



Response to Request for Quotation (RFQ)  
DOH-95110001

Advertising Services  
West Virginia Department of Transportation

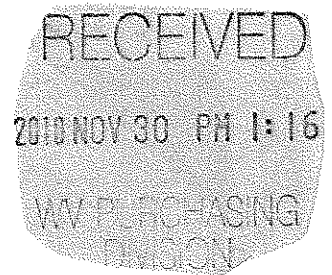
November 16, 2010

**ORIGINAL**



THE MANAHAN GROUP  
ADVERTISING • PUBLIC RELATIONS • MULTIMEDIA

(George Manahan, President/CEO, The Manahan Group)



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**ADVERTISING & MARKETING SERVICES  
DOT95110001 BID FORM**

**A. Advertising & Marketing Services**

<b>Service</b>	<b>Estimated Hours</b>	<b>All Inclusive Hourly Rate</b>	<b>Extended Cost</b>
Television Production	50	\$ 40.00	\$ 2,000.00
Radio Production	25	\$ 40.00	\$ 1,000.00
Media Buys	300	\$ -	\$ -
Outdoor Advertising	25	\$ 40.00	\$ 1,000.00
Print Media	25	\$ 40.00	\$ 1,000.00
Internet/Worldwide Web	25	\$ 40.00	\$ 1,000.00
Survey, Analysis, Evaluation	200	\$ -	\$ -
Contract Administration/Consultation	25	\$ 40.00	\$ 1,000.00
Subtotal			\$ 7,000.00

**B. Media Buying Percentage**

<b>Media Buy Add-On Percentage</b>	<b>Percentage</b>	<b>Extended Cost</b>
Reminder: This percentage must be quoted if applicable. Failure to provide a percentage add-on shall negate any such charge throughout the life of the contract.		
Add-On Percentage	4.00%	
Add-On Calculation: Multiply percentage by \$500,000	4.00%	\$ 20,000.00


**C. Sub-Contractor Percentage**

<b>Sub-Contractor Add-On Percentage</b>	<b>Percentage</b>	<b>Extended Cost</b>
Reminder: This percentage must be quoted if applicable. Failure to provide a percentage add-on shall negate any such charge throughout the life of the contract.		
Add-On Percentage	5.00%	
Add-On Calculation: Multiply percentage by \$150,000	5.00%	\$ 7,500.00

**D. Total Bid**

Table A Extended Total	\$	7,000.00
Table B Extended Total	\$	20,000.00
Table C Extended Total	\$	7,500.00
<b>GRAND TOTAL</b>	\$	<b>34,500.00</b>

**Note: Bids shall be evaluated on the basis of the lowest Grand Total Cost following confirmation of compliance with all mandatory specification requirements. The contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements.**

The Manahan Group \_\_\_\_\_  
Vendor  Nov. 30, 2010

By: George B. Manahan \_\_\_\_\_

Title: Owner/CEO \_\_\_\_\_

Date: November 30, 2010 \_\_\_\_\_

Address:  
222 Capitol Street, Ste 400  
Charleston, WV 25301

Business Phone No 304-343-2800 \_\_\_\_\_

**WEST VIRGINIA  
STATE TAX DEPARTMENT  
BUSINESS REGISTRATION  
CERTIFICATE**

ISSUED TO:  
**MANAHAN GROUP LLC THE  
DBA MANAHAN GROUP THE  
222 CAPITOL ST 400  
CHARLESTON, WV 25301-2215**

**BUSINESS REGISTRATION ACCOUNT NUMBER: 1008-7832**

This certificate is issued on: 11/16/2010

*This certificate is issued by  
the West Virginia State Tax Commissioner  
in accordance with Chapter 11, Article 12, of the West Virginia Code*

*The person or organization identified on this certificate is registered  
to conduct business in the State of West Virginia at the location above.*

**This certificate is not transferrable and must be displayed at the location for which issued.**

This certificate shall be permanent until cessation of the business for which the certificate of registration was granted or until it is suspended, revoked or cancelled by the Tax Commissioner.

Change in name or change of location shall be considered a cessation of the business and a new certificate shall be required.

TRAVELING/STREET VENDORS: Must carry a copy of this certificate in every vehicle operated by them.  
CONTRACTORS, DRILLING OPERATORS, TIMBER/LOGGING OPERATIONS: Must have a copy of this certificate displayed at every job site within West Virginia.



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

**Quotation**

95110'001

3

ADDRESS CORRESPONDENCE TO ATTENTION OF  
 BUYER 33  
 304-558-2402

\*709060142 304-343-2800  
 MANAHAN GROUP  
 222 CAPITOL STREET  
 CHARLESTON WV 25301

DEPARTMENT OF TRANSPORTATION  
 OFFICE OF THE SECRETARY  
 BUILDING 5, ROOM A109  
 1900 KANAWHA BOULEVARD, EAST  
 CHARLESTON, WV  
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/25/2010				

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
NO. 1	✓					
NO. 2	✓					
NO. 3	✓					
NO. 4	✓					
NO. 5						

I UNDERSTAND THAT FAILURE TO CONFIRM THE RECEIPT OF TH 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.

*[Signature]*  
 .....  
 SIGNATURE  
*The Manahan Group*  
 .....  
 COMPANY  
 NOV. 29, 2010  
 .....  
 DATE

NOTE: THIS ADDENDUM ACKNOWLEDGEMENT SHOULD BE SUBMITTED WITH THE BID.

REV. 09/21/2009

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
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TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE
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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  
 95110001

PAGE  
 2

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\*709060142 304-343-2800  
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 CHARLESTON WV 25301

DEPARTMENT OF TRANSPORTATION  
 OFFICE OF THE SECRETARY  
 BUILDING 5, ROOM A109  
 1900 KANAWHA BOULEVARD, EAST  
 CHARLESTON, WV  
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	FOB	FREIGHT TERMS
10/25/2010				

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UQP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
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WILL NOT ASSUME ANY RESPONSIBILITY FOR A BIDDER-S FAILURE TO COMPLETE THE PRE-BID ATTENDANCE SHEET. IN ADDITION, WE REQUEST THAT ALL POTENTIAL BIDDERS INCLUDE THEIR E-MAIL ADDRESS AND FAX NUMBER.

ALL POTENTIAL BIDDERS ARE REQUESTED TO ARRIVE PRIOR TO THE STARTING TIME FOR THE PRE-BID. BIDDERS WHO ARRIVE LATE, BUT PRIOR TO THE DISMISSAL OF THE TECHNICAL PORTION OF THE PRE-BID WILL BE PERMITTED TO SIGN IN. BIDDERS WHO ARRIVE AFTER CONCLUSION OF THE TECHNICAL PORTION OF THE PRE-BID, BUT DURING ANY SUBSEQUENT PART OF THE PRE-BID WILL NOT BE PERMITTED TO SIGN THE ATTENDANCE SHEET.

TECHNICAL QUESTIONS CONCERNING THIS PROJECT MUST BE SUBMITTED IN WRITING TO KRISTA FERRELL IN THE WEST VIRGINIA STATE PURCHASING DIVISION VIA MAIL AT THE ADDRESS SHOWN IN THE BODY OF THIS RFQ, VIA FAX AT 304-558-4115, OR VIA EMAIL AT KRISTA.S.FERRELL@WV.GOV. DEADLINE FOR ALL TECHNICAL QUESTIONS IS MONDAY, NOVEMBER 8, 2010 AT THE CLOSE OF BUSINESS. ANY TECHNICAL QUESTIONS RECEIVED WILL BE ANSWERED BY FORMAL ADDENDUM TO BE ISSUED BY THE PURCHASING DIVISION AFTER THE DEADLINE HAS LAPSED.

EXHIBIT 10

REQUISITION NO.: **DOH-95110001**

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:

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE

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

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## **Introduction**

The Manahan Group is pleased to submit the following response to Request for Quotation DOH-95110001 issued on behalf of the West Virginia Department of Transportation (DOT).

The Manahan Group is one of West Virginia's most experienced advertising agencies, and we guarantee that the West Virginia Department of Transportation will get full-time access to the agency's top personnel.

Our experience in successfully delivering statewide messages to West Virginians is unmatched, and we have a vast amount of experience delivering transportation-centered messages to highly targeted audiences in West Virginia.

In short, we have the resources, the experience and the drive to locate the right audiences, and deliver the DOT's message in the most powerful and cost-effective way.

The Manahan Group produces remarkable results for clients.

- The largest decline in the nation in teen tobacco use
- A 90% increase in usage of a prescription drug information clearinghouse by low-income West Virginians
- A nearly 200% increase in registration for a community event
- More than 1,000,000 unique views to a college savings website

Those are just a few examples. We thank you for the opportunity to bid on this contract, and we look forward to working with the DOT to produce results that are just as powerful as those listed here.



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## Overview

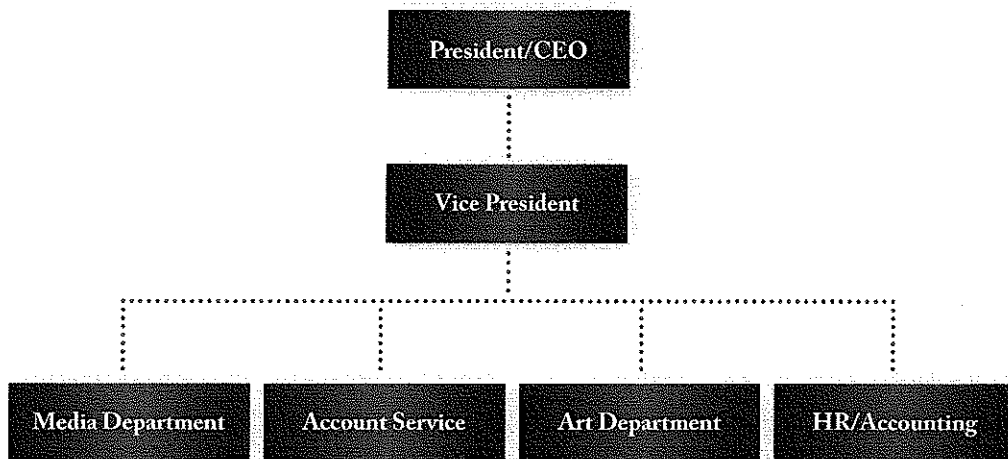
### Mandatory Qualifications and Experience Requirements Scope of Services and Contract Performance Requirements

The Manahan Group (TMG) is a full-service advertising and public relations firm operating out of Charleston, W.Va. and providing services to clients in West Virginia and around the nation. TMG is principally located at 222 Capitol Street, Charleston, West Virginia. TMG has been in business since September 4, 2003.

Using a strategic, research-based approach to all campaigns, TMG has contributed to marketing successes for a wide variety of businesses and organizations including those in the transportation, health-care, education, financial, tourism and legal sectors, among others. We have served clients ranging from Fortune 500 companies to small non-profit entities and have done work for several state agencies.

Currently, the agency maintains approximately 20 clients and has approximate total annual billings of \$2.9 million. TMG has, over the past five years, completed or engaged in at least five projects similar in size and scope. Details of these projects and contact information for each are listed in the Case Studies section of this response on page 12.

The Manahan Group employs several full-time professionals trained in Integrated Marketing Communications applications, including a full-time Media Buyer. TMG is organized as follows:



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All of our employees are dedicated to giving clients an unmatched level of attention and service. Personal commitment from top management is a promise kept and practiced throughout all agency relationships.

The Manahan Group helps clients achieve goals through sound strategy, meticulous implementation and a pledge to track and measure all activity.

Agency services include:

- Media planning and buying
- Media analysis and consultation
- Strategic counsel, planning and creative concept development
- Public relations
- Research analysis
- Integrated marketing communications
- Advertising
- New Media
- Art direction and graphic design
- Interactive and web design
- Audio/Video production
- Copywriting and copy editing
- Account management
- Crisis communications
- Media relations
- Spokesperson training
- Event planning

In addition to these capabilities, The Manahan Group has the ability to meet all of the qualifications outlined Part 3.0 of the RFQ:

- Market analysis
- Theme development

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- Creative concepts and art direction
  - Development of multi-media campaigns including planning, identifying goals, establishing key statements, determining tactics and timelines, communications planning, public relations planning, summarization of assessments and management of the same
  - Statewide coverage for multi-media advertising placement and/or outreach through various media avenues including television, radio, billboards, posters, outdoor and bus signage, internet/worldwide web, and other promotional materials
  - Incorporating appropriate logos and taglines into all campaign materials
  - Detailed media placement reports and other reporting including summary and effectiveness reporting; results, analysis and survey reporting and recommendations
  - Measuring effectiveness/outcome studies
  - Working under short timeframes and deadlines
  - Television Public Service Announcement production

For additional documentation and examples of these qualifications, please review the Media Buying Capabilities section (page 9) and the Case Studies section (page 12) of our response.

Additionally, we will be pleased to answer any questions you may have.

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## Media Buying Capabilities

The Manahan Group is routinely engaged in the placement of television, cable, radio, outdoor, newspaper, magazine, online (new media) and out-of-home advertising.

### Resources

The Manahan Group uses a scientific, unbiased approach to advertising placement. TMG uses specific demographic, geographic and psychographic information about your target audience to determine what media they watch, read, listen to and interact with. We have access to the following resources:

- Nielsen Media Research – Nielsen Media Research is the leading provider of television audience measurement and related services worldwide. Nielsen provides a detailed look into what stations people are watching, what time they watch and what specific shows command the most viewers.
- Arbitron – Arbitron is the leader in measuring network and local market radio audiences. Arbitron also surveys the retail, media and product patterns of consumers on a local, regional and national basis.
- SmartPlus – SmartPlus is the software provided by Arbitron for analyzing media audience and marketing information data. Media buyers using SmartPlus can identify the best print publications, TV and radio stations to buy based on a variety of highly detailed demographic information.
- Audit Bureau of Circulations (ABC) – With more than 4,000 members in North America, ABC is a forum of the world's leading magazine and newspaper publishers, advertisers and advertising agencies. ABC provides credible, verified information related to audited circulation, an array of readership and subscriber demographics and online activity data.
- SQAD – SQAD is recognized as the industry standard in media cost forecasting. SQAD provides information for national television (network, cable and syndication), spot television, spot radio and internet. The service creates forecasting algorithms which allow media buyers to budget and plan future media placement.

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## TMG'S MEDIA DEPARTMENT IS UNIQUE

### Buying Power & Relationships

The combined media budgets of all of our clients gives us an edge in negotiations with media representatives who seek us out because they know we have a large buying authority. Additionally, The Manahan Group has several years of experience buying media in West Virginia and has developed solid relationships with media reps. These attributes combined provide a one-two punch for our clients that often results in lower rates and added value.

### Strategy Development

It is strategy that separates a mediocre campaign from a campaign that produces tangible results. And it is the ability to develop strategy, particularly as it relates to media buying, which separates an average advertising firm from one which produces measurable results.

The Manahan Group has a unique approach to developing working partnerships with clients. TMG has its own strategic planning process called On Target. Developed by TMG senior management, the On Target process takes clients through each of the steps necessary to develop a sound marketing strategy. This process forms the very foundation upon which a successful campaign will be built. The Manahan Group will glean from the process information that will assist in the development of all recommendations, advice and counsel with respect to media selection.

And, while the primary goal of On Target is to develop effective strategy, the process is also a great partnership development tool. An On Target session can last a few hours or an entire day, depending on client needs. During the process, client and agency carefully review things like key messages, target audiences and tactics. At the end of the day, On Target results in the development of agreed-upon goals, objectives, strategies and tactics. And, we find, it also results in a comfortable, easy and firm relationship between client and agency.

The five-step On Target process review includes:

1. Research
2. Goal Setting
3. Strategy Development

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4. Plan Implementation

5. Measurement

Later, if desired, On Target can be revisited for the purpose of further defining or refining specific objectives and tactics.

#### Process

TMG's media process is as follows: Once On Target is finished and the initial strategic plan is approved by the client and account team, the media buyer/s will begin to gather additional market research and begin the media planning phase. Individual media components are reviewed in the process of choosing the proper media, determining reach and frequency, and maintaining budgetary goals.

The Manahan Group has the ability to present proposed schedules for media buys within 5 working days of the request as outlined in the RFQ.

Once the client has reviewed and approved the media plan, the media buyer/s will begin to negotiate rates with their representatives. This involves negotiating price breaks, efficiencies and possible value-added additions. Once the ads are placed and delivered, the posting (post-buy analysis) process begins. This critical process involves monitoring the quality of ad reproduction, reviewing air times for television and radio commercials and reviewing all necessary materials to determine if the placement was implemented as indicated by the buyer. At this stage, TMG media buyers ensure that the client is reaching their intended goals. Any discrepancies found would either result in credits or additional ads at no cost. The process is time-consuming, but imperative, especially for time-sensitive materials.

The Manahan Group's standard method of billing provides documentation to clients in a timely matter, including invoices, tear sheets, affidavits and other materials that may be required. Our billing system can be modified to accommodate any client's needs.

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## Case Studies

**Vendors must have been in business a minimum of five years and shall have completed and/or are engaged in a minimum of five projects similar in size and scope within the last five year period in other comparable work environments.**

The case studies that follow represent work done by The Manahan Group for five clients over the last five years. In some cases, the audiences may be similar to those sought by the DOT, and in other cases, the media or geographic locations may be similar; in all cases, TMG seeks to demonstrate that the campaigns created were targeted and effective.

In addition to these campaigns, The Manahan Group created a highly successful new media/traditional media campaign geared toward West Virginia high school students. The campaign was called Raze. TMG created the Raze brand (which still exists) and all of its television, web, print and new media applications, and TMG directed the media buying for the first four years of the effort. We have not officially included it because it falls outside the five year requirement in the RFP, but we feel it may be helpful to note that the Raze campaign, under our direction, resulted in the nation's largest decline in tobacco use among teenagers, and that all of the principal players in the creation of the campaign are still at The Manahan Group. The success of Raze in its early years is proof of TMG's ability to create powerful, effective campaigns geared toward a statewide audience.

### 1. The Hartford SMART529 College Savings Plan

The Manahan Group is currently under contract with The Hartford for the creation and implementation of an annual comprehensive advertising and public relations strategy for SMART529, West Virginia's College Savings Plan. A large portion of this effort is planning and purchasing media which is geared toward very specific statewide audiences. The primary audience is the parents of children ages 0-8 who live in West Virginia and who have an average household income (AHI) of at least \$40,000. The top layer of this audience is mothers; fathers are second. After parents, we seek to reach grandparents and teachers.

The six-figure media campaign runs statewide in the fall months, the peak season for financial planning of this nature. The campaign typically includes television, radio and limited print advertising.

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The goals included increasing inquiries about enrollment in the SMART529 College Savings Plan and increasing website hits. The most recent campaign in the fall of 2009 produced the following results:

- 7,800 inquiries for SMART529 materials
- 1,334,894 unique views online

#### CONTACT

Taryn McCarthy, The Hartford  
200 Hopmeadow St., Simsbury, CT 06089  
860-843-8374 / taryn.mccarthy@hartford.life.com

#### 2. West Virginia Housing Development Fund

TMG works with the West Virginia Housing Development Fund to place annual six-figure advertising campaigns geared toward first-time homebuyers and young families. The buy includes television, print and out-of-home advertising.

Though there is an emphasis on first-time homebuyers, the audience beyond that is very broad and includes both men and women in virtually every region of the state. The Manahan Group, therefore, creates a lowest-cost-per-point buy. The idea is to reach the most people statewide for the lowest cost per ratings point. TMG negotiates with each station in order to meet this goal and the result is a very strong variety of programming including everything from news to prime time to talk shows and late night programs.

Further, TMG focuses the buy in high-growth areas of the state. For example, we designed a buy that targeted the Morgantown to Clarksburg area in response to the recent growth of the High Tech Corridor of I-79.

2009 was a particularly difficult year in the housing market. While the Fund does not apply measurement tactics to the advertising efforts, it was able to remain stable in a very bad economy.



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CONTACT

Adola Miller, WVHDF  
814 Virginia St., East, Charleston, WV 25301  
304-345-6475 / adolamiller@wvhdf.com

3. Problem Gamblers Help Network

The Manahan Group created a highly successful statewide campaign geared toward helping problem gamblers and their family members get counseling. Research indicated the target audience in West Virginia is female (even though nationally, it is male). These women are generally employed full-time (usually in shift work, low to moderate income), and seek relaxation and escape from their worries by watching television.

Based on this research, TMG's plans included billboard and television advertising, and we were able to negotiate a great deal of value-added enhancements to the buy. Billboards were positioned statewide displaying the 1-800-Gambler number prominently and featuring a creative approach that would appeal to women. The boards selected were lighted so that they could be seen at night by shift workers or those traveling to and from casinos or other gambling establishments. The TV buy included evening game shows, some primetime shows, overnights and daytime talk shows.

Specific primetime and overnight programming consisted mainly of comedy shows. (In some years, TMG also purchased out-of-home advertising, including grocery cart ads.)

The 2009 campaign produced the following results:

- Calls to the helpline increased
- 55 percent of the helpline callers were female
- The majority of callers heard about the helpline via the billboard advertisements

CONTACT

Steve Burton, PGHL  
405 Capitol St., Suite 1003, Charleston, WV 25301  
304-344-2163 / steve@1800gambler.net

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#### 4. West Virginians' Campaign for a Healthy Future

The Manahan Group placed a six-figure print buy for West Virginians' Campaign for a Healthy Future that was geared toward a highly targeted audience: West Virginia lawmakers. The goal was to get them to vote for health care reform legislation in the 2009 legislative session.

Lawmakers are a tough audience to reach because of their travel time between their home districts and Charleston. However, they are avid readers of newspapers. TMG's strategy was to begin the advertising campaign in the fall of 2008 when health care reform was a hot topic both nationally and in state. This buy was placed with an emphasis on the newspapers in the home districts of key lawmakers. When the session began, TMG's strategy changed to adapt to the schedule of the lawmakers: ads were placed in the Charleston newspapers during the week when lawmakers were at the Capitol and in their home district papers on weekends when they were at home.

This strategy gave the appearance of a statewide campaign but on a much smaller budget than such a campaign would require.

The effort helped lead to what one national advocate called "the most significant health care reform legislation passed by any state legislature [in 2009]."

#### CONTACT

Brian Smith, PhRMA  
950 F Street, NW, Suite 300, Washington D.C. 20004  
202-572-7763 / bsmith@pharma.org

#### 5. WellPoint/UniCare Health Plan of West Virginia

The Manahan Group currently coordinates branding efforts for UniCare Health Plan of West Virginia. UniCare is the state's top Medicaid provider and is seeking to increase membership. Since TMG began working on the effort, UniCare has seen an increase of 10,000 members. In one case similar to the DOT's need to target one or two counties, TMG helped UniCare find its target audience of low-income, pregnant and new mothers (children up to 1 year of age) to let them know about a Community Baby Shower event in Wyoming County.

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The goal was to increase sign-ups for the event; the goal of the event itself was to help brand UniCare and increase awareness of it among low-income mothers.

TMG had to rely on its knowledge of media markets to select a radio station that would be appropriate for this purpose. In this case, Arbitron numbers were not helpful—Wyoming County has such a small population that there aren't enough Arbitron diaries to support meaningful ratings numbers. But because TMG Media Buyer Bethany West has so much experience with West Virginia media markets, she was able to select the right venue for the advertisements by looking beyond the numbers. She negotiated a radio buy with a great deal of value-added spots, and the result was a staggering increase in registrations of 191% over the previous year's event.

CONTACT

Mitch Collins, UniCare  
1207 Quarrier St., Charleston WV 25301  
304-347-1962 / [mitch.collins@wellpoint.com](mailto:mitch.collins@wellpoint.com)

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 Manahan Group Signed: [Signature]
Date: November 29, 2010 Title: CEO / President

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

STATE OF WEST VIRGINIA  
Purchasing Division

**PURCHASING AFFIDAVIT**

**West Virginia Code §5A-3-10a states:** 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.

**DEFINITIONS:**

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

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

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

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

**WITNESS THE FOLLOWING SIGNATURE**

Vendor's Name: The Manahan Group

Authorized Signature: [Signature] Date: Nov. 29, 2010

State of \_\_\_\_\_

County of \_\_\_\_\_, to-wit:

Taken, subscribed, and sworn to before me this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

My Commission expires \_\_\_\_\_, 20\_\_\_\_.

**AFFIX SEAL HERE**

**NOTARY PUBLIC** \_\_\_\_\_