

The Phillips Group

December 10, 2008

State of West Virginia
Department of Administration
Purchasing Division
Attn: Ms. Shelly Murray
2019 Washington Street East
Charleston, WV 25305-0130

Re: RFQ #: EDD304896

Dear Ms. Murray:

Please find enclosed one original and six convenience copies of our "Technical Proposal" in response to the RFQ referenced above, opening date December 11, 2008 at 1:30 pm. Also included in the package is a separate envelope containing the "Cost Proposal", one original and six convenience copies.

Attached directly to this letter is a cashier's check in place of the required Bid Bond in the amount of \$100,000.00.

Thank you for your time and consideration of our proposal. Please feel free to contact me for additional information or with questions.

Sincerely,

Rachel D. Phillips

Enclosures (9)

RECEIVED

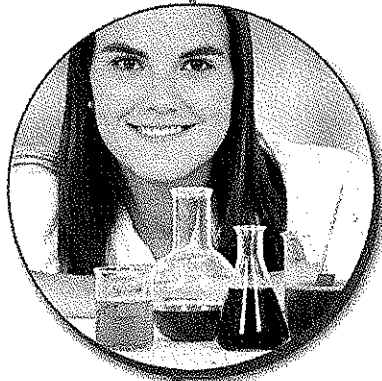
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PURCHASING DIVISION
STATE OF WV

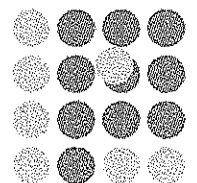
Advertising Services for the Department of Education

RFQ No. EDD304896

Technical Proposal



The Phillips Group
98 Findley Street
Elkins, WV, 26241
304.636.5568



Rachel D. Phillips

The Phillips Group



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Cost Proposal (Please find sealed in separate envelope)

Additional Documentation

Vender Preference Certificate
Purchasing Affidavit
Insurance Certificates
Worker's Compensation Certificate

Examples

Davis Health System Foundation Brochure.....A
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State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Request for Quotation

RFQ NUMBER
 EDD304896

PAGE
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF
 SHELLY MURRAY
 304-558-8801

RFQ COPY
 TYPE NAME/ADDRESS HERE

The Phillips Group
 Attn: Rachel D. Phillips
 98 Findley Street
 Elkins, WV 26241

DEPARTMENT OF EDUCATION
 BUILDING 6
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0330

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/23/2008				

BID OPENING DATE: 12/11/2008 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
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0001	1	LS		915-03		
ADVERTISING SERVICES REQUEST FOR PROPOSAL THE WEST VIRGINIA PURCHASING DIVISION FOR THE AGENCY, THE WEST VIRGINIA DEPARTMENT OF EDUCATION, IS SOLICITING PROPOSALS FOR A FULL SERVICE ADVERTISING COMPANY TO ASSIST IN THE IMPLEMENTATION OF VARIOUS DEPARTMENT INITIATIVES PER THE ATTACHED SPECIFICATIONS. A MANDATORY PRE-BID MEETING WILL BE HELD ON THURSDAY, NOVEMBER 13, 2008 AT 10:00 AM AT THE AGENCY'S LOCATION AT 1900 KANAWHA BOULEVARD EAST IN CHARLESTON, WEST VIRGINIA (BUILDING #6/WV STATE CAPITOL COMPLEX). ALL VENDORS INTERESTED IN SUBMITTING A PROPOSAL FOR THIS PROJECT MUST ATTEND THIS MEETING. ANY VENDOR FAILING TO ATTEND WILL BE DISQUALIFIED. NO ONE PERSON MAY REPRESENT MORE THAN ONE VENDOR. TECHNICAL QUESTIONS MUST BE SUBMITTED IN WRITING TO SHELLY MURRAY IN THE WEST VIRGINIA PURCHASING DIVISION VIA MAIL AT THE ADDRESS SHOWN IN THE BODY OF THIS RFP, VIA FAX AT 304-558-4115, OR VIA EMAIL AT SHELLY.L.MURRAY@WV.GOV. DEADLINE FOR ALL TECHNICAL QUESTIONS IS MONDAY, NOVEMBER 17, 2008 AT THE CLOSE OF BUSINESS. ALL TECHNICAL QUESTIONS RECEIVED, IF ANY, WILL BE ANSWERED BY ADDENDUM AFTER THE DEADLINE. QUESTIONS CONCERNING THE ACTUAL PROCESS BY WHICH A VENDOR MAY SUBMIT A PROPOSAL TO THE STATE OF WEST						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE: *W. Shelly Murray* TELEPHONE: 304.636.5568 DATE: 11.8.08

TITLE: President/CEO FEE: 55-0785628 ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

**GENERAL TERMS & CONDITIONS
REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)**

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. All quotations are governed by the *West Virginia Code* and the *Legislative Rules* of the Purchasing Division.
4. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
5. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods, this Purchase Order/Contract becomes void and of no effect after June 30.
6. Payment may only be made after the delivery and acceptance of goods or services.
7. Interest may be paid for late payment in accordance with the *West Virginia Code*.
8. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
9. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
10. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
11. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern all rights and duties under the Contract, including without limitation the validity of this Purchase Order/Contract.
12. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
13. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, this Contract may be deemed null and void, and terminated without further order.
14. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, and available online at the Purchasing Division's web site (<http://www.state.wv.us/admin/purchase/vrc/hipaa.htm>) is hereby made part of the agreement. Provided that, the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
15. **WEST VIRGINIA ALCOHOL & DRUG-FREE WORKPLACE ACT:** If this Contract constitutes a public improvement construction contract as set forth in Article 1D, Chapter 21 of the West Virginia Code ("The West Virginia Alcohol and Drug-Free Workplace Act"), then the following language shall hereby become part of this Contract: "The contractor and its subcontractors shall implement and maintain a written drug-free workplace policy in compliance with the West Virginia Alcohol and Drug-Free Workplace Act, as set forth in Article 1D, Chapter 21 of the West Virginia Code. The contractor and its subcontractors shall provide a sworn statement in writing, under the penalties of perjury, that they maintain a valid drug-free work place policy in compliance with the West Virginia and Drug-Free Workplace Act. It is understood and agreed that this Contract shall be cancelled by the awarding authority if the Contractor: 1) Fails to implement its drug-free workplace policy; 2) Fails to provide information regarding implementation of the contractor's drug-free workplace policy at the request of the public authority; or 3) Provides to the public authority false information regarding the contractor's drug-free workplace policy."

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division.
2. **SPECIFICATIONS:** Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Complete all sections of the quotation form.
4. Unit prices shall prevail in case of discrepancy.
5. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
6. **BID SUBMISSION:** All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130



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

Request for Quotation

RFQ NUMBER
 EDD304896

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 2

ADDRESS CORRESPONDENCE TO ATTENTION OF
 SHELLY MURRAY
 304-558-8801

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE

The Phillips Group
 Attn: Rachel D. Phillips
 98 Findley Street
 Elkins, WV 26241

SHIP TO

DEPARTMENT OF EDUCATION
 BUILDING 6
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0330

DATE PRINTED	TERMS OF SALE	SHIP VIA	FOB	FREIGHT TERMS
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VIRGINIA ARE NOT CONSIDERED TO BE TECHNICAL QUESTIONS AND MAY BE SUBMITTED AT ANY TIME PRIOR TO THE RFP OPENING DATE AND IN ANY FORMAT.

EXHIBIT 3

LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE ON AWARD AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE ORIGINAL CONTRACT. THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS WRITTEN NOTICE.

UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT, THE TERMS, CONDITIONS AND PRICING SET HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.

RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) ONE (1) YEAR PERIODS.

CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM TO THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN.

OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>W.L. Phillips Jr.</i>	TELEPHONE 304.636.5568	DATE 12.8.08
TITLE President/CEO	FAX 55-0785628	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

RFQ NUMBER
 EDD304896

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ADDRESS CORRESPONDENCE TO ATTENTION OF
 SHELLY MURRAY
 804-558-8801

RFQ COPY

TYPE NAME/ADDRESS HERE

The Phillips Group
 Attn: Rachel D. Phillips
 98 Findley Street
 Elkins, WV 26241

SHIP TO

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 BUILDING 6
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
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AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR IMMEDIATE DELIVERY IN EMERGENCIES DUE TO UNFORESEEN CAUSES (INCLUDING BUT NOT LIMITED TO DELAYS IN TRANSPORTATION OR AN UNANTICIPATED INCREASE IN THE VOLUME OF WORK.)

QUANTITIES: QUANTITIES LISTED IN THE REQUISITION ARE APPROXIMATIONS ONLY, BASED ON ESTIMATES SUPPLIED BY THE STATE SPENDING UNIT. IT IS UNDERSTOOD AND AGREED THAT THE CONTRACT SHALL COVER THE QUANTITIES ACTUALLY ORDERED FOR DELIVERY DURING THE TERM OF THE CONTRACT, WHETHER MORE OR LESS THAN THE QUANTITIES SHOWN.

ORDERING PROCEDURE: SPENDING UNIT(S) SHALL ISSUE A WRITTEN STATE CONTRACT ORDER (FORM NUMBER WV-39) TO THE VENDOR FOR COMMODITIES COVERED BY THIS CONTRACT. THE ORIGINAL COPY OF THE WV-39 SHALL BE MAILED TO THE VENDOR AS AUTHORIZATION FOR SHIPMENT, A SECOND COPY MAILED TO THE PURCHASING DIVISION, AND A THIRD COPY RETAINED BY THE SPENDING UNIT.

BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THIS CONTRACT IS AUTOMATICALLY NULL AND VOID, AND IS TERMINATED WITHOUT FURTHER ORDER.

THE TERMS AND CONDITIONS CONTAINED IN THIS CONTRACT SHALL SUPERSEDE ANY AND ALL SUBSEQUENT TERMS AND CONDITIONS WHICH MAY APPEAR ON ANY ATTACHED PRINTED DOCUMENTS SUCH AS PRICE LISTS, ORDER FORMS, SALES AGREEMENTS OR MAINTENANCE AGREEMENTS, INCLUDING ANY ELECTRONIC MEDIUM SUCH AS CD-ROM.

REV. 04/11/2001

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *u h Phillips* TELEPHONE 304.636.5568 DATE 12.8.08

TITLE President/CEO FSN 55-0785628 ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



State of West Virginia
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EXHIBIT 6

PRICE ADJUSTMENT PROVISION:
 THE STATE OF WEST VIRGINIA WILL CONSIDER BIDS THAT CONTAIN PROVISIONS FOR PRICE ADJUSTMENTS PRIOR TO THE ORIGINAL EXPIRATION OF THE CONTRACT, PROVIDED THAT SUCH PRICE ADJUSTMENT COVERS BOTH UPWARD AND DOWNWARD MOVEMENT OF THE COMMODITY PRICE, AND THAT ADJUSTMENT IS BASED ON THE "PASS THROUGH" INCREASE OR DECREASE OF RAW MATERIALS AND/OR LABOR, WHICH MAKE UP ALL OR A SUBSTANTIAL PART OF A PRODUCT. ADJUSTMENTS ARE TO BE BASED UPON AN ACTUAL DOLLAR FIGURE, NOT A PERCENTAGE. ALL PRICE ADJUSTMENT REQUESTS MUST BE SUBSTANTIATED IN A MANNER ACCEPTABLE TO THE DIRECTOR PURCHASING, E.G. GOVERNMENTAL BENCH MARKS, GENERAL MARKET INCREASE, PUBLISHED PRICE LISTS. SUCH REQUESTS FOR AND INCREASE SHOULD BE RECEIVED IN WRITING BY THE DIRECTOR OF PURCHASING AT LEAST 30 DAYS IN ADVANCE OF THE EFFECTIVE DATE OF THE INCREASE. ANY TIME THE VENDOR REQUESTS A PRICE ADJUSTMENT, THE PURCHASING DIVISION MAY EITHER ACCEPT THE PRICE ADJUSTMENT AND AMEND THE CONTRACT ACCORDINGLY OR REJECT THE ADJUSTMENT IN ITS ENTIRETY AND CANCEL THE CONTRACT.

PREFERRED TERMS:
 IT IS PREFERRED THAT THE PRICES ON THIS CONTRACT ARE FIRM FOR LIFE OF THE CONTRACT, AS INDICATED IN THE LIFE OF CONTRACT CLAUSE CONTAINED HEREIN, NOT TO EXCEED ONE (1) YEAR. PRICE INCREASES WILL BE CONSIDERED AT THE TIME OF RENEWAL ONLY.

NOTICE

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Rachel D. Phillips</i>	TELEPHONE 304.636.5568	DATE 12.8.08
TITLE President & CEO	FAX 55-0785628	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

RFQ NUMBER
 EDD304896

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ADDRESS CORRESPONDENCE TO ATTENTION OF
 SHELLY MURRAY
 804-558-8801

VENDOR FOR

RFQ COPY
 TYPE NAME/ADDRESS HERE

The Phillips Group
 Attn: Rachel D. Phillips
 98 Findley Street
 Elkins, WV 26241

SHIP TO

DEPARTMENT OF EDUCATION
 BUILDING 6
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0330

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10/23/2008				

BID OPENING DATE: 12/11/2008 BID OPENING TIME 01:30PM

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A SIGNED BID MUST BE SUBMITTED TO:
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 BUILDING 15
 2019 WASHINGTON STREET, EAST
 CHARLESTON, WV 25305-0130

THE PROPOSAL SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE PROPOSAL MAY NOT BE CONSIDERED:

SEALED PROPOSAL

BUYER: SHELLY MURRAY-FILE 31

RFP. NO.: EDD304896

PROPOSAL OPENING DATE: 12/11/2008 (TECHNICAL)

PROPOSAL OPENING TIME: 1:30 PM

**COST BID SHOULD BE SEALED IN A SEPARATE ENVELOPE. COST BID OPENING WILL BE SCHEDULED AFTER THE COMPLETION OF THE TECHNICAL EVALUATION. VENDOR WILL BE NOTIFIED OF THE DATE AND TIME.

PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR PROPOSAL:

-----304.636.1707-----

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *Rh Phillips* TELEPHONE 304.636.5568 DATE 12.8.08

TITLE President + CEO FEIN JS-0785628 ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

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 6

ADDRESS CORRESPONDENCE TO ATTENTION OF
 SHELLY MURRAY
 304-558-8801

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE

The Phillips Group
 Attn: Rachel D. Phillips
 98 Findley Street
 Elkins, WV 26241

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CONTACT PERSON (PLEASE PRINT CLEARLY):

----- Rachel D. Phillips -----

***** THIS IS THE END OF RFQ EDD304896 ***** TOTAL: 203,125.00

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *Wh Phillips Jr.* TELEPHONE 304.636.5568 DATE 12.8.08

TITLE President + CEO FEIN 55-0785628 ADDRESS CHANGES TO BE NOTED ABOVE

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DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/29/2008				

BID OPENING DATE: 12/11/2008 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOF	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
ADDENDUM NO. 1						
THIS ADDENDUM IS ISSUED TO CLARIFY THE TIME OF THE MANDATORY PRE-BID MEETING. THE MANDATORY PRE-BID MEETING WILL TAKE PLACE AT 10:00 AM ON 11/13/2008.						
001	1	LS		915-03		
ADVERTISING SERVICES						
EXHIBIT 10						
REQUISITION NO.: EDD304896						
ADDENDUM ACKNOWLEDGEMENT						
I HEREBY ACKNOWLEDGE RECEIPT OF THE FOLLOWING CHECKED ADDENDUM(S) AND HAVE MADE THE NECESSARY REVISIONS TO MY PROPOSAL, PLANS AND/OR SPECIFICATION, ETC.						
ADDENDUM NO. S:						
NO. 1 ✓						
NO. 2 ✓						
NO. 3						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Rachel D. Phillips</i>	TELEPHONE 304-636-5568	DATE 11/8/08
TITLE President/CEO	FEIN 65-0785628	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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10/29/2008				

BID OPENING DATE: 12/11/2008 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
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NO. 4

NO. 5

I UNDERSTAND THAT FAILURE TO CONFIRM THE RECEIPT OF THE ADDENDUM(S) MAY BE CAUSE FOR REJECTION OF BIDS.

VENDOR MUST CLEARLY 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.

W.D. Phillips
 SIGNATURE

The Phillips Group
 COMPANY

12-8-08

DATE

REV. 11/96

----- END OF ADDENDUM NO. 1 -----

SEE REVERSE SIDE FOR TERMS AND CONDITIONS			
SIGNATURE <i>W.D. Phillips</i>	TELEPHONE 304-636-5508	DATE 11/8/08	
TITLE President/CEO	FAX 85-0785628	ADDRESS CHANGES TO BE NOTED ABOVE	

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



Section I - Vendor Capacity

The Phillips Group (TPG), located in Elkins, WV, has a wide range of experience as an integrated communications and marketing firm. Expertise in rural healthcare, tourism, education, public affairs and economic development originates from several members of our staff working in these areas prior to joining TPG. We have continued to expand on our expertise in these sectors as we provide services ranging from government consulting, graphic design and research among other capabilities.

TPG consists of 8 full-time and 3 part-time staff members. Currently we have 23 active clients. Since the establishment of TPG in November 2001 we have worked with over 100 different clients with budgets ranging from \$250 to \$1.4 million. Our currently annual billing is \$750,659.00.

The entire staff of TPG will be dedicated to the Department of Education project, however the project will be managed by Ms. Tracy Fath, Senior Account Executive, and Mr. Bill Phillips, Jr., President & CEO. Tracy's experience as a certified teacher and mother of three will help her effectively handle the account. Bill's expertise in statewide public relations adds great value to a project on a tight budget. Effectively utilizing earned media expands the reach of a campaign by adding value to a media buy.

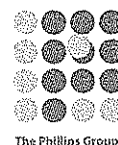
Our in-house capabilities and work in the areas below have allowed us to offer many services and create lasting partnerships to collaborate with our vendors, subcontractors and firms alike.

- Integrated marketing
- Strategic planning
- Public relations
- Communications
- Government and public policy
- Graphic design
- Research
- Advertising
- Event management
- Customer service training
- Electronic media development

Several of our clients use our staff as their own marketing department; we pride ourselves in being readily accessible to our clients on an interruptible basis. With strong client partnerships we are able to continually monitor the changing environment of each client and assist them in reacting accordingly.

By effectively and strategically positioning our clients we have been able to accomplish their marketing objectives in a cost effective manner. While we have had the benefit of working with some large clients with larger budgets, more often than not we find ourselves working within fairly tight budgets of smaller rural businesses with great aspirations. This makes overcoming challenges more difficult but motivates and inspires creative solutions.





Relevant Staff Biographies

(Full Resumes to Follow)

BILL PHILLIPS, JR. *President & CEO*

Bill Phillips, Jr. is president and chief executive officer of The Phillips Group.

Phillips has been involved in marketing and public relations his entire career. However, it wasn't until 2001 that he began his own business, The Phillips Group. It started with one client in a home office and it now has a full time staff of eight. The firm has served twenty eight clients in seven states.

The Phillips Group is based in Elkins and specializes in integrated marketing communications, strategic business planning and market research.

Prior to accepting a positions in Washington he managed three West Virginia professional associations where he was responsible for communications, public relations and government affairs.

Phillips spent twenty-five years in Washington on Capitol Hill, developed a rural development policy for the federal government and handled the Tennessee Valley Authority's relations in Washington.

He returned to his home state of West Virginia a decade ago where he managed marketing, public and community relations for Davis Health System.

Phillips served as chief of staff to West Virginia Governor Cecil H. Underwood in 1997 after managing his 1996 campaign. He managed the 2000 West Virginia presidential campaign of President Bush.

Mr. Phillips' active civic life has included serving on the board of directors of Cortland Acres. He also has served on the boards of the Elkins-Randolph County Chamber of Commerce, United Way of Randolph County, and Randolph County Emergency Medical Services. He was a member of the Planning Commission of Randolph County and the Randolph County Development Authority.

His other memberships have included the West Virginia Society for Healthcare Strategy and Market Development, West Virginia Hospital Association, and is a member of U.S. House of Representatives Administration Assistants Alumni Association, which he helped found. He is a member of the West Virginia Professional Association of Lobbyist.

He just concluded three years as a member of the Federal Home Loan Bank of Pittsburgh, Pa.

Mr. Phillips has received many honors including that of Distinguished West Virginian.

He is a graduate of Potomac State College and West Virginia Wesleyan College. He makes his home in Elkins, W. Va. with his wife, Jenny.





TRACY FATH

Senior Account Executive

Ms. Fath has 10 years of strategic planning experience, especially in the non-profit health care system and nursing home arena. She facilitated strategic planning exercises for management personnel at Davis Health System and assisted in implementing their goals and initiatives. While working with Cortland Acres, a non-profit senior citizen residence, she was instrumental in facilitating and developing their strategic plan. After leading various focus groups of staff, residents and community leaders, she conducted customer service and leadership training for employees and managers. Based on her research, Ms. Fath developed an effective branding and identity campaign and worked with management in strategically planning their progress through Cortland's many additions and new initiatives.

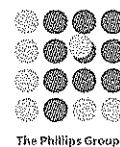




KELLY STADELMAN
Research Coordinator

With over 10 years of experience in market research, Ms. Stadelman has coordinated and conducted attitude, behavior and communication research among youth and adults for education, marketing and economic development campaigns throughout West Virginia. She worked with the West Virginia Department of Education on evaluating the Life Skills Programs, Standards of Learning, West Virginia School Board Association evaluating Project Leadership and the 21st Century Learning Assessment Survey. In addition, she has worked with the WV Division of Tourism on developing and implementing a Welcome Center Survey, Hatfield-McCoy Trail Survey, Conversion Study, Traveler's Survey and Readership Survey. Kelly is skilled in identifying areas of research, evaluating logo and message with target audiences, collecting data and managing research projects, designing questionnaires, moderating focus groups and presenting clients with research-based implications and recommendations. In addition to her work domestically, Kelly has developed economic development and marketing projects internationally for utility corporations. She has extensive experience in study design, execution and analysis for tourism, air transportation, health care, litigation and government clients.



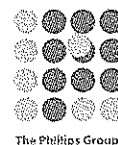


RACHEL D. PHILLIPS

Production Manager

Rachel uses her previous experience in media sales to build strategic relationships with everyone from TV and radio stations to magazines, negotiating the best possible rates for our clients. Her marketing and economics degrees enable her to organize and prepare campaign proposals in conjunction with marketing plans, conduct pre-, during and post-event research, manage promotional campaigns and schedule all inter-office creative production timelines. Rachel keeps all the Phillips Group wheels greased.





MARIANNE L. GIBSON

Senior Graphic Designer

Marianne has 20 years of experience in the graphics field using her creative mind to develop concepts and design that attract attention. Her experience as a production and mechanical artist contributes to her success as Senior Graphic Designer. She has extensive design and pre-press knowledge of various marketing materials including brand identity, print advertising and periodicals. Even after creating successful designs Marianne handles all pre-press management, production quality control and serves as a liaison with printing companies to ensure the highest quality graphic standards are met. Nothing leaves The Phillips Group without her artistic authorization.





CHRIS REED

Web Developer/Graphic Designer

Chris brings eight years of graphics arts experience to The Phillips Group. Chris is a valued member of the Team. His expertise is used to help clients with their branding goals. Chris helps businesses and organizations grow using his E-commerce knowledge. He has mastered Flash, using multi-media to convey client messages. His skill in website design and his programming knowledge backed by an artistic edge and eye for detail gives our clients a product that functions...not to mention one that stands out in a crowd.



JEFFREY LOUDIN

Client Services Coordinator

Jeff serves as a liaison between clients and The Phillips Group. He specializes in the areas of customer service, marketing, public relations, event planning logistics, advertising and communications activities. He has used his college degree in marketing and business administration to develop a "client friendly" culture for the firm. Guest relations and service are his hallmarks.



BILL PHILLIPS, JR.

105 Sylvester Drive • Elkins, West Virginia 26241

304.636.5568 (Office) • 304.636.1480 (Residence) • 304.636.1707 (Office Fax)

bill@phillipsgroupideas.com

PROFESSIONAL EXPERIENCE

July, 2001 to Present	<i>President/CEO</i> The Phillips Group, Elkins, WV
September, 1997 July, 2001	<i>Vice President for Development</i> Davis Health System, Inc., Elkins, WV
November, 1996 September, 1997	<i>Chief of Staff</i> To the Governor of West Virginia
June, 1996 November, 1996	<i>Campaign Manager</i> Underwood for Governor, Charleston, WV
September, 1993 June, 1996	<i>Assistant to President & Chief Executive Officer</i> Davis Memorial Hospital, Elkins, WV
May 1991 to September, 1993	<i>National Economic Development Representative</i> Economic Development Administration, U. S. Department of Commerce Washington, DC
September 1986 to May 1991	<i>Director</i> Tennessee Valley Authority, Washington, DC
November 1981 to September 1986	<i>Director</i> Office of Rural Development Policy, US Department of Agriculture, Washington, DC
June 1981 to November 1981	<i>Assistant, Office of Congressional & Public Affairs (Temporary Position)</i> U. S. Trade Representative, Office of the President, Washington, DC
January 1980 to June 1981	<i>President</i> Family Owned Business, Easton, MD
January 1979 to January 1980	<i>Administrative Assistant to U. S. Representative Don Ritter</i> U. S. House of Representatives, Washington, DC



PROFESSIONAL EXPERIENCE *continued*

April 1975 to
January 1979 Economic Development Administration,
U. S. Department of Commerce, Washington, D. C.

Special Assistant for Field Operations
Special Assistant to the Assistant Secretary

January 1975 to
April 1975 *Administrative Assistant to U. S. Representative Robert Kasten, Jr.*
U. S. House of Representatives, Washington, DC

March 1970 to
January 1975 *Administrative Assistant to U. S. Representative Wilmer "Vinegar Bend" Mizell*
U. S. House of Representatives, Washington, DC

August 1969 to
March 1970 *Special Assistant to the Federal Co-Chairman*
Appalachian Regional Commission, Washington, DC

August 1965 to
August 1969 *Executive Director*
Association Management, Charleston, WV

West Virginia Pharmaceutical Association
West Virginia Society of Professional Engineers
West Virginia Society of Certified Public Accountants

EDUCATION

Potomac State College, Keyser, West Virginia, A.A. Business Administration
West Virginia Wesleyan College, Buckhannon, West Virginia, B.A. in Business Administration
Davis and Elkins College, Elkins, West Virginia, post graduate study in Journalism

PROFESSIONAL & CIVIC ACTIVITIES

Current Director, Federal Home Loan Bank of Pittsburgh
Board of Directors, Cortland Acres, Thomas, WV
U. S. House of Representatives Administrative Assistants Alumni Association
Elkins-Randolph County Chamber of Commerce
Board of Directors, Education Alliance of West Virginia
Board of Directors, The Appalachian Way



PROFESSIONAL & CIVIC ACTIVITIES *continued*

Past
Society for Healthcare Strategy & Market Development
WV Society for Healthcare Strategy & Market Development
WV Hospital Association, Legislative Committee
Joint Committee on Government Organization, Public Member
Elkins-Randolph County Chamber of Commerce, Board of Directors
United Way of Randolph County, Board of Directors
Randolph County Emergency Medical Services, Board of Directors
Planning Commission of Randolph County
Randolph County Development Authority
Named Distinguished West Virginian in 1997

REFERENCES

Mr. Mark Doak
CEO, Davis Health System
Elkins, WV
304.637.3152

Mr. Gary White
President and CEO
International Resources Partners, LLC
Gilbert, WV
304.664.3227

TRACY C. FATH

44 East Ridge Drive • Elkins, WV 26241

Telephone: 304.636.6811
tracy@phillipsgroupideas.com

PROFESSIONAL EXPERIENCE

- Present *Senior Account Executive*
The Phillips Group, Elkins, WV
Responsible for the development, coordination and implementation of marketing and strategic planning initiatives. Specific duties include: analysis and research, strategic planning, facilitation of groups, measurement, and development of targeted strategies and programs. Experience in promotion, communications, public relations and customer service training.
- 1995-2002 *Director of Marketing and Strategic Communications*
Davis Health System, Elkins, WV
Responsible for all aspects of healthcare marketing, planning and public relations for large health care system. Experience in Strategic marketing planning, competitive analysis, strategy implementation, budgeting and customer and physician relations. Management responsibilities included: direction to journalist/graphic artist, community health director and employee and worksite wellness coordinator. Instructor, Team Building Workshops, and Customer Service Workshops.
- Honors West Virginia Society for Healthcare Strategy & Market Development
- 1990-1994 *Front Office and Billing Manager*
Women Physicians of Northern Virginia, Fairfax, VA
Daily administrative and managerial coordination of front office and billing procedures for three clinics. Patient relations functions included scheduling, benefits coordination and overall patient satisfaction. Business office duties included accounts receivable, insurance verification/billing and patient billing and collections.
- 1989-1990 *Administrative Assistant II*
Rehab Hospital Services Corporation, Washington, DC
Provided administrative support to chief executive officer, chief financial officer and marketing director for corporate division of large rehabilitation company in Washington, D.C. Experience included scheduling, travel arrangements and accommodations, event planning, expense reporting and communications. Served as administrative liaison between corporate staff and rehab facility directors.



EDUCATION

- 1989 Bachelor's of Science in Journalism, West Virginia University, Morgantown, WV
- 1994 Certification, Secondary English Education, George Mason University, Fairfax, VA
- 2001 Graduate Work: M.B.A. Program, West Virginia Wesleyan College, Buckhannon, WV

REFERENCES

Mr. James W. Wallace
President
Allegheny Insurance
Elkins, WV
304.636.1680

Ms. Karen Jacobson
Executive Director
Randolph County Housing Authority
Elkins, WV
304.636.6495

KELLY STADELMAN
P.O. Box 127 • Parsons, WV 26287
Telephone: 304.478.2288
kelly@phillipsgroupideas.com

PROFESSIONAL EXPERIENCE

- March 2006 to Present *Research and Strategic Planner*
The Phillips Group, Elkins, WV
Primary lead for Vision 2010, a strategic plan for the City of Elkins.
- March 2006 to Present *Coordinator*
Family Resource Network, Elkins & Parsons, WV
Primary responsibilities include writing and securing grants for counties.
- August 2004 to Present *President*
The Parsons Advocate, Parsons, WV
Primary responsibilities include reporting, photography, circulation management and managing the financial aspect of company.
- June 1999 to Present *Senior Vice President*
RMS Strategies, Inc., Charleston, WV
Overall responsible for \$500,000 in revenue with focus on communication research, behavioral research and customer satisfaction studies. Experienced in developing detailed proposals and securing funds; leading sales and project teams; conducting qualitative research (focus groups, in-depth interviews) message/concept testing and quantitative research. Specific experience gained in working with universities, consulting for public and private health care organizations, tourism, lottery, air transportation, financial institutions and industrial firms.
- *Manager Analytical Services (6/03 – 6/04)*
Primary responsibilities included marketing, business development and senior level client engagements. Responsible for generating \$300,000 in revenue in behavioral and product research and customer and employee satisfaction studies. Managed quantitative survey research and secondary research projects including data analysis, reporting and project budgets. Broad experience in crisis communication research.
- *Senior Project Manager (6/01 – 6/03)*
Responsible for generating \$200,000 in revenue. Primary responsibilities included managing qualitative and quantitative survey research projects including data collection, data analysis, reporting, client engagements and business development opportunities.

PROFESSIONAL EXPERIENCE *continued*

– *Research Analyst (6/99-5/01)*

Primary duties included survey design, data collection process and analysis and the reporting of research findings (including research-based implications and recommendations) to the client. Additional responsibilities included proposal writing, report writing and presentations. Broad experience in attitude studies, customer satisfaction, crisis communication and image studies.

November 1996 to
May 1999

Senior Program Development Officer in the Global Livestock Producers Program
EnterpriseWorks Worldwide, Washington D.C

Responsible for the management of the feed and production research and budget of the India Dairy Project (\$2.8 million); Designed feeding trials and managed livestock research; Conducted methane measurements in collaboration with the National Dairy Research Institute, India; Trained scientists and project managers; Secured grant funds from the USEPA for the implementation of a pilot livestock technology project in Nepal (\$85,000); and Conducted feasibility studies in Bangladesh and Nepal.

August 1995 to
October 1996

Agricultural Economist in the Program Development Division of Export Credits
Foreign Agricultural Service, Washington, D.C.

Researched and analyzed foreign country's requests of long-term and short-term U.S. export credit programs; Examined the potential of a country to purchase U.S. commodity exports under P.L. 480; Evaluated a country's compliance with past agreements; Prepared individual country export credit financing packages; Analyzed Private Voluntary Organization's requests for Food for Progress grants; Distributed funds; Wrote agreements, press releases, and briefing papers.

September 1988 to
October 1991

Project Manager for Catholic Relief Services' Agro-Pastoral Project
Peace Corps, Rwanda

Supervised 300 farmers; Established and consulted the Farmers Credit Union; Allocated loans; Collected and monitored reimbursements by farmers (increased reimbursements by 40%); Identified and Corrected problems of the projects and livestock raising; Established and advised a Livestock Association; Created and implemented an Artificial Insemination Project (\$6,500) and a Veterinarian Clinic Project (\$8,000); and Organized formations for the community on credit and livestock management.



EDUCATION

1995 Purdue University, West Lafayette, IN, Masters of Science in Agricultural Economics

1988 Purdue University, West Lafayette, IN, Bachelor of Art in Political Science,
Bachelor of Science in International Agriculture

Foreign Languages French and German

HONORS AND AWARDS

August 2001 to
June 2005 **Agricultural Economist in the Program Development Division of Export Credits**
Developed, conducted and implemented a four-year research and branding plan which led to a successful WV Teen Anti-Tobacco Campaign, RAZE. Using teen attitudes and opinions the research identified effective messages, messengers and advertising concepts as well as the brand name for the campaign, RAZE. A 20 percent decrease in tobacco use among teens in two years resulted in the program receiving national attention from the Centers for Disease Control as one of the top three reductions in teen tobacco use in the nation.

October 2000 **Agricultural Economist in the Program Development Division of Export Credits**
Developed and established a data collection center for the West Virginia Division of Tourism, Charleston, WV. Trained call counselors and research manager on data collection, data management, and the Survey System data software.

January 1997 **EnterpriseWorks Worldwide**
Established the first methane research laboratory outside the United States at the National Dairy Research Institute in India. Successfully completed a three-year study of molasses-urea products and the impact on methane production in Indian Dairy Cattle.

LEADERSHIP AND ACTIVITIES

Sponsor Chairperson, 2002, 2003 and 2004, Smoke on the Water chili cook-off,
Charleston, W.Va.
Returned Peace Corps Association, member.
Soccer Coach, 1995 – 1999, Girls Stodder League Washington, D.C.

PROFESSIONAL ORGANIZATIONS

American Marketing Association
National Association for Returned Peace Corps Volunteer

REFERENCES

George Manahan
President
The Manahan Group
Charleston, WV
304.343.2800

Rod Blackstone
Assistant to Mayor
City of Charleston, WV
304.348.8174

Liz Chewning
Marketing Director
W.Va Division of Tourism
Charleston, WV
304.558.2288

RACHEL D. PHILLIPS

102 Creekside Drive • Elkins, WV 26241

304.636.9400 (Residence) • 304.614.9580 (Cell)

rachel@phillipsgroupideas.com

PROFESSIONAL EXPERIENCE

January 2006 to
Present

Production Manager

The Phillips Group, Elkins, WV

- Perform daily marketing activities as well as participate in marketing decisions
- Responsible for purchasing advertisement while staying within budgetary parameters of clients
- Participates in business development activities
- Monthly bookkeeping including accounts payable and accounts receivable
- Manage all aspects of the projects from client approvals to following the quality assurance process
- Account executive for 5 active clients

February 2005 to
January 2006

Executive Assistant

Hannah Engineering & Hannah IT, Elkins, WV

- Typing, filing, answering phone as well as other general office duties
- Perform daily marketing activities as well as participate in marketing decisions
- Responsible for purchasing advertisement while staying within budgetary parameters
- Work closely with The Phillips Group of Elkins, Hannah Engineering's hired marketing firm
- Monthly bookkeeping including accounts payable, accounts receivable as well as payroll
- Perform courthouse property and deed research
- Run personal errands for the company president

February 2004 to
July 2004

Account Executive

Bristol Broadcasting, Inc., Charleston, WV

- Sold radio advertising for 3 of the top stations in the Charleston, WV area market with approximately 200,000 listeners
- Organized and prepared advertising campaign proposals that complied with the clients' current marketing plan
- Daily interaction with clients in person, by e-mail and by telephone
- Serviced over 80 clients' including ad agency accounts
- Wrote ad copy for clients approval
- Prospected daily for new clientele



PROFESSIONAL EXPERIENCE *continued*

August 2003 to
January 2004

Account Executive

McGraw-Elliott Media Group, Buckhannon, WV

- Sold radio advertising for 4 of the top stations covering all or part of 30 counties in North Central W.Va. as well as for a local television station
- Established and maintained relationships with over 50 local advertisers
- Assisted in the planning and organization of clients' promotional events
- Wrote ad orders, production orders and ad copy
- Daily interaction with clients in person as well as by telephone

OTHER EXPERIENCE

January 2002 to
May 2002

Internship (GMMI)

General Motors Marketing

- Planned and executed a marketing event for General Motors and Moses Automotive Network
- The project had an approximate \$2500 budget
- Conducted pre-event, during event and post-event market research
- Designed and implemented a promotional campaign with over 600 event participants
- Wrote marketing proposals and post-event reports
- Made both informal and formal presentations to clients



MARIANNE L. GIBSON

P.O. Box 42 • Norton, WV 26285

Telephone: 304.636.5988

marianne@phillipsgroupideas.com

PROFESSIONAL EXPERIENCE

2004 to
Present

Senior Graphic Designer

The Phillips Group, Elkins, WV

Involved with all stages of projects, from initial concepts, to the completion of a finished product. Design various electronic materials for print advertisements and web base formats. Materials include brochures, multi-page booklets and company collateral. Prepare electronic files for printers and publications according to required specifications.

2000 to
2003

Production Artist/Graphic Designer

Motta & Associates, Baltimore, MD

Extensive photo retouching and color correction. Prepared files for print production that ensures quality control. Organized and utilized an electronic filing system for the Creative Department. Layout and designed several direct mail pieces for various clientele. Troubleshoot Macintosh computers.

1996 to
2000

Electronic Prepress Technician & Design

Graphic Detail, Baltimore, MD

Prepared customer files for film output. Photo retouching and color correction, according to industry specifications. Output color Iris proofs, operated flatbed drum scanners, and Scitex film output devices. Designed brochures, logos, newsletters, ads, and administrative forms. Dispatched and serviced jobs to a large client list based in Baltimore, Maryland.

1995 to
1996

Creative Technician/Graphic Designer

Chesapeake Photo Engraving, Baltimore, MD

Designed four-color electronic direct mail pieces, brochures, newspaper ads, logos and posters for a variety of accounts, including Ryland Homes, Bally's and President Casinos, and Commercial Credit. Prepared electronic files for film output.

CHRISTOPHER REED

112 Davis Street • Elkins, WV 26241

Telephone: 304.636.3303
chris@phillipsgroupideas.com

PROFESSIONAL EXPERIENCE

- 2008 to Present *Web Developer/Graphic Designer*
The Phillips Group, Elkins, WV
Specializing in digital media, web design and internet marketing tools. Occasional print media including promotional materials such as brochures, posters and collateral. Versed in PC as well as Mac systems.
- 2006 to 2007 *President*
SideSix Designs, Elkins, WV
Owned and operated a small graphic design company out of home studio. Specialized in digital media and web design. Occasional print media included t-shirts, business cards, and promotional posters. Experience in web design and print. Developed logos for bands and tattoo artists.
- 2005 *Customer Account Representative*
Rend-A-Center, Elkins, WV
Assisted with every stage of the process – from managing customers and processing orders, to product delivery.
- 2004 to 2005 *Senior Assistant Manager*
Dominos Pizza, Elkins, WV
Ran all aspects of day-to-day store operations as well as marketing, training, and handling of customer and staff concerns.

EDUCATION

- 2001 Associate Degree, International Academy of Design & Technology, 2001

JEFFREY LOUDIN

403 Indianola Avenue • Elkins, WV 26241

304.636.3244 (Home) • 304.614.2457 (Cell) • 304.636.5568 (Office)

jeff@phillipsgroupideas.com

PROFESSIONAL EXPERIENCE

2002 to
Present

Director of Client Services

The Phillips Group, Elkins, WV

In concert with Mr. Phillips, worked closely in managing State Presidential campaigns for President Bush twice. Managed Governor Romney's presidential bid in 2008 and assisted several local candidates seeking various offices. Serve as a sole liaison between clients and our company specializing in Customer Service, Marketing, Public Relations, Advertising, and Communications activities. Responsible for the logistics of various public functions in addition to representing the organization on numerous civic committees. Responsible for Action 2010 Public Forums with regard to analysis of information and community input. Managed Accounts Receivable and Accounts Payable while serving as assistant to the President & CEO.

2002 to
2004

Food & Beverage Manager

Sodexo, Inc., Graceland Inn & Conference Center, Elkins, WV

Responsible for the overall management of the Mingo Room Restaurant located in the historic Graceland Inn & Conference Center. Responsibility included: Reservations, Special Functions, Employee Scheduling, Payroll and Inventory Management.

2000 to
2002

Flight Attendant

US Airways, Inc., Arlington, VA

Responsible for safety and welfare of all customers on board aircraft. Trained safety specialist for 12 aircraft types: first aid, fire fighting, decompressions and evacuation procedures. Team player responsible for onboard passenger comfort and top-notch customer service.

1998 to
2000

Assistant to V.P. of Development

Davis Health System, Inc., Elkins, WV

Served as a liaison between client and company working in the areas of Customer Service, Marketing, Public Relations, Advertising, and communications activities. Responsible for the logistics of various public functions in addition to representing the organization on numerous civic committees.

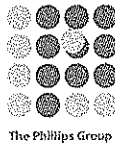


PROFESSIONAL EXPERIENCE *continued*

- 1994 to
1995 *Registration Clerk, Pre-Admissions Coordinator, Central Scheduling Rep.*
Davis Health System, Inc., Elkins, WV
Registration Clerk: Assisted patients with registration, order testing and general information. Pre-Admissions Coordinator: Worked with physician offices to coordinate diagnostic testing, assisted patients with insurance & eligibility benefits and payment arrangements. Central Scheduling Representative: Assisted physician offices & patients in scheduling clinical & diagnostic examination, obtained insurance pre-approval for clinical testing & admission.
- 1996 to
2000 *Front Desk/Shift Supervisor*
Graceland Inn & Conference Center/Davis & Elkins College, Elkins, WV
Received guests upon arrival, handled registrations, provided local tourist information and managed guest complaints. As required, served as host in Mingo Dining Room.
- 1992 to
1993 *Resident Assistant & Co-Director of Freshman Orientation Programs*
Fairmont State College - Fairmont, WV
Planned, organized, and implemented orientation and educational programming for 1,500 incoming freshman students and 130 peer counselors, supervised 18 men; counseled/advised and facilitated the development of residents.

Professional Affiliations

Randolph County Home Ownership Board Member
Delegate to 2008 Republican State Convention
Elkins/Randolph County Chamber of Commerce Member
Junior Chamber of Commerce Adviser
Ramp Festival Committee Member
Home Show Committee Member
Visioning Committee Member
American Red Cross Volunteer
Blood Drive Coordinator
American Cancer Society Volunteer
Relay for Life Chairman and Corporate Sponsor/Public Relations
Mountain State Forest Festival, Chairperson and Volunteer
Wheeling Symphony Committee Member
American Heart Association Volunteer
Davis Memorial Hospital Holly Ball Chairman



Section II – Professional Advertising and Marketing

Marketing and Communication Plan Development

Title: World Vision Appalachia

Contact: Reggie Trefethen, 304.457.5270, rtrefet@worldvision.org

Key TPG Staff: Tracy Fath

OVERVIEW

World Vision Appalachia is a non-profit organization based in Philippi, WV that assists those living in poverty in rural Appalachia. An affiliate of World Vision United States and World Vision International, this organization is part of a humanitarian relief network that operates on an annual budget of over \$945 million and supports programs in nine urban and rural areas across the United States and worldwide.

CHALLENGE

World Vision Appalachia had little or no brand recognition in West Virginia outside of the small rural communities in which it operates. In order to sustain its programs and grow its operations throughout the state they needed to expand their brand and build statewide awareness.

STRATEGIES

The Phillips Group planned and executed the strategic marketing and communications components of a multi-faceted statewide initiative to expand the client's brand and increase awareness of its four main programs.

TACTICS

- Consideration and targeted methods of reaching World Vision Appalachia's key stakeholders (staff, volunteers, program partners, donors, general public, government and business leaders, corporate headquarters, program participants, and potential donors and partners).
- A comprehensive, statewide earned media program.
- Creative development of collateral materials to support the promotion of client's brand and key outreach programs (newsletter, direct mail, brochure, trade show display, annual report, fundraising correspondence, meeting and event collaterals).
- Coordination of a World Vision United States Board Meeting in Philippi, WV to convey to these key stakeholders the value of World Vision Appalachia in West Virginia communities and rural America.

RESULTS:

- The earned media program achieved widespread coverage on television and radio, in newspapers, and other publications. We also secured a feature interview on West Virginia Public Radio's Inside Appalachia.
- Through the development of collateral tools we were able to create an inventory of professional resources the staff could use for promotion of the programs and the brand.
- Coordinated a Targeting Hope Conference, which enabled more than 200 participants to experience the World Vision Appalachia brand and become more aware of their valuable programs. The event gained coverage in World Vision United States print and internet media.
- Facilitated new relationships and partnerships in the state business and government sectors.

Title: Ring 9

Contact: Owner deceased, Company sold

Key TPG Staff: Bill Phillips, Jr.

OVERVIEW

Ring 9 had been in the telecommunications business for years as a reseller of long distance service. With the advent of Voice-over Internet Protocol (VoIP) the firm developed a product using web collaboration tools, which was unknown to most small businesses.

CHALLENGES

- To establish the company as an innovator in business communications and demonstrate its creditably.
- To explain the new product to new audiences as a cost effective measure.

STRATEGY

- Conducted a corporate audit to determine how the current services were marketed, audiences reached, tools used, and the geographical coverage area.
- Worked with Ring 9 to strategically plan a communications and public relations program prior to launching a marketing campaign.
- Managed the components of the marketing and communications effort.

TACTICS

- To establish credibility it was recommended to trademark the unique name and logo (which The Phillips Group had previously designed).
- Prepared information explaining how Ring 9 was unique and why it stands above the rest.
- Identified small business and technology media and prepared a media kit.
- Developed feature stories explaining the development and value of using VoIP as a communications solution.
- Prepared news releases (for earned media) emphasizing that the new product reduced costs, eliminated maintenance, handled growth and facilitated collaboration with customers, employees, and partners, whether around the corner or around the world.
- Provided counsel on a new approach to their web site.

RESULTS

- Telecommunications sales representatives sought out Ring 9 to market the product.
- Several investors were attracted to Ring 9.
- Plans were made to take the company public based upon the uniqueness of the product and potential to save small businesses revenue.

Multi-Media Ad Campaign Development

Title: Davis Health System

Contact: Mark Doak, 304.637.3152, doakd@davishealthsystem.org

Key TPG Staff: Bill Phillips, Tracy Fath

OVERVIEW

Davis Health System (DHS) provides health care in six rural West Virginia counties and is the lifeline for nearly 100,000 area residents. The network consists of two hospitals, primary and urgent care clinics, a cancer center, and a number of ancillary health services. DHS is integral to the economic health of the region, employing more than 1,000 individuals and generating an annual payroll of nearly \$41.8 million.

CHALLENGE

Davis Health System was challenged by competing service providers and alternative health resources. They determined a need for a strategic marketing and communications program to re-position the organization and prevent loss of market share to larger health systems in more metropolitan areas.

STRATEGIES

The Phillips Group produced and directed a successful multi-medium advertising campaign targeting a diverse demographic and incorporating cross-platform promotional tactics.

TACTICS

The Phillips Group produced and directed a successful multi-medium advertising campaign targeting a diverse demographic and incorporating cross-platform promotional tactics.

- A marketing and advertising program titled, "Closer to Home," was developed. Key message points were developed to promote the convenience, range of services, and excellence in patient care.
- Print, radio, television and outdoor media were utilized in a multi-county area. DHS employees, physicians and patients were used in the creative treatment to compliment the overall objective in communicating local excellence.
- We developed and directed all components of this multi-media campaign, including message and design creation, photography and videography, copywriting, media placement and buying, media coordination, tracking, and budgeting.
- We developed a series of complimentary collateral materials for placement in high-traffic "point-of-service" areas. (physician directory, rack cards and brochures)

RESULTS

- The use of local people in the advertising campaign created “buzz” not only within Davis Health System, but in the public sector as well. According to DHS officials much positive feedback was received on the campaign.
- DHS officials reported an increase in patient cross-utilization of services and more patients staying within the system for their health care needs. This increase is credited to the advertising and educational efforts targeted to consumers, patients, physicians and employees.
- The physician directory has become an invaluable tool for the health system, and since the creation of the original publication several updated versions have been produced and distributed to a mass audience.
- While some hospitals are challenged with declining reimbursement and financial difficulties, Davis Health System remains stable and growing. Utilization of specialized and high-tech medical treatments remains an integral part of their scope of services.

Title: American Mountain Theater

Contact: Kenny Sexton, 304.630.3040, ksexton@americanmountaintheater.com

Key TPG Staff: Rachel Phillips

OVERVIEW

The American Mountain Theater (AMT), a new state-of-the-art theater located in the historic Elkins Railyard, offers theater-goers a high-energy Branson-style music and comedy show. AMT is positioning itself to become a tourist destination, targeting year round tour bus operators and vacationers.

CHALLENGES

- In the beginning, AMT presented performances in another less desirable venue away from the main stream of the community. To succeed, AMT would need to be re-branded to the public and the tour bus operators, who had visited the theater previously.
- General awareness of AMT and their performances was essentially nonexistent.
- The new enterprise would need to prove itself as a viable tourist destination, gain respect and confidence within the community and throughout the state to become an anchor for tourism in the area.

STRATEGIES

- Created a first-class advertising and public relations image through the design of a cleaner logo, professional photography and other design elements (i.e., collateral, brochures, print ads, website).
- Identified AMT's target demographics, then further segmented the market by geography: local, regional, statewide, multi-state and tour bus operators east of the Mississippi.
- Attended tour bus trade shows to introduce the new AMT to operators responsible for booking trips to the area.

TACTICS

- The Phillips Group launched a multi-media campaign, using local, regional and statewide print publications and regional radio advertisements, including a give-a-way promotion, and state-wide television spots which reached more than 80% of the households in the state. This was a significant part of the promotional campaign.
- After all promotional tools were in place, The Phillips Group staged a spectacular grand opening to introduce AMT to a state-wide audience. The event attracted more than 500 theatergoers, including West Virginia's Governor and First Lady. To complete the project, an updated website was created to reflect the new image of the theater.

RESULTS

- As a result of the Grand Opening, ticket sales increased as did statewide recognition in the press. AMT has become known for its great entertainment and now hosts conferences throughout the year.
- Tour bus bookings have increased from 131 during the inaugural season to 250 in 2008.

Multi-Media Advertising Placement

Title: Charles Pointe

Contact: Mike Hager, 304.269.8801, mhager@benchmarkmanagement.com

Key TPG Staff: Bill Phillips, Jr.

OVERVIEW

The introductory campaign used several images with the intent of capturing a specific demographic from the broad audience. By combining a series of warm, family lifestyle images, entertainment, leisure, residential and business, the proposed treatment introduced Charles Pointe as a comprehensive place with different components that, together, create the overall experience.

CHALLENGES

- By utilizing many of the successful media outlets available throughout the Mountain State, a general audience was reached.
- We evaluate specific media and their demographic to ensure that we are reaching the correct audience.

STRATEGY

- To convince a skeptical public that this project would become a reality and that a campaign would be built around a theme of time.
- This approach fit perfectly, because the Charles Pointe philosophy emphasizes time--Time for family and leisure, and most important, it was time that West Virginia had an opportunity for growth with a project like Charles Pointe.

TACTICS

- Prior to launching the introductory campaign, we initiated a brief public relations effort, putting Charles Pointe in the public eye and into the minds of the community before the advertising components were released. People are much more receptive to advertising with heightened presence in the media.
- Collaterals are the backbone to any organization or project and play a key role in branding. Collaterals were produced with copyrighted PMS colors, and all collaterals were embossed with the Charles Pointe logo. Embossing is a distinguishing mark of quality, and most people are compelled to touch the logo.
- The newspaper campaign carried a strong message and bold design that delivered a call to action. The first ad was designed for impact as a means of drawing the reader to the insert that ran the same day. A second full-page color ad ran 10 days later.

- Advertising in regional and state business publications marked the beginning of niche marketing efforts in the business and commercial sector.
- Outdoor advertising along I-79 (near the project) could be viewed by upwards of 35,000 people every day.
- Airport traffic at the North Central WV and Yeager Airports composed of business and leisure travelers, both with disposable income, was an opportunity to expose a desirable demographic to Charles Pointe through signage and banners.
- Through television, a warm, 30-second commercial, which ran for 10 weeks across the state, painted a picture and evoked an emotional quality.
- The web was a simple means to evaluate response of the campaign, capture valuable leads, and provide in-depth information for those interested in learning more.
- Three supporting collaterals, a general brochure, press packet and a DVD, "The Story of Charles Pointe," complimented the advertising and marketing efforts.

RESULTS

- Since the project was launched, substantial development and growth has occurred. Currently, more than 1,700 acres are now being developed. Charles Pointe is home to the national corporate headquarters of Petroleum Development Corporation, Wingate Hotel, the Microtel, the Bridgeport Conference Center, the Harrison County branch of the Fairmont Federal Credit Union, a new child care facility, medical offices, general office space, dining and convenience facilities, among others.
- A new section of the residential area is now under construction.

Title: Political Campaign, Teets for Commissioner

Contact: J. Michael Teets, 304.897.5415, teetsfarms@hardynet.com

Key TPG Staff: Bill Phillips, Jr.

OVERVIEW

Every four years West Virginians elect a Board of Public Works. A candidate that had won the primary election was seeking marketing assistance.

CHALLENGES

- The candidate was virtually unknown.
- The opponent had held office for 40 years.
- A private survey revealed the candidate had 21% of the vote in September.
- In terms of a statewide campaign, a limited budget posed test.

STRATEGY

- To create name ID for the candidate throughout the state.
- Develop and implement a media plan that was effective in reach and frequency statewide with focus in certain geographical areas.

TACTICS

- Identify the regions that need a heavier focus.
- Create a marketing mix using television, radio, print, outdoor and internet media to reach the desired voters.
- Strategically using one media over others in certain areas was necessary due to budget restraints.
- Where certain medias were limited due to either geography or budget, non-traditional communications were used to supplement (i.e. email blasts, grassroots organization to distribute flyers).
- Billboards were placed on secondary highways at intersections and route with high traffic counts. Tractor trailer banners which were more cost effective and have a higher visibility were used along major interstate routes throughout the state.
- Television spots were placed statewide with a heavier frequency in the necessary regions.
- Print ads were place statewide in each weekly newspaper for the extent of the campaign, these were small but balanced by the frequency.
- Radio ads were placed on a statewide network on shows strategically identified as having key listeners.

RESULTS

- In two months of marketing the candidate went from 21% of the vote to 47% on Election Day.

LOGO DEVELOPMENT

Below are just a few examples of logos designed by The Phillips Group.



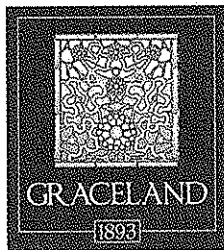
Colonial Estates

An Active Adult Community currently in development in Elkins, WV.



Teaching History through the Arts

A new hands-on arts-based curriculum that is available to area schools to benefit students of all ages.



Graceland Inn

Historic mansion turned Inn and Conference Center located on the campus of Davis & Elkins College.



Convention & Visitor Bureau of Marion County

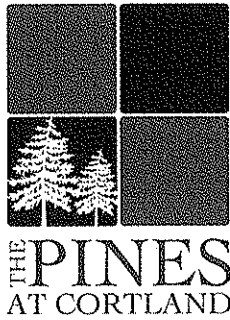
Organization devoted to promoting tourism in Marion County, WV.



Ring 9

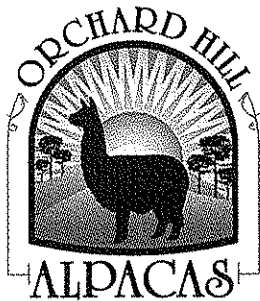
A telecommunications company located in Gainesville, Florida.

LOGO DEVELOPMENT *continued*



The Pines at Cortland

A retirement community with onsite medical care in Thomas, WV.



Orchard Hill Alpacas

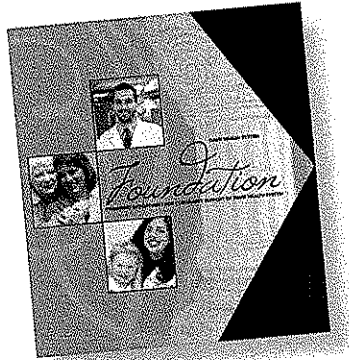
An alpaca farm located in Elkins, WV.



International Resource Partners

A coal company with several mining operations in southern West Virginia.

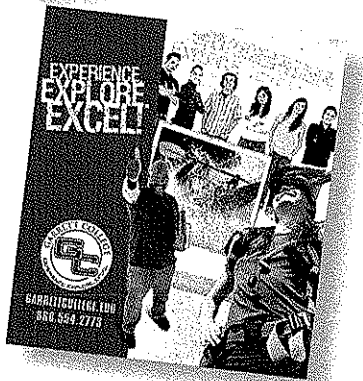
BROCHURE DEVELOPMENT



Davis Health System Foundation Brochure

The DHS Foundation brochure was intended to introduce the foundation and the opportunities it provides to the public. The client wanted a piece perceived as warm and personal, while suggesting strength and stability. These goals were achieved through professional, well-written copy, first-rate photography and design.

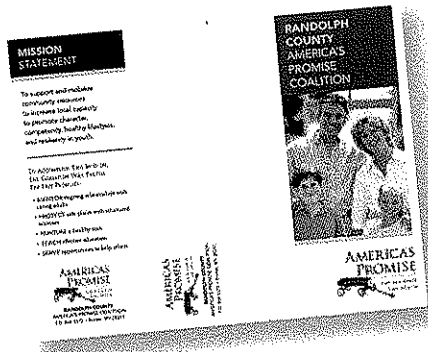
(see example A)



Garrett College Recruitment Brochure

The goal of the Garrett College brochure was to focus on a unique campus lifestyle, while communicating the educational opportunities the college offers. Included was a response card, inviting recruiters and other interested individuals to request additional information.

(see example B)



Randolph County America's Promise Coalition Brochure

A brochure distributed within Randolph County, was developed by fusing the goals of the local coalition with the logo and overall goals of the national alliance.

(see example C)



Colonial Estates

Two distinct levels of brochure material were developed in consideration of budget limitations. A small general brochure provides a concise overview of the community and the homes currently available. The other more expansive piece, offers broader detail for seriously interested buyers who seek full information.

(see example D & E)

Plans for Public Relations Associated with a Media Campaign or a Project

Title: AES Wind

Contact: Bob Muir, 301.919.1208, ic.bmuir@aes.com

Key TPG Staff: Rachel Phillips

OVERVIEW

AES Wind has applied for a permit to allow 53 to 68 wind turbines to be placed along Laurel Mountain in Randolph and Barbour counties. As with any project of this nature, the Public Service Commission (PSC) allows for a comment period before making its final decision. During this period AES Wind contracted with The Phillips Group to educate the public and garner support for the project. The goal was to overcome opposition and develop strong support for the PSC project.

CHALLENGES

- To overcome a strong opposing organization, which had obtained substantial media coverage both the local papers and on news broadcasts.
- To correct numerous misconceptions regarding wind energy and its affect on the area.
- There was little or no corporate image within the communities.

STRATEGIES

- Develop educational print advertising messages for a campaign in the local papers.
- Identify key community leaders to better educate the public on the benefits of the project.
- Develop a plan that would allow the public to readily express support of the PSC for the project.
- Distribute educational literature to dispel negative opinion and explain the project to the community.
- Promote the AES as a "good corporate citizen" with both the community and the media.

TACTICS

- Educational print advertisements were placed in the local papers.
- AES Wind made a sponsorship donation to the Randolph County Hooked on Fishing Expo.
- They also attended the Randolph County Hooked on Fishing Expo. Distributed kites to kids, while encouraging parents to sign letters of support for the project, which was then mailed by AES to the PSC.
- Planned and organized meetings with community leaders to explain the benefits of the project.

RESULTS

- Local media carried the "Hooked on Fishing" donation story.
- Over 400 letters of support were collected during the weekend as well as distributed literature to the community.
- A large, attractive display, including a small turbine replica, caught the attention of participants and attendees.
- The project has gathered broad support and gained the PSC's approval on November 26, 2008.

Title: Vision 2010

Contact: Judy , Mayor, 304.636.1414, mayor@cityofelkinswv.com

Key TPG Staff: Bill Phillips, Jr.

OVERVIEW

Elkins, once a thriving town and the center of commerce, experienced population and business loss. As a result, there was a general atmosphere of morose, lack of community spirit and belief that the town was dying. Vision 2010 was a public relations campaign directed at the citizens of Elkins and Randolph County and intended to change their beliefs and enlist their involvement and enthusiasm for improving the greater community.

CHALLENGES

Our initial challenge was to convince the City Council that such an initiative was possible, and second to encourage interest from community leaders and motivate citizens to participate by serving in various volunteer capacities.

STRATEGIES

Because funds were limited, it was a total public relations effort. This was also The Phillips Group's choice venue since it provided more legitimacy than an advertising campaign. Our first approach was to meet with citizen leaders and convince them of the merits of involving the community in improving the future of the area. One-on-one meetings were held and then a full meeting of the group of eight. However, these leaders were made aware that this was NOT a Vision (plan) to be developed "behind closed doors." We involved the local newspaper from the beginning and photo opportunities were always made available.

Our second strategy was key to getting the greatest community involvement to assure success of the project. We held Town Hall meetings, which were expanded to include youth and civic organizations. We explained the project and asked people to volunteer for designated committees (i.e., education, arts, economy) per their interests. We kept the media (radio, newspapers and television) advised and issued news releases to keep them involved. A website was designed that kept the public aware. Finally, we designed and issued a survey, which was made available through the regional newspaper, The Inter-Mountain, the website and various locations throughout the county, to assure every citizen had opportunities for input.



RESULTS

More than 500 residents of Elkins and surrounding areas became actively involved in the Vision 2010 process. We designed and published a report that outlined every idea and suggestion, full committee reports and complete disclosure on the survey results. As a result, the initiative is continuing as many committees are working on their established and expanded goals. Implementation of the Vision 2010 ideas are on-going.

Demonstrate the Process for Market Analysis/Target Market Identification

Title: Davis Health System

Contact: Mark Doak, 304.636.3152, doakd@davishealthsystem.org

Key TPG Staff: Bill Phillips, Jr., Tracy Fath

OVERVIEW

The Phillips Group has used various methods of market analysis and target market identification during our client relationship with Davis Health System. We have used income, health, demographic and census information to target both the regional area serviced by Davis Health System as well as smaller target areas to analyze service area potential or clinic locals. Other market analysis included: health, treatment, age, birth and referral statistics, employee attitude surveys and market perceptions.

CHALLENGES

Our challenges were varied and required different, significant and targeted approaches to each identified market. Because there were several, audience survey instruments were either too cumbersome or, because of numbers, too expensive. Market analysis required the use of available data to reach a targeted audience. We looked at several sources (i.e., census, Public Health, Kids Count, WV Hospital Association, admissions and discharges, ER visits) and deduced how best to reach the targeted audience and which media venue to utilize.

STRATEGIES

Based on census data for the Davis' service area it became apparent that their market contained an older population and from Public Health that there was a high instance of diabetes, heart problems and stroke. Therefore, to reach that target, messages should depict that age group and emphasize the services that provide treatment. In addition, we targeted the children of aged parents to educate them on the services provided. The Phillips Group analyzed admission/discharge data that indicated maternity stays and designed advertising to reach that segment.

The Phillips Group also used perception interviews conducted with various civic groups in unstructured environments. Based on the finding, "DHS doesn't have the necessary high tech equipment to treat me, so I have to go elsewhere," we designed an educational message using earned media and advertising that displayed and explained the extensive state-of-the-art equipment and highly qualified Board Certified Medical Doctors available at DHS.

Because DHS is a non-profit organization with limited funds, we carefully analyzed every choice and target to reap the most benefit to the institution. DHS is the largest employer and the only medical service provider in Randolph County, and its continuance is of significant importance to the area.

RESULTS

The use of local people in the advertising campaigns created "buzz" and much positive feedback was received. The physician directory has become an invaluable tool for the health system and since its creation there have been several updated versions distributed.

While many hospitals are challenged with declining reimbursement and financial difficulties, DHS remains stable and growing. Utilization of specialized and high-tech medical treatments remains an integral part of their scope of services. DHS officials report an increase in patient cross-utilization of services, and more patients utilizing the system for their health care needs. This increase is credited to the advertising and educational efforts targeted to consumers, patients, physicians and employees.

Title: Charles Pointe

Contact: Mike Hager, 304.269.8801, mhager@benchmarkmanagement.com

Key TPG Staff: Bill Phillips, Jr.

OVERVIEW

Charles Pointe is one of West Virginia's first, largest and most progressive master-planned communities. Commerce, residential living and recreational venues blend together to create not only a self-contained community, but a fresh lifestyle choice for West Virginians. The development was collaboratively supported through commitment and investment by the managing partner, Genesis Partners, city, county and state governmental entities and private business partners.

CHALLENGES

- The dynamic nature of this development project necessitated a need for a marketing strategy targeted to a diverse audience (public, business, government, homebuyers, and investment partners).
- Marketing strategies for the residential and commercial sales required distinct clarity of message and promotion, yet needed to convey the unified vision of Charles Pointe. Genesis Partners was challenged to define its vision and develop a sophisticated brand which would communicate this multi-faceted project.
- The concept of a master-planned community was unknown by the general public as well as across the regional and state-wide corporate sector.

STRATEGIES

The Phillips Group was engaged at the onset of this project to provide service in the areas of marketing and communications strategy, planning and execution, brand development, public relations, and government relations and policy. In order to successfully fulfill these requirements, a concentrated effort in analyzing and identifying current and potential markets was necessary.



TACTICS

- Engaging in in-depth study and research of the project including the history, vision, construction/development plans and timelines.
- Research and study on various models of existing master-planned communities.
- Analysis of key stakeholders including city and government leaders, the general public, financial and business partners, staff, and project leadership.
- In-depth study and research on the geographic and demographic traits relative to the local community and state.
- Research into key in-state and out-of-state media channels including demographic profiles, frequency, rates and reach.
- Meeting with Charles Pointe's key business partners in the residential and commercial sales sectors.
- Performing consumer profiling by analyzing demographic data, regional industry and growth potentials, SWOT analysis (strengths, weaknesses, opportunities and threats).
- Conducting an inventory of existing partnerships and relationships in the business, civic and government sectors.
- Performing earned media and advertising audits to gauge current public understanding and perceptions.
- Held regular meetings with executive and management staff to remain current on all facets of the development.

RESULTS

- Developed databases of key partners, associations and memberships, which were used to execute and track marketing activities.
- The visual and message components of the advertising and communications program were customized to reach and inform specific audience groups based on their needs and interests in Charles Pointe. Research enabled us to define a common set of stakeholder profiles, which were used to create and place advertising more effectively and efficiently for the client.

Demonstrate the ability to provide qualitative and quantitative formative research for new projects and interventions to identify and prioritize basic needs, desires, and values within the target populations either in-house or through a third party.

Title: 21st Century Learning Assessment – Telephone Survey

Contact: Liza Cordeiro, 304.558.2681, lcordeir@access.k12.wv.us

Key TPG Staff: Kelly Stadelman

OVERVIEW

The West Virginia Department of Education commissioned the 21st Century Learning Assessment in December 2007 to gain an understanding of attitudes, perceptions and knowledge among students, parents and teachers in the West Virginia public school system about the 21st Century Learning initiative.

OBJECTIVES

- To obtain an understanding of attitudes, perceptions and knowledge among students, parents and teachers regarding 21st Century Learning initiative in the four regions in West Virginia;
- To assess the overall image and knowledge of the 21st Century Learning initiative and determine program attributes among the three audiences; and
- To determine the most effective messages, messengers and communication methods to inform students, parents and teachers about the 21st Century Learning initiative.

CHALLENGES

The challenge in conducting the telephone survey was identifying parents, teachers and students in the public school system. The Phillips Group developed screening criteria questions to identify parents, students and teachers. Also targeted sample was used for each audience and the WV Department of Education provided addresses of teachers in West Virginia. Using the Genesys database system, we were able to attach a telephone number to each address. The dataset did not contain any other identifiers such as a name. After the study was completed, the data was deleted. Using targeted sample lowers the cost per interview of the survey and increases response and cooperation rates.

STRATEGIES

Prior to investing in an advertising and marketing campaign, the DOE contracted The Phillips Group to conduct research. We then recommended conducting a telephone survey (quantitative formative research) to assist in developing an integrated communications plan. The telephone survey was conducted among four audiences: teachers currently working in the WV public school system, WV public school students currently in grades 9 to 12, parents of students in the WV public school system and WV businesses.

The telephone survey enabled the WV Department of Education to identify attitudes and perceptions statewide and prioritize messages and messengers. It helped determine which positioning statement and message would be the most effective and whether or not it will deliver results with the target audiences, parents, teachers and students. It also identified where the message should be placed and how to dispel myths.

The Phillips Group was meticulous in developing the research instrument or questionnaire for this study. Each question was evaluated for its current information provided as well as future information. The same questionnaire can be used in future tracking studies.

TACTICS

The Phillips Group conducted a total of 539 telephone interviews among a random sample of households. The telephone interviews were conducted statewide via CATI (Computer Assisted Telephone Interviewing) from a third party call center in Charleston, West Virginia from December 1 to 31, 2007 during afternoon and evening hours. Professional trained interviewers made the calls. The cooperation rate for the survey was 68% for students, 72% for students and 79% for teachers.

RESULTS

The results of the research helped identify the most important 21st Century skills students will need for the workforce and assess the knowledge about the 21st Century Learning initiative. It also prioritized effective messages and messengers to communicate program specifics to key audience members (teachers, parents and students) along with assessing media habits in a clear concise manner. The results of the telephone survey provided direction for the West Virginia Department of Education for the educational campaign.

Title: Vision 2010 – City of Elkins

Contact: Judy Guye-Swanson, Mayor, 304.636.1414, mayor@cityofelkinswv.com

Key TPG Staff: Bill Phillips, Jr.

OVERVIEW

Vision 2010 was a citizen-driven community development initiative, developed by the city of Elkins, and implemented by The Phillips Group to guide the community's future. The project issued a challenge to the citizens of Elkins and Randolph County to look at where the city and county are, where the city and county are heading, and provide direction for where the city and county want to go.

Residents in Elkins and Randolph County provided input through town hall meetings (world café), roundtable discussions, visioning sessions and a public opinion survey. Vision 2010 was a community development project that helped chart the future of the area. Residents' visions provided the roadmap that the city and other areas are using to help make decisions and plan for the future.

The Vision 2010 effort was led by the leadership committee, comprised of six leaders in the county identified by The Phillips Group. The leaders guided the efforts through the donation of their time, knowledge and skills to the process.



CHALLENGES

The challenge in implementing Vision 2010 was getting residents to voluntarily participate in quantitative and qualitative formative research. Normally, participants in a quantitative research study are paid an incentive for their time and opinions. Because this project lacked a budget, The Phillips Group used its public relations expertise to entice residents to participate in both types of research projects through developing a relationship with the local newspaper staff to bring attention to the importance of the project to the city's and county's future.

STRATEGIES

Relying heavily on public opinions, The Phillips Group designed Vision 2010 to include residents of Elkins and the surrounding area opportunities for input into the future of the region through town hall meetings, roundtable discussions, visioning sessions and a public opinion survey. The Phillips Group used both qualitative and quantitative formative research to identify and prioritize basic needs, desires and values with residents of Randolph County.

The Phillips Group used the following principles that guided effective public participation:

- The public has a say in decisions about actions that affect their lives;
- The public is involved as early as possible;
- Participants are provided with the information they need to participate in a meaningful way;
- The needs and concerns of the public are listened to and their input is integrated into the outcome.

TACTICS

The Vision 2010 process began with a town hall meeting to provide residents a forum to come together to discuss common issues, build relationships and initiate plans to move forward. The town hall took on a "café" style discussion with people being broken down into smaller groups to make sure all attendees had a voice and an opportunity to affect their future.

At the same time, The Phillips Group developed a public opinion survey in order to quantify residents' attitudes and opinions. The survey was posted in the local newspaper, The Inter-Mountain, distributed at the public meetings, on the website and made available at area organizations and businesses. Collection boxes were strategically located throughout the county to encourage participation of residents and visitors. Residents and visitors to the area were given the opportunity to have a say in decisions about actions that affect their lives.

The Phillips Group also incorporated roundtable discussion groups into the project. The groups focused on growing the economy, enhancing quality of life, connecting the communities, understanding the role of government, appreciating Elkins history and culture and creating a better future through education. The role of the roundtables was to review current research and trends; conduct public visioning sessions; look for alternatives; examine opportunities; identify actions; establish goals, strategies and tactics; and focus on the future.

RESULTS

The Vision 2010 process was built on a foundation of public participation. Hundreds of people met the challenge, participating in the Vision 2010 process and offering their voices to be heard and to have a say in decisions about actions that affect their lives. Vision 2010 was a community development project that used residents' visions to develop a roadmap that the city and other areas can use to help make decisions and plan for the future.

Following Vision 2010, the City of Elkins took the next step in its journey and started implementing residents' visions. The implementation or second phase of the project is known as Action 2010.

Action 2010 still continues to have an impact on the future of the area, especially in regards to securing a grant to aid in the development of the historical area of Elkins. Action 2010 also secured a Vista volunteer who is working to get grants for the county's school system.

Demonstrate an Ability to Work Under Significant Time Constraints

Title: Augusta Heritage Center of Davis & Elkins College 2007 Catalog

Contact: Gerry Miles, 304.637.1209, gcm@agustaheritage.com

Key TPG Staff: Rachel Phillips

OVERVIEW

The Augusta Heritage Center is a non-profit organization dedicated to encouraging wider understanding and practice of artistic expression found in local regional and ethnic traditional folk cultures. This is achieved through classes, workshops, publications and apprenticeships. Each summer for more than three decades, Augusta has offered a six-week schedule of classes in the folkarts. This internationally known project is promoted primarily through a catalog, which lists upcoming classes and instructors, then distributed through an extensive mailing list and in answer to website inquiries.

CHALLENGES

- In the interest of budgetary constraints, Augusta wanted to condense the 2007 catalog from over 50 pages to about 24 pages while continuing to provide necessary information.
- The major obstacle to completing this project was the timeline. Previously, the catalog had been distributed in early spring. However the new executive director and the staff realized that earlier distribution would beat their competitors and increase class enrollment. Thus, they turned to The Phillips Group in late October with a goal of mailing the catalog to potential participants by December 1st. To achieve a goal of this magnitude, the first of its kind, was a challenge for the new executive director.
- At the time The Phillips Group was contracted, copy had not been finalized and the class instructors were still subject to change.

STRATEGY

- To accommodate time constraints for early publication, a work plan with goals and deadlines for both The Phillips Group and the client was developed.
- To keep the project moving efficiently, The Phillips Group's production manager was responsible for organizing and maintaining the large amounts of copy and photographic material.

TACTICS

- While awaiting finalized copy and completed roster of instructors, The Phillips Group developed the graphic concept for client approval.
- A selection of relevant photographs was chosen.
- Layout, as well as comment and approval from the client, began on a page-by-page basis to keep the project moving.
- The printer and mailing facility were kept abreast of the progress to insure timely completion of printing and mailing.

RESULTS

- The project was successfully completed with a smooth transition from design to printing to mailing of the final product.
- The following year, The Phillips Group was contracted to design the 2008 catalog.

Title: Davis & Elkins College, Crisis Communications

Contact: Carol Schuler, 304.637.1338, schulerc@davisandelkins.edu

Key TPG Staff: Bill Phillips, Jr.

OVERVIEW

The college initiated a plan to reduce expenses, eliminate long time professors, discontinue certain student classes, and other "cost cutting" measures.

CHALLENGES

- No communications plan or strategy had been developed.
- Students, faculty and the local media wanted answers.
- Community and business owners were concerned about the impact.
- The college was closing for Thanksgiving.

STRATEGY

- The Phillips Group sent top team members to be briefed by college officials.
- A crisis communications plan was developed, a communications team formed, and a protocol for communications was put in place.
- Primary messages were determined.
- The college President was designated as the primary spokesperson.



TACTICS

- A daily meeting with the communications team was held.
- A conference call with the College Board of Trustees was conducted.
- The President's Cabinet was briefed on the communications program.
- The President convened a meeting with the Student Assembly.
- The President held a "faculty roundtable" and briefed the support staff.
- Immediate response to inquires from the local newspaper, television and radio station was handled by a spokesperson.
- The President held an open "listening session."
- A letter to parents was planned. (Never needed)
- A podcast was emailed to all students, faculty and staff to explain the initial decisions.
- A blog was established so that the college community could directly question the President.
- The President sent various podcasts to students, faculty and staff throughout the crisis.
- A message was prepared for the forthcoming Alumni newsletter, which explained the financial circumstances at the college.

RESULTS

- The crisis had passed by the time students returned from the Thanksgiving and Christmas holidays.
- Community leaders and business owners became better informed as to why these actions were necessary to stabilize College finances.

Demonstrate on Ability to Secure Strategic Earned Media

Title: World Vision Appalachia

Contact: Reggie Trefethen, 304.457.5270, rtrefet@worldvision.org

Key TPG Staff: Tracy Fath

OVERVIEW

World Vision Appalachia is a non-profit organization based in Philippi, WV that assists those living in poverty in rural Appalachia. An affiliate of World Vision United States and World Vision International, this organization is part of a humanitarian relief network that operates on an annual budget of over \$945 million and supports programs in nine urban and rural areas across the United States and worldwide.

CHALLENGE

World Vision Appalachia needed to establish their brand and create awareness throughout West Virginia. The communications program for World Vision Appalachia would need to rely heavily on earned media because of limited budget dollars for conventional means of advertising.

STRATEGY

With extensive expertise and solid media relationships already in place, The Phillips Group launched an intensive statewide earned media campaign based on our proven set of proactive methodologies.

TACTICS

- We utilized our own database of statewide media sources, which includes over 140 contacts in the newspaper, radio, television, magazine, and internet news industry.
- Because World Vision Appalachia is a Christian-based humanitarian organization, we developed a database of West Virginia Christian broadcast stations in order to reach this desired demographic. Public Service Announcements and press releases were regularly distributed to this list.
- We prepared all press releases for distribution, which included background/research, message development, writing, clearance, photographs and/or video. The Phillips Group served as the point of contact on all releases so that follow-up or questions by the press were channeled through our firm. Generally, the releases were used exactly as they were prepared so all key messages were communicated as we desired.
- Press releases were tailored for specific audiences and geographic regions in order to make them more relevant to the local audience and secure more widespread coverage.
- We provided World Vision staff members an overview of effective earned media programs and how to recognize earned media opportunities. This way, more story ideas "from the field" were made available to us for follow up.



- Our proactive approach to promoting events, meetings and significant happenings through earned media includes: media advisories, follow-up calls, pre-scheduling of interviews, suggested film and photographic opportunities, available white papers or background documents, press conferences. We placed a high priority on always being available to handle press inquiries.

RESULTS

In addition to widespread coverage in various local and regional media outlets we secured an interview on West Virginia Public Radio's Inside Appalachia and articles in the State Journal.

Title: Orchard Hill Alpacas

Contact: Rebecca Hammer, 304.637.3156, hammerr@davishealthsystem.org

Key TPG Staff: Bill Phillips, Jr.

OVERVIEW

Orchard Hill Alpacas, which is home to 23 alpacas, with both alpaca breeds, the Huacaya and Suri represented, wanted to celebrate National Alpaca Farm Day.

CHALLENGES

- Funding to market the event was limited.
- Despite national television advertising most persons know little about alpacas.

TACTICS

- An event was designed to create awareness and featured educational farm tours, demonstrations, and opportunities to view and learn about alpaca fiber and the range of apparel and products made from the fleece.
- Local and regional media were invited to "meet the alpacas" in advance of the National Alpaca Farm Day.
- A media advisory was issued prior to the event including "a must use" photo.

RESULTS

- The advance media visit resulted in two television news stories.
- The farm owner was invited to the studio (television) for live interview show about her operations and National Alpaca Farm Day.
- The local newspaper carried two stories prior to the event, including one photo.
- West Virginia Public Radio interviewed the owner about alpaca and her educational program.
- The event was mentioned in the State Journal, which also carried a post-event photo.



Demonstrate Examples of Media Effectiveness Measures/Evaluation

Title: Political Campaign, Teets for Commissioner

Contact: J. Michael Teets, 304.897.5415, teetsfarms@hardynet.com

Key TPG Staff: Bill Phillips, Jr.

OVERVIEW

Every four years West Virginians elects a Board of Public Works. A candidate who had won the primary election was seeking marketing assistance.

CHALLENGES

- The candidate was virtually unknown.
- The opponent had held the office for 40 years.
- A private survey revealed the candidate had 21% of the vote in September.

STRATEGY

- To develop a marketing, communications and political plan to begin in September.

TACTICS

- To develop a campaign theme to target the demographics needed to win.
- Design new campaign collateral to support theme and emphasize name.
- Purchase outdoor advertising and place "tractor boards" to build name identification.
- Produce a television commercial to introduce the candidate.
- Produce a second television commercial to focus on "why you should care who the Commissioner of Agriculture is."
- Place a name-building ad in all state weekly newspapers.
- Develop a website to focus on who, what, when, where and how.
- Formulate strategic scheduling to supplement the media campaign.
- Statewide radio spot to supplement other campaign media.
- Produced television commercials featuring "Bessie" and "Bossie" cows talking about problems at the WV Agriculture Department.
- Organized tours for the candidate in all 55 counties to create earned media. He was accompanied by two cows, which connected with the television commercials.



RESULTS

In two months of marketing the candidate went from 21% of the vote to 47% on Election Day.

Title: American Mountain Theater

Contact: Kenny Sexton, 304.630.3040, ksexton@americanmountaintheater.com

Key TPG Staff: Rachel Phillips

OVERVIEW

The American Mountain Theater (AMT), a new state-of-the-art theater located in the historic Elkins Railyard, offers theater-goers a high-energy Branson-style music and comedy show. AMT is positioning itself to become a tourist destination, targeting year round tour bus operators and vacationers.

CHALLENGES

Our primary challenge was to help American Mountain Theater become a viable enterprise as tourist destination and a magnet for theater-goers. There was a huge investment in a state-of-the-art theater, performers and musicians.

STRATEGIES

The Phillips Group created a marketing plan that drove the process of educating locals and out-of-towners that they could find good entertainment in a small West Virginia town. Strategies to build attendance included newspaper and television advertisements, brochures and a website. However, in order to expand the audience outside the local area, we designed a by-invitation open-house/event with invited dignitaries, including West Virginia's Governor and First Lady, Chief of Staff, and State Legislators. This created an earned media environment with television stations, radio and newspapers covering the event and the entertainment. Word-of-mouth, one of the best education tools, and earned media helped fill the seats. Press releases regarding changes in the show were carried. AMT garnered national attention through a lengthy story in the travel section of the Washington Post. An additional strategy was the promotion to attract the interest of tour bus operators.

RESULTS

The measurement and evaluation is the success of American Mountain Theater. AMT is economically viable. After 18 months, seats are filled, local theater-goers are returning several times and bringing guests, bus tours have increased from 131 to 250 and AMT has increased the number of shows to accommodate customer demand. Currently we are creating a multi-media presentation to enhance the show.

The development of multi-media campaigns: planning, identifying goals, establishing key statements, determining tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same.

The 21st Century Learning Assessment research will be the foundation of the educational campaign whether it is multi-media, public relations or communications.

Planning & Goal Identification

The Phillips Group (TPG) will convene those with a stake in the success of the campaign. When this planning process is completed the information will be used to establish campaign goals, and develop a public relations and communications plan.

A representative group of teachers, parents and students will be selected from the regions covered by the survey. The WV Department of Education Communications team and others selected by them will join The Phillips Group team in the planning session. The agenda would include a discussion of potential goals, how to use the media identified in the survey, budget considerations, whether or not there is value in customizing the message to fit the regions, using public relations as a substitute for paid advertising and other tools and ideas to accomplish the objective.

Insights gained from the planning session will be used by TPG creative team to design a campaign for consideration by the department's communication staff.

The Phillips Group upon reviewing the research has made an initial determination of educational opportunities.

Major Opportunities

- All audiences need to be educated to understand that the 21st Century program is not about using computers and technology in the classroom.
- Communicate to students how 21st Century skills will help them in the workplace.
 - Develop a communications program to capitalize on
 - the trust teachers place in information received from the Superintendent of Schools
 - the trust parents & students place in information from the Teacher of the Year in their county
 - the trust students place in information from a government official

Secondary Opportunities

- Take advantage of the belief that schools need to teach more than the basics, and need to incorporate into the curriculum and teach a broader range of skills.
- Schools should make opportunities to educate the public and parents about the 21st Century Learning activities the students are participating in on a regular basis. The research tells us that there is higher approval when the parents are simply educated about their students' activities.

Key Statements

A road map for message development can be found on page 51 of the Assessment Report. TPG will be guided by these potential statements as it strives to reach teachers, parents and students.

Tactics & Timeliness

The Phillips Group believes a new brand (21st Century Learning) can be launched only with publicity, guided by an extensive communications plan, as well as a public relations (PR) effort. We would counsel any new marketing program, starting with publicity and shifting to advertising only after the PR objectives have been achieved.

Advertising should follow PR in both timing and theme as a continuation of public relations by other means and should begin only after the PR program has run its course. The theme of the advertising program will repeat the perceptions created in the mind of the teachers, students and parents.

We intend to capture the power of a third party. As the study indicates, our three audiences each respect the voice of various individuals. We believe that people can determine what other people think. Thus, we will use those identified as "influencers."

When print advertisement or a radio/TV commercial is used it generally needs outside validation. Advertising messages will be validated by using consistent messages in earned media opportunities.

The Phillips Group will incorporate the new rules of marketing and public relations in its strategy and tactics. Our goal will be to educate teachers, parents and students while establishing the WV Department of Education as the leader of 21st Century Learning. An example of our tactics include:

- Direct to "consumer" news releases and a series of articles on the 21st Century Learning web site;
- Creating a 21st Century Learning web site that is easy to access (search engine optimization);
- Use email headlines that are humorous and educational;
- Create useful content for target audiences (teachers, students, parents);
- Use words and phrases that reach the niche targets;

- Anticipate needs and provide content to meet them, even before people know to ask;
- Use this as an opportunity to shift away from mainstream markets toward our niche (teachers, students, parents);
- Create different microsites with purpose-built landing pages and “just right” content – each aimed at the narrow target constituency;
- Prepare articles that captures the essence of how 21st Century learning skills will advance a student’s career and publish them online;
- Target plugged-in-bogglers and online news sites;
- Create blogs and embrace bloggers;
- News releases that highlight expert ideas and stories and distribute them on news search engines and vertical contents sites;
- Encourage teachers, students and parents to use RSS feeds to keep updated on 21st Century learning information;
- Create an online media room designed for “our buyers” (teachers, students, parents) not just journalists, which will include multimedia content (photos, charts, graphs, audio feeds and video clips);
- Use podcasts to attract students and convey information.

Summarization of assessments and management of the same

Throughout the process The Phillips Group will manage and evaluate each step of the educational campaign whether it is multi-media, public relations or communications, by providing a summarization of assessments.

The summarization of assessments will allow The Phillips Group and project partners to evaluate the campaign process and keep the WV Department of Education informed of project status and progress. It will allow for a review of the direction of the campaign and ensure it is on track to accomplish the goals identified by the parents, teachers, students, educational leaders and other stakeholders during the planning session.

The Phillips Group will manage the summarization of assessments by providing periodic reports to the WV Department of Education. The written reports will evaluate each aspect of the campaign and determine if the campaign needs to adjust the educational opportunities or the direction the educational campaign should take. With The Phillips Group taking its expertise and managing the summarization of assessments the campaign will stay focused and assure the tactics and timelines are on target.

As part of the PR efforts of the campaign, The Phillips Group recommends keeping the stakeholders informed of the progress and components of the educational campaign by publicizing an article in the monthly 21st Century newsletter disseminated by the WV Department of Education.

The multi-media advertising placement and/or outreach through various media avenues includes, but is not limited to, television, radio, billboards, posters, outdoor and bus signage, press releases, copy writing, photography, design of brochures/flyers, internet/world wide web, and other promotional materials.

Placement of a multi-media advertising depends largely on the objectives you are trying to achieve, audiences in which you are trying to reach and the budget in which you have to work with. In the research provided by the addendum conducted in December 2007, for example, if you are trying to reach students the best placement for television ads would be to purchase cable networks statewide during the daypart of 7p to 10p versus newspaper advertisements. With certain budgetary restraints the amounts of media will be limited; in this case alternative mediums would be used such as email blasts or podcasts.

A multi-phase, statewide campaign includes the writing, design, illustration of marketing materials and advertisements, ordering space, time and or other advertising means and endeavors while securing the most advantageous rates available.

Through careful analysis of the research we would identify goals and objectives of the statewide campaign. Key to all media campaign is crafting the right messages for the target audiences. Once the messages are complete creating fresh packaging or graphic treatment to help deliver the messages becomes key. The right creative helps to be able to cut through the daily bombardment of advertising noise.

Placing advertising dollars in the most effective avenues becomes a great challenge when covering a difficult geography such as West Virginia. Each region has to almost be considered its own campaign due to the divisions in the media sources available, however, using the same treatment and messages to maintain the statewide continuity for the overall advertising efforts.

The Phillips Group maintains one-on-one relationships with media representatives statewide. We are in continual contact with advertising outlets to ensure that we are capturing the best placements and rates for our clients. Timing of media buys also allows us to capture the best rates available. In many cases we are able to work with media outlets and obtain discounts for large or statewide buys.

The Process for Providing Detailed Media Placement Reports.

The Phillips Group makes media placements based on research, cost, and client preferences. Placement is based on the targeted audience and established media statistics. Media placement reports are developed by our administrative staff and can be generated on a weekly, monthly, or bi-monthly basis at the request of our client.

Potential Comprehensive Education and Outreach Tools.

The Phillips Group has the ability to incorporate a variety of outreach tools to increase the knowledge of the West Virginia's 21st Century educational program. We employ various forms of outreach tools, including newsletters, press releases, website design, pod casts, brochures, email blasts and internet marketing. Many times school children can be reached by posters, which reinforces that they are learning 21st Century Skills. In addition, children learn from other children, by promoting a club, or speaker's bureau using students and mentors (business/professional persons) who can discuss the benefits of 21st Century skills. Teachers may be reached through their Superintendent, via video conference with the State Superintendent, or by professional development experiences, especially those offered by local county systems. Business partners involved in professional development could deliver the message. Parents "talk the talk" about involvement in their child's education, but the "walk" emphasizes sports involvement. Educated parents are easier to reach through various methods, such as school open houses, internet seminars and PTO meetings enhanced by a brochure. Parents with less education may require more reinforcement with newspaper articles, radio announcements, talk shows, and school dinners with student participation.

Pricketts Fort is an example of our efforts regarding educational tools and promotional efforts. The Fort is a relatively unknown historical site that encourages and provides learning experiences such as "History through the Arts." We designed their educational website, K-12 workbook, promotional brochure, various ads and rack cards. We also advanced knowledge of Pricketts Fort with flyer email blasts to educators.

How Appropriate Logos and Taglines will be Incorporated into All Campaign Materials

We recognize the importance of building on the brand you have established and the work you have done to date. After all, brand discipline is vital to the embodiment of your 21st Century Learning and Teaching program. Logos and taglines are valuable elements in consistently communicating the message and visual perspective of your brand. In our work for Davis Health System we were successful in blending the new marketing and communications program into the existing DHS brand. This was achieved through strict adherence to existing graphic standards and the creation of new graphic and visual elements that were complimentary to the existing brand.

A Plan for Statewide Media Coverage

Throughout the discussion of "Professional Advertising and Marketing" it is clear any plan will be governed by the research conducted for the West Virginia Department of Education. Likewise, The Phillips Group believes in the importance of a public relations and communications effort that should precede any paid media/advertising.

The messages, messengers and media habits of the stakeholders will be guideposts for a statewide media effort. Most importantly the media habits and the reach of internet at home will be significant. Equally important will be the outcome of a session with a representative group of teachers, parents and students earlier referred to in this document.

Our media strategy will be a personalized set of decisions about how the media/advertising message will get out. The media plan will consist of a goal statement, a media calendar and budget.

The media outlets will be chosen based on the above research. A calendar will be prepared listing each media outlet using the regions noted in the 21st Century Learning Assessment Report. Beyond the media outlets in the research we will be look at other options in the marketplace for consideration.

The standards we set for any media plan will be to deliver the message to the right audience; to maximize the reach and frequency while controlling costs.

With the interest being shown in 21st Century Learning we will explore a co-op advertising program and new approaches offered by the internet.

How Vendor will Work Under Short Time Frames/Deadlines

Much like our work on the Augusta Heritage Center's 2007 Catalog, the development of a work plan with tight deadlines that is monitored and followed closely by our production coordinator is key to execution. Utilizing all available resources to successfully complete the project, including overtime hours by relevant staff members, may be necessary.

Specific Strategies for Reaching Target Populations (Cultural Inclusiveness)

The Phillips Group is committed to the development of marketing and communications programs that successfully deliver the right message to the right people through the right channels. We believe in moving beyond simple audience definition to a more complex understanding of the mindset, motivators and media habits of stakeholders. Strategies for driving 21st Century Learning to the intended audiences will focus on:

- Message development, which is crucial for not only reaching an intended audience, but to engage and entuse them so that they embrace 21st Century Learning.
- Analysis of all stakeholder groups to include understanding of their demographic, needs, media habits and interests.
- Prioritization of stakeholder groups to determine which prove most essential to realizing the overall objective of the marketing and communications strategy.

- Develop outreach strategies using a mix of media channels to reach and meet the unique needs of each intended stakeholder group (parents, students, teachers, and others) yet maintain the unified vision of the 21st Century Learning Program.
- Perform an audit of current communication channels and seek opportunities for expanding into new and non-traditional channels (grassroots outreach, cross-cultural approaches, and partnerships).
- Utilize media demographic data to make decisions relevant to placement and frequency of advertising.

How Marketing and Media Strategies will be Developed and Recommended for this Campaign

A significant step was taken to accomplish the objective of "How Marketing and Media strategies will be developed and recommended for this campaign," that being the information gathered in the 21st Century Learning Assessment Report.

Points made in the explanation of "A Plan for Statewide Media" fit this explanation.
(Please refer to that document)

Our marketing plan will include such topics as:

- Objectives (what the WV Department of Education (WV DOE) wants to accomplish)
- Situation analysis
- Review of marketplace issues (teachers, parents & students)
- Statement of strategies
- Implementation plans
- Promotions/advertising plans
- Budgets and timelines

The Phillips Group (TPG) believes the foundation for strategic decision making will be this document. TPG believes the educational expertise of Communications Teams at WV DOE should be captured as recommendations are developed. Further, that working in partnership, the opportunity for a successful campaign is enhanced.

Reporting – (To include but not limited to summary reporting, effectiveness reporting, recommendations, results reporting, analysis and survey reporting)

The Phillips Group believes that the key to a successful campaign is effective communication - communication to the target audiences (parents, teachers, students and educational leaders) as well as communication to the WV Department of Education.

During each stage of the educational campaign The Phillips Group will provide the WV Department of Education reports. The types of reports will include summary reporting, effectiveness reporting, recommendations, results reporting and analysis and survey reporting. It is through the reporting and meetings the WV Department of Education will be able to monitor progress of the campaign activities, whether it is multi-media, public relations or communications.

- The summary reports will be provided monthly and give updates on campaign activity, progress, achievement and/or difficulties encountered this and next steps.
- The effectiveness reports will be provided at the conclusion of each campaign component or phase. It will identify the campaign impacts and what changes, if any, should be implemented.
- The recommendations report will be attached to the effectiveness reports and provide suggestions to the WV Department of Education as to the direction the educational campaign should follow.
- The results report will be provided on a bi-annual basis or more often as required. It will assess the productivity of the educational campaign and will include the impact of the campaign on the target audiences (parents, teachers, students and educational leaders) and lessons learned.
- The analysis and survey report will be provided after qualitative and quantitative formative research studies. It will include a detailed analysis of the questionnaire along with methodology, a summary and recommendations for implementation.

How Theme Development will Occur and Justification

The Phillips Group brings collective experiences that demonstrate our ability to develop creative elements (theme, message, visuals) to not only compliment your existing brand but to connect with your stakeholders. We have a great deal of expertise in developing integrated programs for clients, both in the private and government sectors, particularly when it involves translating new or complex ideas into simple and easy-to-understand campaign themes. Our firm is equipped with advanced design technology and a staff that excels in both creative thinking and in the ability to work with client budgets and deadlines. For the Department of Education (DOE), our process for developing theme elements and justification would incorporate the following:

- Convene an initial client conference to review and fully understand the branding strategy, the audiences, and to clarify any technical parameters. This meeting is essential as our goal is not merely to produce eye-catching visuals, but also to ensure the final product is aligned with DOE's objectives.
- Next, our team will begin to test a range of themes and approaches that will be most consistent with DOE's objectives. Focus groups would include parents, teachers, students, DOE key personnel, and other educational leaders as determined.
- This research, a SWOT analysis, and other information will be used to narrow the theme choices. A composite of visual concepts will be provided to the DOE followed by close collaboration in order to select one or two final themes. The final theme choices will be crafted into fully developed concepts.
- Close collaboration between the DOE and our design team is essential throughout the development process to ensure accurate solutions and revisions that replicate client intent.

How Marketing Directions will be Chosen and Why

We believe that in order for our clients to succeed in today's ultra-cluttered communications environment, we must do an excellent job at strategizing, leveraging and synchronizing every marketing opportunity. Although each client's needs are unique, a general set of steps is employed in the process of marketing, decision-making and direction. For the 21st Century Learning program, marketing direction will result from a coordinated process:

- The Phillips Group will become fully informed about the 21st Century Learning program so that marketing planning and strategizing is aligned with DOE's objectives for success. Through research, interviews, and analysis we will gain a better understanding of the mission, value, brand, communication needs, fundamentals, and stakeholders of this program.
- We will work with the DOE in "goal setting" which will bridge program objectives with program opportunities and explore solutions that inform and motivate audiences to embrace 21st Century Learning.
- Strategy development is next, and begins with the creation of a framework for marketing direction. This step includes in-depth consideration and prioritization of: audience profiling, key message and theme development, media channel analysis to determine those that most effectively reach determined audiences (advertising, public relations, traditional media, internet marketing, cross-cultural approaches, and partnerships).
- A Strategic Marketing and Communications plan will be developed based on knowledge from all previous steps and will identify exactly how DOE's messages will be communicated to target audiences. It is designed to support both short and long range objectives and will include a mix of media relations, advertising, internet marketing, community relations and other outreach activities.
- Tracking and evaluation metrics will be relevant to the Plan so that we can gauge the effectiveness of the tactics and make adjustments as necessary.

How Creative Concepts will be Developed

The Phillips Group develops all creative concepts by first analyzing the audience (youth, teachers, parents, general public), reviewing and weighing the various media avenues and available research. This information is presented to our creative team, which then holds a free flowing meeting to discuss ideas and latest trends and which media will reach the designated target. We then design/sketch our collective ideas with corroborating evidence for discussion with our client. Overriding all of our concepts is the consideration: "how to get our client the biggest bang for the buck." Sometimes our initial concept is right on target; at other times our client has a different perspective. We constantly strive to comply with our client's objectives while providing excellent quality and timely service.

The Process for Using Copyrighted Materials

A request to use copyrighted material will be issued to the necessary organization or person with the following information:

- Indication of how the material will be referenced or used;
- A description of usage;
- The anticipated date of use;
- A detailed explanation of how the material will be distributed and the number of copies distributed;
- Contact information;
- The following statement will be issued:
"I certify that my use of the copyrighted material will be limited to what I have described above. I will fully attribute the material to (the owner of the copyrights)."
- Signature.

If a different release method is required by the organization or individual, The Phillips Group will follow all requested procedures. A written release will be obtained from the owner of all copyrighted material released on behalf of the Department of Education.

The Process for Design, Art Direction, Photography and Illustration

The Phillips Group design team is led by a senior graphic designer with over 20 years experience. However, our firm's philosophy is to keep the entire staff involved in the creative process. This insures that we have pooled the best and freshest ideas. We welcome creative input from everyone, including the client.

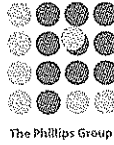
Once an idea is conceived our design team brings it to life. Initially, we may develop several concepts or graphic treatments depending on what the project calls for. After the client approves a concept, we continue with the layout and further development of the project. Once the client has approved the final draft the piece will go into production, i.e., to the printer.

In-house photography and illustration services are available through The Phillips Group. However, depending on the subject or objectives, an outside individual or firm may be contracted to provide services or professional input.

The following is the workflow for digital production, camera ready art work in a universal, user- friendly format, and development of print specifications (recommending photos, color, paper stock, fonts, and binding)

The workflow for digital production and camera-ready art is similar to that of the design process. Following approval of the creative concept by the client, the project will begin to take form with the addition of content and final development. The graphic concept will largely dictate the choice of color, fonts and paper stock. Consistency in image and message will follow throughout the campaign.

The development of printing specifications will largely depend on the target audience, budget, necessary layout, and the proposed content. The same will apply to the recommendation of photographs. Options and recommendations in binding will be recommended based on the purpose and intended use of a product.



Section III – Video/DVD Production

Demonstrate the ability to record and produce training video/DVD's either as an in-house production or through an established relationship with a third party

Title: Davis Health System, Television Commercial Production

Contact: Mark Doak, 304.636.3152, doakd@davishealthsystem.org

Key TPG Staff: Tracy Fath

OVERVIEW

Davis Health System (DHS) provides health care in six rural West Virginia counties and is the lifeline for nearly 100,000 area residents. As the result of an influx of advertising by competing service providers in their primary markets, they determined a need for a strategic marketing and communications program to re-position themselves and prevent loss of market share to larger health systems in more metropolitan areas.

CHALLENGE

A multi-faceted advertising campaign was necessary to reach the widely-diverse stakeholder and audience groups. Television commercials were deemed a vital component of the campaign as they wanted to communicate the “personal” side of health care. The challenge was to produce compelling mini-stories that captured the personalities of real Davis Health System employees and patients.

STRATEGIES

The Phillips Group directed and produced a series of :30 commercials that aired on cable and network stations in Davis’ primary and secondary market areas.

TACTICS

- The commercials were developed as part of the “Closer to Home” campaign which promoted the convenience, range of services, and excellence in patient care. The commercials were designed to compliment other advertising forms used in the overall campaign.
- The Phillips Group worked collaboratively with key marketing and administration staff to determine the best “stories” to tell through this video medium.
- We conducted interviews and briefings with the real-life actors for the elements of background, video shoot scheduling, costuming and location.
- We handled all script-writing and shot list development.
- The Phillips Group coordinated and managed videography with a third party video company on-site at four separate DHS locations.
- We oversaw all production and editing sessions at the production studio.



- Our team was responsible for complimentary commercial elements including background audio, voiceover and graphic images (logos, titles, captions).
- We also handled coordination of the media buy including securing rates, scheduling, distribution of video, and tracking.

RESULTS

- The use of local people in the advertising campaign created "buzz" not only within Davis Health System but in the public sector as well. According to the Director of Marketing much positive feedback was received on the campaign.
- DHS officials reported an increase in patient cross-utilization of services and more patients staying within the system for their health care needs. This increase is credited to the advertising and educational efforts targeted to consumers, patients, physicians and employees.
- While some hospitals are challenged with declining reimbursement and financial difficulties, Davis Health System remains stable and growing. Utilization of specialized and high-tech medical treatments remains an integral part of their scope of services.

Title: American Mountain Theater

Contact: Kenny Sexton, 304.630.3040, ksexton@americanmountaintheater.com

Key TPG Staff: Rachel Phillips

OVERVIEW

The American Mountain Theater (AMT), a new state-of-the-art theater located in the historic Elkins Railyard, offers theater-goers a high-energy Branson-style music and comedy show. AMT is positioning itself to become a tourist destination, targeting year round tour bus operators and vacationers.

CHALLENGES

- General awareness of AMT and their performances was essentially nonexistent.
- The Phillips Group launched a multi-media campaign. Television commercials were determined to be a key element of the advertising program. However, there existed no video suitable for reproduction into a commercial so the :30 spot had to be developed from scratch.

STRATEGIES

The Phillips Group directed and produced a :30 commercial that aired on cable and network stations state-wide, reaching more than 80% of West Virginia households.



TACTICS

- The Phillips Group worked with an outside video production group to coordinate the filming of a live performance at the theatre. This required handling the logistics of the shoot to capture footage from various angles throughout the theatre with consideration to audio, lighting and audience placement.
- Script development to incorporate key messages.
- Coordination with AMT performers for additional audio and voice-over.
- We oversaw all production and editing sessions at the production studio.
- Our team provided graphic images (logos, titles, and captions).
- We handled coordination of the media buy including securing rates, scheduling, distribution of video, and tracking.

RESULTS

- As a result, the performers have recognized greater popularity in the immediate market area due to the television ad campaign.
- Tour bus bookings have increased from 131 during the inaugural season to 250 in 2008.

Demonstrate the Ability to Record and Produce Educational Material on Video/DVD

Title: Pricketts Fort Memorial Foundation, Interactive Kiosk Production

Contact: Melissa May, 304.363.3030, director@prickettsfort.org

Key TPG Staff: Tracy Fath

OVERVIEW

Pricketts Fort Memorial Foundation is the managing agent for educational outreach and programming for Prickett's Fort State Park. This group coordinates youth and adult centered learning opportunities focused on 18th century West Virginia history. Their programs include historical workshops, musical/concert venues, interactive and interpretive tours of Pricketts Fort, and educational curriculum including Teaching History Through the Arts. They also manage the Visitor Center, library and museum located at the state park.

CHALLENGE

Although the actual setting for Pricketts Fort dates back to 1774, the Visitor Center and Museum display a fresh, contemporary approach to communicating local history. The design is open, colorful and inviting. The foundation was seeking a high-tech, interactive format for further engaging visitors into the experience of the Fort.

STRATEGIES

The Phillips Group worked with an outside vendor to create an interactive kiosk that provides an engaging, in-depth tour of the people, places and history of Pricketts Fort. In order for the product to be appealing to audiences of varied ages (from school students to individuals to tour bus groups) a creative blend of video, photography, text, flash, and interactive software was incorporated.

TACTICS

- The Phillips Group worked closely with the director to coordinate the kiosk logic. The logic represents a formal, comprehensive outline of the main and sub-pages contained within the project.
- We also worked closely with the director in collecting and organizing all materials including copy, photographs, maps, and video files. We were responsible for copy writing and new photography in some areas as needed.
- We reviewed and logged short video and audio clips from several existing long-format video productions. Hours of research went into this portion of the development as the segments had to compliment specific topics areas and be acceptable in terms of length, clarity, lighting, and perspective.
- We prepared all files in the designated formats as per required by the software developer and transferred them via upload to an ftp site.



- We collaborated with the software development team throughout production for the purposes of guidance and troubleshooting. We served as the primary liaison between the developer and the client.

RESULTS

- The kiosk serves as an important interactive media communication tool for the Pricketts Fort Memorial Foundation. According to the director, Melissa May, it is an invaluable asset for the Fort and will be utilized during the upcoming winter months when the fort is closed. The Visitor Center, museum and Orientation Gallery remain open throughout the year.
- The kiosk was featured in an article appearing in the September 17, 2008 Times West Virginian newspaper. The article illustrates the Foundation's use of interactive media in teaching history.
- The kiosk provides patrons an interesting overview of the trades, leisure activities and domestic arts of people living in the 18th century. It compliments the historical interpretive and interactive culture of other fort activities.
- The interactive map component of this project was cross-utilized for the Foundation's new website. Web visitors can take the same interactive tour that was created for the kiosk.

Title: Orchard Hill Alpacas, Television Promotion

Contact: Rebecca Hammer, 304.637.3156, hammerr@davishealthsystem.org

Key TPG Staff: Tracy Fath

OVERVIEW

Orchard Hill Alpacas is home to 23 alpacas. Each year it celebrates National Alpaca Farm Day by coordinating activities that promote awareness of alpacas.

CHALLENGES

- The farm has a very limited budget for advertising so the promotional campaign would rely heavily on earned media.
- The main event, a public open house, was scheduled for a Saturday and news coverage could not be guaranteed.

STRATEGIES

The Phillips Group coordinated a video shoot prior to the event which was used to enhance the story as it was used by local media.



TACTICS

- The Phillips Group hired a videographer for an all day shoot at the farm. This session included footage of the animals, an interview with the owner, and interaction of a local student with the alpacas. It also provided footage of materials made from the wool of alpacas.
- Our team coordinated the video session by performing the following responsibilities: scheduling, script development, shot list, development of visual displays of clothing and other items.
- We managed and executed the on-location shoot.
- The Phillips Group worked with local media to build earned media stories from the raw footage and prepared press releases.
- Copies of the footage were retained for the client for future use.

RESULTS

- The farm owner was invited to the studio (television) for live interview show about her operations and National Alpaca Farm Day.
- West Virginia Public Radio interviewed the owner about alpaca and her educational program.
- The event was mentioned in the State Journal, which also carried a post-event photo.





Section IV - Cost Proposal

(Please find sealed in separate envelope)

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 Resident Vendor Preference, if applicable.

1. Application is made for 2.5% resident 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; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who 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 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% resident 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% resident vendor preference for the reason checked:

Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**;

4. Application is made for 5% resident 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% resident 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% resident 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.

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) reject the bid; 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.

Under penalty of law for false swearing (**West Virginia Code**, §61-5-3), 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: The Phillips Group

Signed: W.A. Phillips

Date: 12.8.08

Title: President / CEO

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

RFQ No. E17D304896

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

VENDOR OWING A DEBT TO THE STATE:

West Virginia Code §5A-3-10a provides that: 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 the debt owed is an amount greater than one thousand dollars in the aggregate.

PUBLIC IMPROVEMENT CONTRACTS & DRUG-FREE WORKPLACE ACT:

West Virginia Code §21-1D-5 provides that: Any solicitation for a public improvement construction contract shall require each vendor that submits a bid for the work to submit at the same time an affidavit that the vendor has a written plan for a drug-free workplace policy in compliance with Article 1D, Chapter 21 of the West Virginia Code. A public improvement construction contract may not be awarded to a vendor who does not have a written plan for a drug-free workplace policy in compliance with Article 1D, Chapter 21 of the West Virginia Code and who has not submitted that plan to the appropriate contracting authority in timely fashion. For a vendor who is a subcontractor, compliance with Section 5, Article 1D, Chapter 21 of the West Virginia Code may take place before their work on the public improvement is begun.

ANTITRUST:

In submitting a bid to any agency for the state of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the state of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the state of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the state of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership or person or entity submitting a bid for the same materials, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

LICENSING:

Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or any other state agencies or political subdivision. Furthermore, the vendor must provide all necessary releases to obtain information to enable the Director or spending unit to verify that the vendor is licensed and in good standing with the above entities.

CONFIDENTIALITY:

The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures and rules. Vendors should visit www.state.wv.us/admin/purchase/privacy for the Notice of Agency Confidentiality Policies.

Under penalty of law for false swearing (West Virginia Code §61-5-3), it is hereby certified that the vendor acknowledges the information in this said affidavit and is in compliance with the requirements as stated.

Vendor's Name: The Phillips Group
Authorized Signature: [Signature] Date: 12-8-08

ACORD CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
12/09/2008

PRODUCER (304)636-1680 FAX (304)636-2043
Allegheny Insurance Services, Inc.
 P O Box 1426
 104 Third Street
 Elkins, WV 26241

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURED **BILL PHILLIPS CONSULTING INC DBA THE PHILLIPS C**
 98 FINDLEY STREET
 ELKINS, WV 26241

INSURERS AFFORDING COVERAGE	NAIC #
INSURER A: Westfield Group	24112
INSURER B: BrickStreet Mutual Ins Co	
INSURER C: Chubb Group	
INSURER D:	
INSURER E:	

COVERAGES

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. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR ADD'L LTR INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY CLAIMS MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	BOP3164577	09/10/2008	09/10/2009	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS	BSP1488369	12/30/2008	12/30/2009	COMBINED SINGLE LIMIT (Ea accident) \$ 500,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN EA ACC \$ AUTO ONLY: AGG \$
	EXCESS/UMBRELLA LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE \$ RETENTION \$				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below	WC1004017505	11/01/2008	11/01/2009	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
C	OTHER Professional Liability	NEW E & O POLICY	12/09/2008	12/09/2009	\$1,000,000 Each Occurrence \$1,000,000 Aggregate \$5,000 Deductible

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

CERTIFICATE HOLDER	CANCELLATION
For Insurance Purposes Only	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL _____ DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES. AUTHORIZED REPRESENTATIVE Deanna Armentrout/DDA <i>Deanna Armentrout</i>

IMPORTANT

If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

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).

DISCLAIMER

The Certificate of Insurance on the reverse side of this form does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder, nor does it affirmatively or negatively amend, extend or alter the coverage afforded by the policies listed thereon.



MEMBER OF THE BRICKSTREET GROUP

PRODUCER:

BrickStreet Mutual Insurance Company
4700 MacCorkle Ave., S F
Charleston, WV 25304

CERTIFICATE HOLDER:

BILL PHILLIPS CONSULTING INC
CLARKS TAX SERVICE
600 S RANDOLPH AVENUE
ELKINS WV 26241

INSURED:

BILL PHILLIPS CONSULTING INC
CLARKS TAX SERVICE
600 S RANDOLPH AVENUE
ELKINS WV 26241

CERTIFICATE OF INSURANCE

The policy of insurance listed below has been issued to the insured named above for the policy period and coverage indicated. This certificate is issued as a matter of information only and confers no rights upon the certificate holder. This certificate does not amend, extend or alter the coverage afforded by the policy below. Coverage is contingent on the insured's compliance with policy conditions and premium payment.

If the policy is canceled before the expiration date, BrickStreet Mutual Insurance Company will endeavor to mail a written notice to the certificate holder within 30 days of cancellation. Failure to mail the notice shall impose no obligation or liability of any kind upon BrickStreet Mutual Insurance Company.

POLICY NUMBER: WC10049175-03

DATE CERTIFICATE ISSUED: 12/21/2006

POLICY EFFECTIVE DATE: 1/1/2007

POLICY EXPIRATION DATE: 11/1/2007

WORKERS COMPENSATION AND EMPLOYERS LIABILITY

LIMITS / COVERAGE

WORKERS COMPENSATION - STATUTORY LIMITS

EMPLOYERS LIABILITY LIMITS:

BODILY INJURY BY ACCIDENT:	\$100,000.00	EACH ACCIDENT
BODILY INJURY BY DISEASE:	\$500,000.00	POLICY LIMIT
BODILY INJURY BY DISEASE:	\$100,000.00	EACH EMPLOYEE

WV BROAD FORM EMPLOYERS LIABILITY ENDORSEMENT -
COVERAGE FOR WV CODE 23-4-2(a)(2)(ii)

FEDERAL COAL MINE HEALTH AND SAFETY ACT COVERAGE ENDORSEMENT -
COVERAGE FOR WV CODE 23-4b-1 - FEDERAL BLACK LUNG COVERAGE

SPECIAL PROVISIONS IF ANY:

THIS DOCUMENT CONTAINS A WATERMARK ON THE BACK, THE FRONT OF THE DOCUMENT HAS A MICRO-PRINT SIGNATURE LINE. ABSENCE OF THESE FEATURES WILL INDICATE A COPY.



No. 1250086153

25-Z
440

Cashier's Check
The Huntington National Bank
Columbus, Ohio 43219

Date DEC 10 2008

Remitter Phillips Group RFO EDD304896

HUNTINGTON
NATL BANK WV CHE 1250086153

\$ \$*100,000.00

Pay

To the Order Of

State of West Virginia

Security features included. See back.

Drawer: The Huntington National Bank
Columbus, Ohio 43219



By

[Signature]

Authorized Signer

MP

DRAWN BY: The Huntington National Bank
Columbus, Ohio 43219

