



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

DNR211169

PAGE

2

ADDRESS CORRESPONDENCE TO ATTENTION OF:

FRANK WHITTAKER
304-558-2316

*709050931 304-346-7602

CANNON GRAPHICS INC
405 HEMINGWAY AVE

CHARLESTON WV 25311

DIVISION OF NATURAL RESOURCES
PROCUREMENT OFFICE

324 4TH AVENUE
SOUTH CHARLESTON, WV
25303-1228 304-558-3397

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
05/04/2011				

BID OPENING DATE: 06/14/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
REQUISITION NO.: DNR211169.						
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						
NO. 4						
NO. 5						
I UNDERSTAND THAT FAILURE TO CONFIRM THE RECEIPT OF THE ADDENDUM(S) MAY BE CAUSE FOR REJECTION OF PROPOSAL.						
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.						
..... Teresa Hyde SIGNATURE						
..... Cannon Graphics Inc. COMPANY						

RECEIVED

2011 JUN 13 AM 9:42

WV PURCHASING
DIVISION

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'

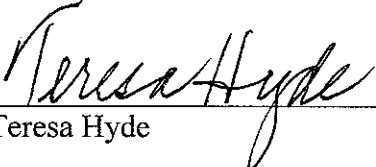
Title Page

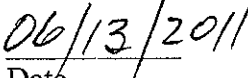
Editorial, Layout and Design Services For
Wonderful West Virginia Magazine

Request Number: DNR211169

Vendor: Cannon Graphics, Inc.
405 Hemingway Ave.
Charleston, WV 25311
Tel: 304-346-7602
FAX: 304-346-7602

Contact: Teresa Hyde, Owner and President
E-mail: wwacg@suddenlink.net


Teresa Hyde


Date

Contents Page

Attachment A: Vendor Response Sheet

Section 2.4.1: Goal/Objective 1:
Vendor Understanding of the Scope of Work and Experience

Section 2.4.2: Goal/Objective 2:
Vendor's Staff Experience and/or Subcontractors' Staff Experience

Section 2.4.3: Goal/Objective 3:
Vendor's Samples of Publications

Attachment B: Mandatory Specification Checklist

2.5.5 Vendor's Certification Regarding All Mandatory Requirements

Attachment C: Cost Sheet

Vendor Preference Certificate
Purchasing Affidavit

Attachment A: Vendor Response Sheet

Section 2.4.1: Goal/Objective 1:

Vendor Understanding of the Scope of Work and Experience

A. and B.

A. Documentation of Vendor's Understanding of Work and Methodology to Accomplish RFP Goals

B. Documentation of Vendor's Past Experience with Similar Work

Established in 1980, Cannon Graphics Inc. has a well-deserved reputation for producing outstanding publications that showcase the natural resources, beauty, and heritage of West Virginia. The company's impressive list of print media includes the editorial/design portion of *Wonderful West Virginia* magazine, five award-winning pictorial books, and a book on early Appalachian school games.

Late president and founder of Cannon Graphics Inc., Arnout Hyde Jr., brought an unrivaled depth of experience to the editorial and design segment of *Wonderful West Virginia* magazine. In 1968, Hyde helped establish the magazine and went on to serve as its staff photographer and, later, its editor-in-chief. Hyde was a dedicated mentor to Cannon Graphics subcontractors Sheila McEntee and Clayton Spangler, editor and photography editor of *Wonderful West Virginia* respectively. Hyde's passion for West Virginia, commitment to quality, and exemplary artistry continue to guide McEntee and Spangler in selecting stories and photographs for the magazine.

Cannon Graphics Inc. has provided the editorial and design services for *Wonderful West Virginia* since 1997. As such, the company and its subcontractors have an intimate understanding of the scope of work and abundant experience in delivering a visually beautiful and content-rich monthly magazine.

Each month Cannon Graphics and its subcontractors draw on their extensive contacts with writers, photographers, artists, wildlife biologists, outdoor recreation specialists, and historians to compile articles and visuals from around West Virginia. They carefully select the work of writers and photographers whose voices and vision most artfully depict the beauty and natural wonders of our state, as well as express the extraordinary stories of our history and our citizens.

The company and its subcontractors then use a mix of long-time editing expertise and the most up-to-date desktop publishing software and technology to produce an arresting, highly readable, and timely publication that showcases West Virginia's natural beauty, history, and people, and that effectively articulates the mission of its publisher, the West Virginia Division of Natural Resources.

In the last three years, *Wonderful West Virginia* has received a number of honors. The magazine garnered three awards in The Association for Conservation Information's annual, international publishing competition, including a first-place award for an article on the Swiss village of Helvetia written by editor Sheila McEntee. The American Legion Department of West Virginia also presented *Wonderful West Virginia* with its 2009 Media Award for the November 2008 special issue devoted to the "Greatest Generation," or state veterans of WWII.

The *Wonderful West Virginia* staff has expanded recently to include members who are highly accomplished in photography and photography editing, illustration, and graphic design. We are confident that their skills and vision will compliment that of the long-time staff and the WVDNR, and will further develop and enhance the magazine's visual content and appeal.

Methodology

1. The editor assigns/gathers articles and determines magazine content.
2. The editor sends a story list, as well as story texts, to the photography editor for review well in advance of scheduled publication. The editor also sends a story list to WVDNR periodically.
3. The editor and photography editor collaborate to obtain photographs and supporting visuals for stories.

4. The editor edits all text and sends it to the photography editor and associate designer.
5. The photography editor sends edited photographs and other illustrations to the associate designer.
6. The associate designer typesets text and places it and photographs into a first-draft layout.
7. The associate designer sends a set of black-and-white proofs to the editor, photography editor, art director, and WVDNR.
8. The editor, photography editor, art director, and WVDNR make text and design corrections to the black-and-white proofs and return them to the associate designer.
9. The associate designer makes the corrections to the digital document and issues a second set of black-and-white proofs to the editor, associate editor, photography editor, and art director.
10. The editor and associate editor proofread this document, and the photography editor and art director make final design tweaks. All return corrections to the associate designer.
11. The associate designer assimilates the new corrections, finalizes the design, outputs the files for prepress, and sends the documents to the art director.
12. The art director approves the final design and sends the documents to both the printing company and WVDNR (for the Web).
13. The printing company sends the art director a set of color proofs. The art director reviews the proofs for color and design accuracy and delivers them to WVDNR. When WVDNR has completed its review, the editor picks up the proofs. The editor and photography editor then review the proofs for color and text accuracy.
14. The editor delivers the proofs to the Cannon Graphics production manager, who takes them to the printing company.
15. The production manager oversees the implementation of final edits and color corrections at the printing company. The production manager then approves a final proof at the printing company.
16. The magazine goes to press.

C. Vendor's List of Equipment to Complete Work Outlined in RFP

XPS Studio Desktop computer
Adobe Photoshop CS5.5
Nik Color Software
Adobe Acrobat Reader
Eye One Monitor calibration unit
Epson Office scanner/printer
Canon cameras and equipment
2 personal computers
2 laptop computers
HP Photosmart C6380 All-In-One printer/scanner/copier
HP Officejet All-in-One printer/copier/fax
2 laser printers
Adobe InDesign CS4
Adobe Photoshop CS4
Adobe Illustrator CS4
Open Office (free and open source)
Stock photo memberships

D. Vendor's List of Writers and Photographers

Writers

Cannon Graphics Inc. and its subcontractors have successful and ongoing relationships with many talented writers, among them

Colleen Anderson, award-winning writer, creative writing teacher, and graphic designer
Daniel Boyd, West Virginia State University professor and filmmaker
Kenneth Carvell, noted naturalist, historian, and WVU professor emeritus
James E. Casto, historian and former editor at the *Huntington Dispatch*
Bill Delaney, freelance writer, flyfisherman, and U.S. Forest Service retiree
Sara Crickenberger, freelance writer and communications consultant
Bob Fala, biologist and freelance writer
Diana Kile Green, avid outdoorswoman and historian
Sheila McEntee, naturalist and award-winning writer and editor
Anne Minard, science writer for *National Geographic*
Cat Pleska, West Virginia Public Radio essayist and freelance writer
James Rada, award-winning journalist and historical fiction writer
Betty Rivard, photographer and freelance writer
Ed Rehbein, avid outdoorsman, award-winning writer, and noted photographer
Scott Shalaway, nationally syndicated nature writer
Barbara Smith, Alderson-Broaddus English professor and freelance writer
Gerald Swick, history columnist for Clarksburg's *The Exponent Telegram*
Betsy Trammell, naturalist, writer, and illustrator
Jim Wilson, author and humor columnist for the *Webster Echo*

In addition to accepting article proposals from, and giving assignments to, these regular contributors, we receive *many* queries from other talented writers, who submit one story or occasional stories to *Wonderful West Virginia*. We have also had the pleasure of working with West Virginia Department of Commerce writers on a variety of stories.

Photographers

Cannon Graphics Inc. and its subcontractors have successful and ongoing relationships with many talented photographers, among them

Phil Berry
Daniel Boyd
Steve Brightwell
Frank Ceravalo
Paul Daniell
Tyler Evert
Thomas Fletcher
Arnout Hyde Jr. (archive)
Douglas Jolley
Bryan LeMasters
Kent Mason
Les Miller
Alan Nichols
Ed Rehbein

Betty Rivard
Steven Wayne Rotsch
Rachel Schumate
Walter Scriptunas
Steve Shaluta
Van Slider
Clayton Spangler
Roger Spencer
Michael Turner
Travis Vandal
Laura Wilmoth

In addition to these regular contributors, we receive many submissions from other talented photographers.

E. Vendor's Understanding of DNR Mission Statement and How It Will Be Incorporated into Vendor's Publication of Wonderful West Virginia Magazine

Cannon Graphics and its subcontractors have an in-depth understanding of the mission of the West Virginia Division of Natural Resources, having worked for many years with the agency's game, nongame (Wildlife Diversity), and fisheries biologists; botanists; and ornithologists, as well as state park naturalists and superintendents, to develop engaging and informative content for *Wonderful West Virginia* magazine. The company and its subcontractors incorporate WVDNR's mission into the magazine's content and promote public awareness of West Virginia's extraordinary natural resources by selecting for publication

- high-quality and diverse articles pertaining to specific wildlife and plant species, WVDNR's work to protect and preserve particular species and habitats, state parks and state park activities, wild and scenic natural areas, nature conservation and education, archaeology, geology, and outdoor recreational opportunities;
- high-quality and diverse photographs that illustrate the wildlife and plant diversity, natural beauty, and history of the state, as well as opportunities for outdoor recreation;
- and news and other information about WVDNR's programs, resources, and Web site.

While article subjects change monthly, stories on wildlife, plants, state parks, or outdoor recreation anchor every issue. In addition, the large majority of photographs selected for covers depict nature subjects. Although *Wonderful West Virginia* is known for its diverse subject matter and its role as the state's premier "showpiece" magazine, its content remains largely aligned to the natural resource conservation mission of its publisher.

Section 2.4.2: Goal/Objective 2:

Vendor's Staff Experience and/or Subcontractors' Staff Experience

Staff and Subcontractor Education

Teresa Hyde, B.A. Education, West Virginia University, Morgantown, WV

Sheila McEntee, B.A. English, College of the Holy Cross, Worcester, MA

Clayton Spangler, graduate of Dupont High School, Belle, WV. Certified Photographic Consultant and Professional Photographer, Professional Photographers of America. Extensive coursework in Adobe Photoshop and photographic technology and trends.

Jeff Pierson, B.F.A. Illustration, College of Art and Design, Columbus, Ohio

Nora Shalaway Carpenter, B.A. English Literature and Classical Studies, Marshall University, Huntington, WV; Candidate for Master of Fine Arts in Writing for Children and Young Adults, Vermont College of Fine Arts, Montpelier, VT

Erin Murphy, B. F.A. Art with concentration in Graphic Design, West Virginia University, Morgantown, WV

Teresa Hyde, Owner and President, Cannon Graphics Inc.

Since the inception of Cannon Graphics Inc. in 1980, Teresa Hyde has served as the company's business manager. Over the years, she has steadily grown the company into a successful and reputable publisher and print media firm. Under her direction, Cannon Graphics has published six books; provided, since 1997, design and editing services for *Wonderful West Virginia* magazine; and represented the work of renowned West Virginia photographer Arnout Hyde Jr.

In addition to her business acumen, Hyde brings outstanding organizational skills to her position as production manager for *Wonderful West Virginia*. She keeps close track of the magazine through the monthly editing and design stages to help ensure timely publication. With a shrewd eye for color, she is an invaluable part of the pre-press proofing process. She delivers the magazine proofs to the printer each month and carefully oversees adjustments to photographs, design, and text, to ensure the highest-quality product.

Sheila McEntee, Editor (subcontractor)

Sheila McEntee's outstanding writing and editing skills, as well as her Master Naturalist training and her experience as a wildlife and conservation advocate, make her uniquely qualified to perform the duties of editor of West Virginia's premier, showpiece magazine, *Wonderful West Virginia*. McEntee has held this position successfully since the spring of 2006; prior to that she served the publication for six years in the capacities of contributing editor, associate editor, and writer.

McEntee began her professional writing and editing career in 1981, producing a weekly employee newsletter and a bimonthly employee magazine for Blue Cross and Blue Shield of North Carolina. She went on to edit and oversee the production of a variety of publications as corporate communications manager for SAS Institute, a North Carolina software development company.

Other positions in which McEntee developed her writing, editing, and publication production skills include communications manager for the West Virginia Women's Commission (1996-1998) and writer/editor for Edvantia (2002-2006), a national education research company based in Charleston, West Virginia. In 1998, McEntee founded a home-based professional writing business, WordsWorth, successfully performing a variety of writing and editing projects for state government and nonprofit clients.

As legislative coordinator for the West Virginia Audubon Council from 1993 to 1996, McEntee worked successfully to achieve the organization's primary goal: securing permanent funding for nongame wildlife programs in the state. In this role she gained numerous contacts throughout the state in the fields of wildlife biology, wildlife management, and conservation. She also became familiar with the West Virginia Division of Natural Resources' (WVDNR) mission to conserve and protect the state's renewable resources and to preserve and protect the state's significant natural areas. In 2006, McEntee completed the coursework for certification as a master naturalist from WVDNR's Master Naturalist Program.

In 2000, while operating her home-based business, McEntee joined the editorial staff of *Wonderful West Virginia*, working part-time as an editor and writer under the direction of Arnout Hyde Jr. She has lent her considerable skills to the editorial staff since that time.

Today, as full-time editor of the magazine, McEntee continues to expand the substantial stable of writers who contribute to the publication. She works with associate editor Nora Shalaway Carpenter to review all story queries. McEntee accepts or declines proposals for stories and makes assignments to writers.

She plans the content of each issue many months in advance, selecting a complement of articles that both fulfills the mission of WVDNR and is of interest to readers. A typical complement might include articles on a wildlife species, a state park, state history, and an interesting West Virginian.

McEntee and photography editor Clayton Spangler discuss article content and potential images and other illustrations to accompany stories. They work together to gather and select the highest-quality images for each issue.

From time to time, and often based on reader requests and writer queries, McEntee selects a particular town or county in the state to "Spotlight," planning two or more articles in the same issue to highlight that particular area. Reader mail and writer feedback indicate that this feature of the magazine is popular with readers. McEntee is currently working on ideas for special features or issues to celebrate the Civil War Sesquicentennial and West Virginia's 150th birthday.

McEntee painstakingly edits all writers' manuscripts for readability and for consistency using the *Chicago Manual of Style* as a style guide. She returns edited manuscripts to writers for review before publication. After the articles are laid out and an issue is designed, she carefully proofreads the issue in its entirety in two separate proofreading stages.

An accomplished writer, McEntee has attended numerous creative writing workshops, studying with both local and nationally known writers. With the personal essay skills she has acquired, she established the regular "Welcome" column that introduces each issue to readers. The reader response to this feature has been very favorable.

McEntee also continues to write occasional feature articles for the magazine on a variety of topics. In 2010, her article titled "Helvetia: Then and Now," which appeared in the August 2009 issue, received first place in the Parks, Historical and Cultural category of the Association for Conservation Information's annual, nationwide writing competition.

McEntee works directly with the West Virginia Book Company and with WVDNR to secure items for the monthly Bookshelf and Events Statewide features; reads, compiles, and edits text for the monthly Letters to the Editor and Reader Pick features; writes appealing text for the monthly Contents Page; and responds to a growing volume of reader mail.

Awards

2010 Association for Conservation Information Annual Article Competition

First Place: Parks, Historical, Cultural category for "Helvetia: Then and Now"

2004 West Virginia Writers Competition

Second Place, Emerging Writers, Fiction and Nonfiction category

Honorable Mention, Creative Nonfiction Essays category

Affiliations

Brooks Bird Club

Board Member, Friends of Blackwater, 2001 to 2009

Clayton Spangler, Photography Editor (subcontractor)

Kanawha County native Clayton Spangler is an award-winning photographer and certified photographic consultant. His images have been featured in *Wonderful West Virginia*, *Paddler*, and *Southern Living* magazines; advertising and marketing projects nationwide; and in the Professional Photographers of America's traveling loan collection. Spangler is also a juried Tamarack artist, and his work is displayed regularly at the Art Emporium Gallery in Charleston, West Virginia.

In addition to landscape, nature, and fine art photography, Spangler shoots journalistic and environmental portraiture. He leads a series of workshops, which he developed, that teach photographers the principles of artistic composition, how photography can impact environmental issues, and digital workflow solutions.

Spangler's is accredited as a Certified Professional Photographer by the Professional Photographers of America. He serves as a board member and information liaison for the Professional Photographers of West Virginia. His other professional affiliations include the National Association of Photoshop Professionals, the Society of Photo Finishing Engineers, and the Luminous Printers Guild.

Spangler is also a member of Fujifilm's Talent Team. He has been awarded two Fujifilm Masterpiece Awards, as well as a Kodak Gallery Award, for photographic excellence. He is the owner of Photographic Design, a commercial photography business located in Charleston, West Virginia.

Beautiful, high-quality photography has been a hallmark of *Wonderful West Virginia* since its inception. Spangler helps to maintain the magazine's photographic excellence by selecting the highest-quality images for publication. He thoroughly reviews the content of articles and other features, selects appropriate photographs from a number of sources, edits the images for publication, and submits them to graphic designer Erin Murphy. Spangler also works with his numerous contacts in the state's photography community to obtain outstanding images for the magazine's monthly Gallery and covers. In addition, he reviews queries from other photographers who have submitted unsolicited images and selects an interesting and appealing Reader Photo for each issue.

Jeff Pierson, Art Director (subcontractor)

Work Experience

2007-present	Director of Arts West Virginia Division of Culture and History
2005-2007	Individual Artist Coordinator West Virginia Division of Culture and History
2002-2005	Curator, Education and Exhibitions Museum in the Community, Hurricane, WV
2001-2002	Program Coordinator Museum in the Community, Hurricane, WV
1999-2001	Associate/Gallery Assistant Taylor Books/Annex Gallery
1999- present	Freelance Illustration/Animation/Photography/Design/Marketing

Awards and Honors

2009	Leadership Award, Mid Atlantic Arts Foundation Board, 2007-2009
2006	Go Give Award, West Virginia Division of Culture and History
2002	Publication Award, Illustration, Associated Press
1998	Dean's List, Columbus College of Art and Design
1996	National Portfolio Scholarship, Columbus College of Art and Design

Related Interests and Activities

Pierson has an extensive writing, editing, art directing, and curating background that will bring additional expertise to *Wonderful West Virginia*. Pierson has written for *Goldenseal* and *Charleston* magazines, and edits and art directs the West Virginia Division of Culture and History's *ArtWorks* magazine. Jeff has curated numerous art exhibits and has served as an arts juror, speaker, and educator.

Selected Boards and Committees

2010-present	NASAA Folk Arts Partnership Advisory Group
2009-present	Fairmont State Center for Arts Engagement Committee, Fairmont, WV
2007-present	West Virginia Commission on the Arts, Charleston, WV
2007-present	State Arts Agencies Executive Directors Committee, Washington DC
2007-2009	Mid Atlantic Arts Foundation Board, Baltimore, MD
2007-2009	Mid Atlantic Arts Foundation Program/External Affairs Committees
2008	Mid Atlantic Arts Foundation Jazz liaison, Baltimore, MD
2005	FestivALL Planning Committee, Charleston, WV

Memberships

Mid Atlantic Arts Foundation
 National Assembly of State Art Agencies
 American for the Arts
 Arts Advocacy of West Virginia
 Society of Illustrators

Selected Exhibitions

2006-2010	<u>Buswater</u> 1520 Gallery, Charleston, WV
2009	<u>ArtMares</u> East End Main Street Gallery, Charleston, WV
2009	<u>Dogs Days Of Summer</u> Good News Garage Gallery, Charleston, WV
2006	<u>River Arts</u> Unitarian Universalist Congregation, Charleston, WV
2006	<u>Nudes</u> Art Space Gallery, Charleston, WV
2005	<u>Clotho</u> Covenant House Creative Gallery, Charleston, WV
2005	<u>Visual Diversity</u> Della Taylor Brown Gallery, West Virginia State University, Institute, WV
2005	<u>Kind of Blue</u> Friends of the Arts Gallery, Hamlin, WV
2003	<u>4th Biennial Art & Craft Guild Juried Exhibition</u> Parkersburg Art Center, Parkersburg, WV

2001	<u>New Work in the Mountain State</u> Museum in the Community, Hurricane, WV
2000	<u>West Virginia Allied Artists 62nd Juried Exhibition</u> Sunrise Art Museum, Charleston, WV

Related Computer Experience

Adobe InDesign	Quark Express
Adobe Photoshop	Fractal Painter
Adobe PageMaker	Microsoft Excel
Adobe Illustrator	Microsoft Works/Word
Adobe Freehand	Microsoft Outlook Express

Selected Media Coverage

12/4/2009	Charleston Daily Mail, "Like the Ones He Used to Know"
6/19/2008	Charleston Daily Mail, "City Set for Artistic Transformation"
2/9/2006	Charleston Daily Mail, "Painting Skills Help Illustrator Land Role"
7/7/2005	Charleston Gazette, "For Artists, Help Is Out There"
8/10/2004	Charleston Gazette, "Illustrator Takes First Place in Associated Press Awards"
11/8/2004	Charleston Gazette, "Artists Showcase Their Work in City"
8/18/2004	Charleston Daily Mail, "Rock On"
7/18/2004	Charleston Gazette-Mail, "Young Blood Takes over McJunkin Gallery"
2/4/2004	Charleston Daily Mail, "Artist to Create Rocking Works for Charity"
6/25/2003	Charleston Gazette, "Double Vision"
6/19/2003	Charleston Gazette "Art in the Family"
1/10/2002	Charleston Daily Mail, "Adding Skew to Kids Views"
12/12/2002	Charleston Daily Mail, "Drawn In"
4/13/2001	Charleston Daily Mail, "Local Artist to Pay Tribute to the Cap'n"
4/23/2001	WSAZ-TV, "Local Artist's Work Seen on National Ad Campaign"

Pierson will provide *Wonderful West Virginia's* art direction, guiding the magazine's graphic design from month to month. He will protect the magazine's visual brand identity, while growing the publication creatively. He will serve as a mentor to the magazine's associate graphic designer and will work closely with the photo editor and editorial staff. Pierson will provide typographic and visual direction, design inspiration, and, on occasion, custom illustrations. He will also proofread the magazine for design and typographic errors throughout the prepress process.

Nora Shalaway Carpenter, Associate Editor (subcontractor)

A West Virginia native, Nora Shalaway Carpenter graduated *summa cum laude* from Marshall University as a Yeager scholar. She holds degrees in English literature and Classical Studies. While at Marshall, she earned the university's top writing award for nonfiction and received the *Ruth Flower Brown Scholarship* for her work in English classes.

Carpenter is currently working on a master of fine arts degree in writing for children and young adults from Vermont College of Fine Arts. She also took master's-level classes in English literature at American University, where she worked as a writing tutor and teaching assistant.

In addition to having written articles for *Wonderful West Virginia*, Carpenter interned at the National Education Association in Washington, D.C., and wrote numerous pieces for *NEA Today* magazine and *This Active Life*, NEA's magazine for retirees. She also interned at the West Virginia Writers Association conference while in college.

As the associate editor for *Wonderful West Virginia*, Carpenter edits the final set of black-and-white proofs each month and discusses needed changes and corrections with editor Sheila McEntee.

Additionally, she edits and modifies the Bookshelf and Calendar of Events text before sending them on to graphic design. She is also responsible for reading and answering all unsolicited article queries to the magazine. She passes proposed stories and authors' writing samples on to McEntee if they fit the magazine's needs. Carpenter consults with the writers (from passing on editorial feedback to coordinating story deadlines) until the final piece is sent to McEntee.

Erin Murphy, Associate Designer (subcontractor)

A native of Kanawha County, Erin Murphy graduated with honors from West Virginia University, where she earned a Bachelor of Fine Arts degree in art with a concentration in graphic design. At WVU she learned the principles of print and Web design, creating a variety of media for the university, including posters to encourage student voting, motion graphics for the university's Personal Rapid Transit (PRT) system, and a season brochure for the school's division of theater and dance.

Murphy's professional experience includes designing layouts for *Wonderful West Virginia* magazine; creating and maintaining Web sites for Anthony Joseph, LLP; and designing workbooks for Climbing toward Confidence, a girls' empowerment program in North Carolina.

As *Wonderful West Virginia's* associate designer, Murphy is responsible for developing the initial page layout and design of each monthly issue. She determines article page lengths and organizes text and photographs for each story. She also creates artful graphic elements to illustrate the stories in an attractive and appealing manner. Murphy works with photography editor Clayton Spangler to obtain images and stock photography as needed to enhance layouts. She implements all text and design corrections received from the editor, photography editor, art director, and WVDNR, and prepares the final digital magazine document for delivery to the printer.

References (per Attachment A introductory paragraph)

Harry Price, WVDNR Administration and *Wonderful West Virginia* publisher
304-558-7348

Larry Martin, Prepress Manager, Chapman Industries
800-458-8596

Harry Wager, Sales Representative, Chapman Industries
304-341-0676

**Section 2.4.3: Goal/Objective 3:
Vendor's Samples of Publications**

Please see enclosed.

Professional Photographer Certification Commission

hereby attests that

Clayton Spangler

having demonstrated exceptional technical knowledge and abilities
as a Professional Photographer, is hereby officially recognized as a

Certified Professional Photographer

*and is eligible for all honors and benefits accruing therefrom,
and bound by all standards of personal and professional conduct
accompanying this certification.*

CERTIFIED

PROFESSIONAL PHOTOGRAPHER

November 01, 2016

Certification is effective through renewal date above.



Certified Photographic Consultant™

Presented to

Clayton Spangler

for having met the rigid standards established by the
Certified Photographic Consultant Committee of PMA®.

A handwritten signature in cursive script that reads 'Chris Lydle'.

Chris Lydle, CPC Chairperson

A handwritten signature in cursive script that reads 'Ted Fox'.

Ted Fox, Executive Director

MEMBER 2011

Imaging Technology • Retail Selling • Customer Service

PMA



Society of Photo Finishing Engineers

This is to certify that

Clayton Spangler

has completed the requirements and is a registered member of the Society of Photo Finishing Engineers®. This certificate is awarded with sincere appreciation by the SPFE® Committee for the 2011 membership year.

Tom Kelly
Tom Kelly, SPFE Chairperson

Ted Fox
Ted Fox, Executive Director

2011 MEMBER

PMA

and comparable to past issues, as well as photographs (color, black and white and infrared), artwork, etc. to enhance them. Note: (DNR will not be responsible for additional costs of purchasing stories/articles, photographs and artwork). Vendor shall perform proofreading, editing, layout and design of magazine and have the ability to perform this task manually if necessary. Vendor's equipment must be Macintosh compatible, Quark XPress current version, or InDesign current version desktop publishing program, postscript level 3 output in rip trapping and computer to plate only.

2.5.5 Vendor's Certification Regarding All Mandatory Requirements

Please acknowledge that you will meet all the delivery requirements as out lined in 2.5 of the RFP.

Cannon Graphics, Inc.
(Company)

Teresa Hyde, President
(Representative Name, Title)

304-346-7602 / 304-346-7602
(Contact Phone/Fax Number)

June 9, 2011
(Date)

I certify that the proposal submitted meets or exceeds all the mandatory specifications of this Request for Proposal. Additionally, I agree to provide any additional documentation deemed necessary by the State of West Virginia to demonstrate compliance with said mandatory specifications.

Cannon Graphics, Inc.
(Company)

Teresa Hyde, President
(Representative Name, Title)

304-346-7602 / 304-346-7602
(Contact Phone/Fax Number)

June 9, 2011
(Date)