg CVB
Mid-Ohio Valley Regional Airport	My State. My Life Campaign
Face Your Future WV Campaign	West Virginia Development Office
Adventures on The Gorge	WV Feed to Achieve
Ritchie County CVB	The Kroger Company

Section 4, Subsection 5.4 Interested Vendors Must Have Experience either buying advertising space or employing a subcontractor for this activity.

Vendor 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.

Stonewall Group has planned and purchased advertising for the following companies and organizations throughout West Virginia (Past and Current):

Greater Parkersburg CVB	Peoples Bank
The West Virginia Lottery	West Virginia Division of Tourism
WV Feed to Achieve	My State. My Life Campaign
Mid-Ohio Valley Regional Airport	Greenbrier Valley Airport
Oglebay Resort	Lakeview Resort
Tucker County CVB	Adventures of The Gorge
United National Bank	Jefferson County CVB
Jefferson Savings Bank	Morgantown Airport
Face Your Future WV	Central WV Airport
West Virginia State Parks	Fenton Art Glass
Southern WV CVB	Mercer County CVB
The Kroger Company	

Section 4, Subsection 5.5 Interested vendors must have significant experience and success in pitching stories to print, electronic and web-based reporters/editors, as well as acquiring earned media.

Vendor Response:

Stonewall Group members have significant public relations experience for a number of past and present clients. Most recently we have been involved in garnering national attention for Shale Crescent USA, an economic development initiative in the Ohio Valley in West Virginia and Ohio. Over the past 2 years, over \$1,700,000 in earned media has been achieved including statewide, regional, national and international placements. Stonewall Group has also worked with Adventures on The Gorge, Ogelbay Resort, the Greater Parkersburg CVB, the Greenbrier Resort, Peoples Bank, River Riders, the West Virginia Division of Tourism and others in generating earned media in a wide variety of media platforms.

Section 4, Subsection 5.6 Interested vendors must have experience managing public events

Vendor Response:

Stonewall Group team members have managed events ranging in size from 40 to 50 people to over 1,000 for clients including: General Electric, WV Feed To Achieve, Shale Crescent USA, The Greater Parkersburg CVB, West Virginia Tourism, The Kroger Company, Habitat for Humanity International, Peoples Bank, and the Smithsonian Institution and West Virginia Humanities Council in hosting a traveling exhibit regarding the American Home Front during World War II.



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: 432025

Doc Description: INTEGRATED MARKETING PLAN AND EXECUTION

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2018-03-14	2018-04-19 13:30:00	CRFP 0613 VET1800000001	1

BID RECEIVING LOCATION

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

VENDOR

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Crystal Rink
 (304) 558-2402
 crystal.g.rink@wv.gov

Signature X

FEIN #

31-1737497

DATE

4.16.18

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

ADDITIONAL INFORMATION:

THE WEST VIRGINIA PURCHASING DIVISION FOR THE AGENCY, WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE, IS SOLICITING PROPOSALS FROM QUALIFIED VENDORS TO PROVIDE INTEGRATED MARKETING PLAN AND EXECUTION PER THE ATTACHED DOCUMENTATION

INVOICE TO		SHIP TO	
VETERANS AFFAIRS 130 ACADEMY DR		VETERANS AFFAIRS 130 ACADEMY DR	
DUNBAR	WV25064	DUNBAR	WV 25064
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Integrated Marketing Plan & Execution				

Comm Code	Manufacturer	Specification	Model #
80141505			

Extended Description :
please see attached specs for more details

SCHEDULE OF EVENTS

Line	Event	Event Date
1	QUESTION DEADLINE	2018-03-29

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, 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; or,
- 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

Signed: Jennie A. Crooks

Date: 4.4.18

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

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

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

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

DEFINITIONS:

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

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

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

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

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Stonehall Retail Merchants, Inc

Authorized Signature: [Signature] Date: 4.16.18

State of Ohio

County of Washington to-wit:

Taken, subscribed, and sworn to before me this 16 day of April, 2018.

My Commission expires August 28, 2018, 2018.



Kelley L. Graham
Notary Public State of Ohio
Washington County
My Commission Expires
August 28, 2018

NOTARY PUBLIC [Signature]

Purchasing Affidavit (Revised 01/19/2018)

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.

Thomas J. Crooks
(Name, Title)
THOMAS J CROOKS - Chairman/Partner
(Printed Name and Title)
154 1/2 Front St Marietta, OH 45750
(Address)
740.373.2334 - 740.373.3105
(Phone Number) / (Fax Number)
tcrooks@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)
4.16.18
(Date)
740.373.2334 - 740.373.3105
(Phone Number) (Fax Number)

REQUEST FOR PROPOSAL
WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE
CRFP VET180000001

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

(Company)

Leslie A Crooks, PRESIDENT

(Representative Name, Title)

740.373.2334 / 740.373.3105

(Contact Phone/Fax Number)

4.4.10

(Date)



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: 432025

Doc Description: ADDENDUM 1 INTEGRATED MARKETING PLAN AND EXECUTION

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2018-04-02	2018-04-19 13:30:00	CRFP 0613 VET1800000001	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
 Crystal Rink
 (304) 558-2402
 crystal.g.rnk@wv.gov

Signature X *Justin A. Crank* FEIN # 31-1737497 DATE 4.4.18

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

ADDITIONAL INFORMATION:

THE WEST VIRGINIA PURCHASING DIVISION FOR THE AGENCY, WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE, IS SOLICITING PROPOSALS FROM QUALIFIED VENDORS TO PROVIDE INTEGRATED MARKETING PLAN AND EXECUTION PER THE ATTACHED DOCUMENTATION

INVOICE TO		SHIP TO	
VETERANS AFFAIRS 130 ACADEMY DR		VETERANS AFFAIRS 130 ACADEMY DR	
DUNBAR	WW25064	DUNBAR	WW 25064
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Integrated Marketing Plan & Execution	0.00000			

Comm Code	Manufacturer	Specification	Model #
80141505			

Extended Description :
please see attached specs for more details

SCHEDULE OF EVENTS

Line	Event	Event Date
1	QUESTION DEADLINE	2018-03-29

SOLICITATION NUMBER: CRFP VET1800000001

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:

1. To provide answers to vendor questions

No other changes at this time

Proposal submission date remains 04/19/2018 at 1:30 PM EST

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 VET180000001

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

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

Company

Authorized Signature

Date

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

West Virginia Ethics Commission
Disclosure of Interested Parties to Contracts

(Required by W. Va. Code § 6D-1-2)

Contracting Business Entity: Stonewall Retail Marketing, Inc. Address: 154 1/2 Front St.

Authorized Agent: Leslie Crooks Address: 154 1/2 Front St Marietta, OH 45750

Contract Number: CRFP 0613 VET1800000001 Contract Description: WV Dept. of Veterans Assistance

Governmental agency awarding contract: Integrated Marketing Plan + Execution - WV Dept Veterans Assistance

Check here if this is a Supplemental Disclosure

List the Names of interested Parties to the contract which are known or reasonably anticipated by the contracting business entity for each category below (attach additional pages if necessary):

1. Subcontractors or other entities performing work or service under the Contract

Check here if none, otherwise list entity/individual names below.

2. Any person or entity who owns 25% or more of contracting entity (not applicable to publicly traded entities)

Check here if none, otherwise list entity/individual names below.

Leslie Crooks, Tom Crooks

3. Any person or entity that facilitated, or negotiated the terms of, the applicable contract (excluding legal services related to the negotiation or drafting of the applicable contract)

Check here if none, otherwise list entity/individual names below.

Signature: [Signature] Date Signed: 4.16.18

Notary Verification

State of Ohio, County of Washington:

I, Leslie Crooks, the authorized agent of the contracting business entity listed above, being duly sworn, acknowledge that the Disclosure herein is being made under oath and under the penalty of perjury.

Taken, sworn to and subscribed before me this 16 day of April, 2018.

[Signature]
Notary Public's Signature

To be completed by State Agency:
Date Received by State Agency: _____
Date submitted to Ethics Commission: _____
Governmental agency submitting Disclosure: _____



Kelley L. Graham
Notary Public State of Ohio
Washington County
My Commission Expires
August 28, 2018
Revised October 7, 2017